

CUTTER KEY

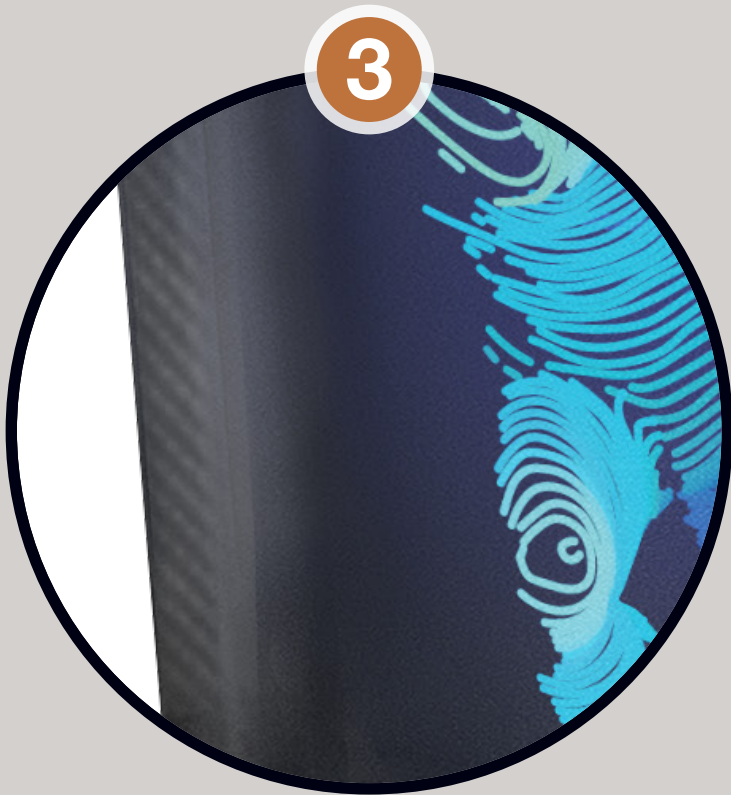
- Seal Area (+/- 2mm)
- Zipper
- Hidden Area
- 5mm Bleed
- Tear Notch



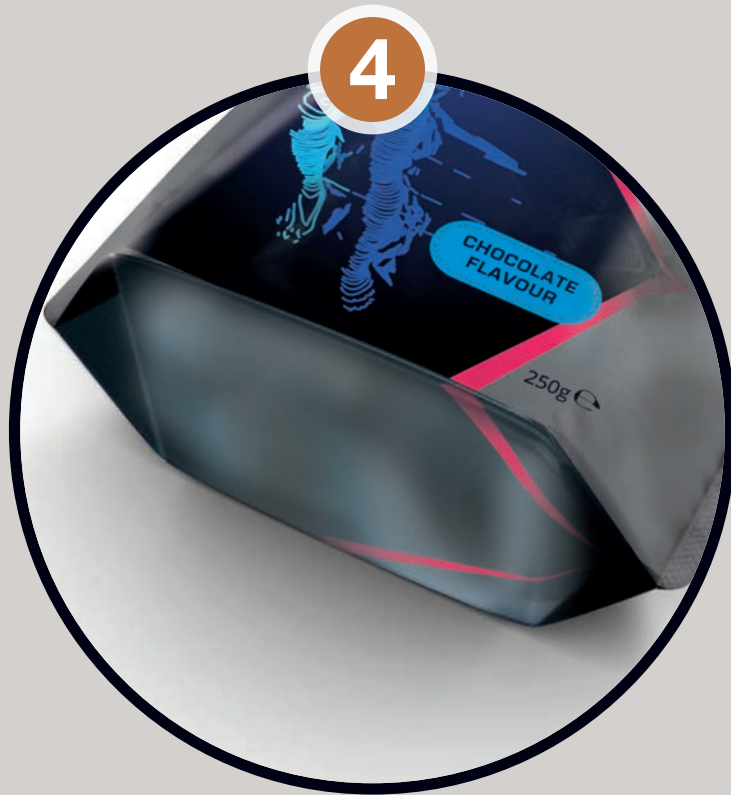
Tear Notch. Don't have any critical text at the tear notch and area being removed. A scissor cut line can only be added to the front or back, not both. Otherwise they may not line up.



Resealable Zipper, would not recommend any critical text, under seal area. Although worth pointing out feature to consumer.



Seal area, no problem to run through print but no small text as you can get slight distortion. Certain colours can change at the seal.



When bag is sealed the top part of the gusset is no longer visible. Do not place critical text / artwork below bottom seal area



The conversion machine, like all machines will have tolerances. It's not uncommon to see +/- 2mm up/down and left and right on each impressions. See below recommended guidelines to consider whilst doing the design.



Movement Left



Movement Right



Movement Up



Movement Down

Due to movement within the machine the pouch artwork can seem misaligned in any direction so bleed can be added.



Product windows can play a vital role in your design. Think about the positioning and what will and will not work. Never place a window within a seal area.



Front window, not too low or high.



Avoid positioning too low as crumbs are likely to show depending on product.



Don't position too high as may not see the contents. Also if you place window over the zipper you will see the zipper profile.



If the window wraps around the pack, please be aware you will see the seal areas.



When printing digitally there can be a visible gap or overlap when the artwork repeats. Normally we allow a 1mm cut back on each edge of design.



If laminate is clear, not so visible.



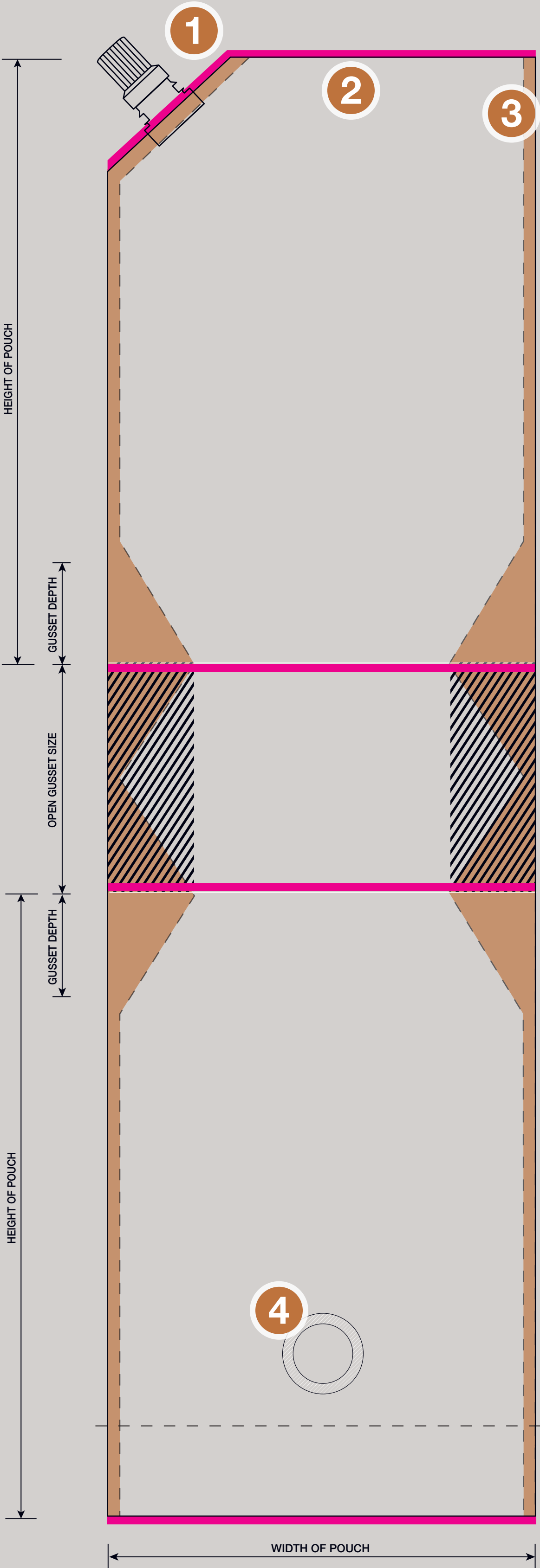
If foil substrate again very visible.



If white on dark background very visible.



Possible overlap or gap within the repeat printing process.



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Seal Area (+/- 2mm)

5mm Bleed

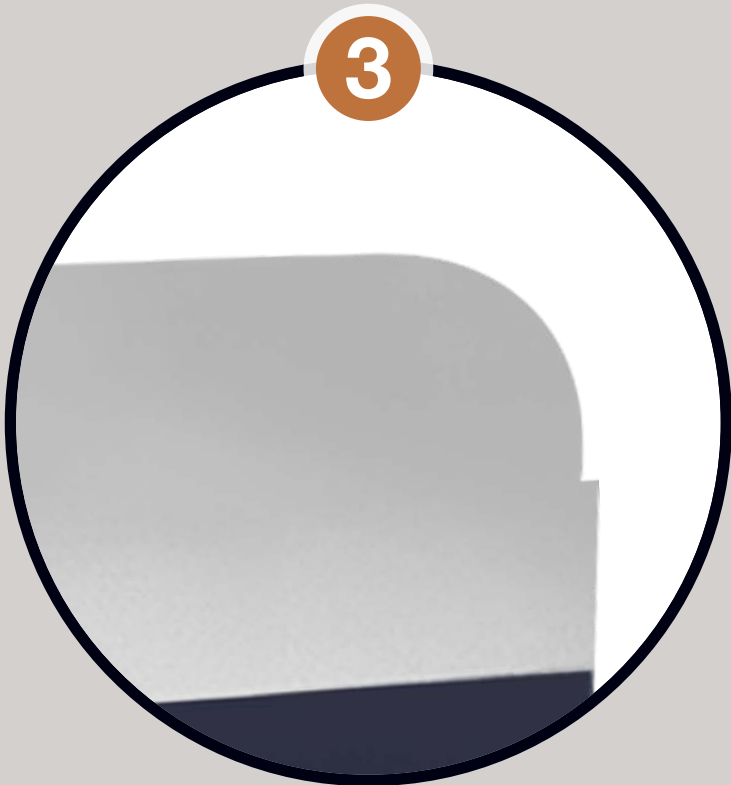
Hidden Area



Corner spouts. Do not include any critical text in the spout area. Spout will not always be flush and requires tolerance of +/- 1mm movement.



Euroslot. Don't have any critical text at the euroslot area that will be removed during production.



With movement during conversion, a small stepped tab can occur during the production of round corners.



Valve: Minimal distortion to artwork but avoid any critical text.

Sizing Chart

Pouch Size Range	Width	Height	Gusset			
Pouch Type	Min mm	Max mm	Min mm	Max mm	Min mm	Max mm
Doy without zipper	80	350	100	400*	25	65*
Doy with zipper	80	350	125	400*	25	65*
Pillow pouch without zipper	80	400	80	400*	n/a	n/a
Pillow pouch with zipper	80	400	100	400*	n/a	n/a

*Max reached running multi web

How to Supply Artwork

Files need to be supplied back to us as a vector PDF, with fonts outlined, converted to CMYK (not in RGB colour-space), un-flattened with all layers still intact.

All Pantones will be converted to CMYK. If you require a match to a Pantone colour, please speak to your account manager to discuss.

Stand up pouches are available from Berkshire Labels in a range of base materials in silver, white and clear to suit the needs of the product. Various laminated finishes can enhance the aesthetics.

The table below is a general guide for popular material choices by product type.
Please do not hesitate to call our team on 01488 683628 to discuss any pouch requirements you may have.

Material	Barrier	Finish	Use	Good for
PET/ALU/PE	Ultra High	Silver	Spouted & Non Spouted Pouches	High alcohol content drinks, Long shelf life dry tea / coffee dehydrated food and beverages
METPET/PE	High	Silver	Spouted & Non Spouted Pouches	Dry Pet Food Medium Shelf life dry beverage coffee and tea long life snacks crisps and nuts Personal care products Meat and fish
PET/PEEVOH	High	Clear / White	Spouted & Non Spouted Pouches	Dried fruit and nuts Personal care products Powder detergent Meat and fish
PET/PE	Medium / Low	Clear	Non Spouted Pouches	Non degradable foods Pasta Synthetic materials Garden Products
PE/PEEVOH	High	Clear	Non Spouted Pouches	Dried fruit and nuts Personal care products Powder detergent Meat and fish
PE/PEEVOH	High	Clear	Non Spouted Pouches	Dried fruit and nuts Personal care products Powder detergent Meat and fish
METOPP	High Barrier	Silver	Flow Wrap / Printed film	Long shelf life snacks Crisps Popcon Cereal bars
BOPP	Low Barrier	White	Flow Wrap / Printed film	Pet treats Short shelf life dry snacks non degradable light weight products