whil.

Outer Wrap

- 100lb Uncoated #1 COVER weight (270.8 GSM)
- glued flap attached to the inside
- Pantone 311c

whil. logo

- matte white foil, registered deboss

Caption Text

- matte white foil, registered deboss

whil. logo
- white gloss foil, registered deboss

Box
- 100lb Dull Coated Text (150 GSM)
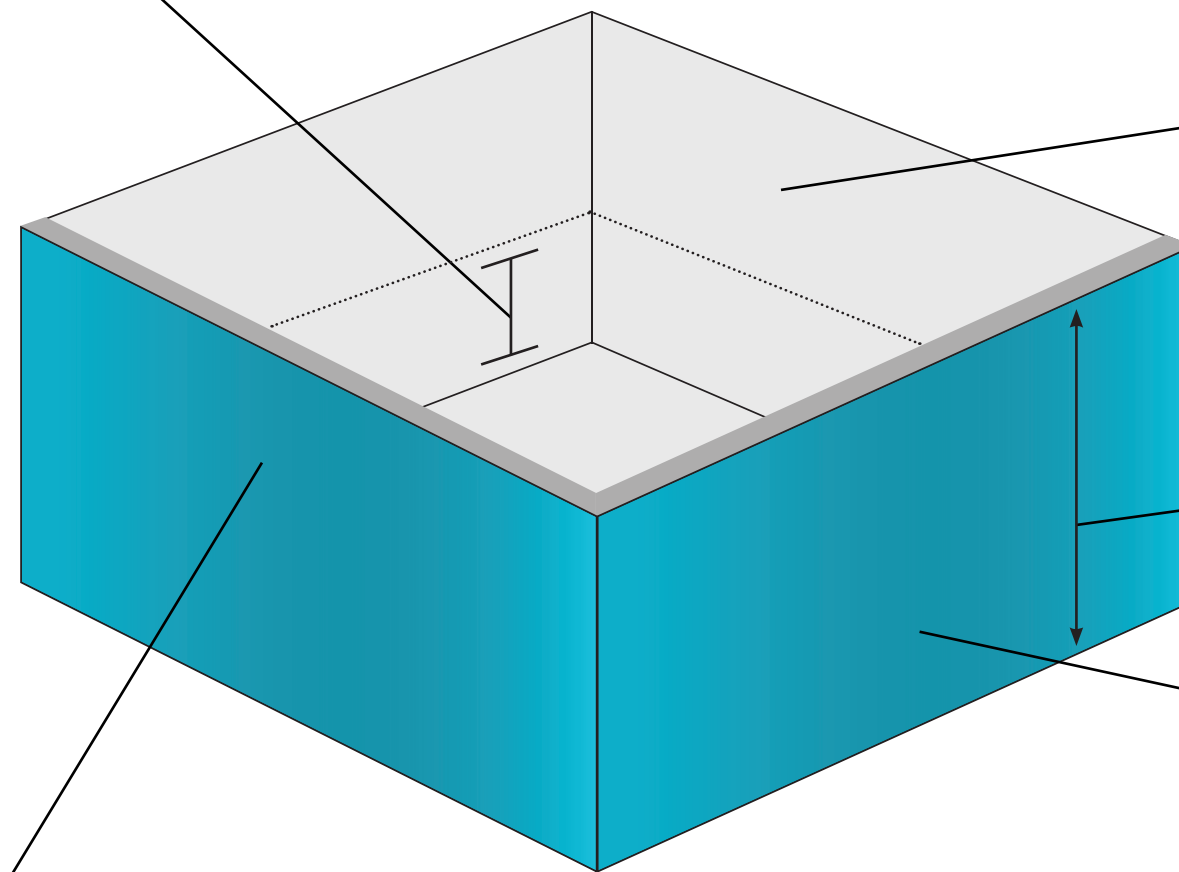 paper, Printed Pantone 311C
  THEN Film laminated with Soft Touch
  Laminate

BOX - TOP LID

Mount Lid Ring
@ 36m from top (inside)

inside dimension
- 12.6cm x 12.6cm

Height (blue area)
6.5cm

Exterior Dimension
13.2cm x 13.2cm

board thickness: 3mm
- 100lb Dull Coated Text (150 GSM)
  paper, Printed Pantone 311C THEN
  Film laminated with Soft Touch
  Laminate

BOX - BOTTOM LID

inside sleeve dimension
12.2cm x 12.2cm

Lip
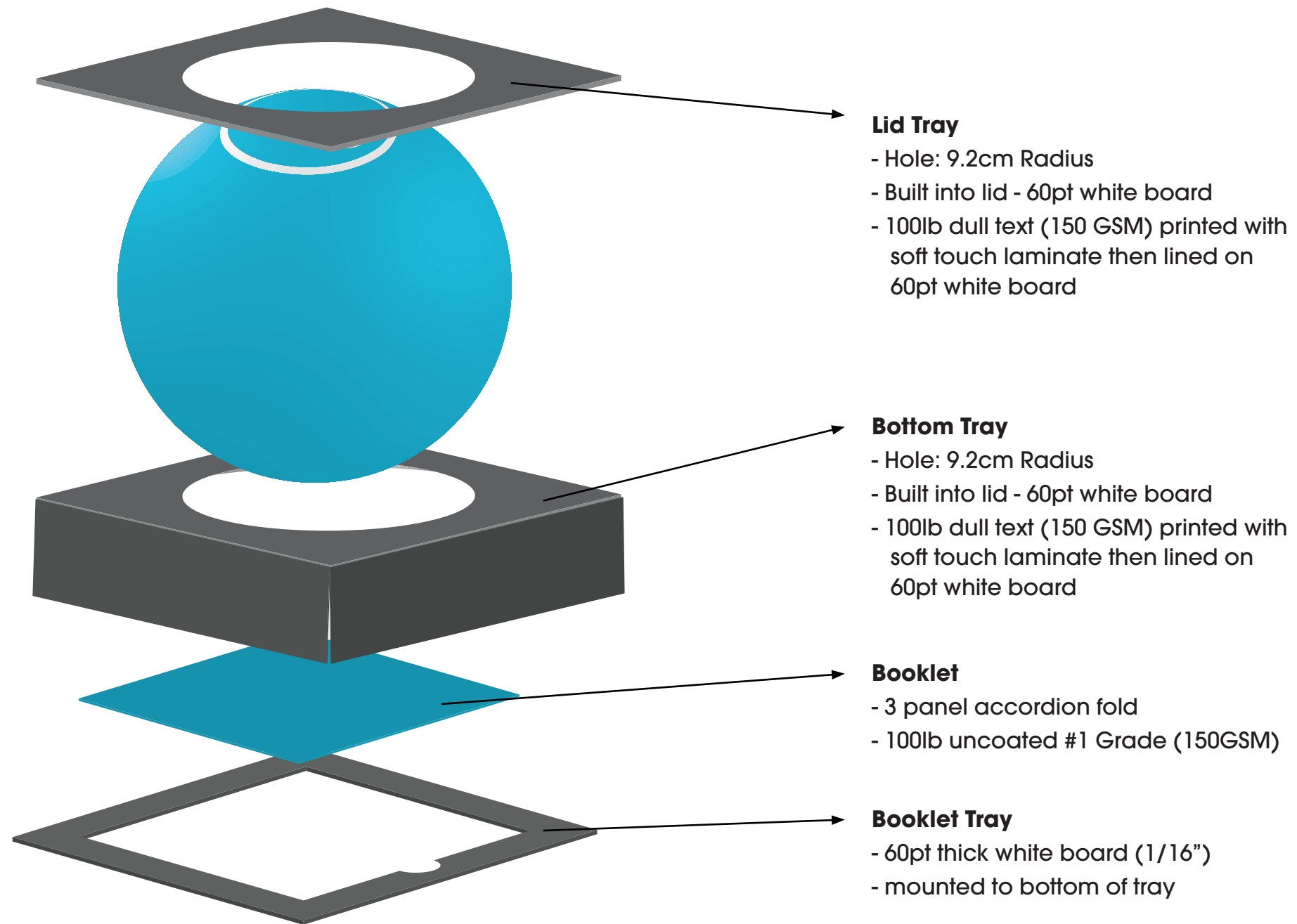8mm

Height (blue area)
6.5cm

Exterior Dimension
13.2cm x 13.2cm

board thickness: 3mm
- 100lb Dull Coated Text (150 GSM)
  paper, Printed Pantone 311C THEN
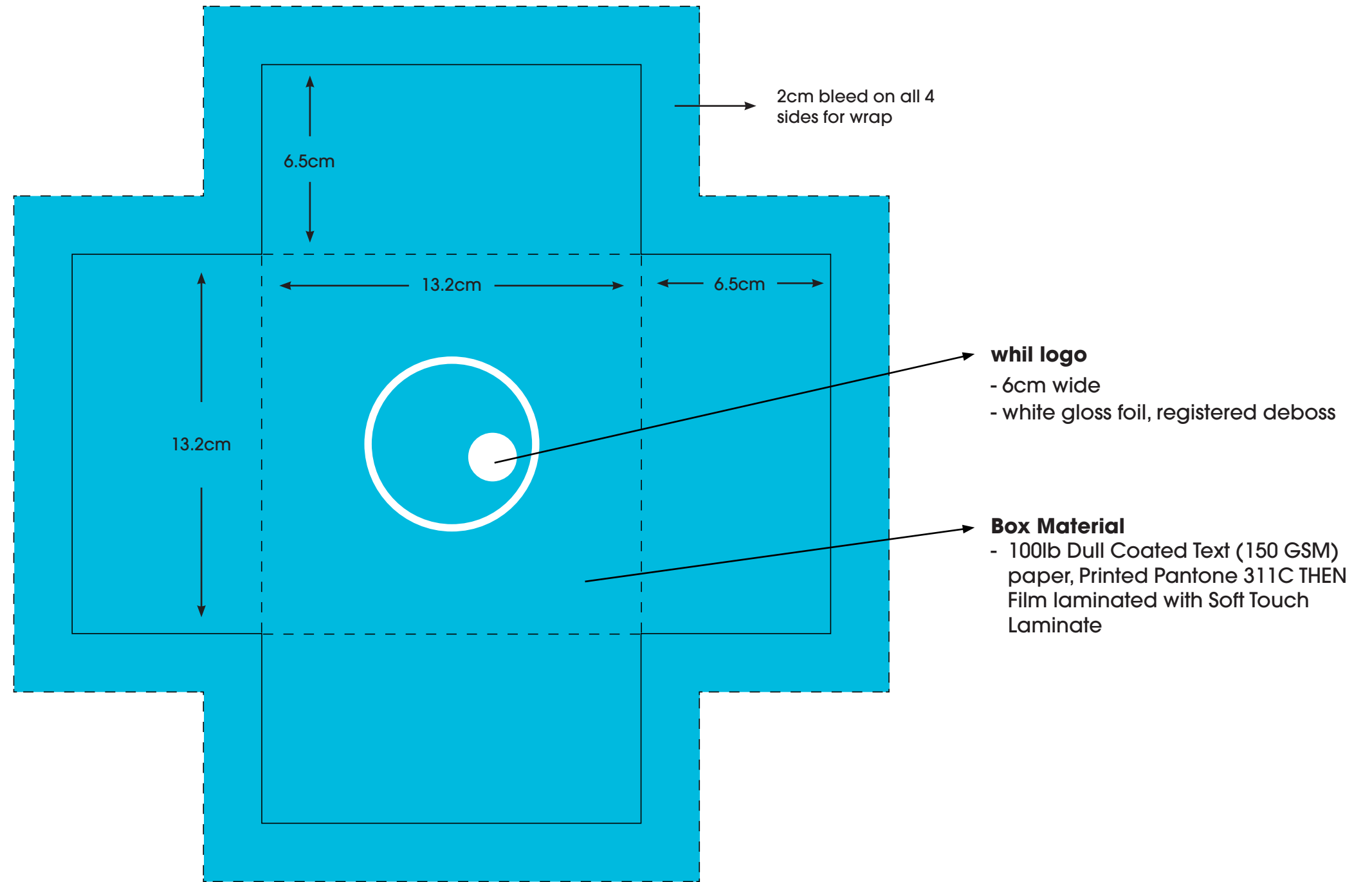 Film laminated with Soft Touch
  Laminate
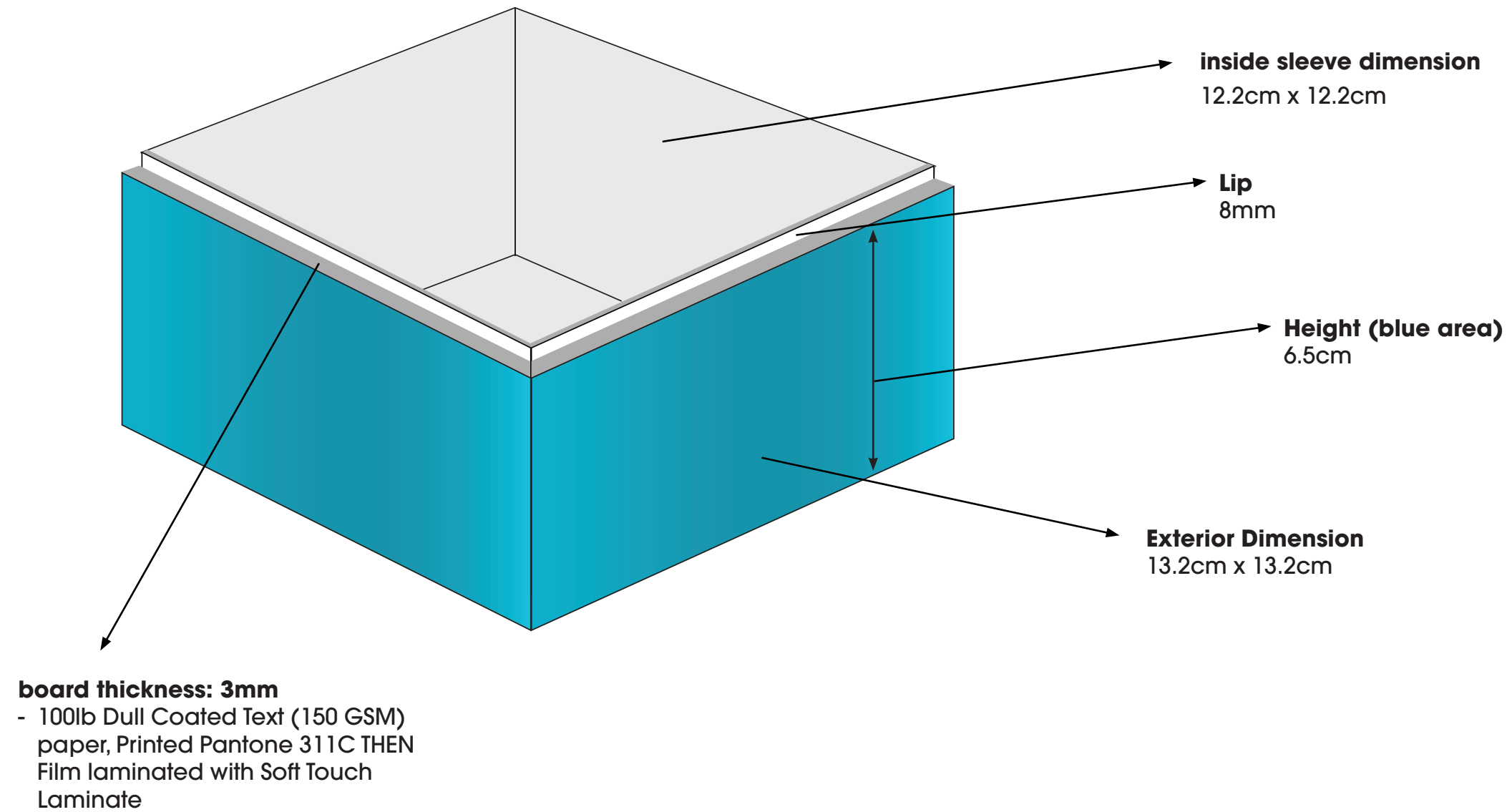
BOX - INTERIOR CONSTRUCTION

Lid Tray
- Hole: 9.2cm Radius
- Built into lid - 60pt white board
- 100lb dull text (150 GSM) printed with
  soft touch laminate then lined on
  60pt white board

Bottom Tray
- Hole: 9.2cm Radius
- Built into lid - 60pt white board
- 100lb dull text (150 GSM) printed with
  soft touch laminate then lined on
  60pt white board

Booklet
- 3 panel accordion fold
- 100lb uncoated #1 Grade (150GSM)

Booklet Tray
- 60pt thick white board (1/16")
- mounted to bottom of tray

6.5cm

2cm bleed on all 4
sides for wrap

13.2cm

6.5cm

13.2cm

whil logo
- 6cm wide
- white gloss foil, registered deboss

Box Material
- 100lb Dull Coated Text (150 GSM)
  paper, Printed Pantone 311C THEN
  Film laminated with Soft Touch
  Laminate

2cm bleed on all 4
sides for wrap
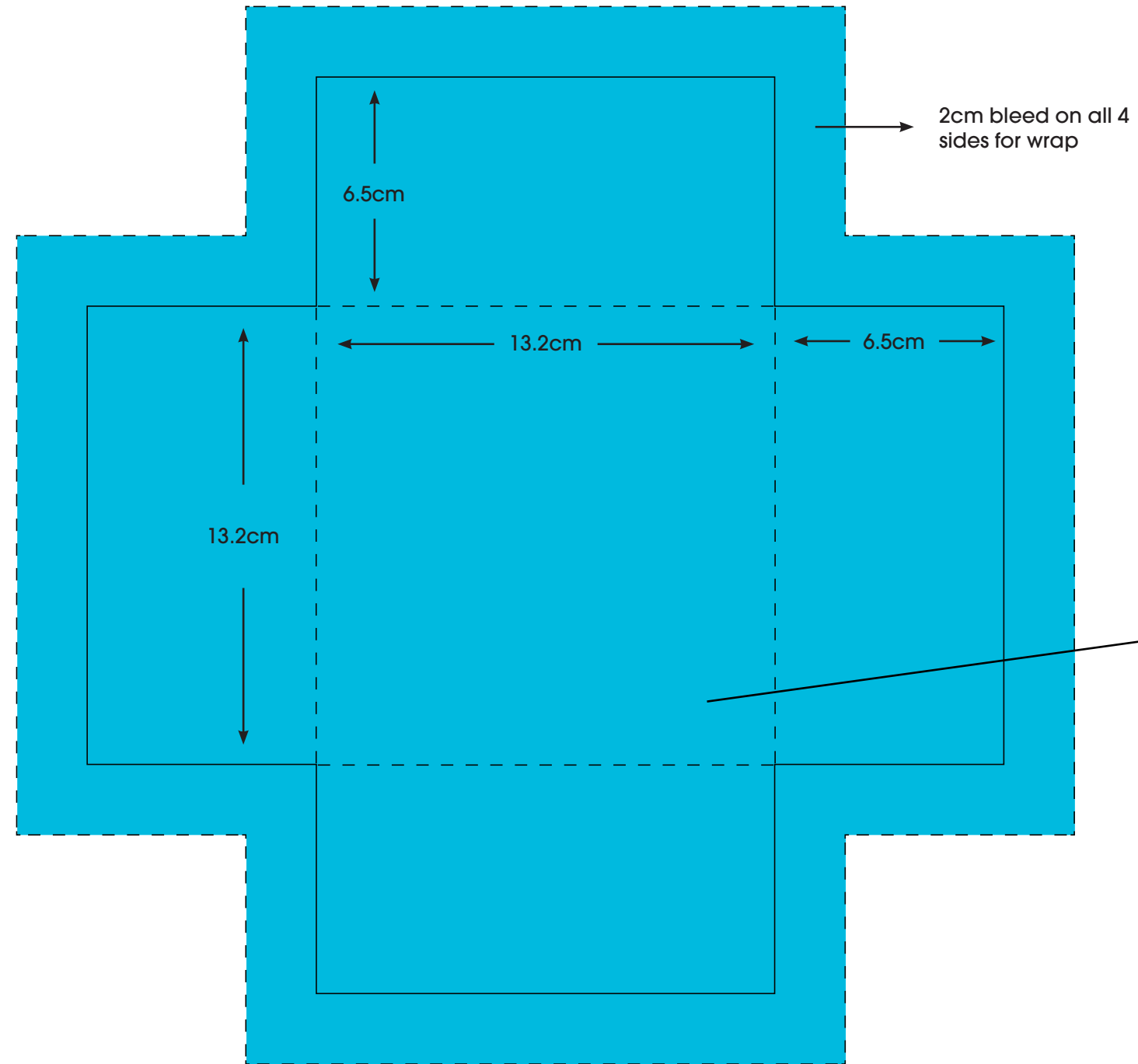
6.5cm

13.2cm

6.5cm

13.2cm

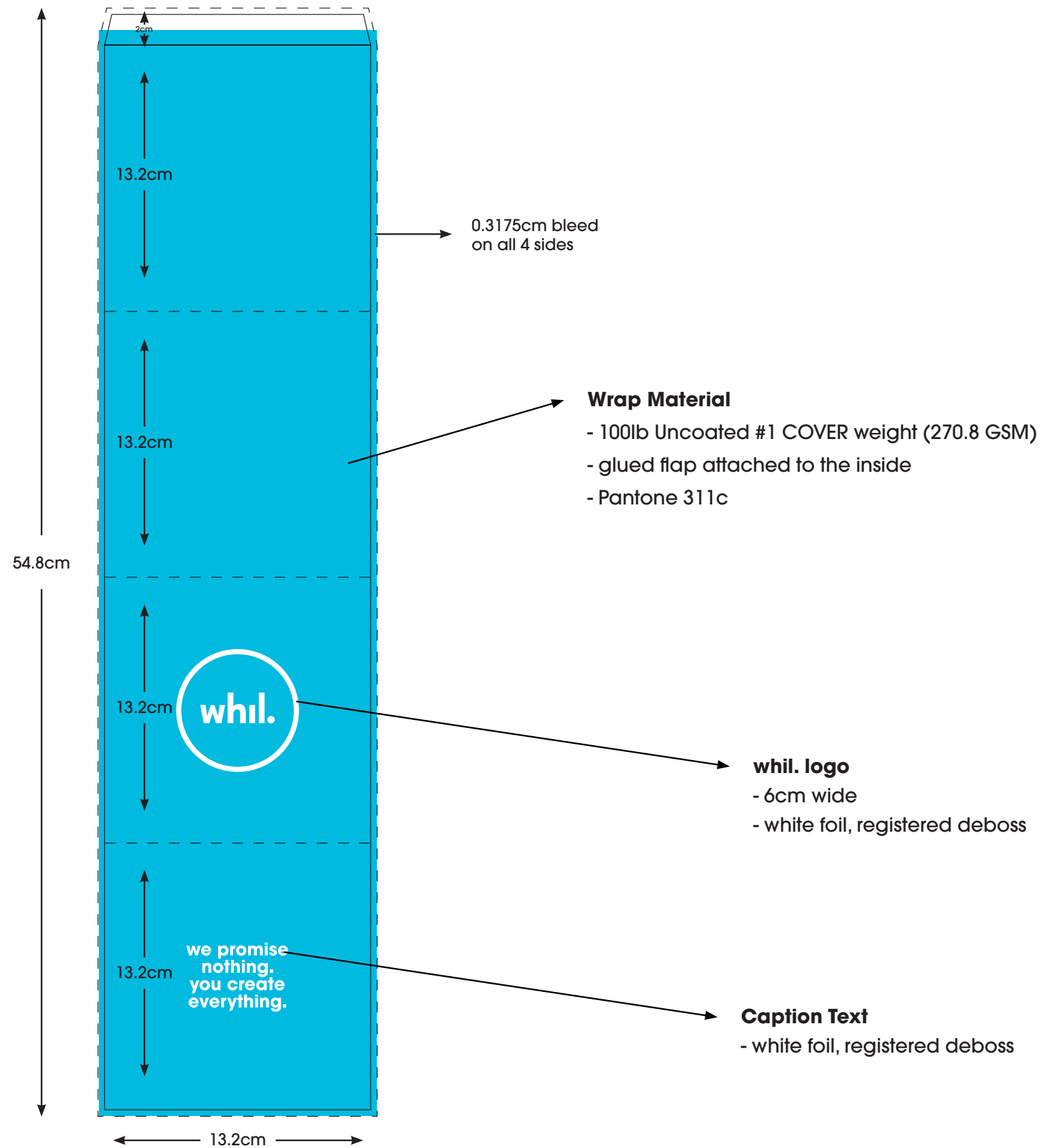**Box Material**
- 100lb Dull Coated Text (150 GSM)
  paper, Printed Pantone 311C THEN
  Film laminated with Soft Touch
  Laminate

2cm

13.2cm

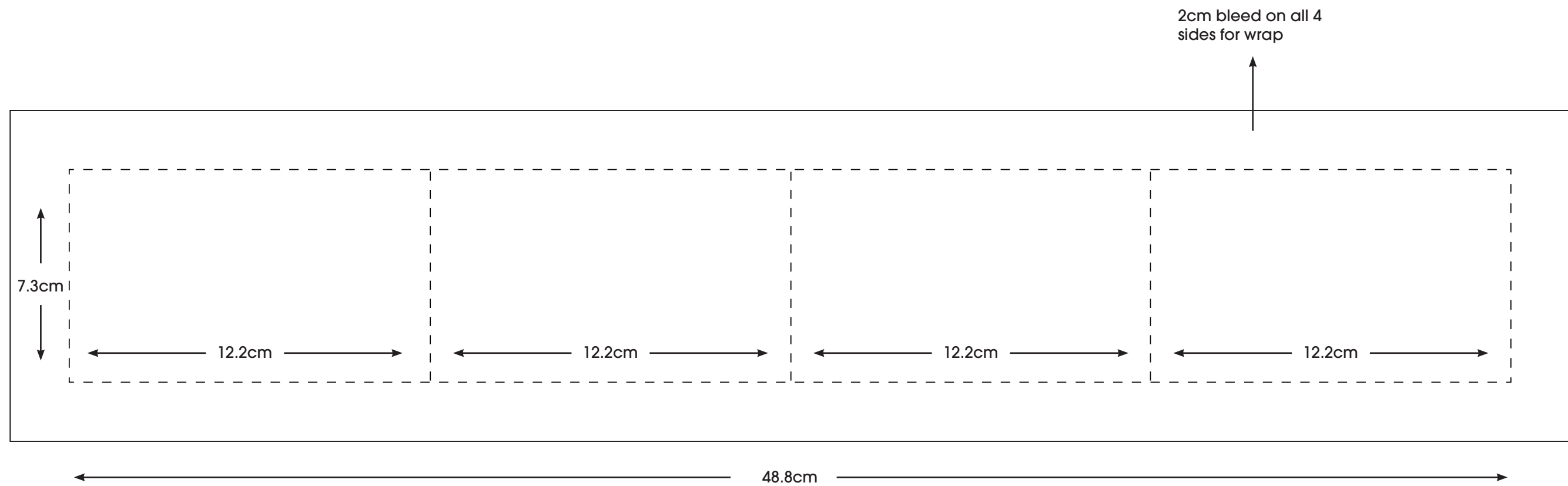0.3175cm bleed
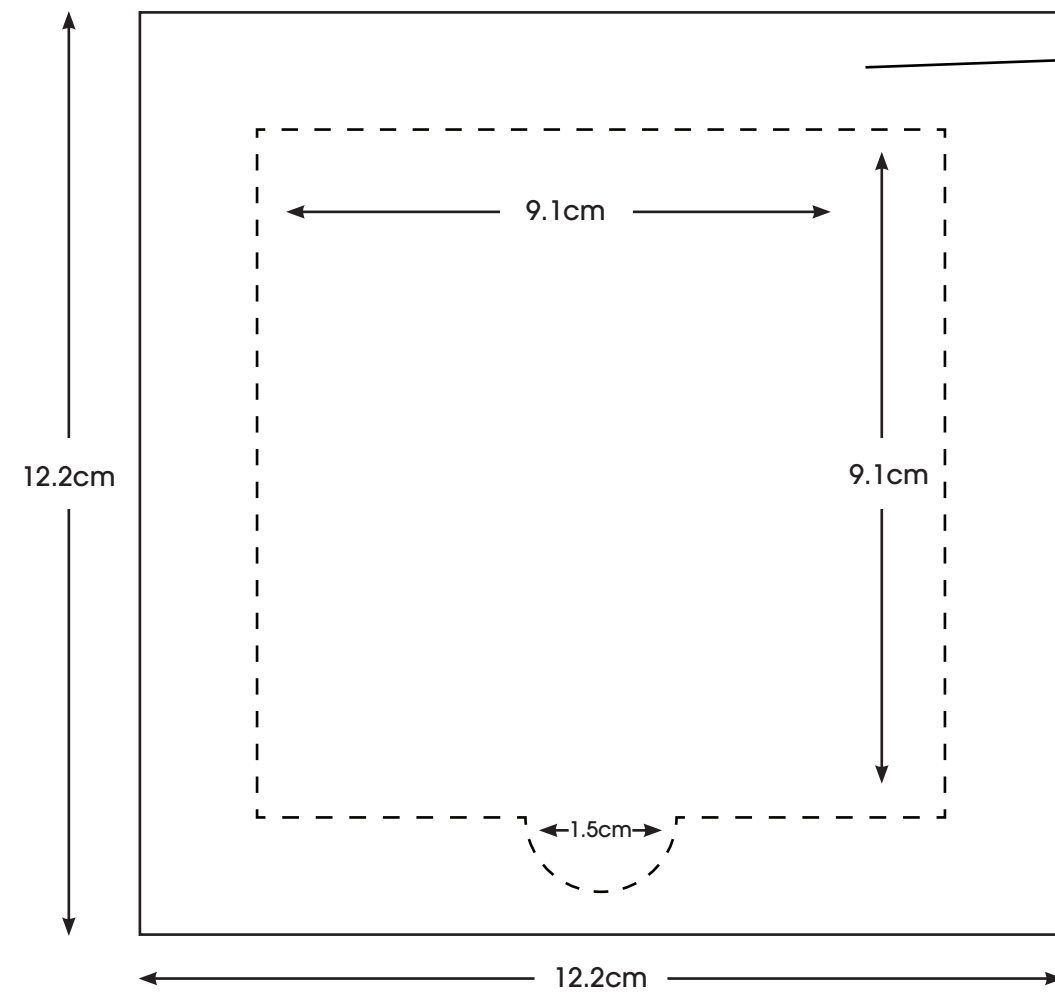on all 4 sides

Wrap Material

- 100lb Uncoated #1 COVER weight (270.8 GSM)

- glued flap attached to the inside

- Pantone 311c

13.2cm

54.8cm

13.2cm

whil.

whil. logo
- 6cm wide
- white foil, registered deboss

13.2cm

we promise
nothing.
you create
everything.

Caption Text
- white foil, registered deboss

13.2cm

What is the material spec for this insert?

2cm bleed on all 4 sides for wrap

7.3cm

12.2cm

12.2cm

12.2cm

12.2cm

48.8cm

Tray Material

- 100lb dull text (150 GSM) printed with soft touch laminate then lined on 60pt white board
- mounted to bottom of tray
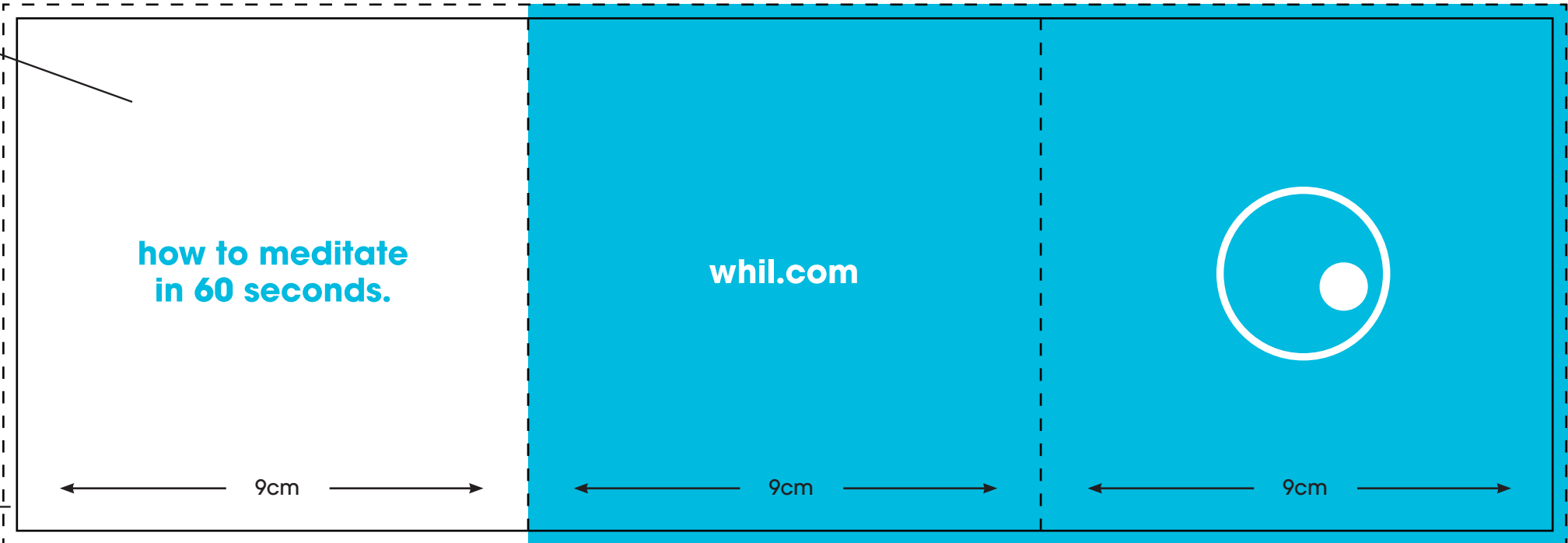
12.2cm

9.1cm

9.1cm

1.5cm

12.2cm

DETAILED SPECS - BOOKLET (3 panel accordion fold)

booklet front

Booklet Material

- 3 panel
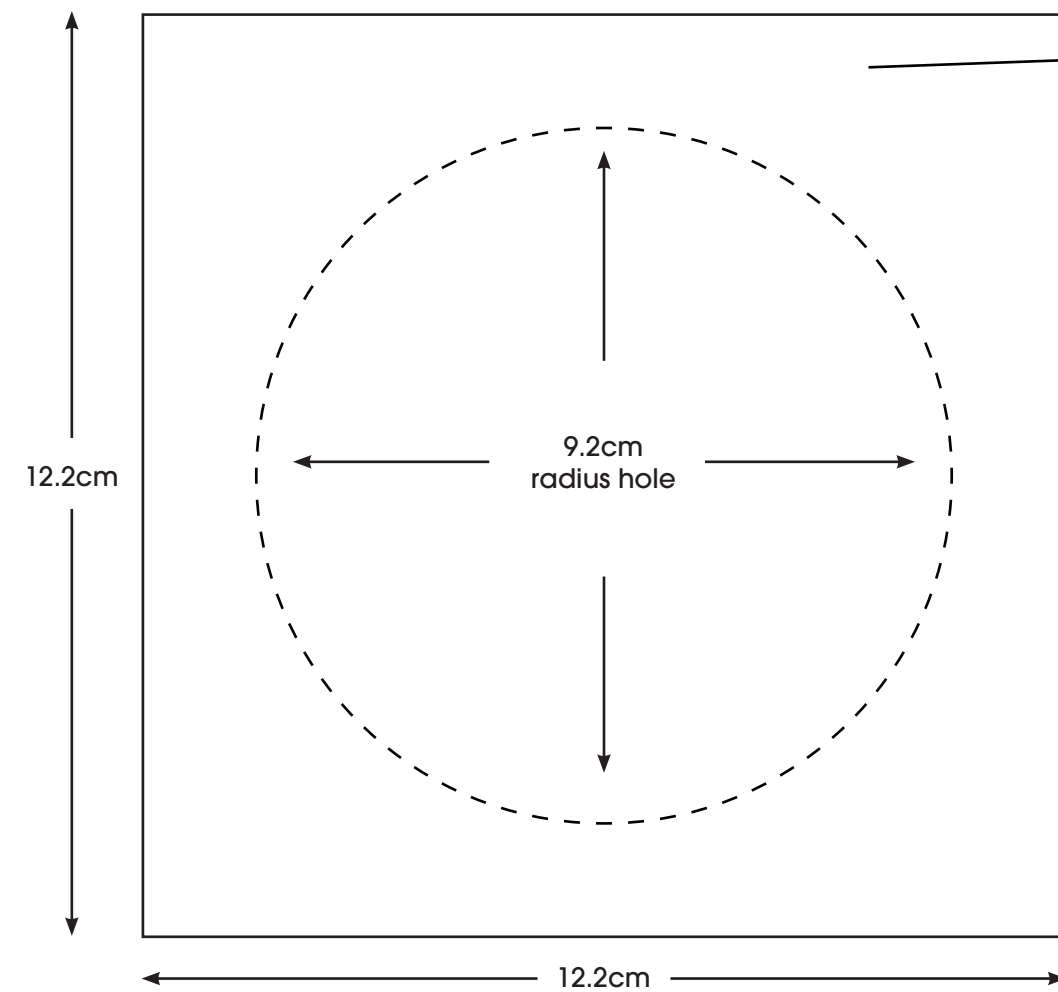 accordion fold
- 100lb uncoated #1
  Grade (150GSM)

**how to meditate
in 60 seconds.**

whil.com

9cm

9cm ← 9cm → 9cm

0.3175cm bleed
on all 4 sides

booklet back

9cm

**STEP #1
POWER DOWN**

Close your eyes.

Take 2 deep breaths.

Visualize a simple dot.

Float through.

**STEP #2
POWER UP**

Get serious.

Commit to something.

Set a time.

Cement it in.

**STEP #3
POWER FORWARD**

Take a breath.

Open eyes wide.

For 60 seconds, 5x a day.
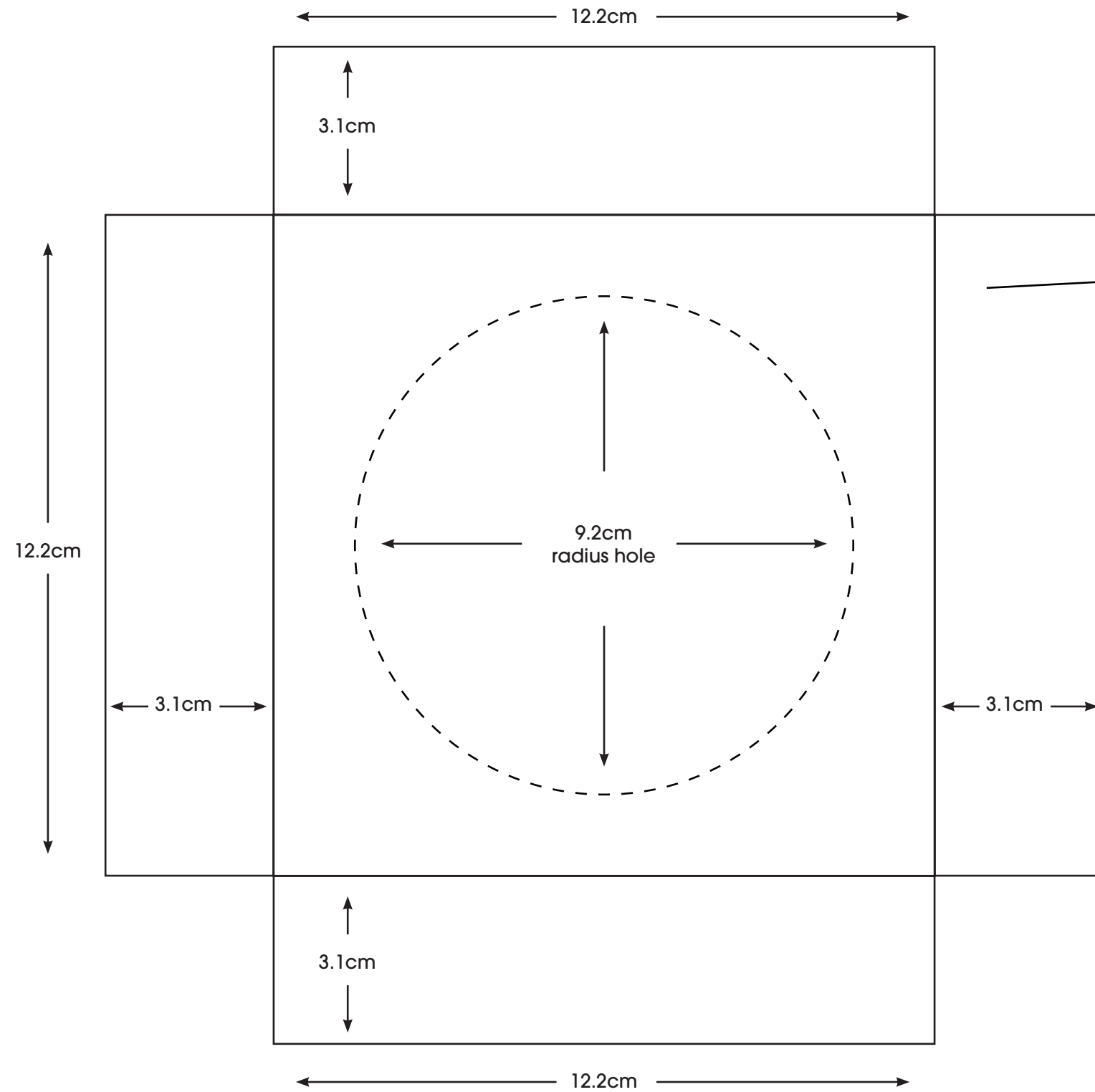
0.3175cm bleed
on all 4 sides

9cm ← 9cm → 9cm

12.2cm

12.2cm

9.2cm
radius hole

Lid Tray Material

- Built into lid - 60pt white board
- 100lb dull text (150 GSM) printed with
   soft touch laminate then lined on
   60pt white board

DETAILED SPECS - BOTTOM LID TRAY

12.2cm

3.1cm

12.2cm

3.1cm

3.1cm

9.2cm
radius hole

Lid Tray Material
- Built into lid - 60pt white board
- 100lb dull text (150 GSM) printed with
  soft touch laminate then lined on
  60pt white board

3.1cm

12.2cm