STANDING POUCH PACKAGING

▪ Product Size Template

Please use website template to design the artwork to ensure there is error free.
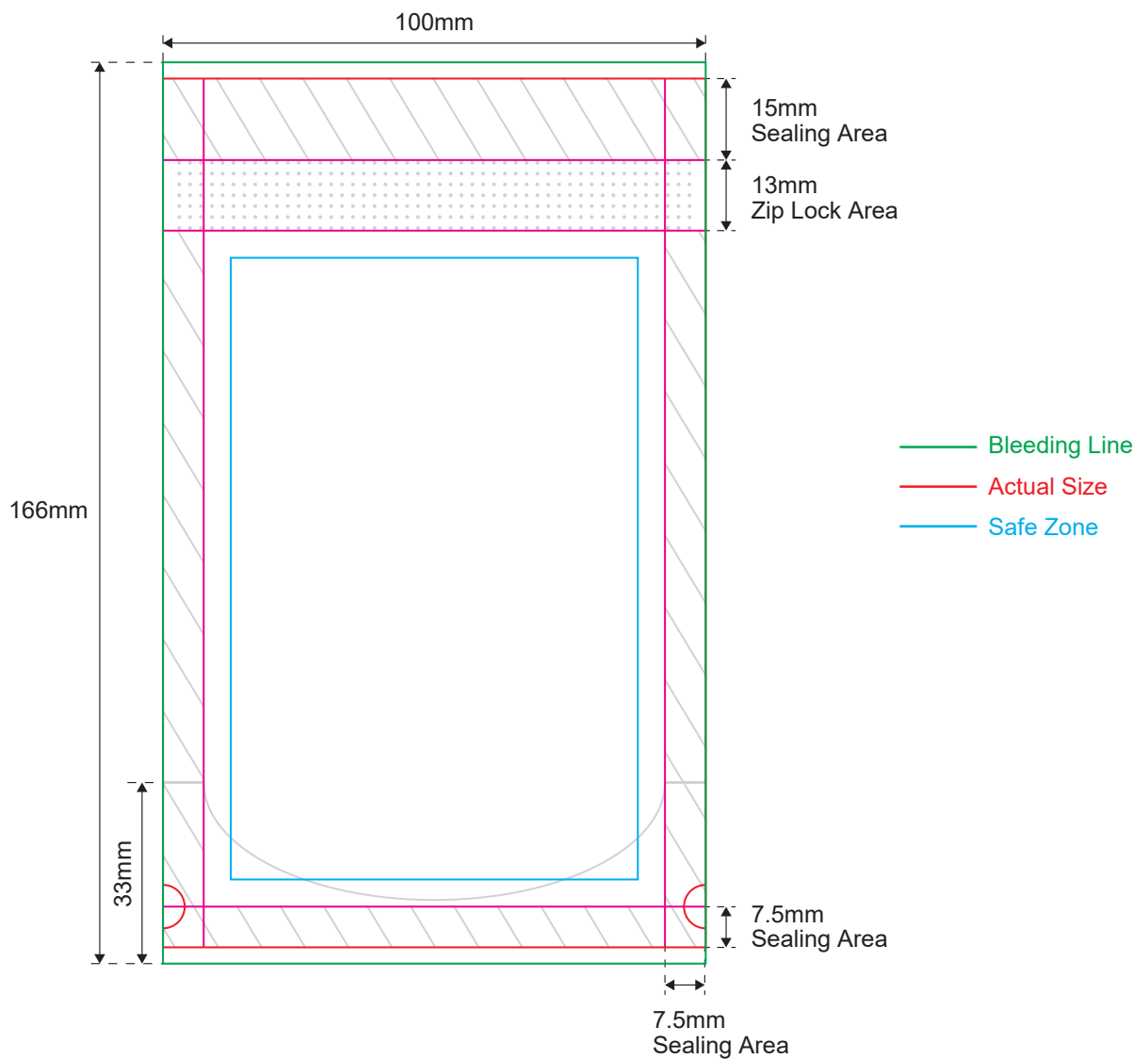
Model	Width (mm)	Height (mm)	Gusset (mm)
1	100	160	60

Bleeding   : 166mm x 100mm (**3mm** for Top & Bottom)

Actual Size : 160mm x 100mm

Safe Zone   : 114.5mm x 75mm

**Sealing area prefer is only background color without any wordings so it won't seal together with content.

100mm

15mm
Sealing Area

13mm
Zip Lock Area

166mm

33mm

7.5mm
Sealing Area

7.5mm
Sealing Area

— Bleeding Line
— Actual Size
— Safe Zone

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STANDING POUCH PACKAGING

Model	Width (mm)	Height (mm)	Gusset (mm)
4	190	280	90

Bleeding   : 286mm x 190mm (**3mm** for Top & Bottom)

Actual Size : 280mm x 190mm

Safe Zone   : 222mm x 160mm

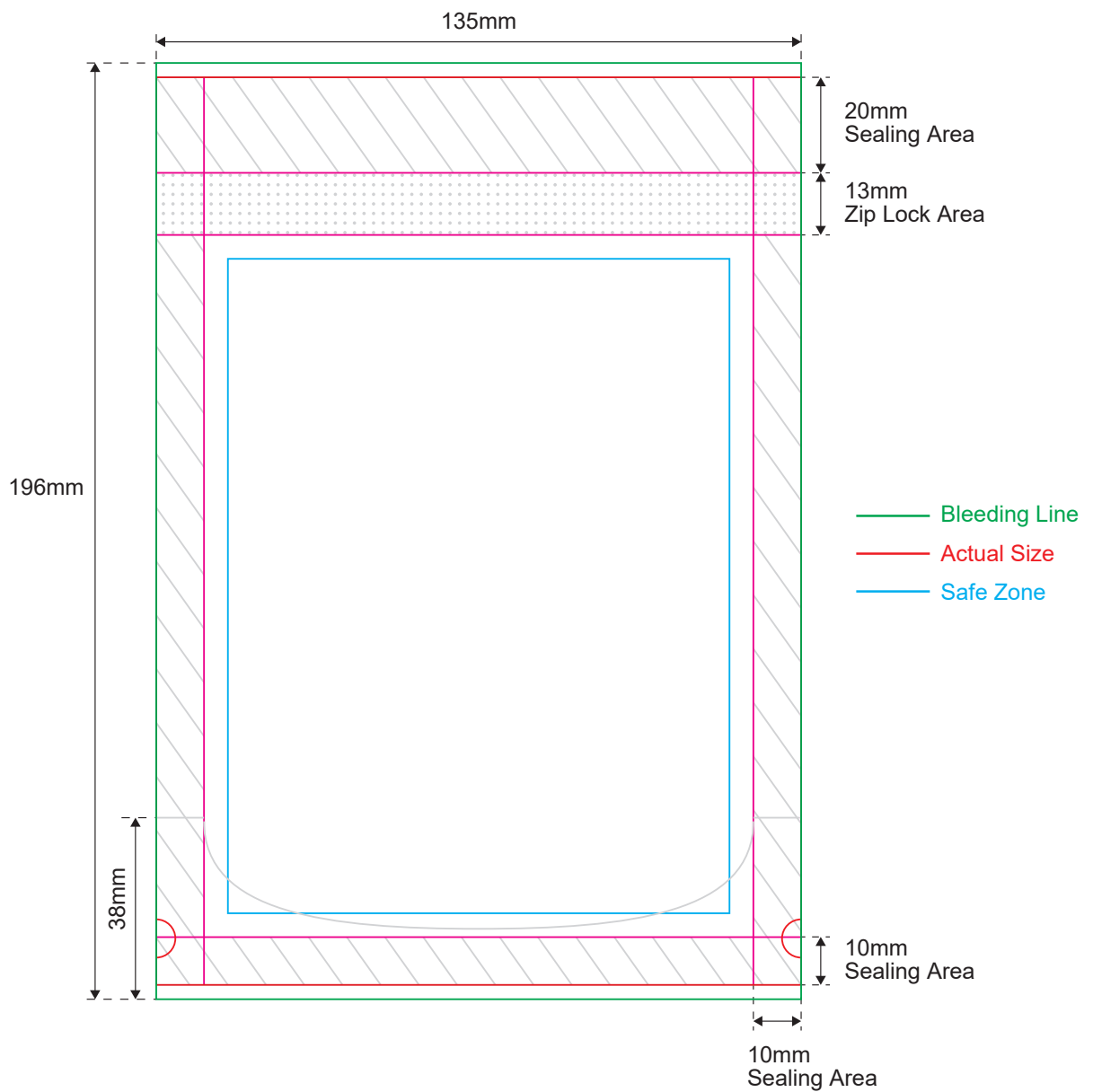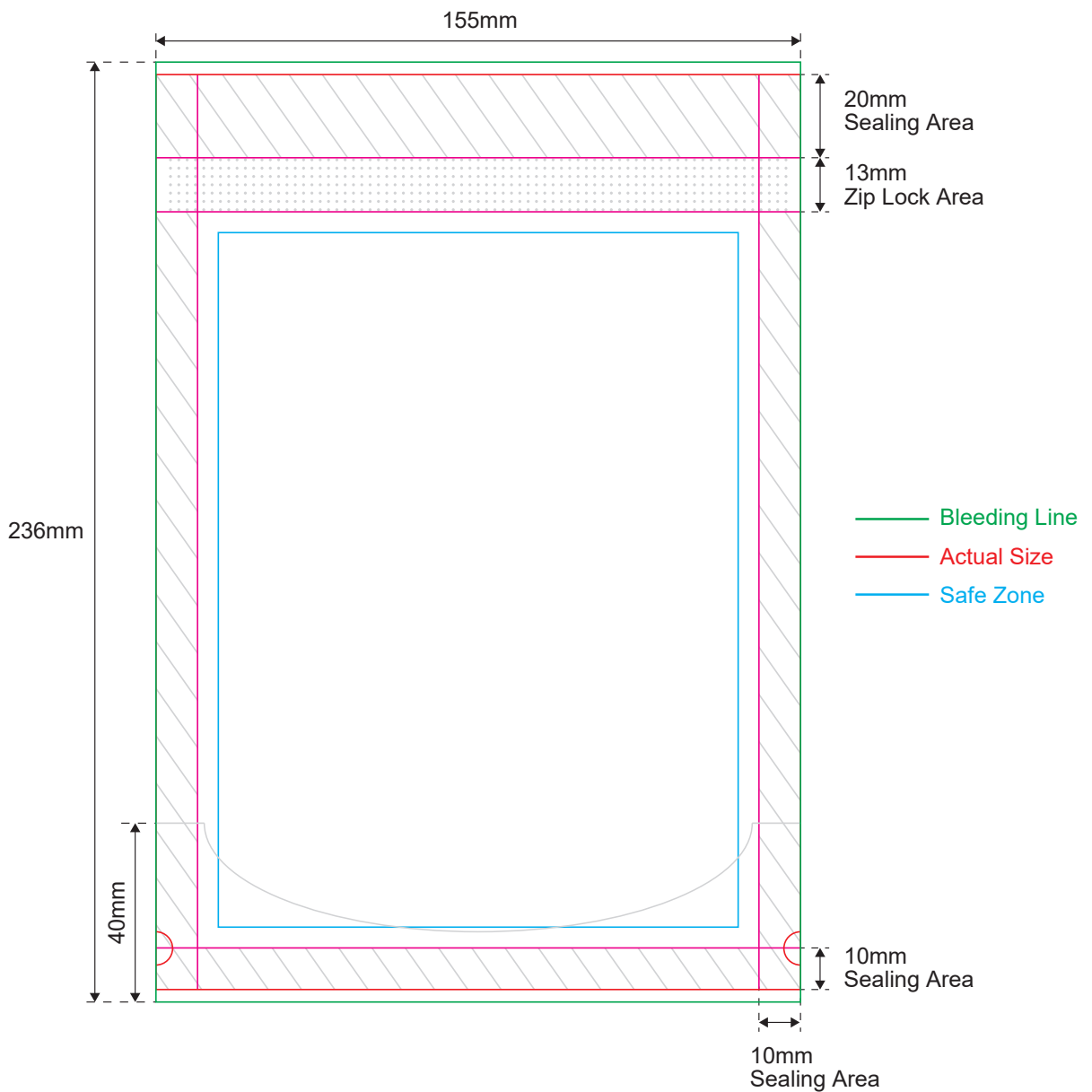**Sealing area prefer is only background color without any wordings so it won't seal together with content.

190mm

25mm
Sealing Area

13mm
Zip Lock Area

286mm

48mm

10mm
Sealing Area

10mm
Sealing Area

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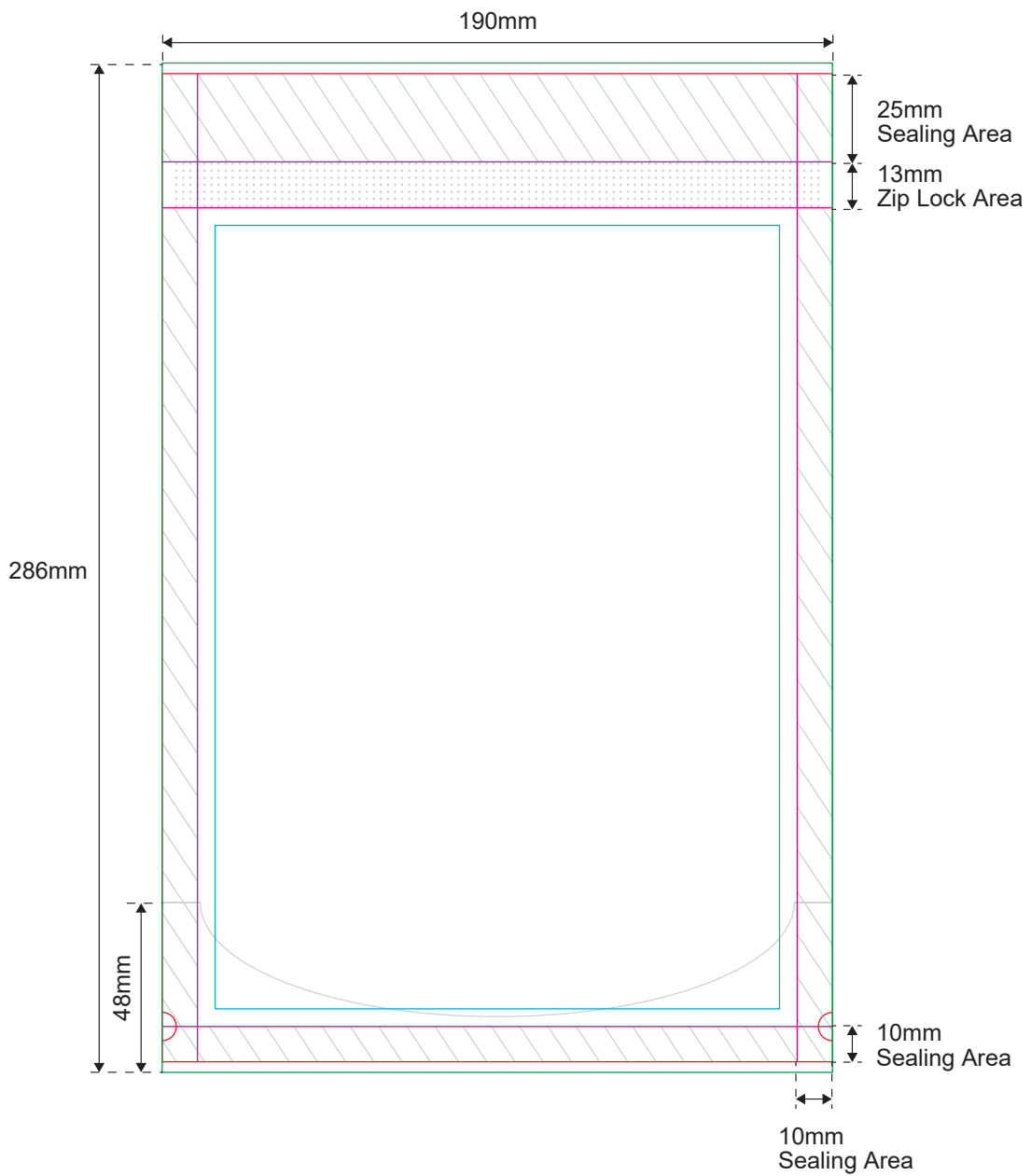
STANDING POUCH PACKAGING

Model	Width (mm)	Height (mm)	Gusset (mm)
6	135	190	70

Bleeding   : 196mm x 135mm (**3mm** for Top & Bottom)

Actual Size : 190mm x 135mm

Safe Zone : 137mm x 105mm

**Sealing area prefer is only background color without any wordings so it won't seal together with content.

135mm

20mm
Sealing Area

13mm
Zip Lock Area

196mm

Bleeding Line
Actual Size
Safe Zone

38mm

10mm
Sealing Area

10mm
Sealing Area

STANDING POUCH PACKAGING

Model	Width (mm)	Height (mm)	Gusset (mm)
7	155	230	80

Bleeding　　 : 236mm x 155mm (**3mm** for Top & Bottom)

Actual Size　: 230mm x 155mm

Safe Zone　 : 177mm x 125mm

**Sealing area prefer is only background color without any wordings so it won't seal together with content.
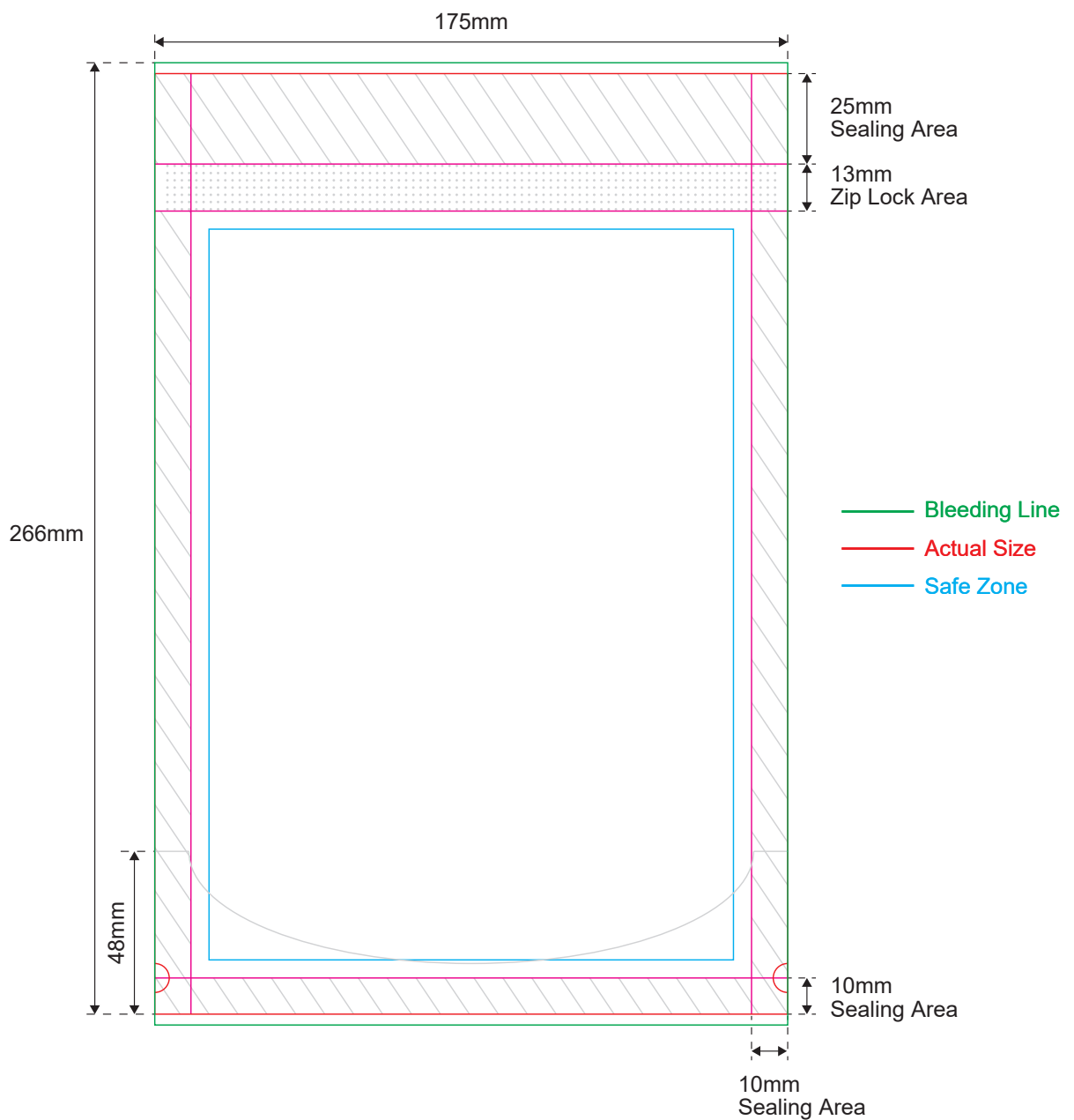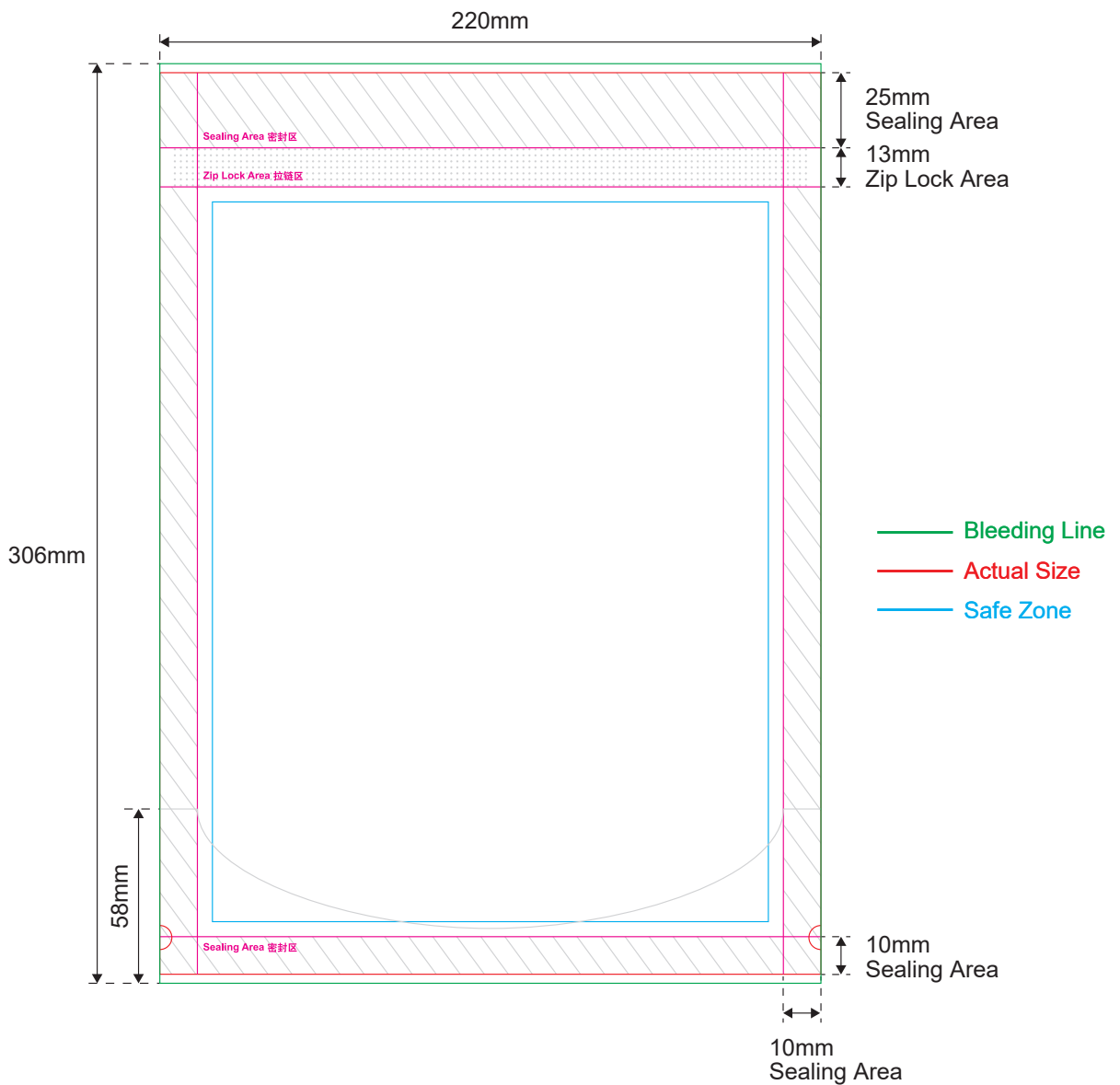
STANDING POUCH PACKAGING

Model	Width (mm)	Height (mm)	Gusset (mm)
8	175	260	90

Bleeding   : 266mm x 175mm (**3mm** for Top & Bottom)

Actual Size : 260mm x 175mm

Safe Zone   : 202mm x 145mm

**Sealing area prefer is only background color without any wordings so it won't seal together with content.

175mm

25mm
Sealing Area

13mm
Zip Lock Area

266mm

— Bleeding Line

— Actual Size

— Safe Zone

48mm

10mm
Sealing Area

10mm
Sealing Area

STANDING POUCH PACKAGING

Model	Width (mm)	Height (mm)	Gusset (mm)
9	220	300	110

Bleeding   : 306mm x 220mm (**3mm** for Top & Bottom)

Actual Size : 300mm x 220mm

Safe Zone   : 239.5mm x 185mm

**Sealing area prefer is only background color without any wordings so it won't seal together with content.

STANDING POUCH PACKAGING

▪ Sample artwork Model 1 - 100mm x 160mm x 60mm

出边线 - 把稿件背景设计延伸至出边线。
Full Bleed - Extend your background design to this edge, on all sides.

切割线 - 此线以外将被切除。
Trim Size - Product size. Anything left beyond this line will be cut off.

安全区 - 所有重要内容(字体/图片/商标等)不可超出此区以免被切除。
Safe Zone - Keep all your important contents (text, images, logos, etc.) within this area.

EXAMPLE ARTWORK FILE PREPARATION WITH NORMAL PRINTING
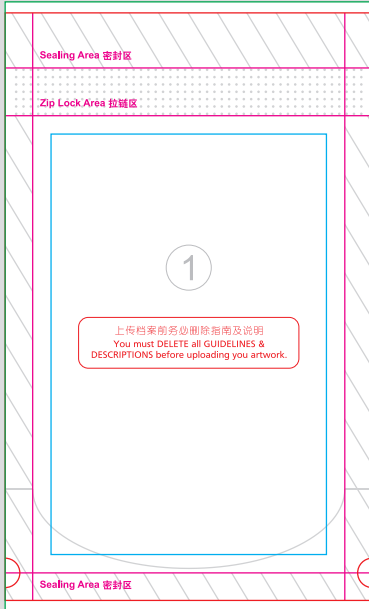
Page 1 : Die line (Front)

Page 2 : White (Front)

Page 3 : Artwork (Front)

Page 4 : Die line (Back)

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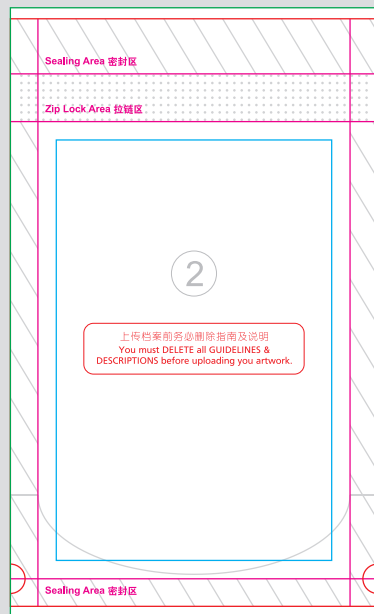
EXAMPLE ARTWORK FILE PREPARATION WITH NORMAL PRINTING

Page 5: White (Back)
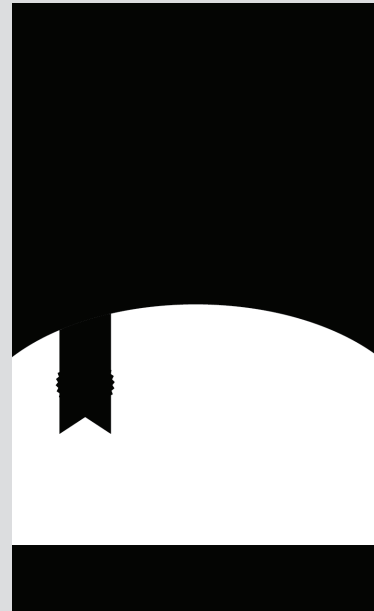

Page 6: Artwork (Back)

EXAMPLE ARTWORK FILE PREPARATION WITH TRANSPARENT VIEW

Kindly choose the Transparent Pet film if want to have the transparent view. (Metalised Pet film cannot have the transparent view)
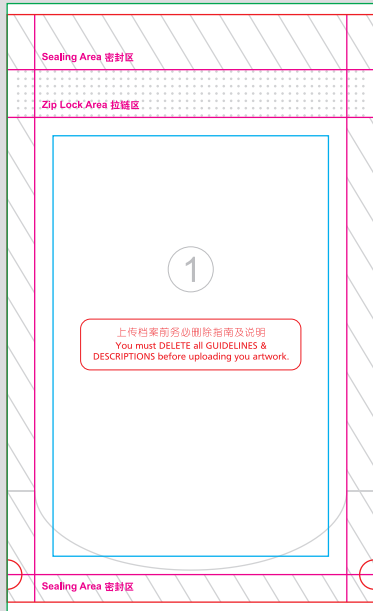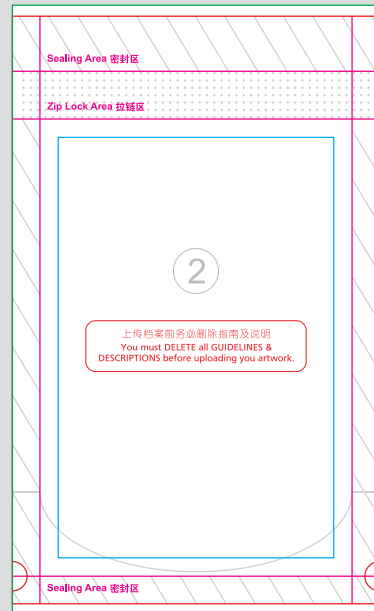

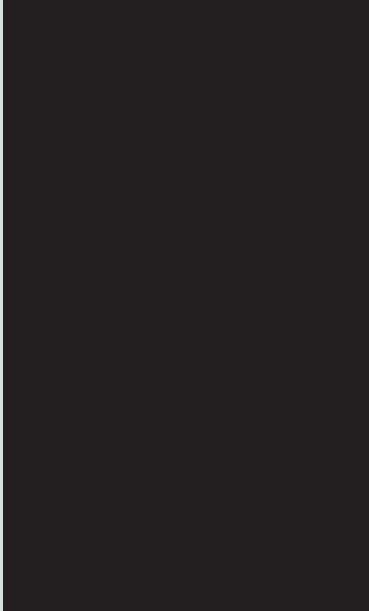Page 1 : Die line (Front)

Page 2 : White (Front)

Page 3 : Artwork (Front)
* Transparent part **NO NEED 3mm solid color bar**

Page 4 : Die line (Back)

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EXAMPLE ARTWORK FILE PREPARATION WITH TRANSPARENT VIEW

Page 5: White (Back)

Page 6: Artwork (Back)

FILE PREPARATION

▪ Agent Submitted File

Please refer the table below to submit PDF file.

Print Colour	Print Side	File
4C	4C+4C (Both Side)	Save in PDF Page 1 = Die line (Front) Page 2 = White (Front) Page 3 = Artwork (Front) Page 4 = Die line (Back) Page 5 = White (Back) Page 6 = Artwork (Back)

White base artwork preparation method
Agent require to fill the artwork with black (K100) and rename the colour to **"White"**
to indicate the area of white base.

Note:

1) For White base, must rename the colour as "White".

2) Avoid using **"WHITE"** and **"white"**. Excard will not held responsibility on artwork error with white spot colour naming error.

3) Agent require using adobe illustrator to do the white artwork.

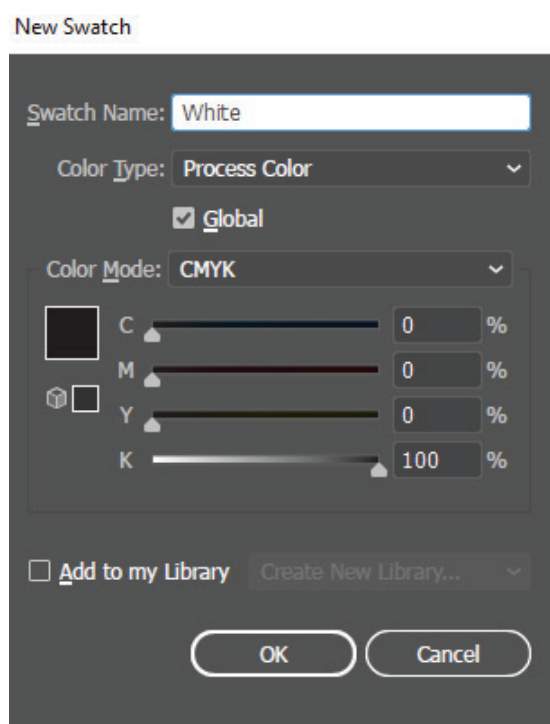# METHOD TO RENAME THE COLOR SWATCH NAME USING ADOBE ILLUSTRATOR

Step 1

Double click the colour swatch then will pop out the swatch option. Choose "CMYK" mode and filled with K100.
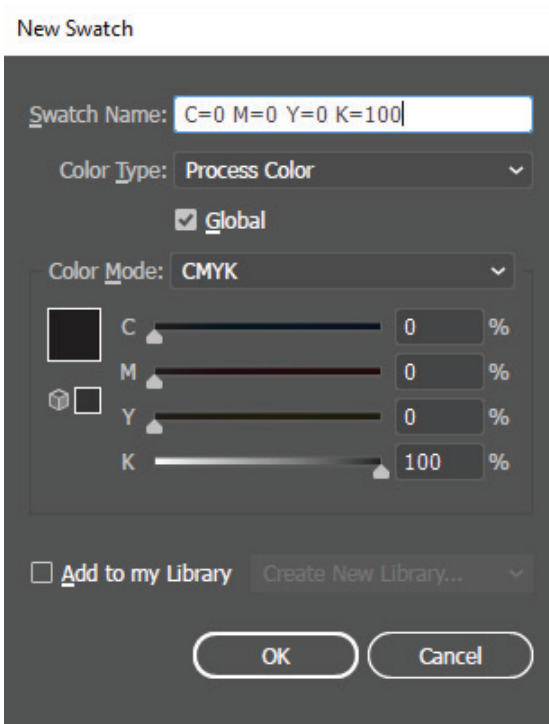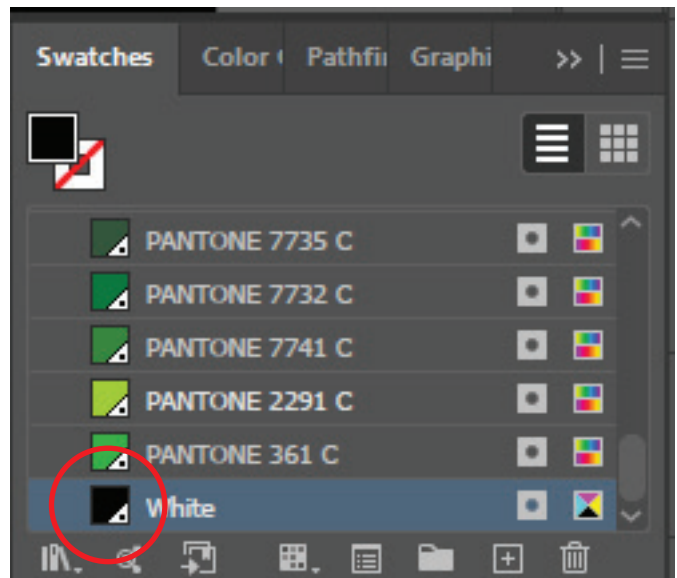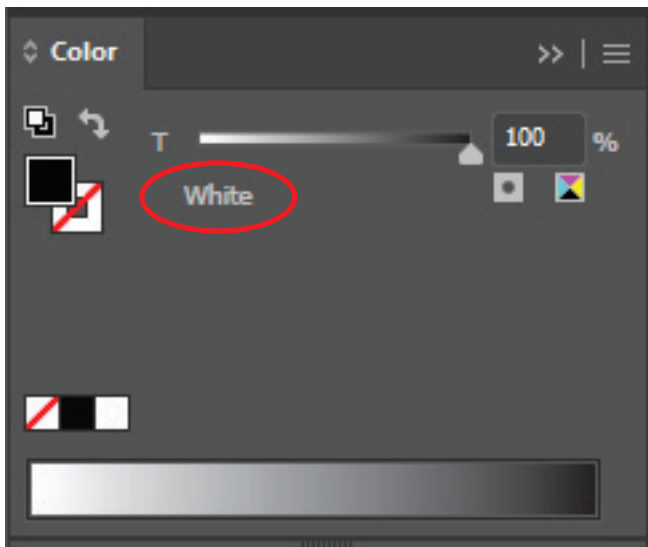

Step 2

Change the color type to "Spot Color" and rename the swatch name to "White"

Step 3

Double confirm by checking the artwork is filled with K100 with "White" swatch name.

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ARTWORK PRECAUTION

Please refer our **Printing guideline** below to make sure your artwork is prepare correctly. **Excard will NOT held any responsibility** for the artwork prepared which does not follow the printing guideline.

Important: Keep all important details inside the Safe zone.

- ■ **Artwork**
  - 4C printing

- ■ **Fonts**
  - Minimum Font Size : **6pt**
  - Minimum Reverse Font Size : **10pt**

- ■ **Line Weight**
  - Minimum Line Thickness : **1pt**
  - Minimum Reverse Line Thickness : **2pt**

- ■ **Dot**
  - Minimum Dot Thickness : **2pt**
  - Minimum Reverse Dot Thickness : **3pt**

- ■ **Gap**
  - Minimum Gap between Dot and Line : **2pt**

    2 point   **2 point**

- ■ **Color**
  - CMYK max 240% to avoid Ink dirty.

EXAMPLE OF THE COLOR EFFECT ON METALISED PET FILM

4C

Artwork using 4C & without white base

4C + WHITE

Artwork using 4C & white base

WHITE

not using 4C, just putting white base

EXAMPLE OF THE COLOR EFFECT ON TRANSPARENT PET FILM

4C

Artwork using 4C & with white base

WHITE

not using 4C, just putting white base

TRANSPARENT PART

just leave it blank [without using 4C & white base]