

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

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

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

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

FRONT PANEL

This text shows correct orientation for the front.

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

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

GUSSET AREA: Avoid putting important information in the gusset, as content can be distorted. Only put patterns and colours inside this area.

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

BACK PANEL

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

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.

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

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