

Ambulabo Self-Adhesive Vinyl Planks

Product: Box Design Requirements

Table of Contents

Overview of Brand and Product Features	1
The Brand and target market.....	1
The Product	1
Features.....	1
Product details	2
Box Design Requirements.....	2
Template (approx. dimensions): 5m ² box	2
Template (approx. dimensions): 1m ² box	2
Photos of 5m ² box from different aspects.....	2
Detailed Box Design requirements	6
Example Box Designs	13

Checklist of supporting documents loaded on DesignCrowd

#	Document	Description
1	Ambulabo Self Adhesive Vinyl Planks_Box design requirements.pdf	This document, with detailed requirements
2	ambulabo logo.zip	<ul style="list-style-type: none">• Logo image files in different formats• Font to be used
3	Rooms and planks.zip	Contains photos of a room and plank for each of the 4 colours
4	Installation.zip	Photos for installation instructions to be included in the back of the box
5	CE mark.zip	CE mark images in different formats

Overview of Brand and Product Features

The Brand and target market

The brand is called **Ambulabo**. Ambulabo is a Latin word meaning 'to walk' in English. This relates to the nature of the products in scope, which are predominantly floor planks and tiles (i.e. one walks on on).

- The target market is initially the UK, with intent to expand to other European markets.
- Product will appeal to anyone looking for an inexpensive way to brighten their flooring that is easy to install and maintain (tenants, landlords, those on a limited budget) – will not likely appeal to those looking for premium flooring solutions

The Product

Please refer to the following article, which gives a good explanation of the product:
<https://www.thespruce.com/self-adhesive-vinyl-planks-1314720>

Features

1. **Environmentally Friendly**
 - Certified for low VOCs (Volaplane Organic Compounds)
 - Do not contain any phthalates
2. **Premium Quality and adherence to quality standards**
 - Manufactured using 100% virgin materials
 - Our floors are durable and perform extremely well, being less prone to shrinking and ripping
3. **Attention to detail**

- Combining high definition photography and detailed embosses allow us to create floors that are both true to the look and touch of the natural materials that inspired our designs
- Our square edge boards lay flush against each other with little or no gap between the boards leaving the surface smooth. As well as being an attractive option for contemporary spaces, our floors are easy to clean as they leave nowhere for dust to collect.
- Our floors can work particularly well in smaller rooms as the smooth, simple surface will not give the floor too much detail and spoil the aesthetic.

Product details

Feature	Detail																
Size	<div>Each plank has following dimensions. The dimensions will typically be mentioned as follows 36" x 6" x 1.8mm</div> <table><tr><td></td><td>Inches</td><td>Centimetres</td><td>Millimetres</td></tr><tr><td>Length</td><td>36</td><td>91.44</td><td>914.4</td></tr><tr><td>Width</td><td>6</td><td>15.24</td><td>152.4</td></tr><tr><td>Thickness</td><td>0.07</td><td>0.18</td><td>1.8</td></tr></table>		Inches	Centimetres	Millimetres	Length	36	91.44	914.4	Width	6	15.24	152.4	Thickness	0.07	0.18	1.8
	Inches	Centimetres	Millimetres														
Length	36	91.44	914.4														
Width	6	15.24	152.4														
Thickness	0.07	0.18	1.8														
Variations	<div>We will offer 2 variations:</div> <ul style="list-style-type: none">Covering 1 metre squared: box contains 7 planksCovering 5 metre squared: box contains 35 planks																
Weight	<ul style="list-style-type: none">1 metre squared box: 4 kg5 metre squared box: 20 kg																

Box Design Requirements

There are 2 box sizes (for **5 m² of flooring** and for **1m² of flooring**). Each box size has **4 variations** for each colour.

Template (approx. dimensions): 5m² box



Template (approx. dimensions): 1m² box

As above, except the thickness (7cm above) is thinner (1.4cm)



Photos of 5m² box from different aspects














Detailed Box Design requirements



Category	Detail
Logo	<p>***The logo is attached in the DesignCrowd brief***</p> <ul style="list-style-type: none"> There needs to be a minimum of one placement of the logo, where it features prominently (e.g. the main face of the box) Additional instances of the logo can also be placed where appropriate
Colour scheme	Open to the designer to experiment with other colour scheme for the box
Font	***The font is attached in the DesignCrowd brief***
Product Images	<p>The below photos to appear on the box. There is an image of a floor setting and an image for the plank for each colour</p> <p>***All images provided as separate files in the DesignCrowd brief***</p> <p>1. <u>Wash Grey</u></p> <p>Image 1</p>  <p>Image 2</p>  <p>2. <u>Dark Brown</u></p> <p>Image 1</p>

Category	Detail
	<div></div> <div>Image 2</div> <div></div> <div>3. <u>White Oak</u></div> <div>Image 1</div> <div></div> <div>Image 2</div>

Category	Detail
	 <p>4. <u>Natural Oak</u></p> <p>Image 1</p>  <p>Image 2</p> 
Product features	<p>The product features mentioned below needs to be appropriately placed as text and graphics (e.g. icons):</p> <ul style="list-style-type: none"> • Easy to lay • Water resistant, easy to clean • Ideal for Bathrooms and Kitchens • Pack coverage 5m² (36 per planks pack) – for 5m² box • Pack coverage 1m² (7 planks per pack) – for 1m² box • Plank size 914mm x 152mm (36" x 6" approx.) • Suitable for general domestic use
CE Mark	<p>The following CE mark needs to feature on the <u>back</u> of the box in <u>one of the bottom corners</u></p> <p>***Files for image of the CE mark have been provided in the brief***</p>

Category	Detail												
	<table border="1"> <tr> <td colspan="2">  </td></tr> <tr> <td colspan="2"> Ambulabo™ Premium Floors and Tiles </td></tr> <tr> <td colspan="2"> EN 14041, EN 13501-1, EN 717-1, EN 13893 </td></tr> <tr> <td>Reaction to Fire</td><td>B_{fl} S1</td></tr> <tr> <td>Emission of Formaldehyde</td><td>E1</td></tr> <tr> <td>Slipperiness</td><td>DS</td></tr> </table>			Ambulabo™ Premium Floors and Tiles		EN 14041, EN 13501-1, EN 717-1, EN 13893		Reaction to Fire	B _{fl} S1	Emission of Formaldehyde	E1	Slipperiness	DS
													
Ambulabo™ Premium Floors and Tiles													
EN 14041, EN 13501-1, EN 717-1, EN 13893													
Reaction to Fire	B _{fl} S1												
Emission of Formaldehyde	E1												
Slipperiness	DS												
Installation instructions	<p>The text for the installation instructions is shown below</p> <p>***There is also a corresponding photo for each step that needs to be included. These photos have been added in the DesignCrowd brief as individual files – please use these and don't simply copy the ones shown in this document***</p>												

Installation instructions

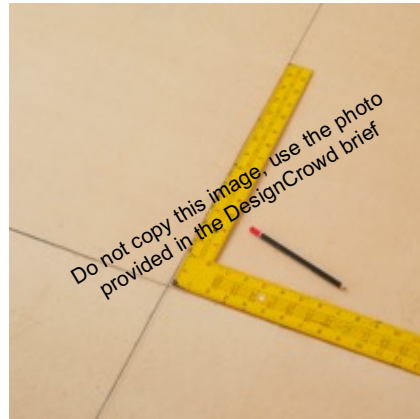
Text	Photo
Step 1: Tools Needed You will need: <ol style="list-style-type: none"> 1. Craft knife 2. Tape measure 3. Pencil 4. Right angle ruler 5. Long straight edge 6. Vacuum & Brush 	
Step 2: Acclimatize your floor <ul style="list-style-type: none"> • Leave your new self-adhesive planks in the room you are going to install them for 24-48 hours to acclimate. • Your existing floor must be sound, dry and level. If you want to lay new planks over old ones, these must be firmly stuck down - otherwise, remove them. • If you have a timber floor, screw down any loose boards and then lay hardboard or plywood over it. • Do not to lay planks directly on floorboards, as the boards might start to show through and cause premature wear. • If you're laying hardboard, do the smooth-side up, and fix it with 25mm ring-shanked nails. • It's worth noting that if your timber has been treated with wood preservative it won't be suitable to use as a sub-floor, even if it's overlaid - so you'll need to replace it. 	

Step 3: Removing Skirting board

- If needed, remove skirting boards in the room

**Step 4: Planning your remove**

- Divide the room into 4 sections by drawing 2 perpendicular lines across the floor and use these lines as your guide to ensure you are laying the planks perfectly square.

**Step 5: Get ready to lay**

- Once the floor has been primed and after a final vacuum for dust, you are ready to start.
- It is recommended that when laying the flooring, you start from the middle of the room and complete each section one at a time. For best results lay in a staggered pattern



Step 6: Dry lay your planks

- Start at the centre line and dry-lay a row of planks from the line to one of the walls.
- When you reach the wall, check to see if you're left with a narrow gap. Try to avoid this, as a thin strip of plank at the skirting won't look great - and may not stick too well, either.
- To avoid such a narrow gap, move the starting line back the width of half a plank. Next, repeat the dry-laying from the start line in the opposite direction and then towards the other two walls. Adjust the start line as needed until there's a reasonable gap of about half a plank all-round the room.

**Step 7: Arrows on the backing paper**

- Before laying the planks, ensure the arrows on the backing paper point in the same direction

**Step 8: Laying the first plank**

- Peel the backing paper off the first plank and press its edge against the start line. Lower the rest of the plank onto the floor and press it down.



Step 9: Laying the remaining planks

- Continue positioning the planks until you've covered half the room (except for the gaps at the skirting) then do the other half. Position all the whole planks before filling in the gaps at the edges and tackling the areas that have fittings.

**Step 10: Cutting the planks**

- To cut the planks for the gaps at the skirting, place the plank to be cut exactly on top of the last full plank. Put another plank on top, with its edge touching the wall. Then use a pencil to mark along the edge of the top plank on the face of the planks below.
- Put the marked planks on an old piece of board. Place a straightedge along the marked line and cut part-way through the planks with a craft knife.

**Step 11: Breaking the cut plank**

- Break the plank by bending it at the cut line until it snaps.



Step 12: Laying the cut planks

- With the backing paper still on, check that the cut plank will fit into the gap without being forced. Then remove the backing paper and stick it in place.
- Repeat the marking and cutting process all the way around the edge of the floor.



Example Box Designs







WARRANTY SEAL OF EXCELLENCE & QUALITY
SWISS QUALITY FINE

EXPAMA



3D rendering of
sample package

