

STANDING POUCH PACKAGING

Product Size Template

Please use website template to design the artwork to ensure there is error free.

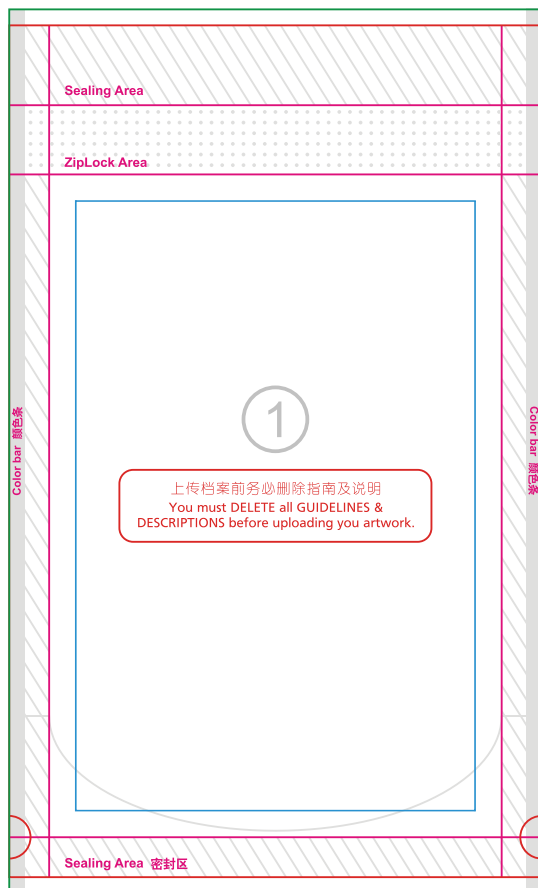
Model	Width (mm)	Height (mm)	Gusset (mm)
1	100	160	60

Bleeding size = 166mm x 100mm

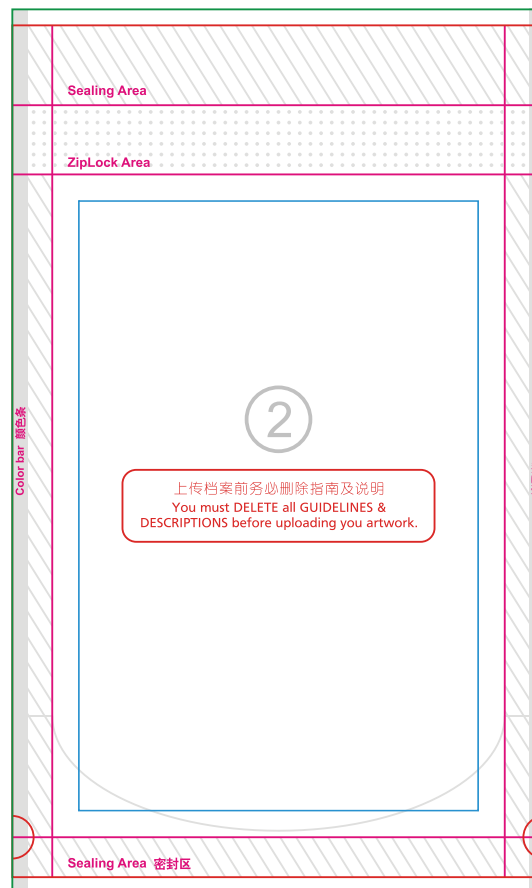
Actual size = 160mm x 100mm

Safe Zone = 114.5mm x 75mm

- Full Bleed - Extend your background design to this edge, on all sides.
- Trim Size - Product size. Anything left beyond this line will be cut off.
- Safe Zone - Keep all your important contents (text, images, logos, etc.) within this area.



Front



Back

Important:

1. Keep all important details inside the Safe zone.
2. Please allow left & right will have 3mm solid color bar (without any artwork & only color) within sealing area.

STANDING POUCH PACKAGING

Model	Width (mm)	Height (mm)	Gusset (mm)
2	145	200	70

Bleeding size = 206mm x 145mm

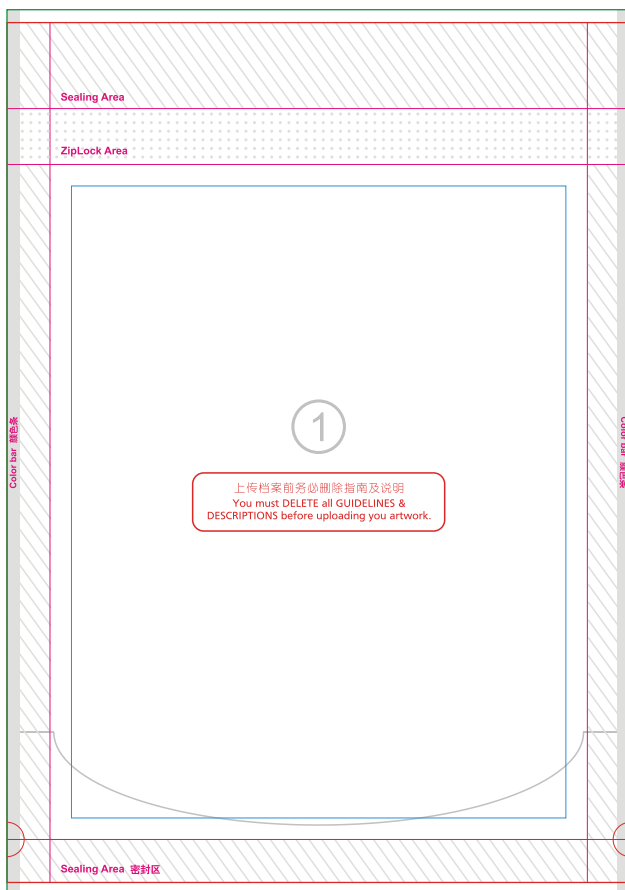
Actual size = 200mm x 145mm

Safe Zone = 147mm x 115mm

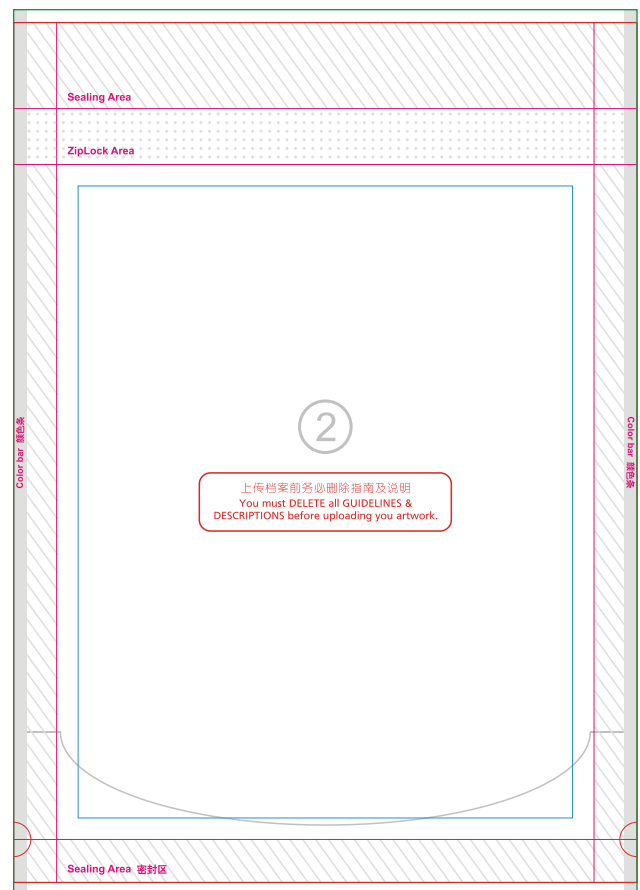
— Full Bleed - Extend your background design to this edge, on all sides.

— Trim Size - Product size. Anything left beyond this line will be cut off.

— Safe Zone - Keep all your important contents (text, images, logos, etc.) within this area.



Front



Back

Important:

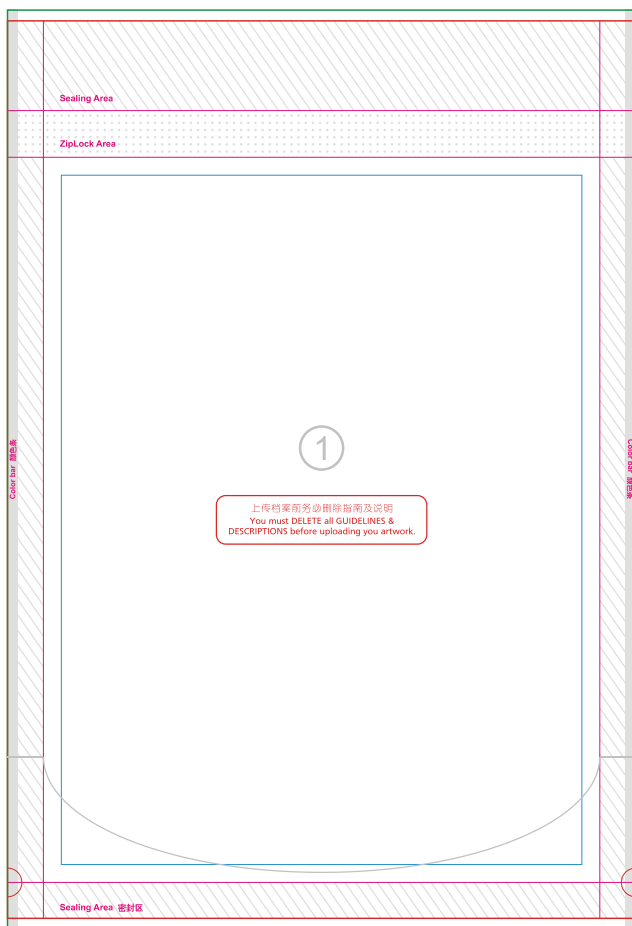
1. Keep all important details inside the Safe zone.
2. Please allow left & right will have 3mm solid color bar (without any artwork & only color) within sealing area.

STANDING POUCH PACKAGING

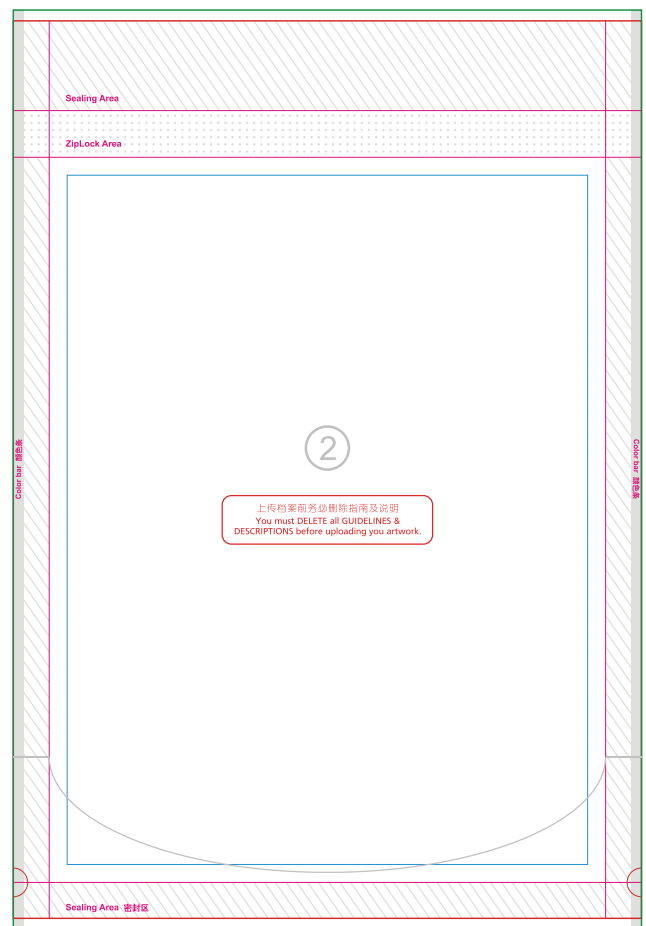
Model	Width (mm)	Height (mm)	Gusset (mm)
3	175	250	90

Bleeding size = 256mm x 175mm
Actual size = 250mm x 175mm
Safe Zone = 192mm x 145mm

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Front



Back

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STANDING POUCH PACKAGING

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

Bleeding size = 286mm x 190mm

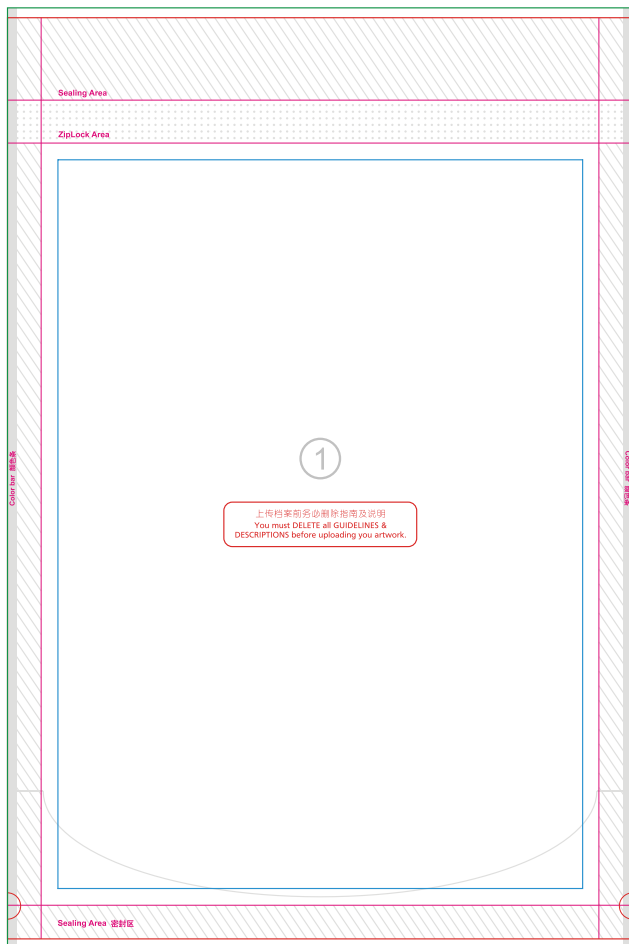
Actual size = 280mm x 190mm

Safe Zone = 222mm x 160mm

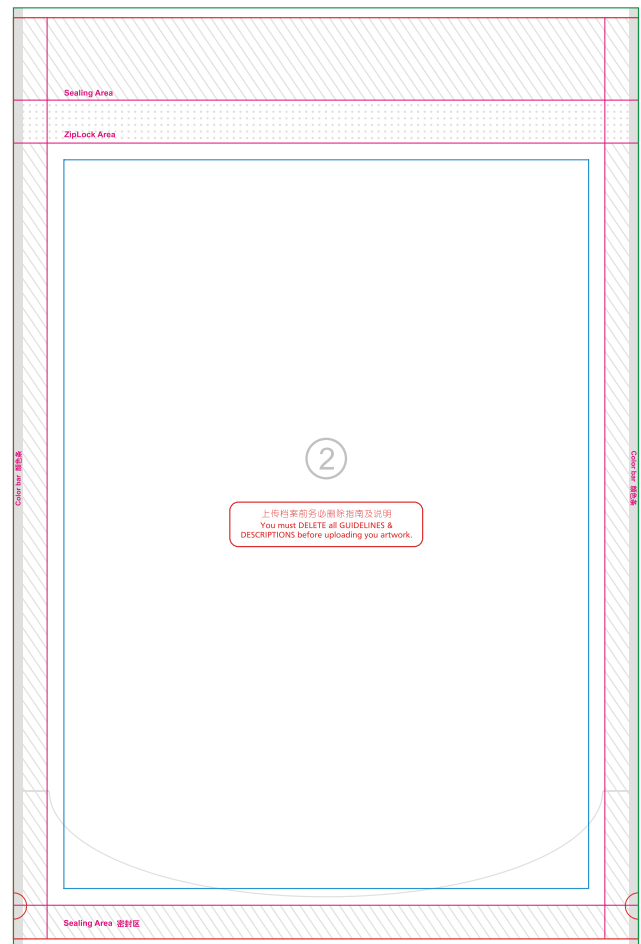
— Full Bleed - Extend your background design to this edge, on all sides.

— Trim Size - Product size. Anything left beyond this line will be cut off.

— Safe Zone - Keep all your important contents (text, images, logos, etc.) within this area.



Front



Back

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STANDING POUCH PACKAGING

Model	Width (mm)	Height (mm)	Gusset (mm)
5	220	280	120

Bleeding size = 286mm x 220mm

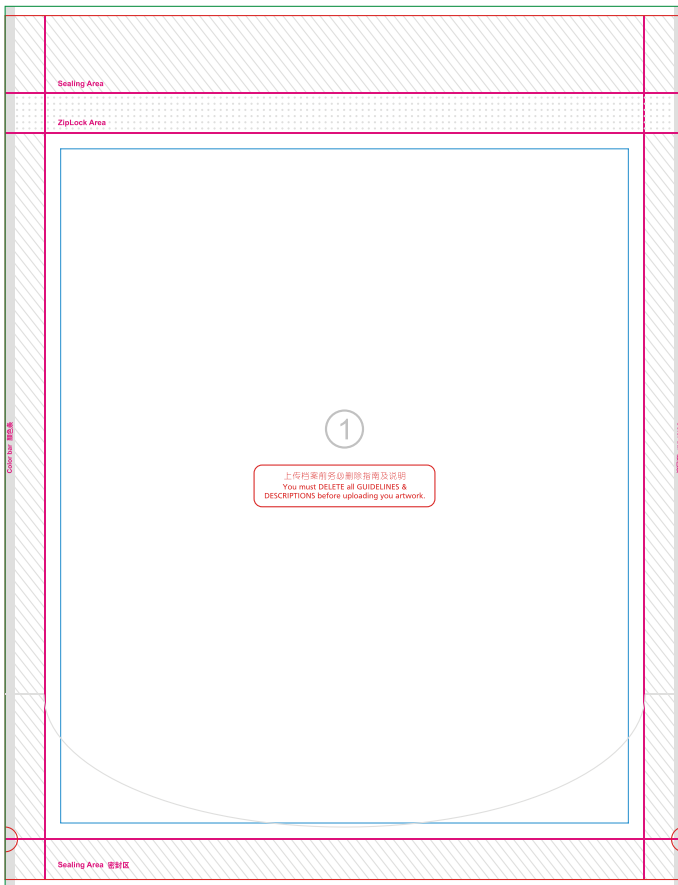
Actual size = 280mm x 220mm

Safe Zone = 219mm x 184mm

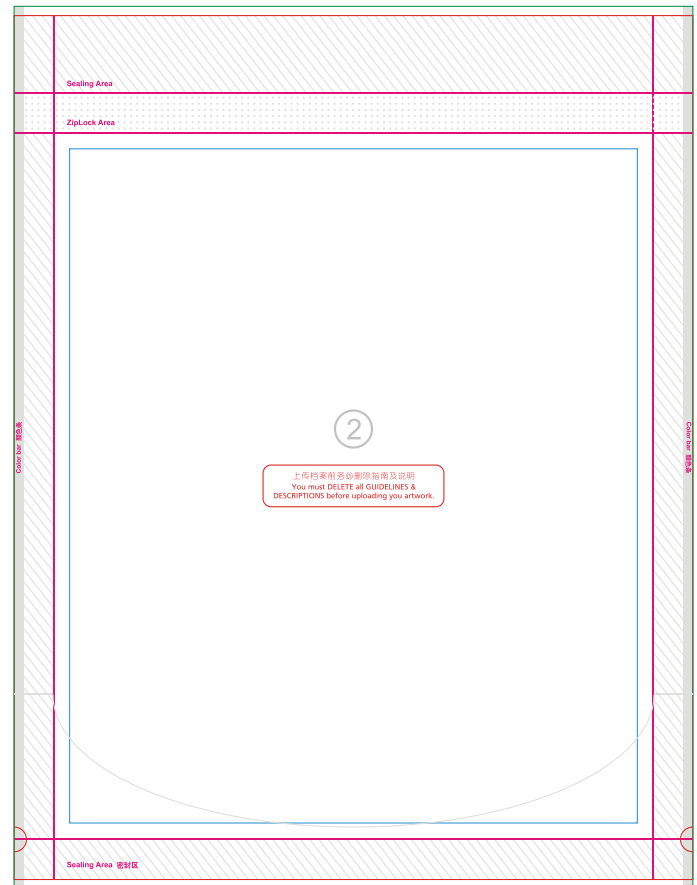
— Full Bleed - Extend your background design to this edge, on all sides.

— Trim Size - Product size. Anything left beyond this line will be cut off.

— Safe Zone - Keep all your important contents (text, images, logos, etc.) within this area.



Front



Back

Important:

1. Keep all important details inside the Safe zone.
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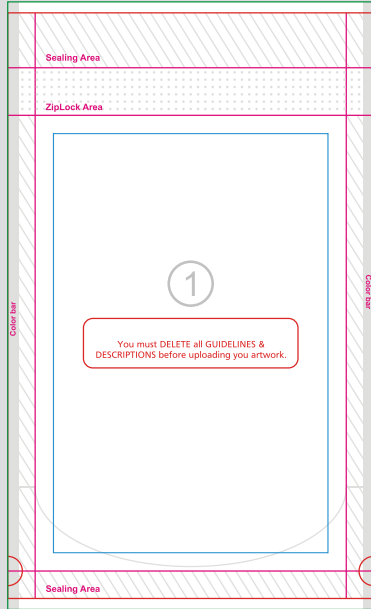
STANDING POUCH PACKAGING

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

- Full Bleed - Extend your background design to this edge, on all sides.
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EXAMPLE ARTWORK FILE PREPARATION WITH NORMAL PRINTING



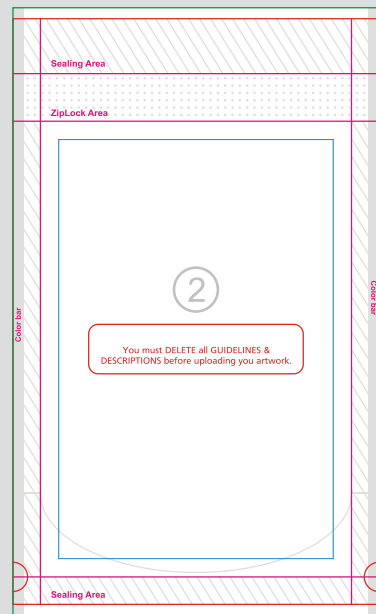
Page 1 : Die line (Front)



Page 2 : White (Front)

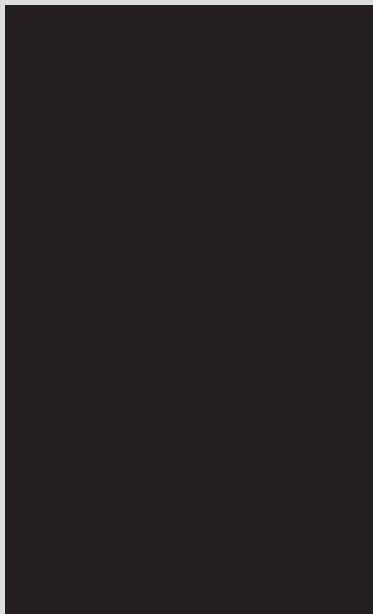


Page 3 : Artwork (Front)

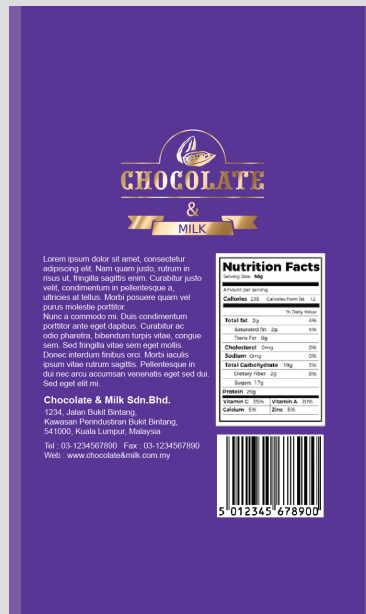


Page 4 : Die line (Back)

EXAMPLE ARTWORK FILE PREPARATION WITH NORMAL PRINTING



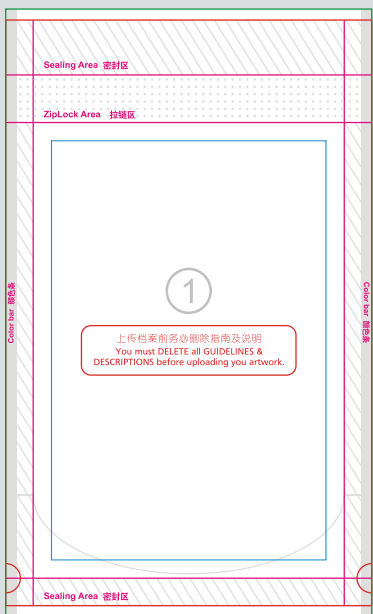
Page 5: White (Back)



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)

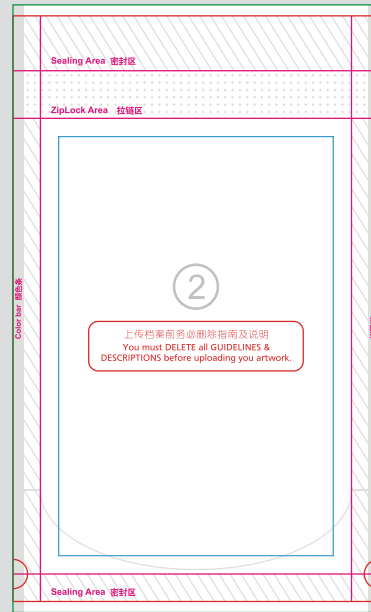


Page 2 : White (Front)



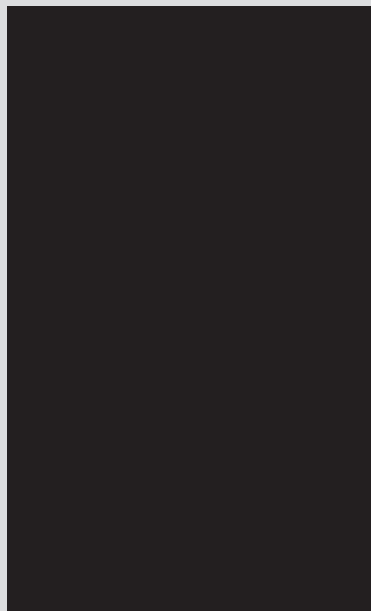
Page 3 : Artwork (Front)

* Transparent part **NO NEED** 3mm solid color bar



Page 4 : Die line (Back)

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.

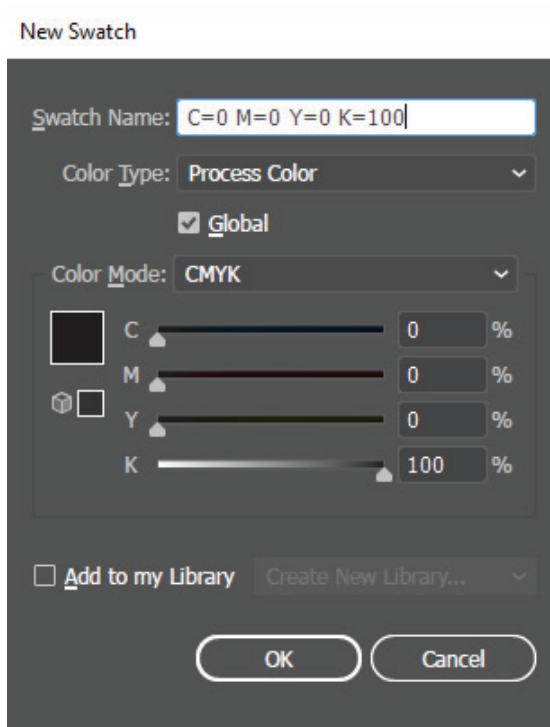
Note:

- 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

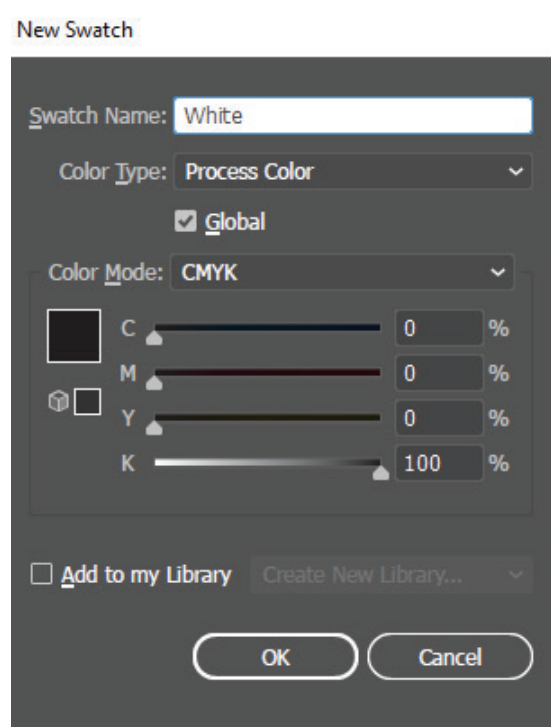
Step 1

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



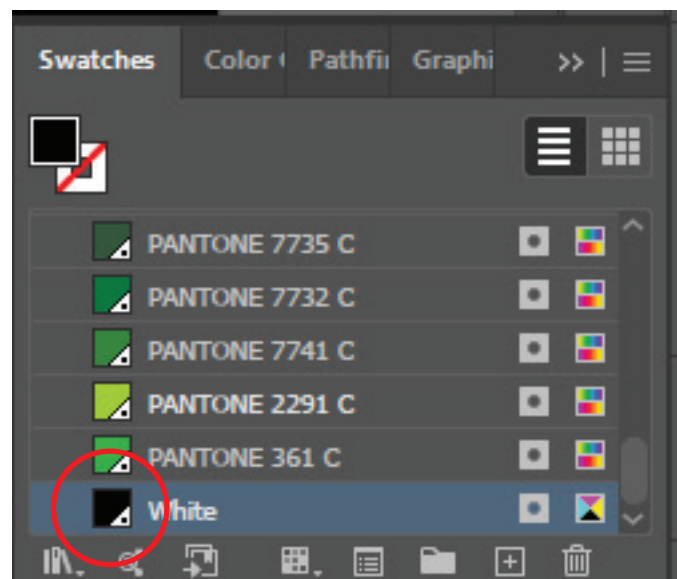
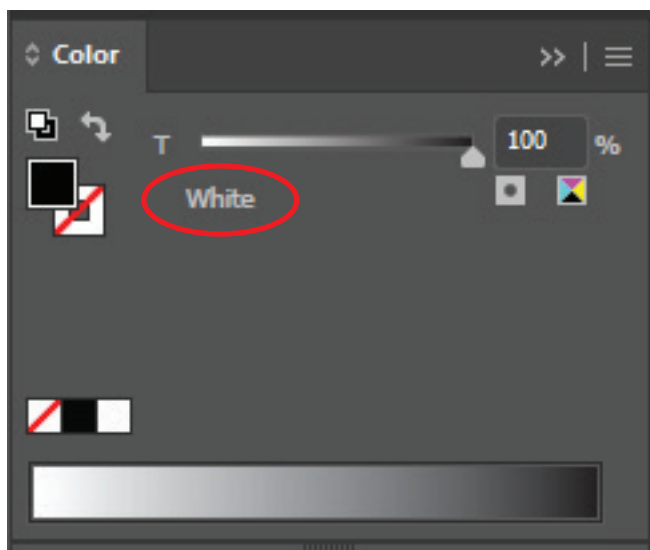
Step 2

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.



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:

1. Keep all important details inside the Safe zone.
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■ 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**



■ 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]