

BLEED AREA: Content should cover red shaded area to avoid blank edges.

TEAROFF AREA: This area will be torn off when consumer opens pouch.

ZIPPER AREA: This area will be designated for the zipper, avoid putting important information here.

TEAR NOTCH TOLERANCE: Centered on line, can move when customer tears.

FRONT PANEL

This text shows correct orientation for the front.

BLEED AREA: Content should cover red shaded area to avoid blank edges.

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SAFE ZONE: Any texts or images placed outside of the dotted line have the potential to being cut off.

FOLD

GUSSET

Bottom of the pouch.

Avoid placing important content in the corners of the gusset area.

GUSSET TOLERANCE:
Centered on fold lines.

To ensure full coverage of front and back panels, panel artwork should extend past fold lines to edges of solid black shaded area.

FOLD

SAFE ZONE: Any texts or images placed outside of the dotted line have the potential to being cut off.

BLEED AREA: Content should cover red shaded area to avoid blank edges.

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ZIPPER AREA: This area will be designated for the zipper, avoid putting important information here.

TEAR NOTCH TOLERANCE: Centered on line, can move when customer tears.

BACK PANEL

Back panel content should be rotated 180°. This text shows correct orientation for the back.

TEAROFF AREA: This area will be torn off when consumer opens pouch.

BLEED AREA: Content should cover red shaded area to avoid blank edges.