

Internal code name	Leia Floor Mat (Soft)
Product name	Team Razer Floor Rug
Product description	Room and Gaming Chair Accessory for Esports
Tagline	PLUSH FLOOR PROTECTION
POSM One Liner	Esports Accessory for Your Gaming Chair or Room
Razer.com short description	Room and Gaming Chair Accessory for Esports
<b>AMAZON A+ CONTENT</b>	
Intro (300 characters)	Cozy up your battlestation as you keep your gaming chair and floor protected with the Team Razer Floor Rug—made of soft yet durable fabric that’s designed for daily use and dampens noise from chair casters.
#1 USP Subline	<b>Soft Velvety Texture</b> For a Plush, Cozy Feel
#1 Text (200 char limit)	Made of soft velour polyester, the Team Razer Floor Rug feels great under your feet and will help keep them warm during your gaming sessions.
#2 USP Subline	<b>Durable Protector</b> For Everyday Wear and Tear
#2 Text (200 char limit)	Tough enough for everyday wear and tear, the rug protects your floor from being scratched especially when using a gaming chair, which in turn also prevents the chair’s casters from wearing out.
#3 USP (50 characters) + subline	<b>Noise Dampening</b> For Less Disruption
#3 Text (200 characters)	The Team Razer Floor Rug’s combination of fabric and silicone reduces sound produced by chair casters—noise that might normally be picked up when you’re trying to voice chat or stream.

#4 USP (50 characters) + subline	<b>Smooth, Even Surface</b> For Unobstructed Chair Movement
#4 Text (200 characters)	The rug's smooth fabric surface makes it easy for your chair to roll over and is tightly woven to ensure it doesn't fray or get caught in chair casters.
#5 USP (50 characters) + subline	<b>Slip-resistant Base</b> For Stability and Grip
#5 Text (200 characters)	The Team Razer Floor Rug has a silicone anti-slip underside that prevents it from sliding about, so it'll always stay where you want it to.
#6 USP (50 characters) + subline	<b>Easy to Clean</b> For Fuss-free Maintenance
#6 Text (200 characters)	With a simple vacuum and washing, you'll be able to get rid of spills, crumbs, and stains easily.
<b>TECH SPECS</b>	
<ul style="list-style-type: none"> <li>• Approx Diameter: 120cm/47.2inches</li> <li>· Surface layer: 100% Recycled Polyester Velvet</li> <li>· Center layer: 100% Recycled Non-woven Fabric</li> <li>· Bottom layer: Silicone Anti-slip Backing</li> </ul>	