

# DESIGN GUIDE

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Bespoke Paper Bags

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## PRINT READY

**All we need from you** is a vector logo, and our design team will do the rest. Or follow these guidelines and send us your PDF or AI artwork.

If you have any questions regarding design, formats or file types, contact the design team directly on **028 926 075 95**

### PANTONE

- ✓ Four or less colours
- ✓ Coated, Uncoated, Metallic and Flourescent

### VECTORS

- ✓ Suitable for Logos, Designs & Artwork
- ✓ Outlined Text

.PDF .AI .EPS

*\*PDFs can contain bitmaps, please check it's fully vector before sending*

### CMYK

- ✓ Five or more colours

### BITMAPS

- ✓ Suitable for Photo Prints  
Only If:  
300+ dpi  
CMYK format  
Image larger than intended print size

.JPG .TIFF .PSD

*\*Bitmaps will be reviewed before use*

We can covert a bitmap to a vector for you for a charge. Speak to a Customer Account manager for more information.

### MIX

- ✓ Adding spot colours to CMYK
  - ✓ Adding Coated, Uncoated, Metallic and Flourescent
- \*Mixes can incur extra cost*

### INK COVERAGE

- ✓ Inverting colour for reduce ink coverage schemes can be a cost effective choice

For example:

100% coverage      30% coverage



### RGB

- ✗ *Cannot be used for printing.*
- Please convert to CMYK before sending

### GRADIENTS

- ✓ Uses ink percentages to fade out a colour
- ✓ Proof recommended to guarantee results

# CREATING A NET

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**Our Design Team who will go over your design and check everything is ok before sending to manufacture.**

Use this checklist to make sure we receive all the information required:

Print ready net inc. Artwork

Type of bag handles

Size of bag (WxGxH in mm)

Material

Weight of Material

Lamination

Colours

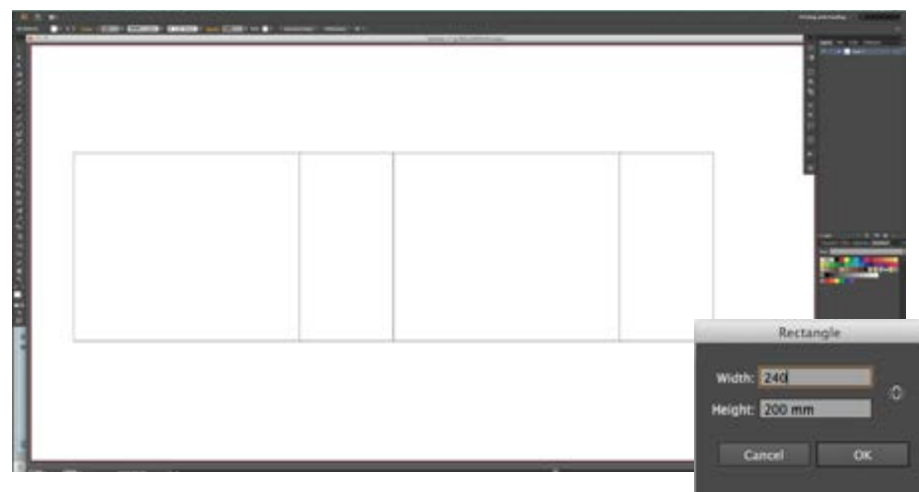
Special Finishes

Handle length/ & colour

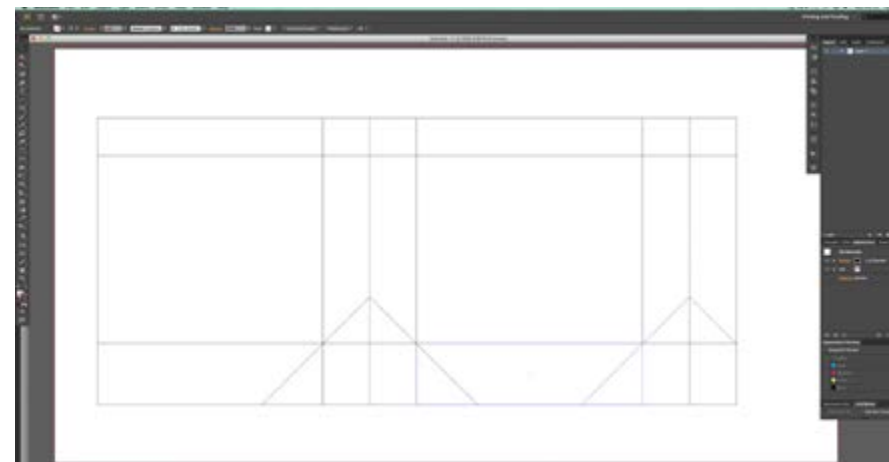
Any additional features

# CREATING A NET

## Step 1 - The Net

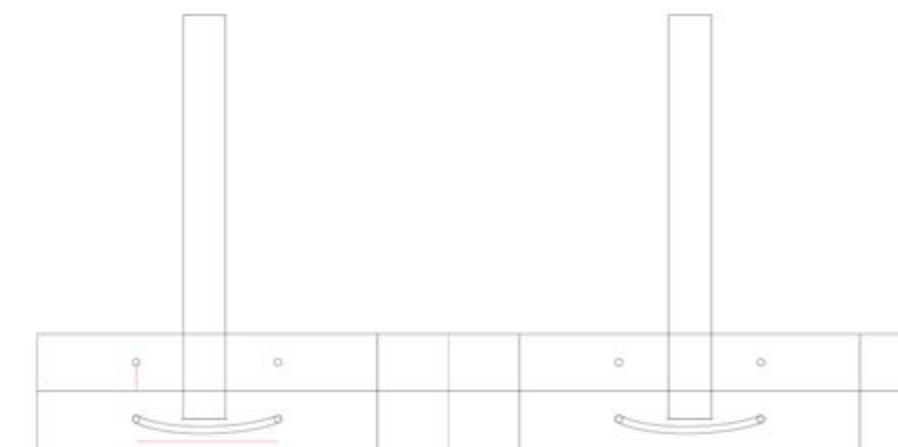


**1\_** In Illustrator, use the Rectangle Tool (M) to accurately draw the basic shape of your bag: front and back panels with two gussets.

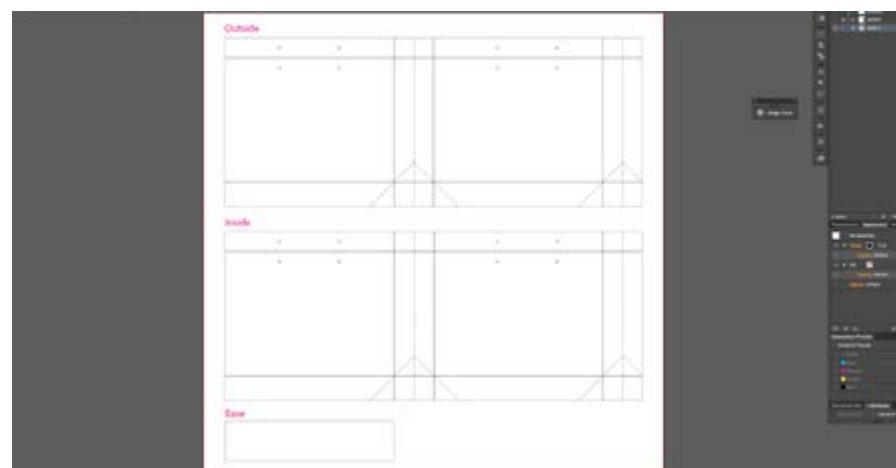


**2\_** Most bags will need a **40mm top flap** (see specific net examples), and a base gusset of **0.65 x the side gusset width**, e.g. 100mm gusset, 65mm base. Add these to your net.

+ Adding dotted gusset fold lines will aid design placement

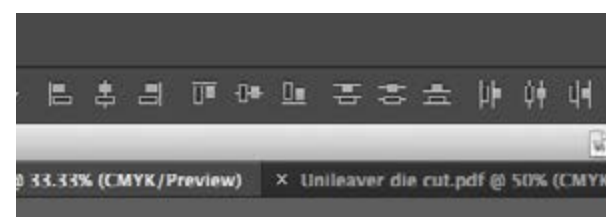


**3\_** Add handles and any additional ribbons you want as specified by your bag type (see net examples). Rope holes will be the same width as the rope, centred to bag width and top flap height.

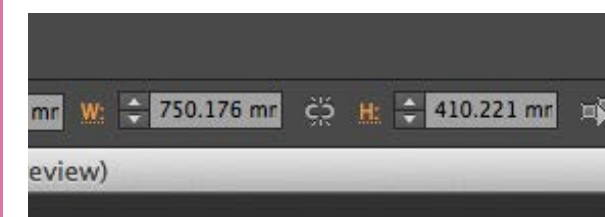


**4\_ Optional:** If you want inside printing or a printed inside base, you need to include these. Duplicate your net and label clearly. Continue with design steps with the outside and inside nets.

## USEFUL TIPS



+ Use the Align tools to get perfect alignment of shapes



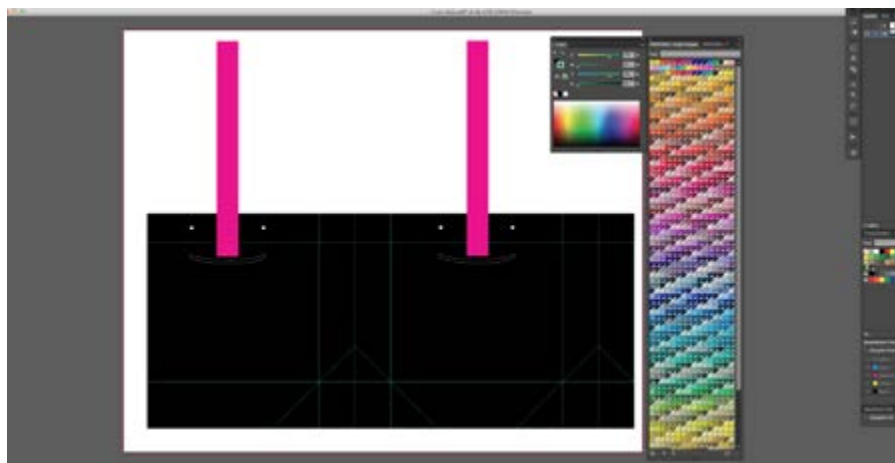
+ Adjust dimensions exactly by using the W & H boxes. Constrain proportions by selecting the chain link icon.



+ Create a Dashed line through the Appearance window.. Stroke.. Dashed Line. Set a 5pt dash and 3pt gap.

# CREATING A NET

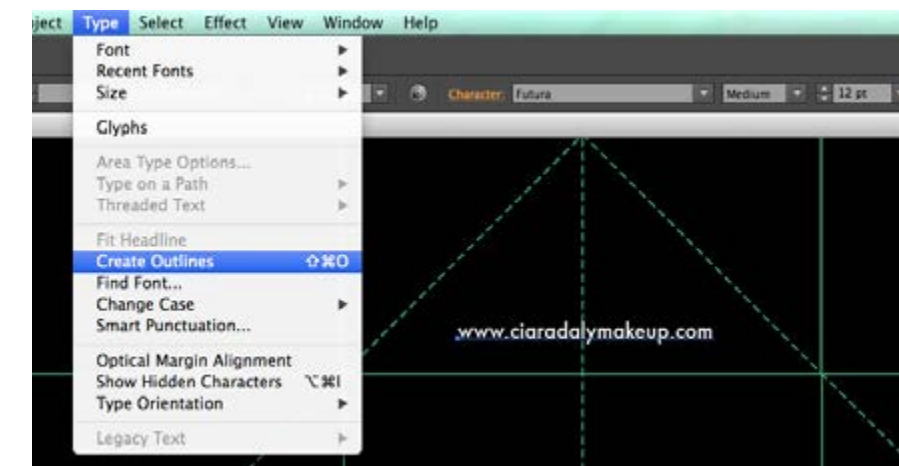
## Step 2 - Adding Artwork



1\_ Add the base colours to your bag using either the Pantone Colour Books (Window.. Swatch Libraries... Colour Books... Pantone Coated/Uncoated) or the CMYK colour sliders, **remember don't use RGB for your designs.**



2\_ Add your **vector** logo or design and position it on your bag. Bear in mind colour count as price increases with each colour added.

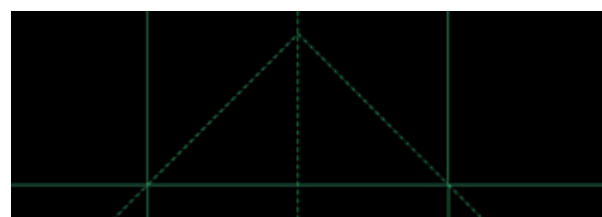


3\_ Add any text you'd like in your design. When finished, Outline your text so it can be opened even we don't have your font available.



4\_ Any Designs on the top flap should be placed upside down as it will be folded over in manufacturing.

### USEFUL TIPS



+ Adjust your guidelines so that they stand out against your bag colours using the Stroke colour



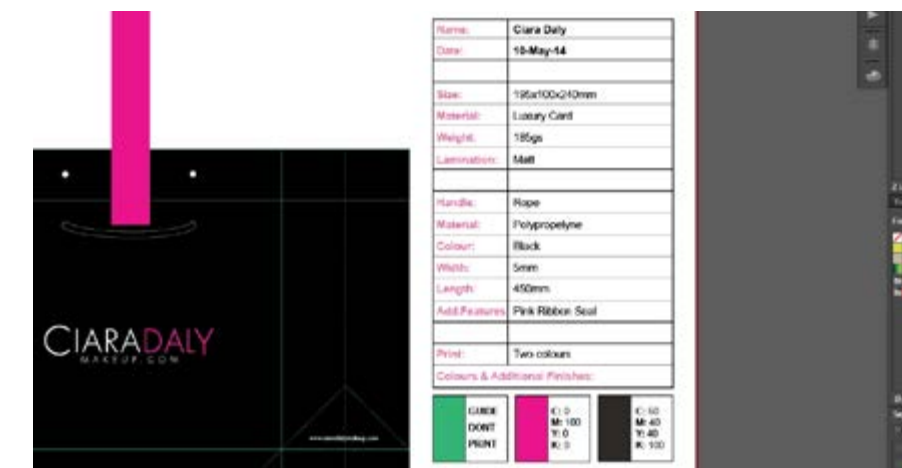
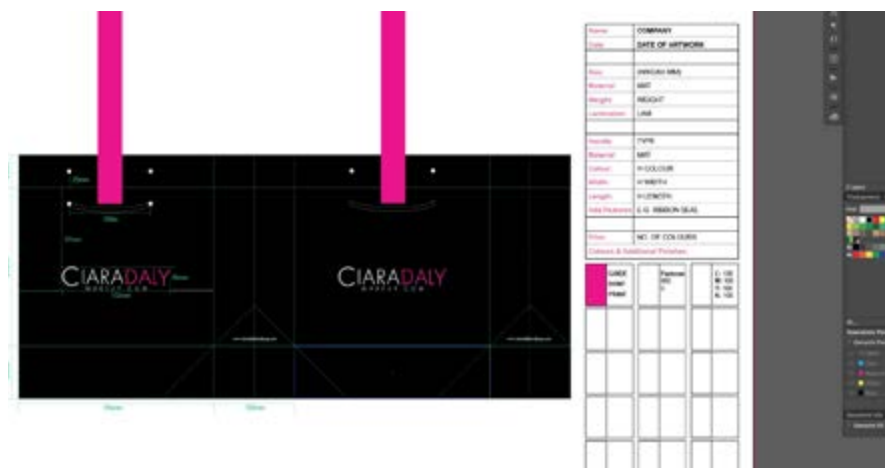
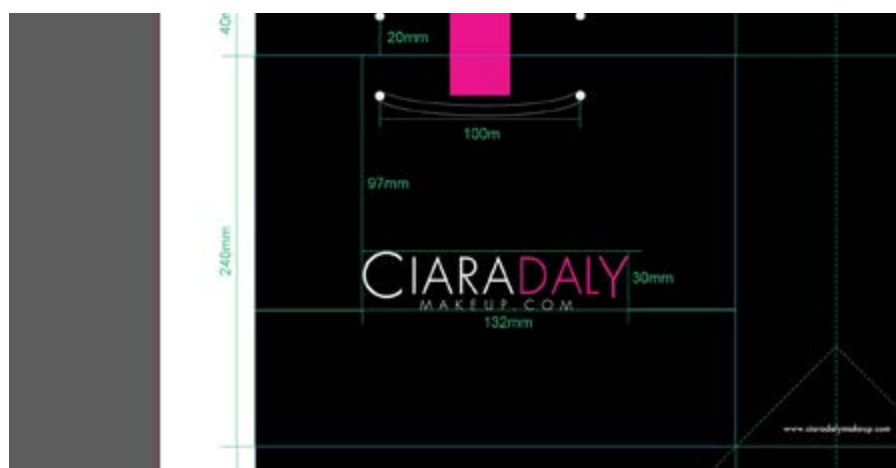
+ If your bag material is white, white isn't an extra print colour.  
*E.g. This bag will only be two colour: Black & Pink*



+ If you don't have a vector version of your logo, try the **Image Trace** tool to convert from a bitmap

# CREATING A NET

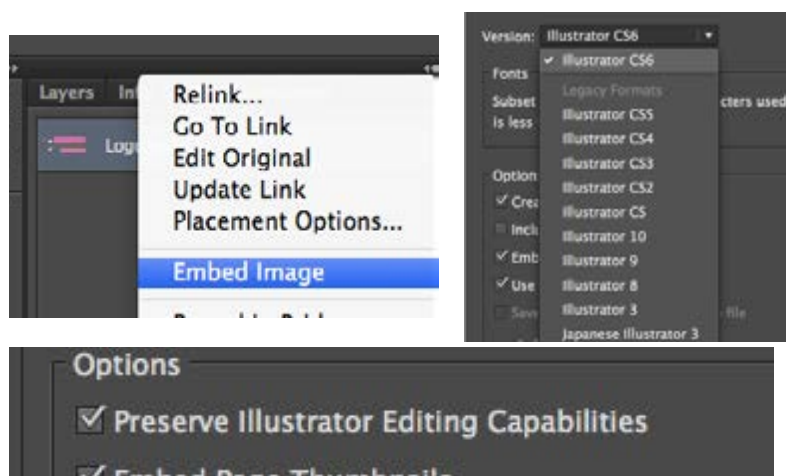
## Step 3 - Adding details



1\_ Add size annotations to your bag (width, gusset, height + flap heights). Try to also add handle dimensions and logo spacing measurements.

2\_ Download the blank design table from: <http://www.preciouspackaging.co.uk/design-guide-paper-carrier-bags-helpful-guides> and insert it onto your artwork.

3\_ Fill in all known details, including colour pantones, CMYK nos. etc. If there's anything you're unsure about, leave blank and you can discuss it with a Customer Account Manager

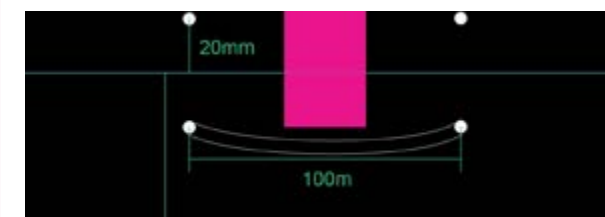


4\_ Save your design and make sure your Editing Capabilities are Preserved, images are Embedded and it's compatible with other versions of Illustrator to allow our Design Team to access your artwork.

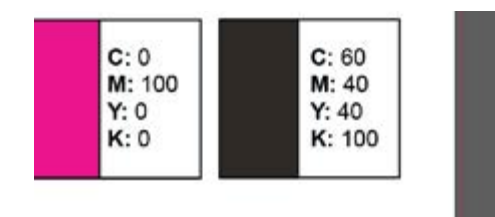
## USEFUL TIPS



+ Use Ctrl/Cmd+O to adjust the size of your canvas if needed to add the Design Table.



+ Width between handles is usually between a half and a third of the bag width.  
E.g. 200mm bag = 100mm gap.



+ When using CMYK, to get true black use 60, 40, 40, 100, instead of 0, 0, 0, 100 which will look grey.

# SELECTING BAG TYPE

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**Bags are generally defined by their handle, which will affect the shape of the net.**

Use the following pages to help pick which type of bag, materials and finishes you're looking for.



# ROPE HANDLE

**Lead time:** From 7 days  
**Min Quantity:** 50

Otherwise known as Laminated Hand Made Carrier Bags, the range of customisation done with these bags is almost endless.

These Carrier Bags also come in gloss laminate and matte laminate finishes.

A number of additional touches can be added that can really make a brand stand out from the crowd.



- 170-350gsm | Luxury Card
- 150-170gsm | Art Paper
- 130-210gsm | Recycled Paper (Lamination not available)
- 170-400gsm | Buckram
- 170-300gsm | Ribbed
- 170-350gsm | Coloured paper

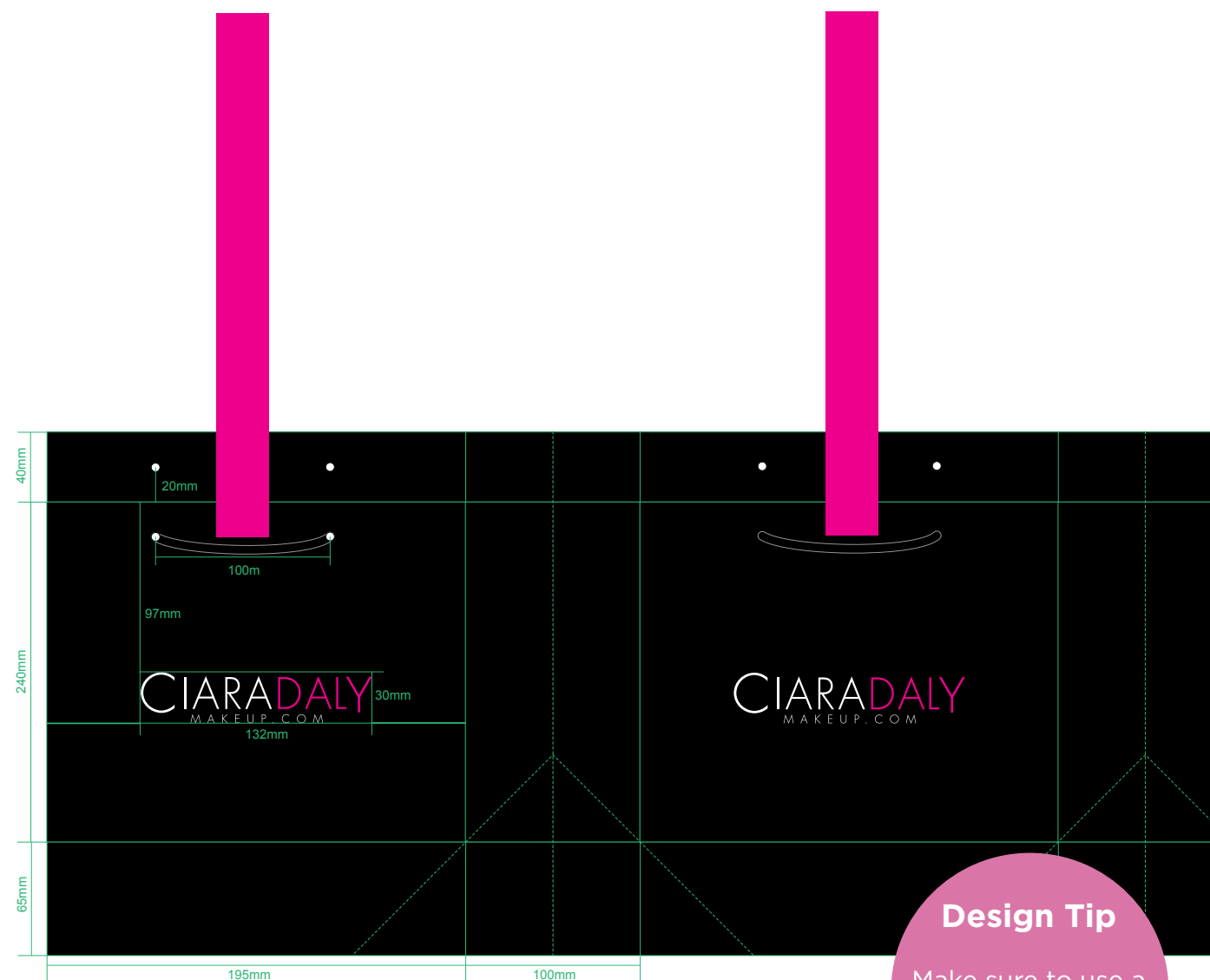


- Embossing
- Pantone printing
- Metallic Pantone printing
- Gloss / Matt Lamination
- Hot Foil
- Inside Printing
- Spot UV Varnish (Matt Lamination only)



- Cotton Rope
- Polypropylene Rope
- Pantone Matched Handle
- Gross Grain Ribbon
- Satin Ribbon
- Printed Ribbon
- Additional Ribbon Seal bow
- \* Metal Eyelets available

\*see glossary for a breakdown of materials, finishes and handles



**Design Tip**  
 Make sure to use a contrasting guide colour to your bag & design

## PRECIOUS PACKAGING

<b>Name:</b>	Ciara Daly
<b>Date:</b>	10-May-14
<b>Size:</b>	195x100x240mm
<b>Material:</b>	Luxury Card
<b>Weight:</b>	185gsm
<b>Lamination:</b>	Matte
<b>Handle:</b>	Rope
<b>Material:</b>	Polypropylene
<b>Colour:</b>	Black
<b>Width:</b>	5mm
<b>Length:</b>	450mm
<b>Add.Features:</b>	Pink Ribbon Seal
<b>Print:</b>	Two colours
<b>Colours &amp; Additional Finishes:</b>	

<b>GUIDE</b>	<b>C: 0</b>	<b>C: 60</b>
<b>DONT</b>	<b>M: 100</b>	<b>M: 40</b>
<b>PRINT</b>	<b>Y: 0</b>	<b>Y: 40</b>
	<b>K: 0</b>	<b>K: 100</b>

**Lead time:** From 7 days  
**Min Quantity:** 50

These Luxury Carrier bag handles aren't knotted, but instead manually inserted and attached with a durable high strength glue. The handle can be made from ribbon or rope.

These UK made carrier bags are leading in the premium carrier bags market and a very popular choice for ribbon handles.



- 170-350gsm | Luxury Card
- 150-170gsm | Art Paper
- 130-210gsm | Recycled Paper (Lamination not available)
- 170-400gsm | Buckram
- 170-300gsm | Ribbed
- 170-350gsm | Coloured paper



- Embossing
- Pantone printing
- Metallic Pantone printing
- Gloss / Matt Lamination
- Hot Foil
- Inside Printing
- Spot UV Varnish (Matt Lamination only)



- Cotton Rope
- Polypropylene Rope
- Pantone Matched Handle
- Gross Grain Ribbon
- Satin Ribbon
- Printed Ribbon
- Additional Ribbon Seal bow

\*see glossary for a breakdown of materials, finishes and handles



**PRECIOUS PACKAGING**

<b>Name:</b>	Menarys
<b>Date:</b>	7-Apr-14
<b>Size:</b>	420x120x360mm
<b>Material:</b>	White Luxury Card
<b>Weight:</b>	210gsm
<b>Lamination:</b>	Matt
<b>Handle:</b>	Insert Ribbon
<b>Material:</b>	Gross Grain Ribbon
<b>Colour:</b>	Pantone Matched P 511 C
<b>Width:</b>	25mm
<b>Length:</b>	550mm
<b>Add.Features:</b>	-
<b>Print:</b>	Two colour
<b>Colours &amp; Additional Finishes:</b>	

<b>GUIDE</b>	<b>Pantone 511 C</b>	<b>Pantone 231 C</b>
<b>DONT</b>		
<b>PRINT</b>		

# DIE CUT

**Lead time:** From 7 days  
**Min Quantity:** 50

Die Cut handle carrier bag are an excellent cost-effective choice while still retaining a luxury feel.

Handle creation is automated and can be cut to custom shapes, sizes and positions.



- 170-350gsm | Luxury Card
- 150-170gsm | Art Paper
- 160-300gsm | Recycled Paper (Lamination not available)
- 170-400gsm | Buckram
- 170-300gsm | Ribbed
- 170-350gsm | Coloured paper



- Embossing
- Pantone printing
- Metallic Pantone printing
- Gloss / Matt Lamination
- Hot Foil
- Inside Printing
- Spot UV Varnish (Matt Lamination only)



- Different shape die cuts available
- Reinforced handle

\*see glossary for a breakdown of materials, finishes and handles



## PRECIOUS PACKAGING

<b>Name:</b>	Unilever
<b>Date:</b>	30-Jul-14
<b>Size:</b>	300x100x300mm
<b>Material:</b>	White Recycled Paper
<b>Weight:</b>	190gsm
<b>Lamination:</b>	Uncoated
<b>Handle:</b>	Die Cut
<b>Material:</b>	-
<b>Colour:</b>	-
<b>Width:</b>	120mm
<b>Length:</b>	25mm
<b>Add.Features</b>	-
<b>Print:</b>	One colour
<b>Colours &amp; Additional Finishes:</b>	

<b>GUIDE</b>	<b>Pantone</b>
<b>DONT</b>	293
<b>PRINT</b>	C

# CLOSED LOOP

**Lead time:** From 7 days  
**Min Quantity:** 50

Satin Loop Handle Carrier Bags are an in house creation. Developed as a perfect Jewellery Packaging.

This luxury bag comes into it's own at smaller sizes, giving a high quality look to any products.



- 170-350gsm | Luxury Card
- 150-170gsm | Art Paper
- 130-210gsm | Recycled Paper (Lamination not available)
- 170-400gsm | Buckram
- 170-300gsm | Ribbed
- 170-350gsm | Coloured paper



- Embossing
- Pantone printing
- Metallic Pantone printing
- Gloss / Matt Lamination
- Hot Foil
- Inside Printing
- Spot UV Varnish (Matt Lamination only)



- Gross Grain Ribbon Loop
- Satin Ribbon Loop
- Pantone Matched Ribbon
- Printed Ribbon Loop

\*see glossary for a breakdown of materials, finishes and handles



### Design Tip

Maximum width of this bag type is 400mm due to single handle

## PRECIOUS PACKAGING

<b>Name:</b>	<b>Panache</b>
<b>Date:</b>	<b>7-Sep-14</b>
<b>Size:</b>	180x100x230mm
<b>Material:</b>	White Luxury Card
<b>Weight:</b>	185gsm
<b>Lamination:</b>	Matt
<b>Handle:</b>	Close Loop
<b>Material:</b>	Satin Ribbon
<b>Colour:</b>	Black
<b>Width:</b>	25mm
<b>Length:</b>	195mm
<b>Add.Features</b>	-
<b>Print:</b>	Two colour
<b>Colours &amp; Additional Finishes:</b>	

<b>GUIDE</b>	<b>Pantone</b>	<b>Pantone</b>
<b>DONT</b>	877	Black
<b>PRINT</b>	C	C

# TWISTED HANDLE

**Lead time:** From 3 weeks  
**Min Quantity:** 1000

These Machine Made Paper Carrier bags, have a cost effective, fully automated assembly process - including the handle attachment.

These carrier bags can be coated which adds a light glossy effect.



- 90-210gsm | Recycled Paper  
 (Lamination not available)



- Pantone printing
- Metallic Pantone printing
- Gloss Lamination
- Hot Foil
- Inside Printing
- Reinforced base
- Coated/Uncoated



- Twisted Paper Handles
- Pantone Matched Twisted paper handles
- PVC Tube Handle

\*see glossary for a breakdown of materials, finishes and handles

**Design Tip**  
 Add an optional top flap for extra strength



**Design Tip**  
 Chose brown or white kraft carefully - not all colours can print onto brown well.

## PRECIOUS PACKAGING

<b>Name:</b>	Burns & Co
<b>Date:</b>	13-Jul-14
<b>Size:</b>	310x130x410mm
<b>Material:</b>	Brown Recycled Paper
<b>Weight:</b>	100gsm
<b>Lamination:</b>	Uncoated
<b>Handle:</b>	Twisted
<b>Material:</b>	Brown Kraft
<b>Colour:</b>	-
<b>Width:</b>	-
<b>Length:</b>	450mm
<b>Add.Features:</b>	-
<b>Print:</b>	One colour
<b>Colours &amp; Additional Finishes:</b>	

<b>GUIDE DONT PRINT</b>	<b>Pantone Black C</b>
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Please note: All orders are subject to a +/- 10% manufacturing tolerance on final products. Pantones are matched to the PMS system. Printed colours cannot be matched to screens or desktop printer representations.

# FLAT HANDLE

**Lead time:** From 7 days  
**Min Quantity:** 1000

Otherwise known as 'Sandwich' carrier bags, these machine made cost effective kraft paper carrier bags come in either white or brown kraft.

Very common in industry sectors including retail, food & drink and FMCG.



- 80-120gsm | Recycled Paper  
 (Lamination not available)

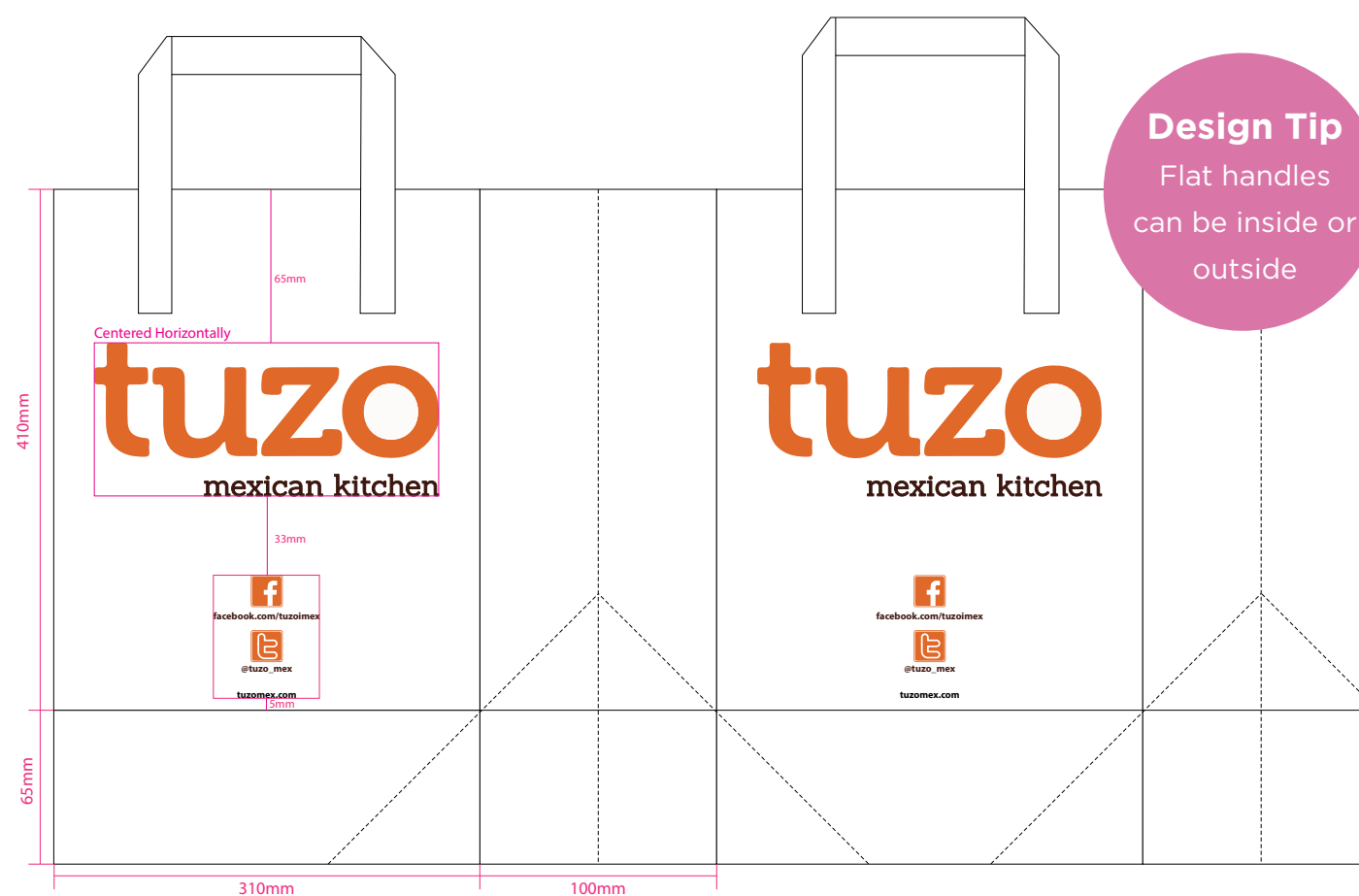


- Pantone printing  
 - Metallic Pantone printing  
 - Coated or Uncoated



- Flat handle  
 - Pantone Matched Flat Handle  
 - Printed Flat Handle

\*see glossary for a breakdown of materials, finishes and handles



## PRECIOUS PACKAGING

<b>Name:</b>	<b>Tuzo</b>
<b>Date:</b>	<b>11-Aug-14</b>
<b>Size:</b>	310x100x410mm
<b>Material:</b>	White Recycled Paper
<b>Weight:</b>	80gsm
<b>Lamination:</b>	Uncoated
<b>Handle:</b>	Flat (outside)
<b>Material:</b>	Recycled Paper
<b>Colour:</b>	White
<b>Width:</b>	17mm
<b>Length:</b>	350mm
<b>Add.Features</b>	-
<b>Print:</b>	2 colour
<b>Colours &amp; Additional Finishes:</b>	

<b>GUIDE</b>	<b>Pantone</b>	<b>Pantone</b>
<b>DONT</b>	717	477
<b>PRINT</b>	U	U

# HANDLESS

**Lead time:** 5-6 weeks  
**Min Quantity:** 3000

Handleless 'Sandwich' carrier bags are machine made and very cost effective. They're made from kraft paper in either white or brown kraft.

Very popular in FMCG sectors, including confectionary and food/drink retail.



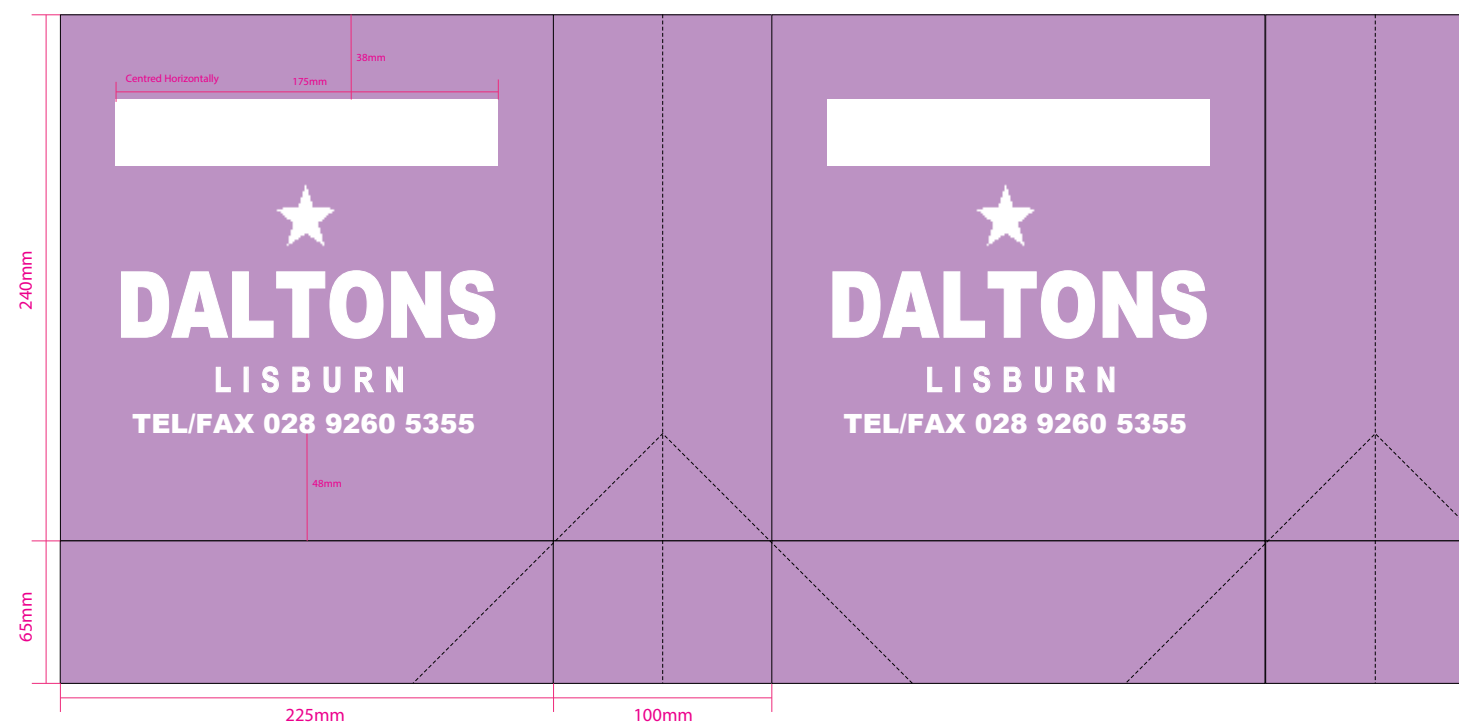
- 60-100gsm | Recycled Paper  
 (Lamination not available)



- Pantone printing  
 - Metallic Pantone printing  
 - Coated or Uncoated



\*see glossary for a breakdown of materials, finishes and handles



## PRECIOUS PACKAGING









<b>Name:</b>	Daltons
<b>Date:</b>	13-Feb-14
<b>Size:</b>	225x100x240mm
<b>Material:</b>	White Recycled Paper
<b>Weight:</b>	80gsm
<b>Lamination:</b>	Uncoated
<b>Handle:</b>	-
<b>Material:</b>	-
<b>Colour:</b>	-
<b>Width:</b>	-
<b>Length:</b>	-
<b>Add.Features</b>	-
<b>Print:</b>	One colour
<b>Colours &amp; Additional Finishes:</b>	

<b>GUIDE</b>	C: 25
<b>DONT</b>	M: 47
<b>PRINT</b>	Y: 0
	K: 0

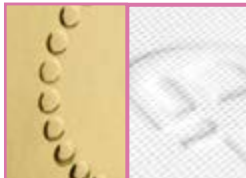





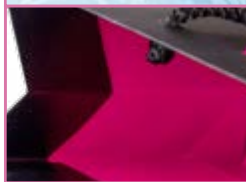



**Design Tip**  
 CMYK colours can also be used in your designs.

# GLOSSARY










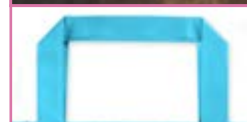



	<p><b>Luxury Card</b> Strong and can print multi-colour designs. All finishes available.</p>
	<p><b>Art Paper</b> Smoother &amp; lighter than Luxury card, but can print full colour detailed photo prints</p>
	<p><b>Brown Recycled Paper</b> Eco-friendly, good for simple designs, some colours may appear dull. Limited finishes available, lamination not available.</p>
	<p><b>White Recycled Paper</b> Eco-friendly, good for simple designs, limited finishes available lamination not available.</p>
	<p><b>Coloured Paper</b> Pre-dyed kraft paper to be used on 100% coverage designs that are uncoated.</p>
	<p><b>Buckram</b> Textured paper with a linen like finish.</p>
	<p><b>Ribbed</b> Thin vertical or horizontal grooves along the paper.</p>
	<p><b>Special Papers</b> Papers are also available with different textures.</p>



	<p><b>Embossing/ debossing</b> Design details can be slightly raised or sunk from surface</p>
	<p><b>Pantone Printing</b> Using Pantone codes to print accurate vibrant colours</p>
	<p><b>Metallic Pantone Printing</b> Pantone codes which represent eye catching, shiny metallic colours</p>
	<p><b>Lamination</b> Protective thin layer of reflective Gloss or smooth Matt</p>
	<p><b>Hot Foil</b> A layer of foil onto design to create a shiny, bright finish in Gold, Silver, Copper and others.</p>
	<p><b>Spot UV Varnish</b> A thin layer of varnish that creates a shiny finish that reflects in the light</p>
	<p><b>Inside Printing</b> Inside of the bag is printed on. As standard, insides are white</p>
	<p><b>Reinforced Base</b> 400gsm layer of card in the base of a bag for added strength</p>
	<p><b>Coated</b> A varnish applied to uncoated paper to protect ink</p>
	<p><b>Reinforced Handle</b> Double layer of material to give strength to handles</p>



	<p><b>Gross Grain Ribbon</b> A fine striped texture ribbon that's pleasing to the touch</p>
	<p><b>Satin Ribbon</b> Smooth, rich and shiny ribbon</p>
	<p><b>Cotton Rope</b> Comfy, soft to the touch cotton rope</p>
	<p><b>Polypropylene Rope</b> Durable rope with a shinier finish and a glossy feel</p>
	<p><b>Pantone Matched Handle</b> Handles carefully coloured to a specific pantone</p>
	<p><b>Printed Handle</b> Print such as Logos &amp;URLs printed directly onto a handle</p>
	<p><b>Ribbon Seal</b> Attractive ribbon tied into a bow to seal an open topped bag</p>
	<p><b>Die Cut Handle</b> Solid handle cut into the top of the bag</p>
	<p><b>Twisted Handle</b> Twisted thin &amp; durable paper</p>
	<p><b>Flat Handle</b> Flat folded paper</p>
	<p><b>PVC Tube</b> Strong plastic hollow tube handles</p>