

Internal code name	Leia Floor Mat (Hard)
Product name	Team Razer Floor Mat
Product description	Room and Gaming Chair Accessory for Esports
Tagline	HARD SURFACE FOR THE HARDCORE HIGH-PERFORMANCE PROTECTION HARD COVER PROTECTION
POSM One Liner	Esports Accessory for Your Gaming Chair or Room
Razer.com short description	Room and Gaming Chair Accessory for Esports
AMAZON A+ CONTENT	
Intro (300 characters)	Complete your ultimate esports battlestation by covering all your bases. Introducing the Team Razer Floor Mat—a hard-surface design that allows for greater ease-of-use of your gaming chair and all-round protection that includes your floor.
#1 USP Subline	Hard-grained Texture For Smooth Chair Control
#1 Text (200 char limit)	The mat's surface not only allows you to move your gaming chair easily, but also provides a distinct feel when rolling so you'll always be aware if your gaming chair has rolled off the mat.
#2 USP Subline	Ultra-durable Protector For Extreme Wear and Tear
#2 Text (200 char limit)	The tough mat 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	2mm-thin Low Profile Form Factor For A Seamless Setup
#3 Text (200 characters)	The Team Razer Floor Mat is so thin that it practically becomes one with your floor, and can even be used on carpeted surfaces without it looking or feeling obtrusive.

#4 USP (50 characters) + subline	Slip-resistant Base For Stability and Grip
#4 Text (200 characters)	The Team Razer Floor Mat has a silicone anti-slip underside that prevents it from sliding about, so it'll always stay where you want it to.
#5 USP (50 characters) + subline	Waterproof and Easy to Clean For Fuss-free Maintenance
#5 Text (200 characters)	As the mat has a hard surface, you needn't worry about stains, crumbs, or spills since it's waterproof and can be cleaned with a simple vacuum and washing.
#6 USP (50 characters) + subline	NA
#6 Text (200 characters)	NA
TECH SPECS	

At a glance

- Hard-grained texture
 - Ultra-durable protector
 - 2 mm-thin low profile form factor
 - Slip-resistant base
 - Waterproof and easy to clean
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- Dimensions: 120 cm x 120 cm
 - Surface layer: PET Film
 - Center layer: Print PET Film
 - Bottom layer: Silicone Anti-slip Backing