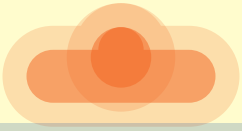
BLEED AREA: Content should cover red shaded area to avoid blank edge at top of pouch

TEAROFF AREA: Yellow shaded area is torn off when consumer opens pouch

HANG HOLE TOLERANCE:
Size of darker orange shapes.



May move within lighter
orange shaded areas.

TEAR NOTCH TOLERANCE: Centered on line.
May move within blue shaded area.

ZIPPER TOLERANCE: Centered on line.
May move within green shaded area.

BACK PANEL

Back panel content should be rotated 180°.
This text shows correct orientation for the back.

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch

5" W x 5.5" H

LIVE AREA: To ensure readability, do not place text between here and the fold line.

FOLD TOLERANCE: Centered on line.
May move within purple shaded area.

LIVE AREA: To ensure readability, do not place text between here and the fold line.

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch

FRONT PANEL

This text shows correct orientation for the front.

ZIPPER TOLERANCE: Centered on line.
May move within green shaded area.

TEAR NOTCH TOLERANCE: Centered on line.
May move within blue shaded area.

HANG HOLE TOLERANCE:
Size of darker orange shapes.

May move within lighter
orange shaded areas.

TEAROFF AREA: Yellow shaded area is torn off when consumer opens pouch

BLEED AREA: Content should cover red shaded area to avoid blank edge at top of pouch