

APHROLI Nº02
Rigid magnetic gift box · V6

Front emboss: WAVE (R5b rings in a double swell)

Everything needed to build, print and finish the box: what we want it to feel like, every part with exact dimensions, the board and paper dielines, the gold-foil and emboss plates, the velvet cavity and the assembly order.

1. **STILL TO DO before printing (read first)**
2. Design intent: what we are looking for
3. The kit: parts and bill of materials
4. Assembled dimensions
5. Exoskeleton: wrap boards
6. Exoskeleton: outer cover paper + gold
7. Exoskeleton: inner liner + gold illustration
8. Gold foil and emboss plates
9. Sculpted blind emboss
10. White box: lid
11. White box: base shell and black neck
12. Cavity: velvet inlay
13. Magnetic closure
14. Assembly sequence
15. Materials, finishes, tolerances, QC, open items
16. Reference renders

Separate production files are in the folders next to this PDF: **1_BOX_STRUCTURE** (board + paper dielines), **2_GOLD_FOIL_EMBOSS** (one plate per file), **3_CAVITY_INLAY** (cut file). Each exists as PDF and SVG, 1:1, in mm.

STILL TO DO before printing (read first)

#	Item	Status in this pack	Who
1	**Back panel text, EAN barcode, volume (ml)**	PLACEHOLDER lines and barcode in plate P1. Not final copy.	Aphroli to supply, Gillian to set
2	**Interior gold illustration** (Aphrodite / peacock)	Trace of the approved concept art, fitted to the panels (plate P3). Needs a clean redraw, foil lines ≥ 0.15 mm.	Gillian
3	**Sculpted blind emboss die** (WAVE (R5b rings in a double swell))	Depth map + footprint supplied (plate P2, sheet 08b). The die must be sculpted from it; depth confirmed on the sample.	Die maker via Gillian
4	**Bottle fit**	Cavity built from the bottle measured off reference photos (66.7 x 103.7 x 26.6 mm). Confirm with a physical bottle before cutting foam.	Aphroli to send a bottle
5	**Gold foil choice**	Spec: bright polished yellow gold matching the label foil, rated for soft-touch.	Gillian / printer
6	**Magnet strength**	N52 Ø8 x 1 mm specified; pull test on the white sample, go to Ø10 x 1 if weak.	Box maker
7	**Finger scoops in the cavity**	Optional, shown dashed on sheet 11.	Decision: Aphroli
8	**Sizes**	This pack is the MEDIUM bottle only. Small and large follow the same construction once confirmed.	Later

Sampling order

1. Plain white structural sample (no print): check the bottle fit, the lid seam, the magnets and that the wrap falls flat.
2. Printed prototype: foil, sculpted emboss, liner illustration.
3. Sign-off, then production.

What is final in this pack

- All dimensions, board layouts and paper dielines (folder 1).
- Window and lid cut-out shape and position (from the label die line).
- Side wordmarks, notch keylines and lid line (plates P1, P4).
- Front emboss design and its position (plate P2).
- Cavity outline (folder 3), pending item 4.

The idea

A slim, heavy, jewel-like gift box. A black soft-touch **magnetic wrap** (the exoskeleton) holds a **white two-piece rigid box**. Through a window cut exactly to the label's shape you see the bottle's own label, around it the front carries one sculpted blind emboss (WAVE (R5b rings in a double swell)). Release the magnets and the wrap **falls completely flat**, revealing a full gold illustration of Aphrodite rising from the sea and a peacock among lilies. Lift out the white box, lift its lid: the bottle lies half-sunk, label up, in a fitted black velvet cavity.

Must-haves

- One snug size: **white box 84 x 118 x 34 mm**, wrap outer 87.6 x 37.3 x 118 mm. No dead space: 4 mm of velvet at each end of the bottle.
- The window and the lid cut-out follow the **label's die shape** (42 x 52 mm, 1.1 mm inside the label edge) and sit over the label, **12.95 mm off-centre toward the base end**. Through the window you see only the label.
- The wrap sits **flush** on the white box: no gap, no visible magnets from outside.
- When released, the wrap lies **flat** (it must not spring back into a box shape): soft hinges, no memory.
- The white box shows one fine **seam line** where lid meets base (flush, no step). Its only decoration: a thin polished gold line down the lid centre. No logo anywhere on the white box.
- Gold = bright polished yellow gold, matching the label foil. The front relief is a **sculpted blind emboss** (black on black, no gold, no ink); the only gold on the front is the thin rim along the window edge.
- The bottle never rattles: press-fit cavity, 1 mm clearance.

Not wanted

- No gilded board edges, no ribbons, no tissue. No print on the front: only the sculpted blind emboss and the gold window rim. No gold on the white lid other than the centre line.









The kit: parts and bill of materials







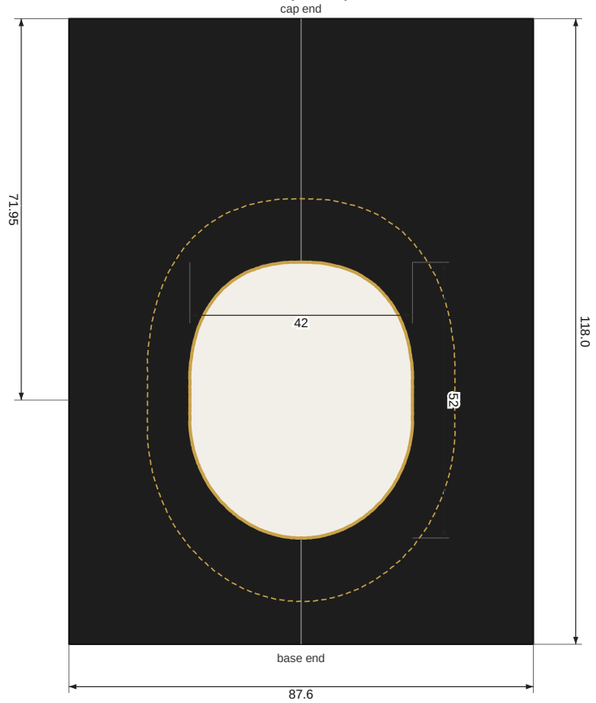


	Part	Construction	Size (mm)	Finish
A	Wrap (exoskeleton)	5 boards 1.5 mm greyboard on one outer cover paper + inner liner	outer 87.6 x 37.3 x 118 closed	black soft-touch cover, sculpted blind emboss on the front, gold foil wordmarks/back/window rim, gold foil illustration inside
B	Lid	rigid set-up lid, 1.5 mm board	84 x 118 x 13	warm-white textured paper, label-shaped cut-out, gold foil centre line
C	Base shell	rigid tray, 1.5 mm board	84 x 118 x 21	warm-white textured paper
D	Neck	4-wall collar glued inside C, 1.5 mm board	80.7 x 114.7 x 28 (rises 7 above C)	black paper both faces
E	Cavity inlay	EVA foam, 2 layers (14.3 through-cut + 2.4 solid)	77.7 x 111.7 x 16.7	black velvet / flock, bottle cavity +1 mm
F	Magnets	N52 neodymium discs	Ø8 x 1 mm, 8 pcs	4 in the flaps, 4 in the lid (attracting pairs)
G	Bottle	Aphroli Nº02 medium (supplied)	66.7 W x 103.7 L x 26.6 D	lies label-up, half sunk

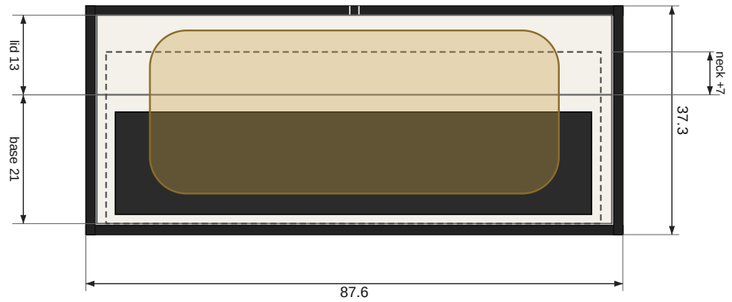
Order of nesting (outside to inside): A wrap > B lid over D neck > C base shell around D > E inlay inside D > G bottle in E. The wrap is open at both short ends: the white box is held only by the magnets in the flap tips and the snug fit.

100 mm

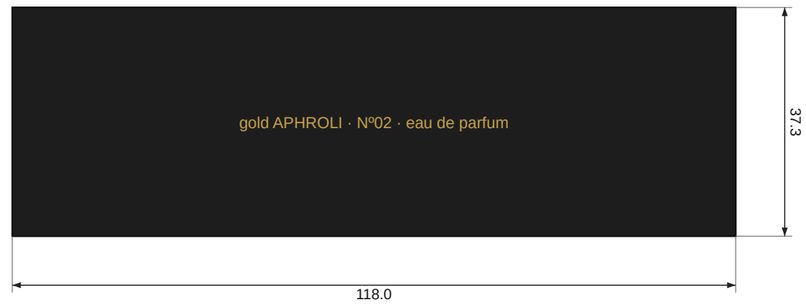
TOP (closed)



END (section through bottle)



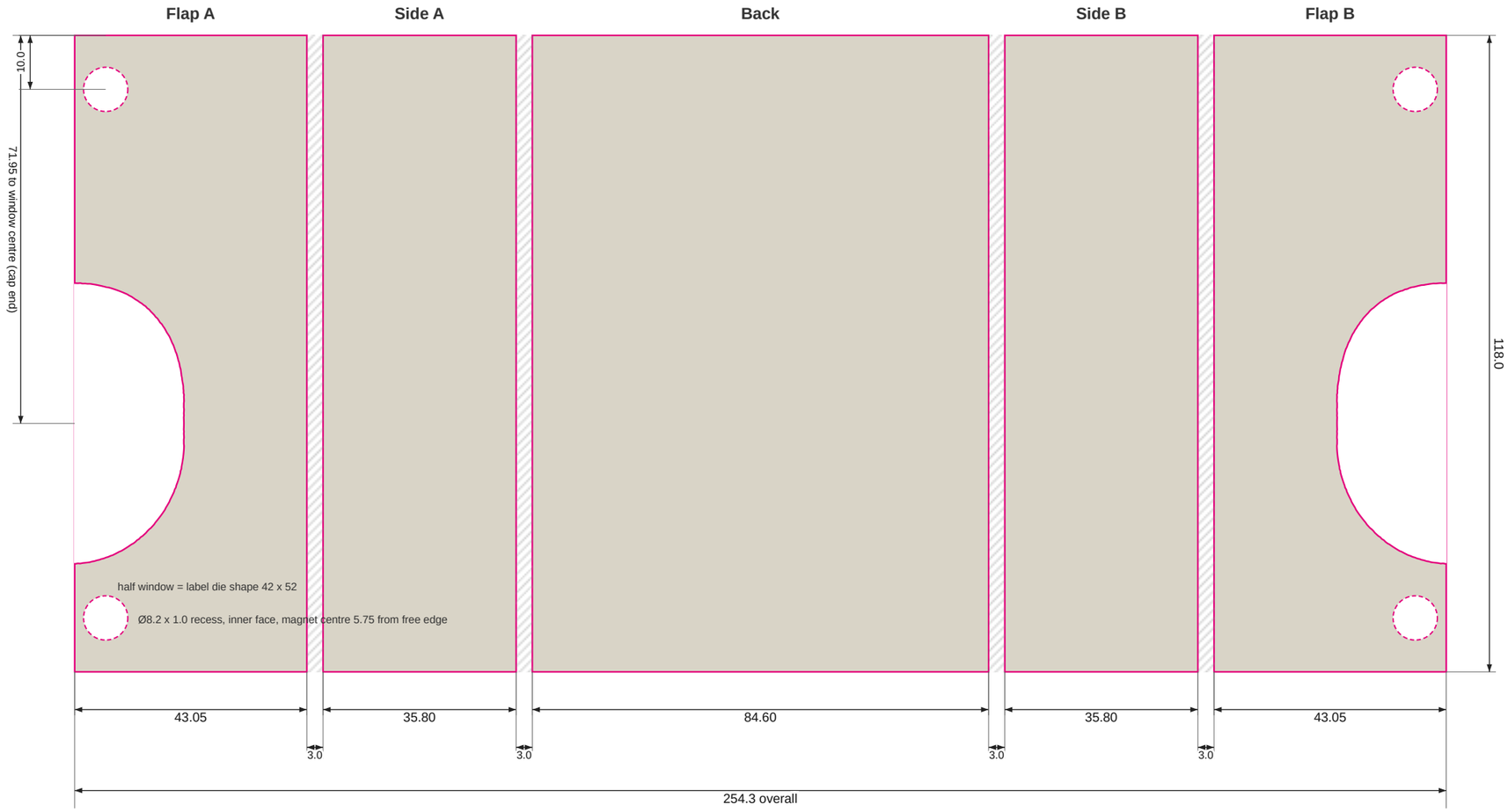
SIDE



White box 84 x 118 x 34 (lid 13 + base 21, flush seam). Wrap boards 1.5 mm, clearance 0.3 mm all round, flap seam 1.5 mm. Velvet top 18.2 above the base underside; bottle top 31.5; lid ceiling 32.5 (1 mm air). Neck top 28.0.

Exoskeleton: wrap boards (1.5 mm greyboard)

cut · fold / hinge · 1.5 mm board · gold foil · blind emboss (no gold) · hinge gap (paper only)



Five separate boards laid on the cover paper with 3.0 mm hinge gaps (paper-only hinges, so the wrap folds 90° flush and lies completely flat when open). Board widths: flaps 43.05 (cover the side-board top edge), sides 35.8 (cover the back-board edge), back 84.6. Closed outer must measure 87.6 x 37.3 x 118: if your hinge standard differs, keep the closed outer and adjust the gap. Notches: half of the label-shaped window at each flap free edge, centred 71.95 from the cap end. Magnet recesses on the inner face (dashed): Ø8.2 x 1.0 deep.

Exoskeleton: outer cover paper (outside view, as printed)

cut · fold / hinge · 1.5 mm board · gold foil · blind emboss (no gold) · hinge gap (paper only)

turn-in 15 all round, mitred corners



Black soft-touch paper wrapping all five boards, viewed from the OUTSIDE. Front flaps: the SCULPTED BLIND EMBOSS (WAVE (R5b rings in a double swell)), footprint outlined in purple, split by the 1.5 mm seam (continuing ~9 mm down both side walls; depth maps: sheet 08b and plate P2). Gold foil: a 0.6 mm keyline round each notch, APHROLI · Nº02 · eau de parfum on both side walls (letters stand upright when the box lies on its back), and the back-panel block (foil). Inside each notch the paper is cut 4 mm smaller with radial slits and turned onto the inner face. Plates: see sheet 07 and folder 2_GOLD_FOIL_EMBOSS.

Exoskeleton: inner liner + gold illustration (inside view, as printed)

cut · fold / hinge · 1.5 mm board · gold foil · blind emboss (no gold) · hinge gap (paper only)



Black liner glued over the inner face after the turn-ins and magnets: 2 mm inside the board edges, notches 2 mm larger than the board notches. This is what you see when the wrap lies open: one continuous gold-foil illustration across all five panels (Aphrodite left, peacock right, waves and lilies across the centre; the white box covers the centre panel when the set is opened). The vector here is a trace of the approved concept art, already re-fitted to these exact panel widths. **Please redraw / refine it in your hand** (lines ≥ 0.15 mm for foil, keep the composition), it only needs to land in this template.

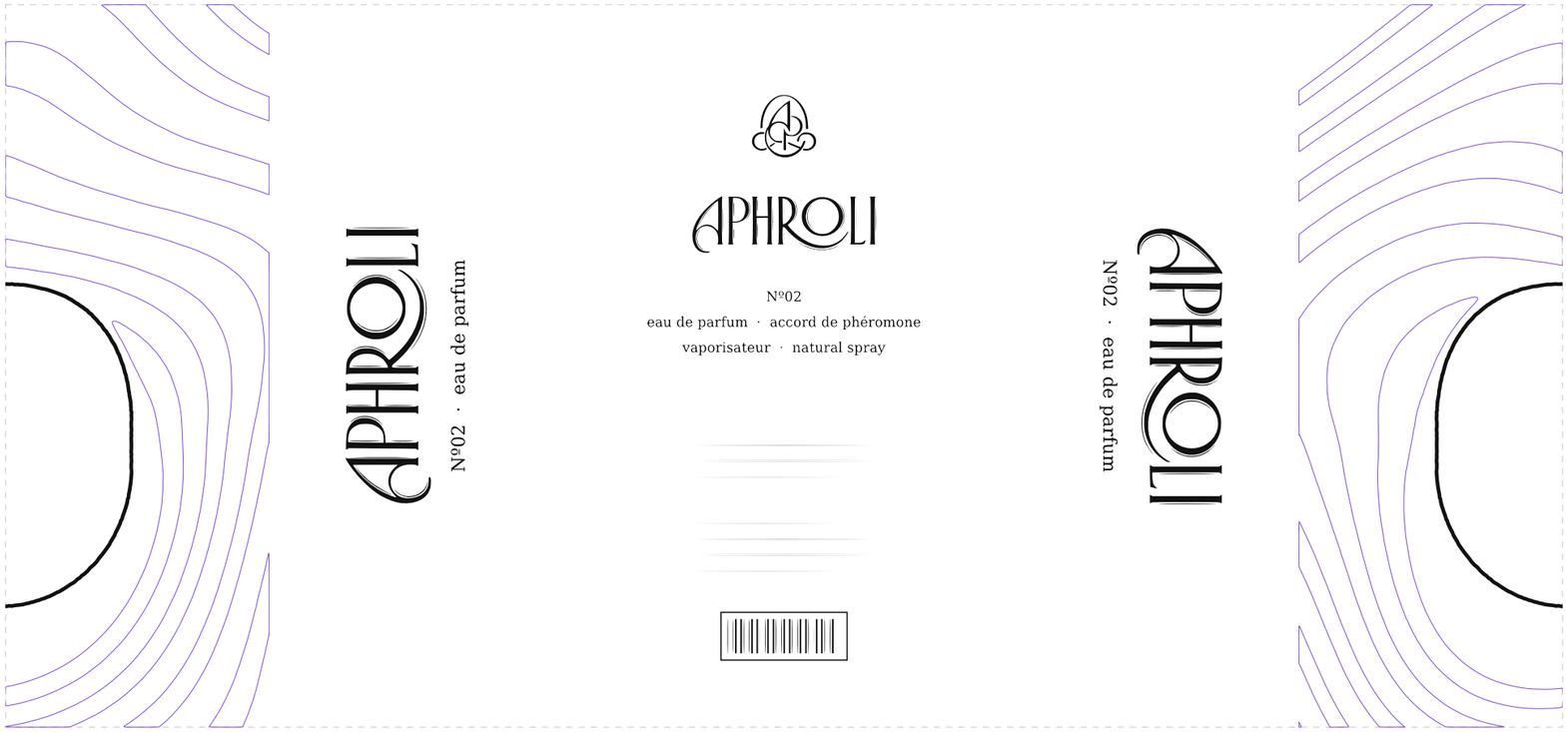


Plate 1 · OUTSIDE FOIL

Side wordmarks, back block and the notch keylines (the front relief is NOT foiled). Bright polished yellow-gold foil (match the label foil; e.g. Kurz Luxor 220 or API equivalent). Hot-foil on soft-touch laminate: use a foil rated for soft-touch.

Plate 2 · OUTSIDE SCULPTED BLIND EMBOSS

Both front flaps. Multi-level sculpted (not single-level) die cut from the supplied 600 dpi depth map: white = highest (0.5 mm), black = flat. Blind: no foil, no ink. Both flap halves register across the seam. Details on sheet 08b.

Plate 3 · INSIDE FOIL · Plate 4 · LID LINE

The liner illustration (large plate, see sheet 07) and the lid centre line: 1.8 mm wide, full length, stopping 0.5 mm short of the cut-out edge.

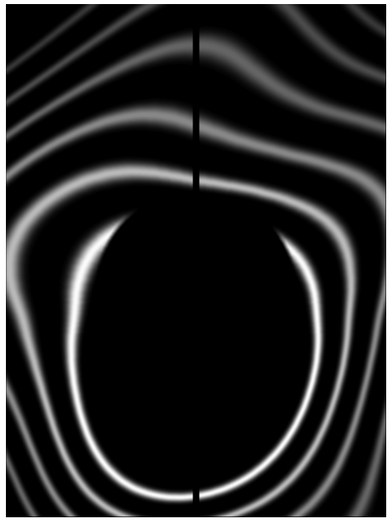
Purple = sculpted blind emboss footprint (no gold), black/gold = foil only. Each plate is a separate 1:1 file (PDF + SVG) in 2_GOLD_FOIL_EMBOSS, positioned on the same origin as its dieline (top-left corner of the board net), with crop marks.





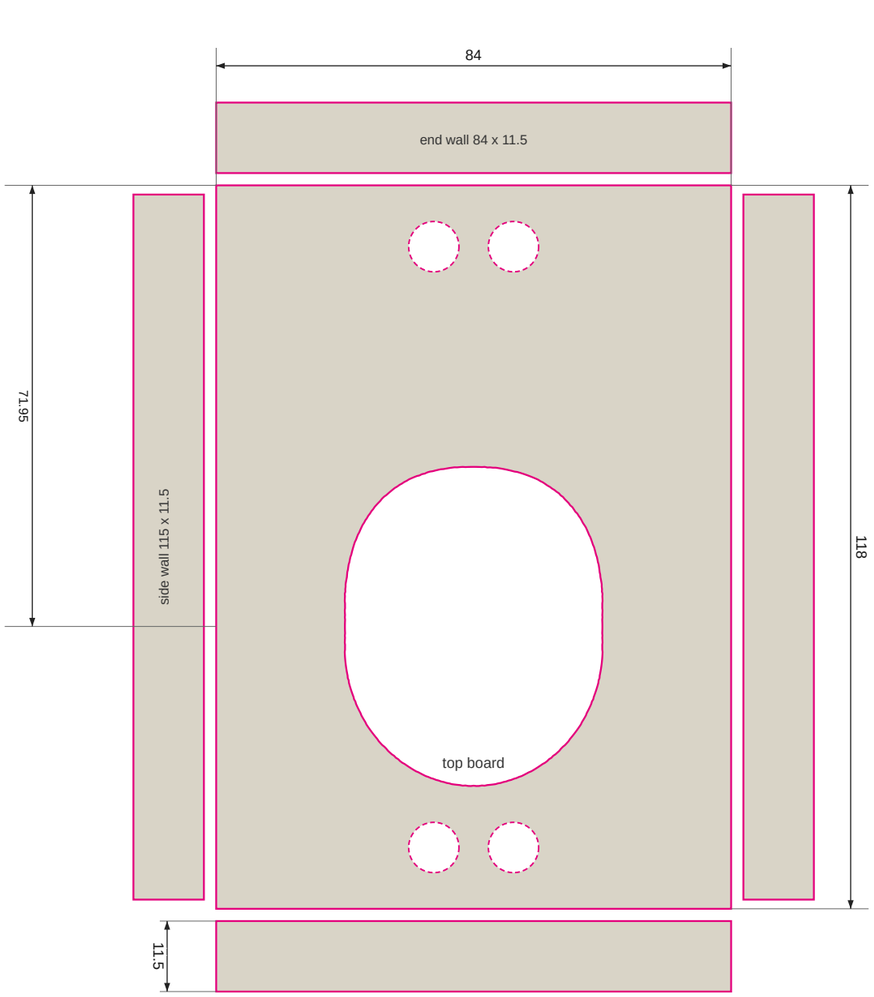


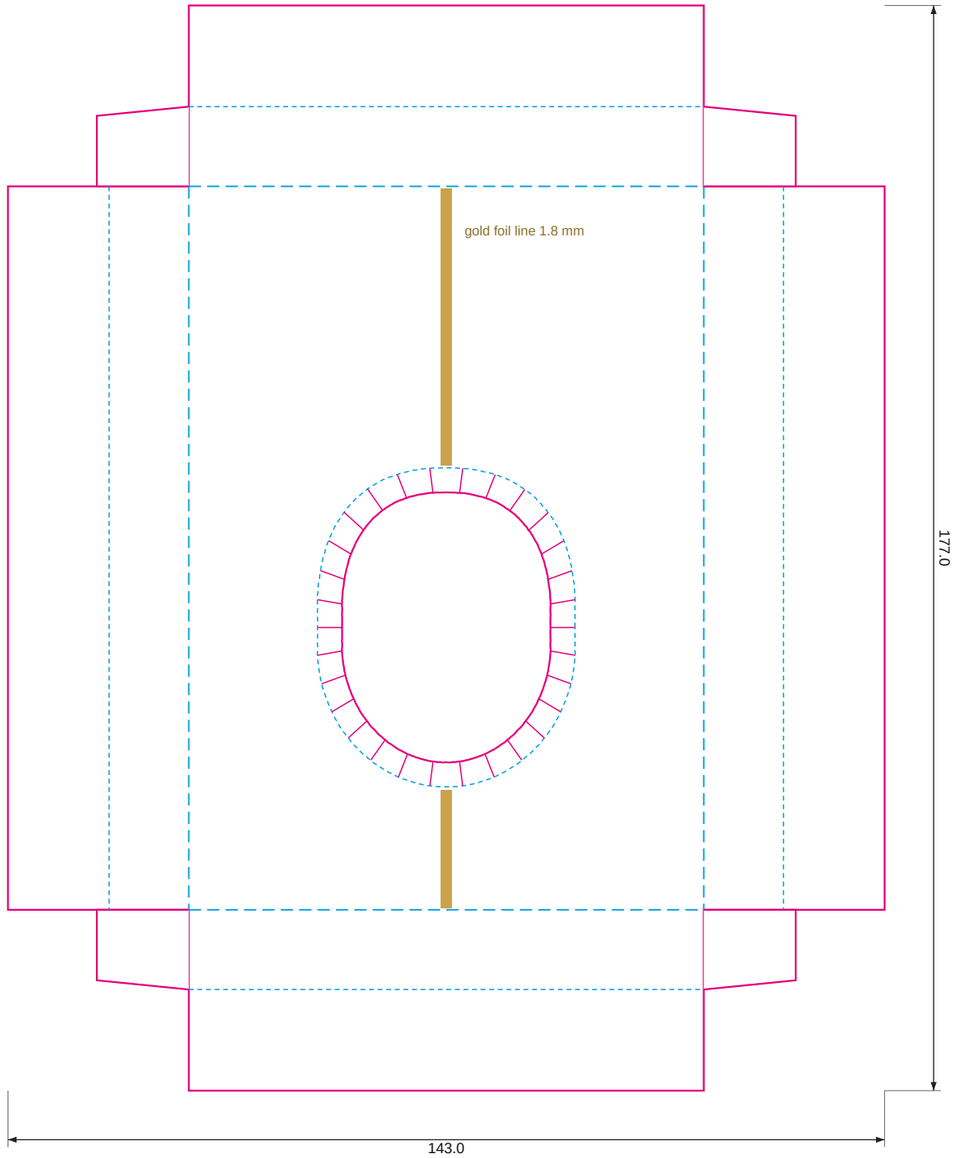




- **What it is:** one sculpted relief pressed into the black soft-touch front. No foil, no ink: light and shadow alone make it read.
- **File:** *2_GOLD_FOIL_EMBOSS/P2_wave_depth_front_600dpi.png* = the CLOSED front, 87.6 x 118 mm at 600 dpi, cap end at the top (shown left). Grey = height: white = highest (0.5 mm), black = flat paper. The same map is placed on the two flaps of the dieline in the P2 PDF/SVG, with the footprint outline (magenta) for registration.
- **Die:** multi-level sculpted brass (or CNC-engraved) emboss + counter die made from the depth map. Keep the soft rounded transitions; no hard steps.
- **Depth:** 0.5 mm max on 1.5 mm board + laminated paper; drop to 0.35 mm if the soft-touch cracks on the sample.
- **Over the edge:** the relief continues over both long edges and fades out about 9 mm down each side wall, above the gold wordmark (side depth maps *P2_wave_depth_sideA/B_600dpi.png*: Side A = the wall next to flap A, top edge at the flap side). It must run across the 3 mm paper hinge: emboss paper and board as one, reduce depth to about 0.3 mm over the hinge so the paper does not crack.
- **Clearances:** the relief stops 1.5 mm short of the window cut and is absent in the 1.5 mm seam; the two flap halves line up across the seam within 0.2 mm.
- **Order:** laminate, then foil, then emboss, then wrap the boards; emboss paper and board together so the relief survives wrapping.

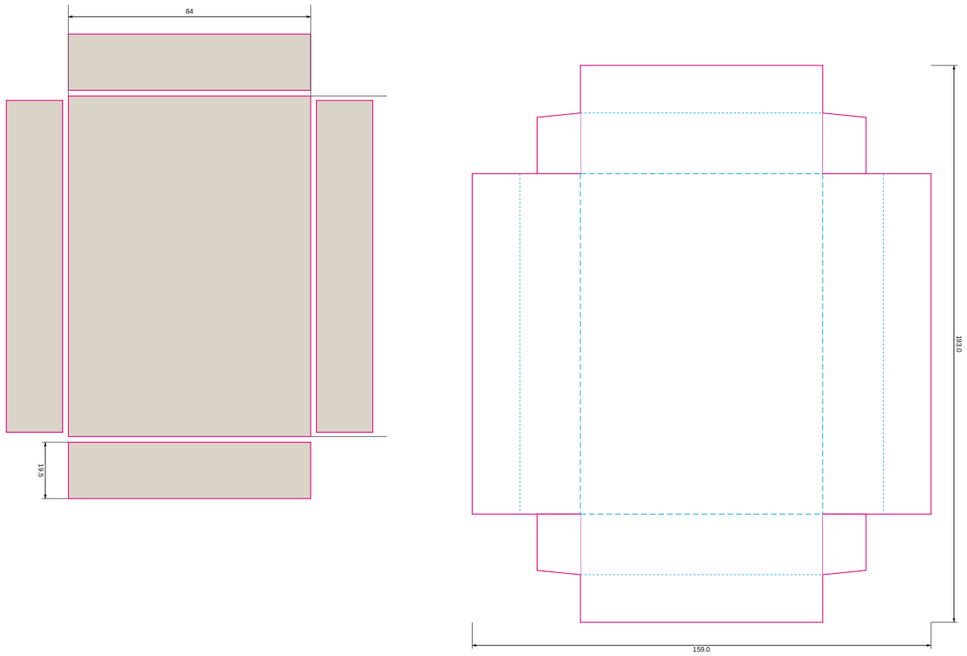
White box: lid (84 x 118 x 13)

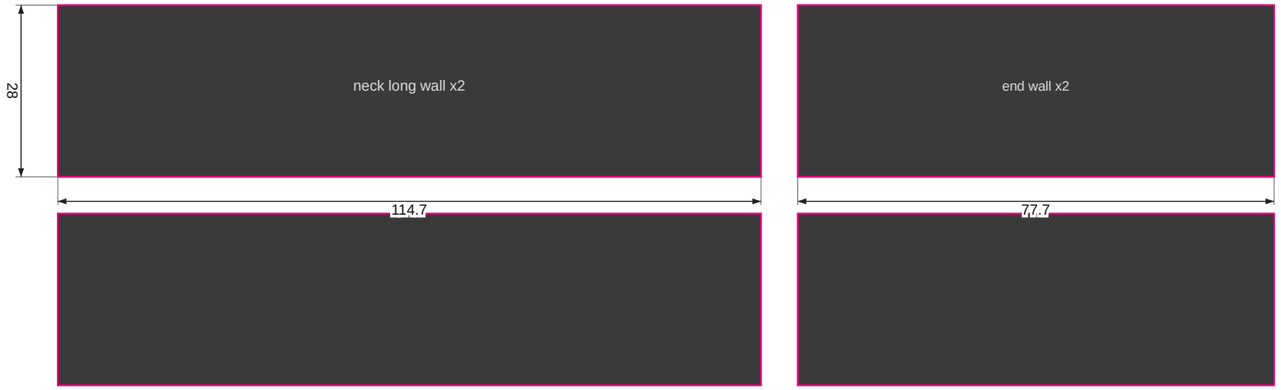




Left: lid boards (1.5 mm). The top board has the label-shaped cut-out (42 x 52, centre 71.95 from the cap end) and four Ø8.2 x 1.0 recesses on the TOP face (magnets sit flush under the paper: only a faint impression may show). Walls stand inside the top board edge. Right: warm-white textured cover paper: top + walls + 15 turn-in, corner ears; the cut-out paper is cut 4 mm smaller, slit radially and turned into the hole. Gold foil line down the centre, 1.8 mm, interrupted by the cut-out. Lid inside: plain (no logo). Lid slides over the neck (0.15 mm per side).

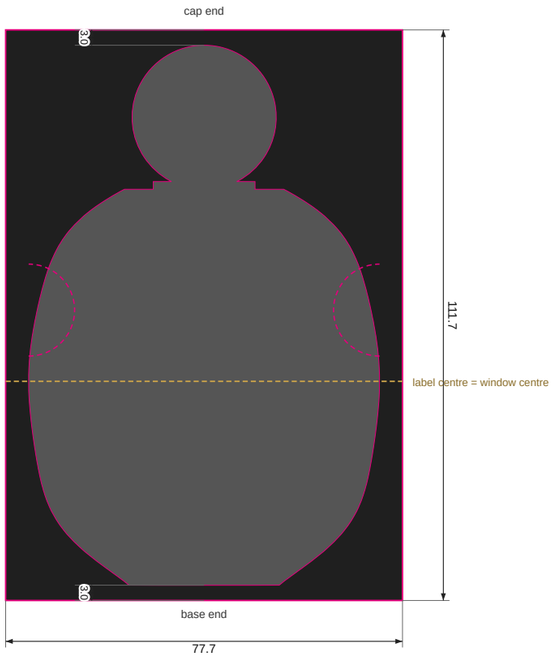
White box: base shell (84 x 118 x 21) and black neck

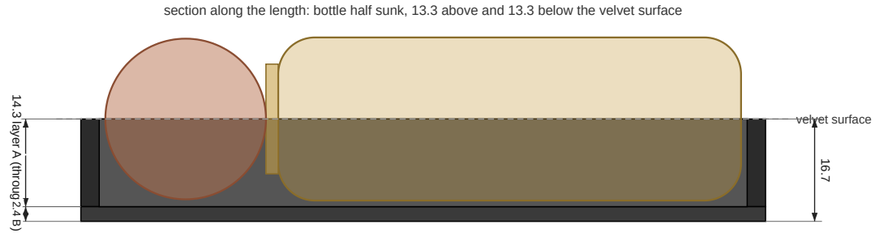




Base shell: 1.5 mm boards (left) wrapped in the same warm-white paper (centre). Neck: a 4-wall collar, outer 80.7 x 114.7 x 28, covered in black paper on both faces and over the top edge, glued inside the shell standing on its floor: it rises 7 mm above the shell, the lid slides over it and closes flush on the shell (one fine seam line). Inside the neck: the inlay (sheet 11).

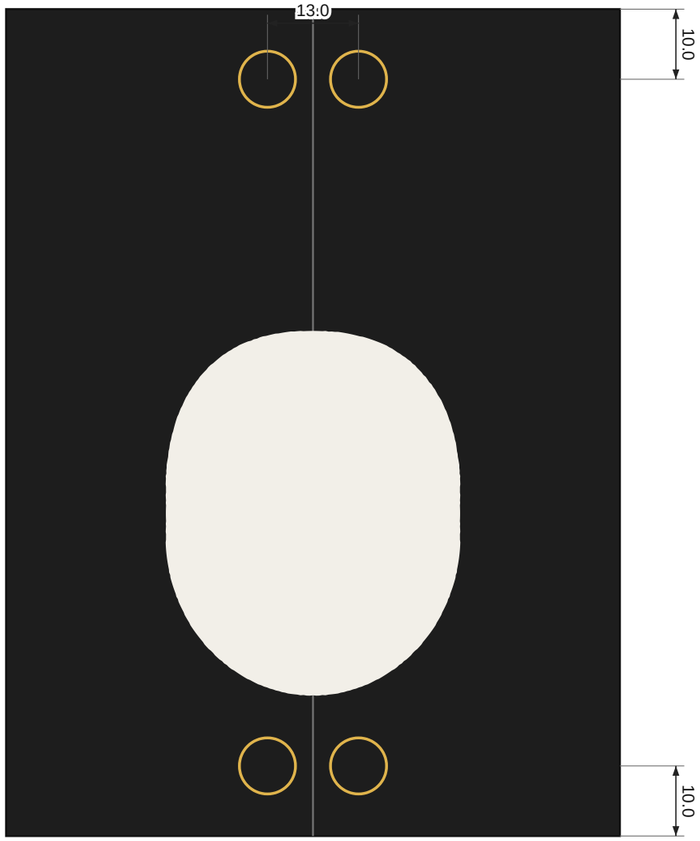
Cavity: velvet inlay





- Block 77.7 x 111.7 x 16.7, press-fit inside the neck, sitting on the shell floor.
- Two layers of EVA foam (45–60 kg/m³): top **14.3** through-cut with the cavity outline, bottom **2.4** solid. Black velvet or flock, vacuum-formed into the cavity so the walls and floor are lined.
- Cavity = the real bottle silhouette (from the approved bottle trace) + 1 mm all round, including the copper ball cap and collar. Depth 14.3: the bottle lies label-up, half sunk, its label centre exactly under the window.
- Bottle 66.7 x 103.7 x 26.6: 4.0 mm of velvet between bottle and neck at each end.
- Dashed half-circles: **optional finger scoops** (Ø18, 6 deep) at the widest point so the bottle can be lifted; not shown in the renders, please confirm.

Magnetic closure



- 8 x N52 neodymium discs Ø8 x 1 mm. Four in the flap boards (inner face, centre 5.75 mm from each flap free edge, 10 mm from each end), four in the lid top board directly below them (13 mm apart across the seam, 10 mm from each end).
- Pairs must **attract**: mark polarity before gluing. Recesses Ø8.2 x 1.0, magnets glued flush, covered by the paper: nothing visible from outside, the wrap sits flush on the lid.
- Pull test on the white sample: the flaps must snap shut and hold the box when lifted by the wrap. If weak, go to Ø10 x 1 or Ø8 x 1.5 (deeper recess) and tell us.
- Released, the flaps and side walls fall open flat onto the table (paper hinges, no spring-back).





1 · Closed: magnets hold the flaps on the lid; window shows the label.



2 · Release: the wrap falls flat, illustration up, white box on the back panel.



3 · Lift the white box off the wrap.



4 · Lift the lid off the neck.



5 · Bottle half sunk, label up, in velvet.



Back: gold block (legal text, barcode placeholders).

Build order: (1) wrap: lay the 5 boards on the foiled + embossed cover paper with the hinge gaps, glue, turn in, slit and turn the notches, set the 4 magnets, glue the foiled liner. (2) base shell + neck: wrap the shell, cover the neck in black, glue the neck inside, press in the inlay. (3) lid: set the 4 magnets in the top board, wrap with the foiled white paper, turn in the cut-out. (4) check the lid closes flush on the shell, then the wrap closes flush on the lid.

Materials, finishes, tolerances, QC, open items

Materials

- Board: 1.5 mm greyboard (approx. 1000 g/m²), all parts.
- Wrap cover: black paper 120–140 g/m² with soft-touch matte lamination (e.g. Colorplan Ebony + soft-touch), foil + blind emboss after lamination.
- Wrap liner: black uncoated 120 g/m² (e.g. Sirio Ultra Black), gold foil illustration.
- White box cover: warm-white textured paper 120 g/m² (e.g. Fedrigoni Materica Gesso / Old Mill Bianco).
- Neck: black paper both faces. Inlay: EVA + black velvet/flock. Magnets: N52 Ø8 x 1.

Tolerances

- Outer dimensions ±0.5 mm.
- Window and lid cut-out position ±0.3 mm, shape from the supplied contour.
- Foil and emboss registration ±0.2 mm.
- Lid on shell: flush, seam ≤ 0.3 mm. Wrap on box: no visible gap.
- Cavity: bottle drops in and lifts out without force, no rattle.

QC on the white sample

- Window shows only the label, label centred in the window.
- Wrap falls flat when released.
- Magnets hold; nothing visible from outside.
- Gold matches the label foil.

Open items (please flag back)

- Volume (ml) and the exact Nº02 back-panel text: the back block uses placeholder lines and a placeholder barcode. Client to supply EAN, ingredients/legal, maker address.
- Your redraw of the interior illustration (sheet 07) and line weights for foil.
- Foil choice + soft-touch compatibility.
- Finger scoops in the cavity: yes/no.
- Small and large bottle sizes: this pack is the MEDIUM. S/L follow the same construction once confirmed.
- Please send a plain white (unprinted) structural sample first, then a printed prototype.

Reference renders (1/2)

















Renders are built on the exact 3D model used for these drawings, then photographed. If a render and a drawing disagree, the drawing wins.

Reference renders (2/2): details





