



ABOUT THE COMPANY: Amston Tool Company makes premium construction tools designed for carpenters, tradesmen, and serious DIYers. The brand prides itself on incorporating premium features and quality construction to create better tools. An Amston tool is built to last even under heavy use.

TARGET CUSTOMER PROFILE: Professional craftsmen and tradesmen ages 20-55 who value quality and reliability. They're willing to pay a little more for something that has the right blend of features and durability.

PRODUCT PACKAGING IS BEING CREATED FOR: Cross line Laser level tool and metal clamp accessory (see tool, at right).



PACKAGING BOX DIMENSIONS: 225mm x 160mm x 90mm

TYPE OF BOX MATERIAL USED FOR PACKAGING: printed corrugated cardboard box

BOX STYLE: Roll End and Tuck

BOX FINISH: semi-gloss finish, ***We welcome designer's recommendation

DESIGN LOOK & FEEL MUST BE: Upmarket design, minimalist.

Idea:

1. We want the box to look like it is made of high-quality wood (see page 2 for examples).
2. We want our logo to give the appearance of being 'burned' into the wood (a photoshop feature) We want it to look very realistic and textured with depth/shadows, like the photos at right.
3. We would like only the company logo (as described in item 2 above) on:
 - top side
 - flap side (small)
 - right side of box (small)
 - left side of box (small)



TEXT TO BE INCLUDED ON THE BACK OF BOX: See page 3

SOCIAL MEDIA GRAPHICS: Include Twitter, Facebook, and Youtube logos in black & white version





High Quality Wood - Upmarket Minimalist Design

Looks we

LIKE:



We like that these boxes look like photorealistic wood, and that it has a classy minimalist design.



Looks we

DO NOT LIKE:



We do **NOT** like the look of these boxes. They look 'cartoon-like' as if they are drawings and do not look like actual wood.





TEXT TO BE INCLUDED ON **BACK** OF THE BOX:

Specifications:

Laser Type:	Class II
Wavelength:	633nm
Working Range:	30'+, depending on lighting conditions
Accuracy:	+/- 0.18" at 30'
Self-Leveling Range:	+/- 4 degrees
Working Temperature Range:	40 F to 95 F
Storage Temperature Range:	23 F to 110 F
Batteries:	Requires two Type AA batteries (Batteries NOT included)
Weight:	6.5 ounces
Dimensions:	1.75"w x 3.625"h x 2.875"d

INCLUDES:

CLD-3 Laser Level
Spring Clamp
Carrying Pouch
2 AA BATTERIES NOT INCLUDED

CLD-3 Laser Level

Manufactured in China for
Amston Tool Co.
Hebron, Connecticut



Please Recycle

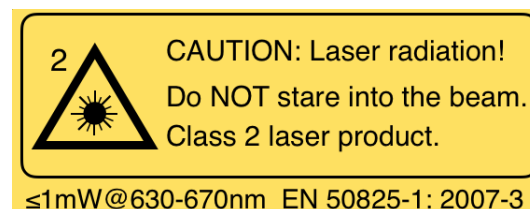
WARRANTY (Please place logo next to warranty)

Automatic 2 Year Warranty
4 Year Warranty with Registration
See Owner's Manual for details or visit
www.AmstonTools.com/Warranty

FEATURES:

- Self-Leveling Mode for automatic level and plumb lines and dots
- Fixed-Laser Mode locks lasers for use at any angle
- Crossline Lasers
- Vertical Plumb Dot Lasers
- High Visibility 635nm Red Lasers
- Versatile, Strong Spring Clamp to position laser at any angle
- Mounts Easily to Tripods with 1/4" screws
- Out-Of-Range Indicator Light
- Magnet-Assisted Pendulum for faster leveling.

NOTE! The following Caution Label must include the EXACT text, images, and color in order to be in compliance with regulations.



Visit us online at WWW.AMSTONTOOLS.COM

