7” W x 9” H x 3” GUSSET

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch

BLEED AREA: Content should cover red shaded area to avoid blank edge at top of pouch.

TEAROFF AREA: Yellow shaded area is torn off when consumer opens pouch

HANG HOLE TOLERANCE:
Size of darker orange shapes.

May move within lighter orange shaded areas.

TEAR NOTCH TOLERANCE: Centered on line.
May move within blue shaded area.

ZIPPER TOLERANCE: Centered on line.
May move within green shaded area.

FRONT PANEL

This text shows correct orientation for the front.

LIVE AREA. To ensure readability, do not place text between here and the fold line.

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 purple shaded area.

FOLD

LIVE AREA. To ensure readability, do not place text between here and the fold line.

BACK PANEL

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

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch

ZIPPER TOLERANCE: Centered on line.
May move within green shaded area.

TEAR NOTCH TOLERANCE: Centered on line.
May move within blue shaded area.

HANG HOLE TOLERANCE:
Size of darker orange shapes.

TEAROFF AREA: Yellow shaded area is torn off when consumer opens pouch

BLEED AREA: Content should cover red shaded area to avoid blank edge at top of pouch.

May move within lighter orange shaded areas.

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch