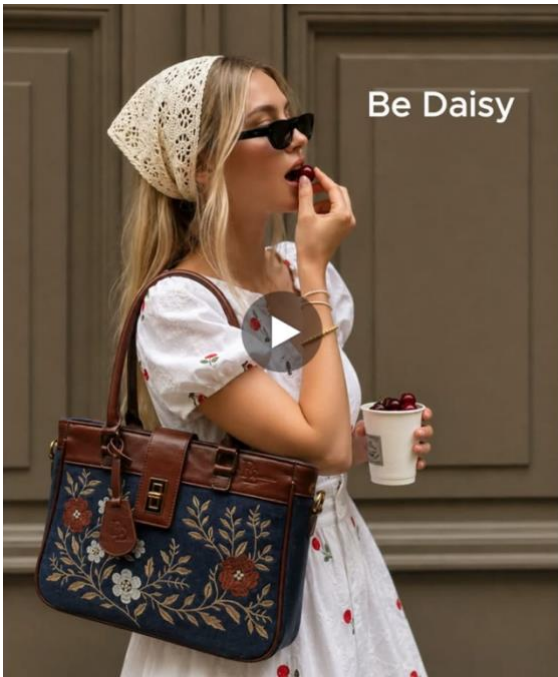


ARIEL MARKETING & COMMUNICATIONS LTD — SAMPLING TECH-PACK

Document Ref: TP-AMC-BLM-1612
Product Name: ArielMC 16" Embroidered Commuter Laptop Tote ("Bloom" Series)
Target Device: Up to 15.6" Laptop / 16" MacBook Pro
Origin Hub: Dhaka / Narayanganj / Savar

Reference Picture



Bill of Materials (BOM)

Component	Material / Specification	Sourcing / Standard	Color / Finish
Shell Body	12–14 oz Heavyweight Cotton Denim	Narayanganj Mills; pre-shrunk, enzyme-washed	Deep Indigo Navy
Embroidery	High-tensile rayon/poly thread (Botanical Wildflower motif)	Heat-fused 80 GSM non-woven backing stabilizer	Multi-tonal (White, Tan, Brown)

Leather Trim	1.4–1.6 mm Full-Grain Vegetable-Tanned Cowhide	Savar LWG-Audited Tannery; REACH-certified	Classic Cognac Tan (#A85724)
Handles & Strap	2.8 mm Full-Grain Harness Leather	Savar; burnished and sealed edges	Classic Cognac Tan
Internal Lining	220 GSM Brushed Cotton Twill	Scratch-resistant microfiber/cotton blend	Sand Beige
Laptop Protection	8 mm High-Density Shock-Absorbing EVA Foam	Internal compartment walls & cradle	N/A (Internal)
Main Zipper	#5 Heavy-Duty Metal Zipper (Recessed top closure)	YKK or equivalent brass teeth with leather puller	Brushed Antique Brass
Hardware Trim	Turn-lock front clasp, D-rings, swivel snaps, 4× base studs	Solid alloy/zinc brass; salt-spray anti-tarnish dip	Brushed Antique Brass
Thread	Heavy-duty bonded nylon thread (Tex 70 / Ticket 40)	Contrast stitching on leather; tonal on denim seams	Cream / Gold Tan

Finished Measurement Specifications

Measurement Point	Target Spec (Inches)	Target Spec (Metric)	Tolerance	Critical Function
Total Body Width (Top Rim)	16.0"	40.5 cm	±0.5 cm	Clean horizontal entry for laptops & folios
Total Body Width (Base)	15.0"	38.0 cm	±0.5 cm	Structured tapered silhouette

Total Body Height	12.0"	30.5 cm	±0.5 cm	Sufficient clearance over a 16" device
Bottom Gusset Depth	4.75"	12.0 cm	±0.3 cm	Allows tote to stand upright on flat surfaces
Laptop Sleeve Width	15.0"	38.0 cm	±0.3 cm	Accommodates up to 36 cm device width
Laptop Sleeve Depth/Height	10.5"	26.5 cm	±0.3 cm	Suspended 1.5 cm above bag floor
Handle Drop (Shoulder)	10.25"	26.0 cm	±0.5 cm	Fits comfortably over UK winter trench coats
Handle Width & Thickness	0.87" × 0.11"	2.2 cm × 2.8 mm	±0.1 mm	Ergonomic rolled grip; load-tested
Detachable Crossbody Strap	45.0" – 52.0"	114 cm – 132 cm	±1.0 cm	Adjustable with 5 punched eyelets
Recessed Zipper Drop	0.80"	2.0 cm	±0.2 cm	Recessed beneath rim for rain shedding

Engineering & Assembly Details

- Suspended Protection Cradle:** The internal laptop chamber must be stitched into the side seams and suspended exactly **1.5 cm above the bottom panel**. Do not stitch the laptop sleeve directly into the floor of the bag; dropping the bag must never transmit impact shock to the laptop edge.
- Dual Closure System:** The main compartment must feature a full-length antique brass recessed zipper running edge-to-edge beneath the leather upper band to keep UK drizzle out. The exterior front leather flap folds over this zipper and secures with the mechanical turn-lock clasp.
- Handle Riveting & Box-X Anchoring:** The two main handles must be secured through both the leather upper band and the denim body with double box-X cross-stitching, backed by solid antique brass washer-rivets.

- **Floor Reinforcement:** Build a reinforced bottom sandwich: 1.4 mm leather outer patches + stiffener board (1.2 mm Texon board) + 4 domed metal feet to keep denim elevated off wet train and cafe floors.
- **Interior Organization:**
 - **Rear wall:** Suspended 8 mm EVA laptop sleeve with an elasticated leather retention snap-tab.
 - **Front wall:** 1 zippered passport/phone pocket (20 cm wide) + 2 slip pockets for mouse and chargers.

Branding, Dies & Labelling Directives

- **Front Clasp Die:** Blind-deboss the **ArielMC** primary logo (clean geometric wordmark) onto the vertical Cognac leather closure strap.
- **Leather Tag:** Include a detachable 50 mm Cognac leather round hangtag/clochette debossed with the ArielMC monogram, hanging from the front left handle base via a leather thong.
- **Interior Brand Plate:** Sew a 6.5 cm × 3.5 cm Cognac leather patch centered on the laptop chamber face, blind-debossed with:

ArielMC

Crafted in Bangladesh • Curated for the World
Genuine Leather & Combed Cotton

- **Textile Compliance Label:** Stitched inside the interior zip pocket:

*Shell: 70% Cotton Denim,
30% Cowhide Leather.*
Lining: 100% Cotton.
Made in Bangladesh.

Quality Control & Compliance Gates (Before Batch Sign-off)

- **Color Fastness / Crocking Test (Mandatory):** Denim fabric must pass **ISO 105-X12** testing with a minimum dry rating of 4.5 and wet rating of 4.0. No indigo dye residue may transfer onto white cloth during 50 friction cycles.
- **Dynamic Load Drop Test:** The completed prototype must be loaded with a **7.5 kg dead weight** and withstand a 15 kg dynamic pull-and-drop test (500 cycles) without seam stretching or rivet slippage.
- **Chemical Clearance:** The tannery must supply REACH compliance documentation certifying the absence of banned Azo colorants and Chromium VI levels strictly below 3.0 mg/kg.