



BUILDING YOUR BRAND STARTER KIT

BUILDING A BETTER BRAND

You: Have Got A Great Product (granola, cereal, pet treat, candy, protein powder, baby formula, beverage mix, spice, etc)!

You: Need To Get On A Store Shelf To Be Taken Seriously—What Are Your Options?

Historically retailers would allow all of these options on their store shelves...and to a point they still do. However, retailers want great products + they want to make money so they need products that move OFF of their store shelves and convert to cash as quickly as possible.

HOW TO BUILD YOUR BRAND: OPTIONS, OPTIONS...

Box - With A Label

- Old school, requires a large minimum run quantity, label needs to be applied by hand (added labor and expense), doesn't provide barrier properties to protect the contents inside the carton.

Plastic Bag Inside A Box - With A Label

- Plastic bag needs to protect the contents, generally not printed as this would add unnecessary expense, bag then placed into the carton and the carton/box needs a label applied by hand, the box takes up a lot more room either in shipping or storage.

Jar - With A Label

- Requires an additional label, takes up a lot of room, bulky, rarely can a jar ship by itself, often it needs an additional box around it, heavy, requires either an attached lid or separate metal or plastic lid (additional item to inventory).

Glass Bottle - With A Label

- Bulky, fragile, heavy, requires an additional label, doesn't provide much barrier protection

Metal Tin - With A Label

- Bulky, fragile, heavy, requires an additional label, doesn't provide much barrier protection (if any), usually will need an additional inner plastic liner.

Plastic Pail - With A Label

- Requires an additional label, takes up a lot of room, bulky, rarely can a plastic pail ship by itself, often it needs an additional box around it, heavy, requires either an attached lid or separate metal or plastic lid (additional item to inventory).

IT GETS BETTER

Printed Stand Up Pouches

- Minimum run quantity as low as 5000 pieces
- Bold, dynamic, photographic quality printing
- Takes up a fraction of the space for storage as the most common alternatives listed above
- Lightweight
- Laminated barrier films are designed specifically for your product to keep it fresher for longer.
- Clear structures or those with a window along with metalized and foil structures are readily available.
- Lead time after artwork is approved is 4-6 weeks.
- Available features include zip locks, tear notches, hang holes, even pour spouts.
- One piece of packaging to inventory...no outer carton required, no applied label required (as these are custom printed)
- Wide face and back of the Stand Up Pouch provides a large amount of available space for you to tell your story, why your product is so great, etc
- Wide face and back of the stand up pouch is perfect for your eye catching graphics, your logo and company information, quite possibly a picture of your product, etc.

YOUR STEP BY STEP MARKETING GUIDE

1st Determine Your Size

Many folks already know what size they want, either they have gone to a store and emptied the contents out of an Uncle Bens Rice Pilaf pack and filled it with their own product or they have already been using a stock stand up pouch and have been applying a printed label.

However, let's assume you know nothing.

I would recommend you get a Sample Pack. Our Sample Pack is full of all of our stock sizes plus some printed ones too (so you can see our print quality). The idea here is not to direct you to use a stock size (although you may find one that fits perfectly)...it is to use the samples to help you determine what works best. Each sample is labeled with a size...and you may respond that you "really like the 5 x 8 x 3 if only the opening was 5.5 inches instead of 5 or quite possibly you like the 6 x 9.5 x 3.25 if only the length was 10.5 inches instead of 9.5.

Make sense?

So by all means, if you need help determining the size you need for your product, order a [Sample Pack](#), they are no charge and will really speed up your design time.

YOUR STEP BY STEP MARKETING GUIDE

2nd Choose The Right Material

Here we rely on our *Your Criteria System*[™]

- *Your Criteria* determines the thickness of the pouch.
- *Your Criteria* + the thickness + the quantity needed = the price per pouch.

Things to consider:

- What you are packaging (is it a powder, a paste, a liquid, sharp, heavy, oily, greasy, etc)?
- Do you want to be able to see your product or have a clear window on your pouch?
- How much weight you are packaging into the pouch (150 grams, 1 pound, 5 pounds, etc)?
- What style pouch do you want (will it be a Stand Up Pouch and need to stand, or will it be a flat pouch that hangs in a display, a gusseted pouch, a tamper evident pouch that loads from the bottom, etc)?
- What features do you want (zip lock, tear notch, hang hole, liquid pour spout, etc)?
- What kind of conditions will the pouch will be subjected to (will it be in a chemical factory and thrown off of a pallet, will it be used by a consumer who will open it and place it back into his/her pantry, will it be used in a dirty, greasy industrial plant, or will it be used in a clean-room electronic facility, etc)?
- What price point do you want/need to be at. Do you want the cheapest possible price to keep your product fresh for 30 days, or do you want something that will keep your product fresh for one year and withstand high temperatures, a drop from 15 feet, etc?

TIP: As far as cost is concerned, all of these factors (above) play a role into the film structure and ultimately the thickness of the film we propose to the client. Is clear film the cheapest? Not necessarily. The thickness of your pouch means how much material your pouch will require/use and this will play the largest part of your price followed closely by the actual materials (aluminum foil, polyester metalized film, clear film, etc) used in the different layers.

CHOOSING THE RIGHT MATERIAL

Clear Structures and Metalized Film Structures

These are usually very close in price when everything else is equal (your criteria). Both can be made with excellent barrier properties, excellent strength and durability too.

Advantages:

- You can see thru it...and/or print it with a clear window
- Excellent barrier properties available
- Strong, puncture resistant film structures available
- Lots of choices based upon the use and needs of the client (your criteria)
- Cost effective (not always the cheapest...this depends on the overall thickness and the other layers chosen, but clear is always cost effective).

Disadvantages:

- You can see thru it. This is not a typo. Some clients choose a clear structure based upon what they are packaging, their cost structure, the style of pouch, etc (see below). If the product going into the pouch is sensitive to light, we will need to under-print the pouch with a solid color to make it opaque and prevent light from affecting the product(s) inside.
- If you are printing this pouch and/or printing everything but a “clear window” area, consider under-print the rest of the pouch (except the clear window area). This may add a minimal amount to the per piece price, however, if this is not done, the printing would look translucent, drab, dull, and boring.

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Metalized Film Structures

Metalized film is not foil (aluminum). Metalized film is made from polyester and is just one part, one layer of the overall structure.

Advantages:

- Opaque, doesn't allow light to product inside
- Because of this opacity, the printing naturally POPS without the need of any under-printing.
- Excellent barrier properties
- Cost effective
- Strong, puncture resistant structures available
- Lots of combinations available depending on your criteria.

Disadvantages:

- Opaque, cannot see thru to contents inside

Aluminum Foil Structures

Aluminum Foil Structures

These tend to be more expensive, as they generally have superior barrier properties over clear and metalized film. Remember, aluminum foil is just one part, one layer of the overall structure. It all depends on your criteria.

Advantages:

- Opaque, doesn't allow light to product inside
- Because of this opacity, the printing naturally POPS without the need of any under-printing.
- Strong, puncture resistant structures available
- Lots of combinations available based upon your criteria.

Disadvantages:

- Tends to be more expensive than other structures

Choosing The Right Material

Boilable Structures

These can be made from clear film, metalized film, and foil structures. As mentioned above, clear and metalized films tend to be very close in price points whereas aluminum foil tends to be more expensive. It all depends on your criteria.

OR

Microwaveable Structures

These are made from clear films that are laminated to provide barrier properties and the strength to withstand microwave heating elements. Anything metalized wouldn't work in a microwave. The price points for microwaveable clear films are in line with other clear films and are based on your criteria.

FINAL THOUGHTS ON CHOOSING THE RIGHT MATERIAL

There are many things to keep in mind when considering printed stand up pouches. Some of the information above pertains to the overall cost; some to print capability, and some to the strength and durability required. This information should be helpful as you start this journey. As always, your packaging professional will be instrumental to helping you navigate the road ahead. Counting on them will save you time, aggravation, and money.

NEXT: PICK YOUR ARTWORK

Artwork and Artwork Guidelines

We know this can be very intimidating and confusing so we make our Graphics Designer (Rachel Ortiz) available to all our clients if you or your own Graphics Designer needs guidance. Here's the deal...most Graphics Designers are very familiar with printing on paper or cartons but very few have ever printed on a flexible film before, let alone designed one. There are lots of variables to consider (how the ink looks on a clear film versus a metalized one, how much room will you have to print on a stand up pouch, front and back, where the zip locks and tear notches go, etc.) Here you have direct contact with Rachel and our staff and they'll help you and hold your hand (virtually). Rachel Ortiz, 817-840-9037, 817-372-7579 (cell).

NOTE: Rachel isn't here to design your artwork from scratch (although she can). She is here to help guide you and your Graphics Designer if needed. However, should you want to hire Rachel (she is incredible and knows how we operate, what we need, etc) you can work that out with Rachel separately and pay her separately. FYI...she is **that** good!

PICKING YOUR ARTWORK

Artwork and Artwork Guidelines

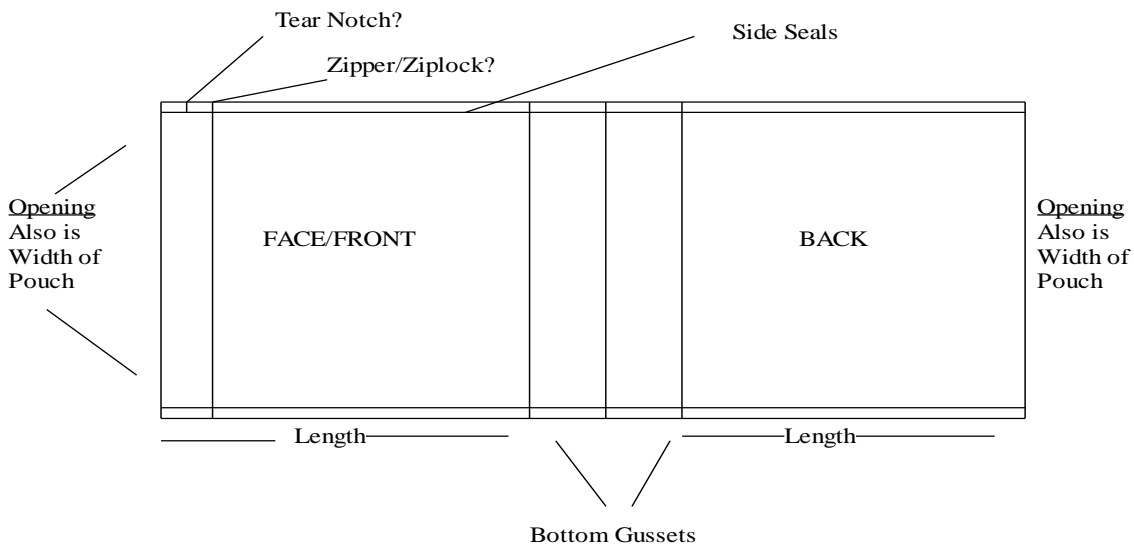
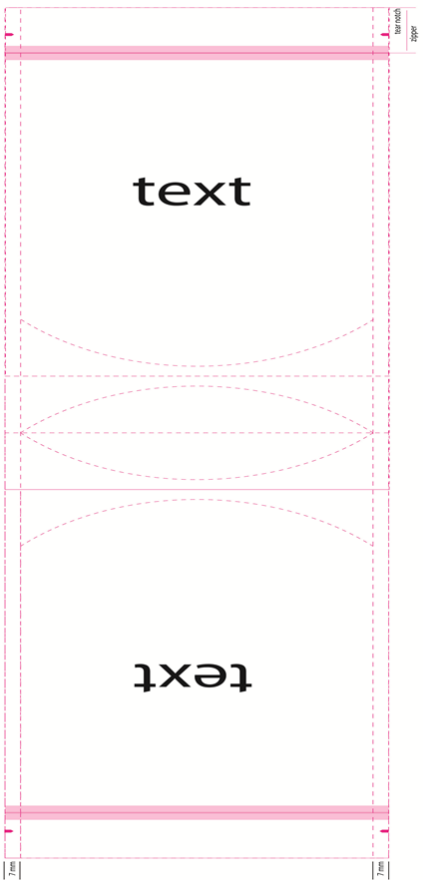
We print edge to edge, so if you have a 6 x 9.5 x 3.25 Stand Up Pouch...your workable space (or real estate) is 6 x 9.5 on the front or face of the pouch and 6 x 9.5 on the back.

The Bottom Gusset can be printed (but registered print (like a bar code) or picture depends on each project...ask your packaging professional)...we recommend keeping the bottom gusset a solid color, or clear.

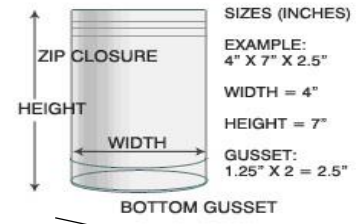
Finally...make sure you have a 2mm border on the left and right margins of your pouch (front and back) of a consistent color. We run these on high speed lines and the pouch film will want to drift ever so slightly...trying to match up a print "to the very edge" is impossible for anyone. Having the 2mm (which is very small) will give us just enough room to make sure your printing looks awesome every time (just a little trick we learned over our 25 years). Below on the left is a template for a Stand Up Pouch with a ROUND bottom gusset and the one on the right is with a K STYLE bottom gusset. Round is generally used for smaller sizes, lighter products...K style for larger sizes and heavier products. We make both...and can sample both to help you determine what works best for your product.



PACKAGING DIMENSIONS



1. **First Dimension:** Opening or Width
2. **Second Dimension:** Length or Height
3. **Third:** Bottom Gusset...Note, the gusset is made up of one half on the bottom of the face and one half on the bottom of the back. Added together is the Total Bottom Gusset. Simply Put...the Total OPEN AREA of the bottom is the total Bottom Gusset



NOTE: Dimensions are **Outside Dimensions** 4 x 7 x 2.5 and include side seals, zippers, etc.

PRODUCT CONSIDERATIONS & SPECIFICATIONS

The following specification has been designed to assist with rotogravure printing prepress and to minimize time loss/additional costing.

- 1. Printing process:** rotogravure. Maximum 8 colors, including over lacquers, coatings etc.
- 2. Print tolerances:** – 0.1mm to 0.2mm spreads and tucks. i.e. to counteract shift due to print process or materials. Avoid using two or more colors to form too thin or small text, dots, lines, dashes, etc
- 3. Leave clear track for registration mark.**
- 4. Barcode:** reduce to 85% as a minimum scale.
- 5. One Rule Of Thumb:** Provide 2mm on the left and right borders of a consistent color...this could be a color from your artwork, clear, white, whatever. We run these on extremely high speed lines and the printing will want to “shift” ever so slightly. Having this consistent 2mm border allows us the ability to make sure the printing looks sharp every time.
- 6. True color indicators/color standards,** must be supplied (PMS number or color sample).

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PRODUCT CONSIDERATIONS & SPECIFICATIONS

7. **Artwork** to be supplied as: (1)Adobe Illustrator : `_.ai/_.eps` + (2)Adobe Photoshop : `_.psd`

- **Adobe Illustrator:** `_.ai/_.eps` (or FREEHAND, CorelDraw, etc.)
 - Create sophisticated vector graphics and text in Illustrator.
 - Place the Photoshop images (`_.psd`, `_.eps`, `_.tif`, `_.bmp`, etc) in Illustrator (links).
 - Create outlines for all text objects in Illustrator.
- **Adobe Photoshop:** `_.psd`
 - Create and enhance images in Photoshop.
 - Create layers in any image and manage them in Photoshop.
 - Place the Photoshop images (`_.psd`, `_.eps`, `_.tif`, `_.bmp`, etc) in Illustrator (links).
 - Please attach all the `_.psd` files with all layers created in Photoshop.

Do Not Flatten Images (Keep All Original Layers) & Save as a `_.psd` file.

(Even if you have placed the images in Illustrator and save as a `_.ai` file)

- The `_.psd` files with all layers are very important to rotogravure printing prepress.
- The resolution of photographic image files must be no less than 350dpi.
- Create the images with CMYK channels (RGB channels are not good for separation.)
- Create the SPOT COLOR channels with PMS No. if you would like to use PMS colors.

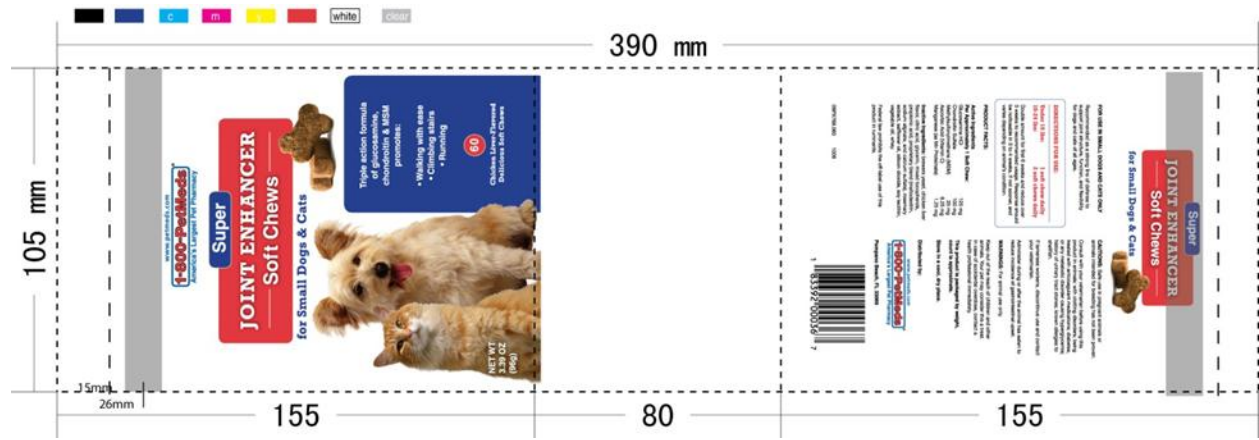
8. **Identify & show coverage of each color**, specially the “PMS colors”, “white color” & “transparent”.

9. We can provide an FTP site to upload your artwork. NOTE: If you like, you can send a CD of your artwork for comparison. Using the FTP site is much quicker.

GETTING TO YOUR FINAL PRODUCT

We will provide an Electronic Proof back of your artwork...showing the dimensions, gussets, zip locks, tear notches, and any other feature you requested. This Electronic Proof will also call out the particular PMS colors you requested...and/or list CMYK colors as well.

NOTE: If you want a Hard Proof...where we take your artwork and print a full scale version and send that to you for approval...we can do this (with a twist). This will be printed on film (not paper) which will give you a much better representation of your colors on film (since you are ultimately buying a pouch made from film, not paper). It does take some time...1 week or so and Air shipping...and it does add time to your project as we will now take your project out of our production schedule pending your approval. This is up to you.



USING COLOR TO DEFINE YOUR BRAND

Here are some things we tell all our clients, whether they have printed 50 different pouches with us or are just starting out. Printing on flexible film is not the same as printing on paper. A color will look different when printed on clear film versus a color printed on metalized/foil/opaque structure. This *by no means* indicates that we cannot match colors, to the contrary. If you want/need/have-to-have a particular color matched, then we recommend you choose a PMS/Pantone color. Even further, purchase a [Pantone Color book](#) (buy the Coated Paper version...that means they've printed their Pantone colors onto coated paper which most closely resembles printing onto an opaque film).

Here's the cool part...and we do this extra step for nothing...if your finished product is made from clear film (say you wanted a window of some sort), we WILL make the clear film as opaque as possible *before* we print your color...meaning we'll print an "under-coat" of white then print on top of that so the Pantone color closely resembles the Pantone color book and makes them POP! If your colors are created using CMYK (see below), we'll still under-print so the colors POP! Obviously if you are printing on an opaque film (like metalized film or foil) you won't need any white under-printing for the colors to POP.

Of course all colors on your artwork are important, however colors can be created using CMYK (combinations of colors) or you can use PMS/Pantone colors. Most artwork is a combination of PMS colors and colors created using CMYK.

Each color of your artwork requires 1 printing cylinder (one time charge)...whether it was created using CMYK or is a Pantone PMS color. We can print up to 10 colors per pouch (including white).

DECIDING ON COLOR

There are times when a client's Pantone color looks a certain way on a "carton or box" for example and a client wants us to match that color (remember the info above that printing on paper and printing on flexible film are two different things). You can send us the color (box, carton, business card, etc) and we will run (*and stop our production machines and add or take away colors to "dial in and match" the particular color*). That's really cool...not everyone will do that!

FINAL NOTE: We have several steps to our process (from providing an Electronic Proof + Pictures + Film Proofs, etc) that we have implemented to help our clients every step of the way (we know your colors and your packaging represent YOU...and ultimately represent US). Here's the point...if for some reason your color needs to be tweaked and/or adjusted even further (say you were in a hurry and needed to ship...but wanted a particular color purple to be darker or lighter on your next run)...we **WILL** provide another printing cylinder (so we can keep adjusting the color) at No Charge to help you.

FINAL, FINAL NOTE: Nothing you receive from us will embarrass you! We **won't** ship a pouch that is supposed to be PMS185 Red but it looks pink...that's a problem. We **won't** ship something if it is way off or an error...you as our client have many opportunities to review and examine the printing before we run in production. Our goal is not to get just one order from you, but we want to help your business grow so we get re-orders. Make sense?

FINAL THOUGHTS

- We can run a minimum of 5000 pieces but our sweet-spot is in the 10,000 piece and up range. You will see a healthy price drop from 5000 to 10,000 pieces.
- Our lead time is 4-6 weeks. We will ship a partial to you (at no charge) as soon as they are done (meaning you'll receive a partial in 4 ½ weeks to show your distributors, make a trade show, etc). No one else does this.
- Every color of your artwork requires a printing cylinder (these are generally \$225 each to \$250 each depending on the size of your pouch).
- We provide your first Printing Cylinder at No Charge (right out of the gate you are saving money).
- We offer heavy duty zip locks, tear notches, hang holes (round or sombrero), and even spouts (for liquids).
- We can print using clear film, metalized film, and foil structures.
- All of our printed pouches are made from layers of film structures that create the barrier properties and strength needed so the pouch will stand and keep your product fresh and protected from odors, moisture, UV rays, etc.
- All of our printing is “trapped”...meaning it is sandwiched between layers of film which protects the printing from being scratched or marred or distorted in any way.
- Ziplocs do not distort printing...so if the zipper is in the same area as some of your printing, you'll still be able to read and clearly see the graphics.
- We have (or will create for you) Printing Templates so you (or your designer) can drop in your graphics, fyi.

RESOURCES

Quick Reference

[How Printed Stand Up Pouches Are Made Videos](#)

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Want to learn more or get started today >> <http://www.standuppouches.net/our-process/in-a-hurry/>