

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.

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



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.

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

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BACK PANEL

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