

The diagram illustrates a pouch layout template, divided into a **FRONT PANEL** (left) and a **BACK PANEL** (right). The overall dimensions are **7" W x 12" H**.

FRONT PANEL:

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

BACK PANEL:

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

Additional Labels:

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