

DESIGN GUIDELINES



BESPOKE PRINTED PLASTIC BAGS

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DESIGN GUIDELINES

1. PRINT READY INFORMATION
2. CREATING A NET
 - 2.1 BASIC NET
 - 2.2 ADDING ARTWORK
 - 2.3 ADDING DETAILS
3. MATERIAL & FINISHES

1. PRINTREADY

All we need from you is a vector logo, and our design team will do the rest. Alternatively follow these guidelines and send us your PDF or AI artwork.

PANTONE

Four or less colours Coated, Uncoated, Metallic and Flourescent

CMYK

Five or more colours

Mix

Adding spot colours to CMYK
Adding Coated, Uncoated, Metallic and Flourescent.

RGB

Cannot be used for printing.
Please convert to CMYK before sending

VECTORS

Suitable for Logos, Designs & Artwork
Outlined Text

.PDF .AI .EPS

IMAGES

Suitable for Photo Prints
Only If: 300+ dpi, CMYK format,
Image larger than intended print size

.BMP .JPG .TIFF .PSD

INK COVERAGE

Inverting colour for reduce ink coverage schemes can be a cost effective choice

For example:
100% coverage 30% coverage



GRADIENTS

Uses ink percentages to fade out a colour.
Proof recommended to guarantee results.

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Proof recommended to guarantee results.

2. CREATING A NET

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2.1 BASICNET



Step 1 - Download a blank proof from our website.

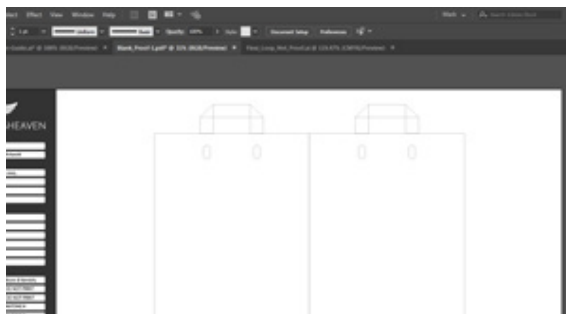
<http://www.packagingheaven.co.uk/design-guidelines/>



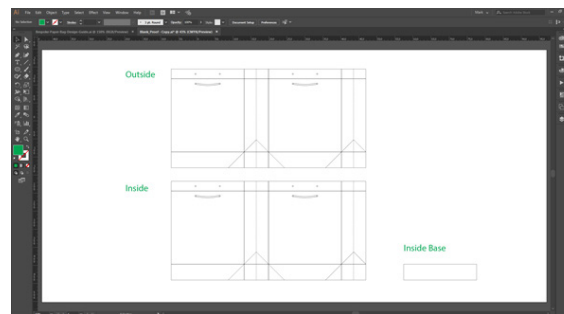
Step 2 - In Illustrator, use the Rectangle Tool (M) to draw the basic shape of your bag: front and back panels with the required gusset. (see examples)



Step 3 - Depending on your requirements, your bag may have a side gusset, base gusset, both or neither - make sure to keep your net as accurate as possible.



Step 4 - Add handles and any additional features you want as specified by your bag type (see net examples).



Step 5 - Optional: If you want inside printing or a printed inside base, you need to include these. Duplicate your net and label clearly. Continue with design steps with the outside and inside nets.

2.2 ADDING ARTWORK



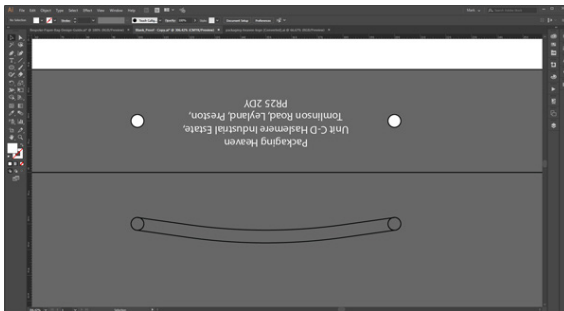
Step 6 - Add the base colours to your bag using either the Pantone Colour Books (Window > Swatch Libraries > Colour Books > Pantone Coated/Uncoated) or the CMYK colour sliders, **remember don't use RGB for your designs.**



Step 7 - Add your vector logo or design and position it on your bag. Bear in mind colour count as price increases with each colour added.



Step 8 - Add any text you'd like in your design. When finished, Outline your text so it can be opened even if we don't have your font available.

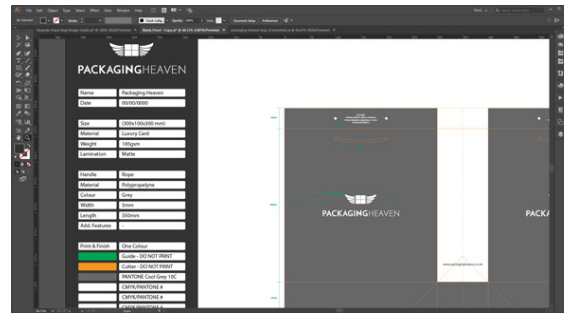


Step 9 - Any Designs on the top flap should be placed upside down as it will be folded over in manufacturing.

2.3 ADDING DETAILS




Step 10 - Add size annotations to your bag (width, gusset, height + flap heights). Try to also add handle dimensions and logo spacing measurements.



Step 11 - Fill in all known details, including colour pantones, CMYK nos. etc. If there's anything you're unsure about, leave blank and you can discuss it with a Customer Account Manager.

3. MATERIAL & FINISHES



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3. MATERIAL & FINISHES

Bag Type	Material Choice	Available Finishes	Additional Features
Flexi Loop	LDPE (soft) 30-70micron HDPE (hard) 60-70micron 45 micron as standard	Pantone Printing Metalic Pantone Printing Frosted Finish Rigid Base (with side gusset) Matte Finish Full Colour Printing	Pantone Matched Handle
Die Cut	LDPE (soft) 30-70micron HDPE (hard) 60-70micron 45 micron as standard	Pantone Printing Metalic Pantone Printing Frosted Finish Rigid Base (with side gusset) Matte Finish Full Colour Printing	Patch Handle
Flat Handle	LDPE (soft) 30-70micron HDPE (hard) 60-70micron 45 micron as standard	Pantone Printing Metalic Pantone Printing Frosted Finish Rigid Base (with side gusset) Matte Finish Full Colour Printing	Pantone Matched Handle
Mailing Bag	LDPE (soft) 30-70micron HDPE (hard) 60-70micron 45 micron as standard	Pantone Printing Metalic Pantone Printing Frosted Finish Plastic Pouch Matte Finish Full Colour Printing	Adhesive Seal Die Cut Handle Pantone Matched Handle
Handleless	LDPE (soft) 30-70micron HDPE (hard) 60-70micron 45 micron as standard	Pantone Printing Metalic Pantone Printing Frosted Finish Matte Finish Full Colour Printing	
T-Shirt/Vest Handle	LDPE (soft) 17-40micron	Pantone Printing Metalic Pantone Printing Frosted Finish Matte Finish Full Colour Printing	