

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

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# 8.125" W x 10" H x 3.5" GUSSET

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

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FOLD

FOLD

**GUSSET**  
Bottom of the pouch.  
Avoid placing important content in the corners of the gusset area.

**GUSSET TOLERANCE:**  
Centered on fold lines.  
To ensure full coverage of front and back panels, panel artwork should extend past fold lines to edges of solid purple shaded area.

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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



May move within lighter orange shaded areas.

HANG HOLE TOLERANCE:  
Size of darker orange shapes.

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

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

## FRONT PANEL

This text shows correct orientation for the front.

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



May move within lighter orange shaded areas.

HANG HOLE TOLERANCE:  
Size of darker orange shapes.

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

## BACK PANEL

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

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