

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.

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.

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### BACK PANEL

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

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