PouchDirect®

Artwork Guide

Let's start creating the perfect design for your pouches!

THIS IS A
STANDUP POUCH
WITH ZIPPER AND BOTTOM GUSSET

PouchDirect
Specialist in Standup Pouches

THIS IS A
FLAT BOTTOM POUCH

PouchDirect
Specialist in Standup Pouches

✉ info@pouchdirect.nl
📞 +31 (0)85 486 5240
🌐 www.pouchdirect.com

Follow us on socials

Be inspired!

PD

Your packaging deserves to stand out

With over 15 years of experience, we'll help you bring your ideas to life, fine-tune the details, and overcome any challenges along the way.

Whether you already have a complete design or just the first spark of an idea, you decide the direction. You choose the style, the message, and the impact you want to make. We're here to make sure everything fits perfectly with your product and brand.

You'll know exactly what works best for your clients. From the first sketch to the final print, you stay in control. We simply make sure the result turns heads and leaves a lasting impression. In the end, it's your vision - we just make it look its absolute best.

PD

Requirements to check before submitting your artwork

Supported and required file formats
- *Supported*: Illustrator (.AI) and EPS file formats are **preferred**. PDF is acceptable, but avoid using compression to preserve quality. Photoshop (.PSD) is workable if needed
- *Required*: include a PDF file for quick view
- All invisible / non-used layers should be removed to avoid any mistakes.

Colour use
- *Rotogravure*: use **pantone colours** from the 'Formula Guide Coated and Uncoated'
- *Digital*: make sure you use **CMYK colours**.

Image use
- The resolution of image files must be on scale 1:1 and no less than **300 dpi**
- Do not use scanned pictures as your images
- Make sure images are saved at high resolution (at least 300 dpi) in **CMYK colour** mode.

Text / Font use
- **Always outline** all of the text / fonts in your design
- Double check the spelling, contents and layout.

Barcodes
- All barcodes (UPC codes) should be **scaled at 100%**
- Reduce to 85% as a minimum scale
- We recommend using a **contrasting colour** between background and barcode.

Note: PouchDirect is not responsible for any mistakes caused by not following these criteria.

Unsupported file formats
- Microsoft Word (.DOC/.DOCX)
- Microsoft Publisher (.PUB)
- PowerPoint (.PPT)
- InDesign (.INDD).

Most common file issues causing problems
- Fonts/text **not being outlined**
- Use of low-resolution images
- Using the wrong die lines.

Printing techniques

Printing your pouches can be done with 3 different kinds of printing techniques. Based on your order, we will choose the best suitable and cost effective printing technique for your pouch. Below, you can find some information about the printing techniques.

Rotogravure

Gravure printing - also known as rotogravure printing - is primarily a long-run, high-speed, high-quality printing method. Like engraving, gravure is a form of intaglio printing that produces fine, detailed images. It works well for **Pantone colours** where each colour of ink is applied by its own cylinder.

- Pantone colours
- MOQ 5.000 pieces (per size / per design)
- Extra finishing: matt varnish, SPOT UV, hot stamp
- Reverse printing (max. 8 colours)
- Surface printing (max. 4 spot colours, **not CMYK**), only on kraft paper
- One cylinder needed per colour.

Digital printing

Digital printing takes a different approach and assembles the images ready for print from a complex set of numbers and formulas. These images are captured from pixels and the digitalised image is used to control the deposition of ink, toner and exposure, to replicate the image you would like to print.

- HP indigo 20.000
- **CMYK+** (we can cover up to 90% of Pantone colors)
- From 5.000 pieces (multiple designs possible within the 5.000 pieces)
- No cylinder costs.

Silk printing

Silk printing is the process of transferring a stencilled design onto a flat surface using a mesh screen, ink and a squeegee. Paper is the only possible screen-printed surface. The basic method involves creating a stencil on a fine mesh screen and then pushing ink through to create an imprint of your design on the surface beneath.

- **Pantone colours only**
- From 5.000 pieces (only possible with small artworks (logo's / text etc.)
- Not 100% ink coverage
- No cylinder costs.

PD

Finishing	Digital printing	Silk printing	Rotogravure printing
All materials	Yes	No	Yes
Combination shiny & matt finish	No	No	Yes
Kraft paper with more difficult artwork	Yes	No	No
Kraft paper with simple design	Yes	Yes	Yes
Colour Options	CMYK	Pantone colours	CMYK, Pantone colours
Screen printing (less then 100% colour)	Yes	No	Yes
Printing to the edges / all over printing	Yes	No	Yes
Hot stamp	Yes	Yes	Yes
Spot UV	No	No	Yes
Good for Short Runs	Yes	Yes	No
More artworks divided for 10.000 pieces	Yes	Yes	No
Per Unit costs	Higher	Medium	Lowest

Colour output / colour matching

- Coated Pantone colours (if printing is on a coated surface)
- Uncoated Pantone colours (if printing is on an uncoated surface / kraft paper)
- CMYK (digital printing or images)
- Colour reference? We can try to match the needed colours, **if you accept that the colours can deviate** when used on different kind of materials
- Printed colours **can differ** from the Pantone colours, depending on the material used For instance, brown kraft paper, a middle MET-PET (silver) layer and the transparency of the material will all **influence the appearance** of colours on the end result.

Printing on kraft paper

- The colour of the paper can differ between pouches, because it's a 100% natural product
- Not all designs are suitable for direct printing on kraft paper. Detailed designs with mixed colours may require an extra layer on the outside, depending on the printing technique
- Kraft paper has a natural, authentic look. Depending on the printing technique, the ink can be absorbed into the paper, which gives it a softer and more organic result.

Overlap (only applicable with rotogravure and silk screen printing techniques)

- When multiple colours are printed next to each other, some **colour overlap** can occur. We try to avoid this, but there is a chance of max. 3 mm overlap between colours
- If there is a layer of white printed underneath the printing, there can be a small overlap of the white printing colour
- By **outlining text or images**, this overlap can be prevented.

Cutting marge

- As a cutting margin, we use a standard of **5 mm on each side** of the pouch
- To prevent images getting cut off, we recommend **leaving 3 mm** of space between the image and the edge of the die line.

Printing area

- Depending on the printing technique, we can also print on the bottom and seals of the pouch. Mind, with digital printing, the printing on the seal of a kraft paper pouch (with surface printing) can have a **colour difference**. This is caused by the heat that is needed to make the seal. The ink can burn and change colour. With rotogravure, we use heat-resistant ink
- We can print below, on top of or above the zipper. There is a sealing tolerance of the zipper (3 mm) which can cause a slightly different result.

Valve position

- You can check the standard valve position on our die lines. If you want the valve in a different position, please contact us so we can discuss the possibilities
- We can place the valve on the front or the back or the pouch
- The material underneath the valve can be printed, but keep in mind that there is a small sealing tolerance around the valve.

PD

PDF for approval

Once we have received your artwork, we will send a PDF file for approval. After approval, you will receive our proforma invoice and after payment, we will start the mass production of your pouches!

Production of the pouches includes the following steps:

- making the cylinders (depending on the printing technique)
- printing the foil
- laminating the foil
- drying of laminate
- cutting the foil
- production of bags
- quality control
- packaging
- preparing for shipping

Production times vary between printing techniques

Digital: 2 - 3 weeks
Rotogravure: 5 - 6 weeks
Silk screen: on request

Is your artwork ready? Use the checklist!

All my text has been outlined

I'm using the correct colour type

My images are no less than 300 dpi

I have a 5 mm bleed around my design

I've double checked all my text

I'm using the right die line

I'm using a supported file format

There's no hidden layers in my file

If you have any questions, we're happy to think along with you!

✉ info@pouchdirect.nl
📞 +31 (0)85 486 5240