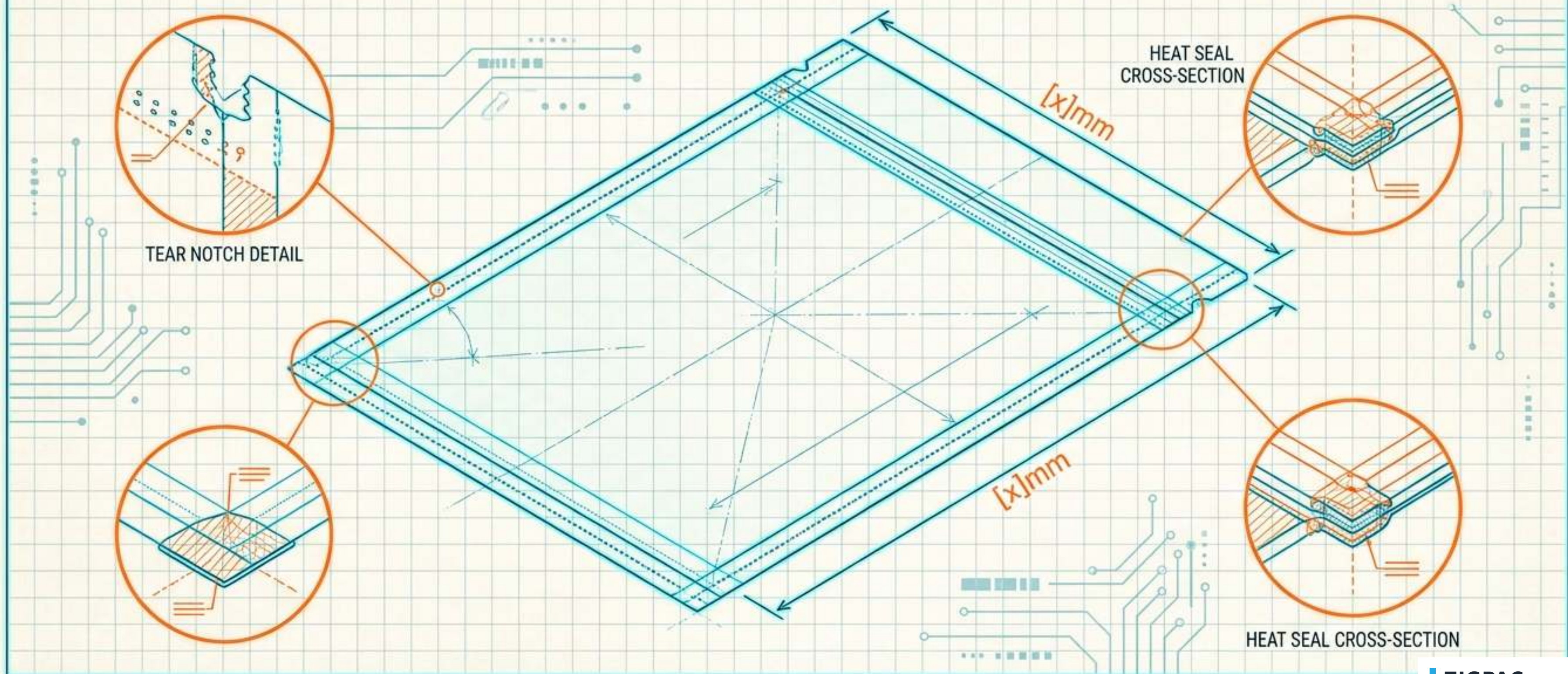
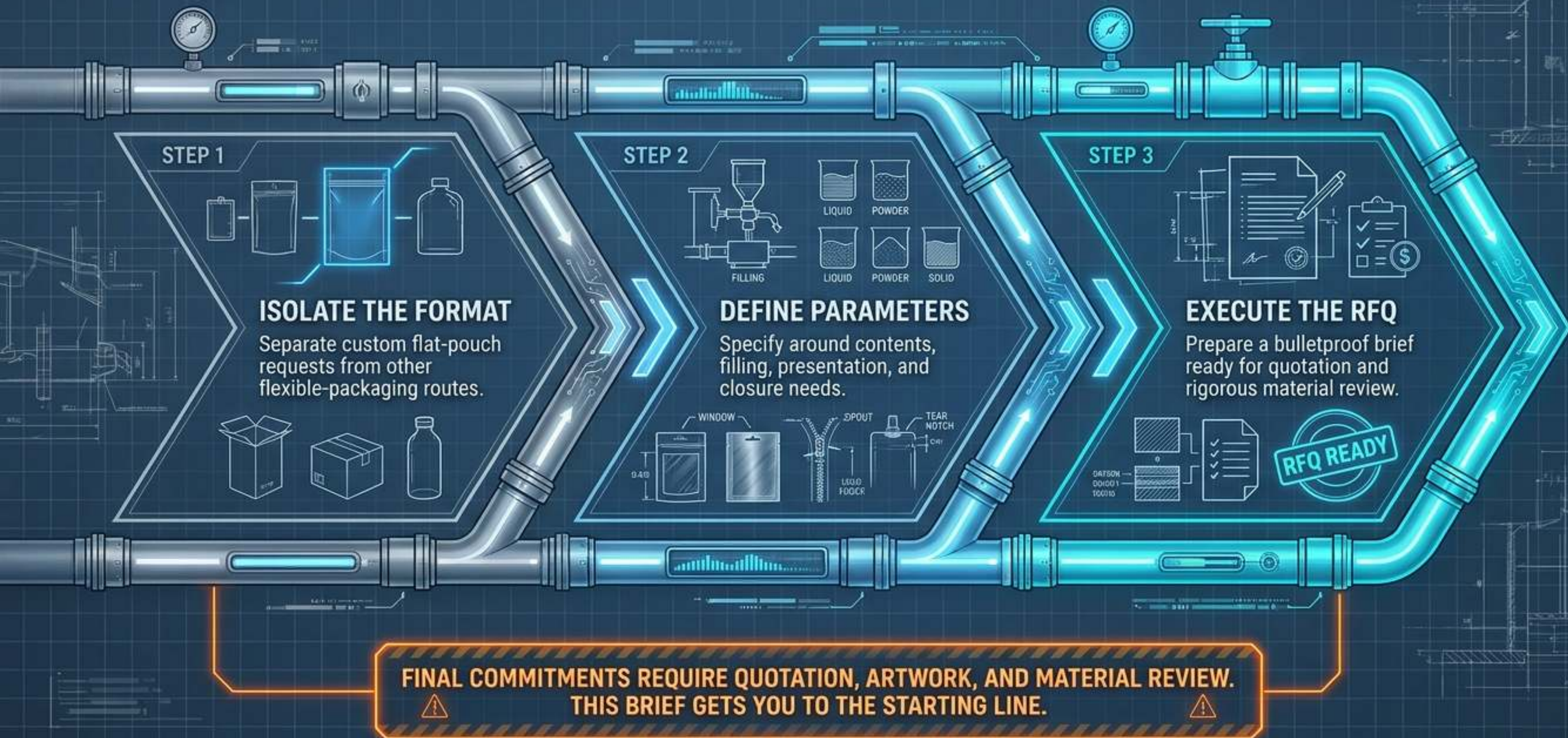


CUSTOM FLAT POUCHES: THE SOURCING BLUEPRINT

A buyer's guide to specifying flexible packaging and mastering the Request for Quotation (RFQ).



TRANSLATING PACKAGING CONCEPTS INTO QUOTABLE SPECIFICATIONS



DEFINING THE FLAT POUCH CATEGORY BY STRUCTURAL PROFILE

FLAT POUCH (TARGET)	STAND-UP POUCH (CONTRAST)	DRAWSTRING BAG (CONTRAST)	RIGID CARTON (CONTRAST)
			
Sealed package with front and back faces, limited inherent depth, conforms closely to its contents.	Defined by a gusseted self-standing base. Stands on shelf, holds bulky volume, dispenses repeatedly.	Defined by a gathered cord closure rather than heat/adhesive seals.	Defined by fixed geometry rather than conforming to contents.

MATCHING THE FORMAT TO THE APPLICATION

Optimal profiles: Lightweight, flat, small, or portioned products.

DOCUMENT SLEEVES



ACCESSORY POUCHES



SAMPLE SACHETS



COSMETIC PACKETS



HARDWARE KITS



FOOD-RELATED POUCHES



WARNING: Do not assume that every flat pouch is automatically suitable for:



LIQUIDS



POWDERS



VACUUM
PROCESSING



HEAT
EXPOSURE



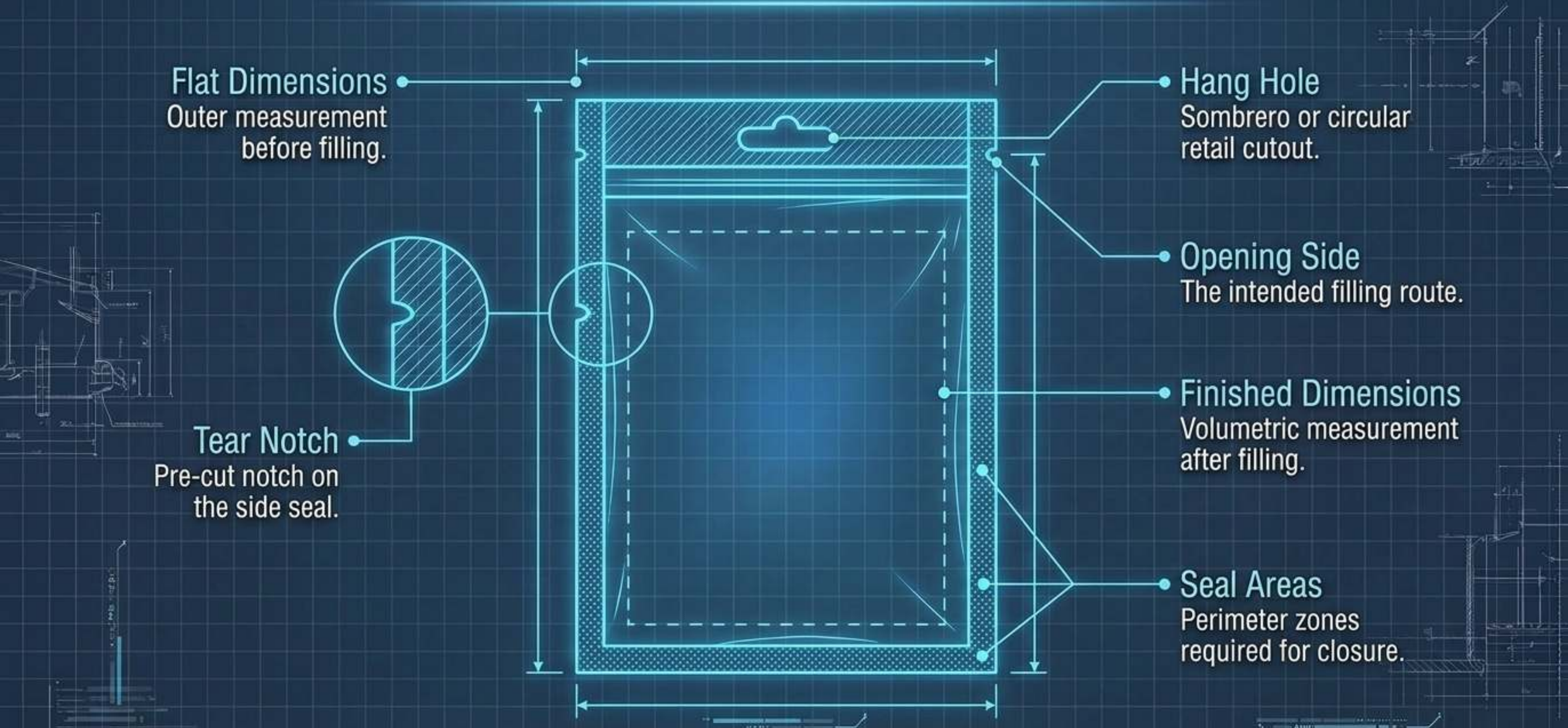
FRESHNESS
RETENTION



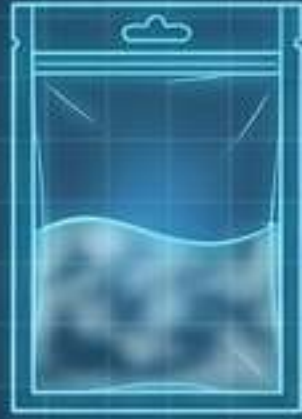
DIRECT FOOD
CONTACT

These require specific engineering.

STRUCTURAL ANATOMY AND SOURCING TERMINOLOGY



Form vs. Function: Separating Aesthetic from Performance



Transparent Window



Barrier Solution

Appearance decisions (clarity, opacity, windows, metallic look) do not guarantee environmental protection.



Heat-Sealed Edge

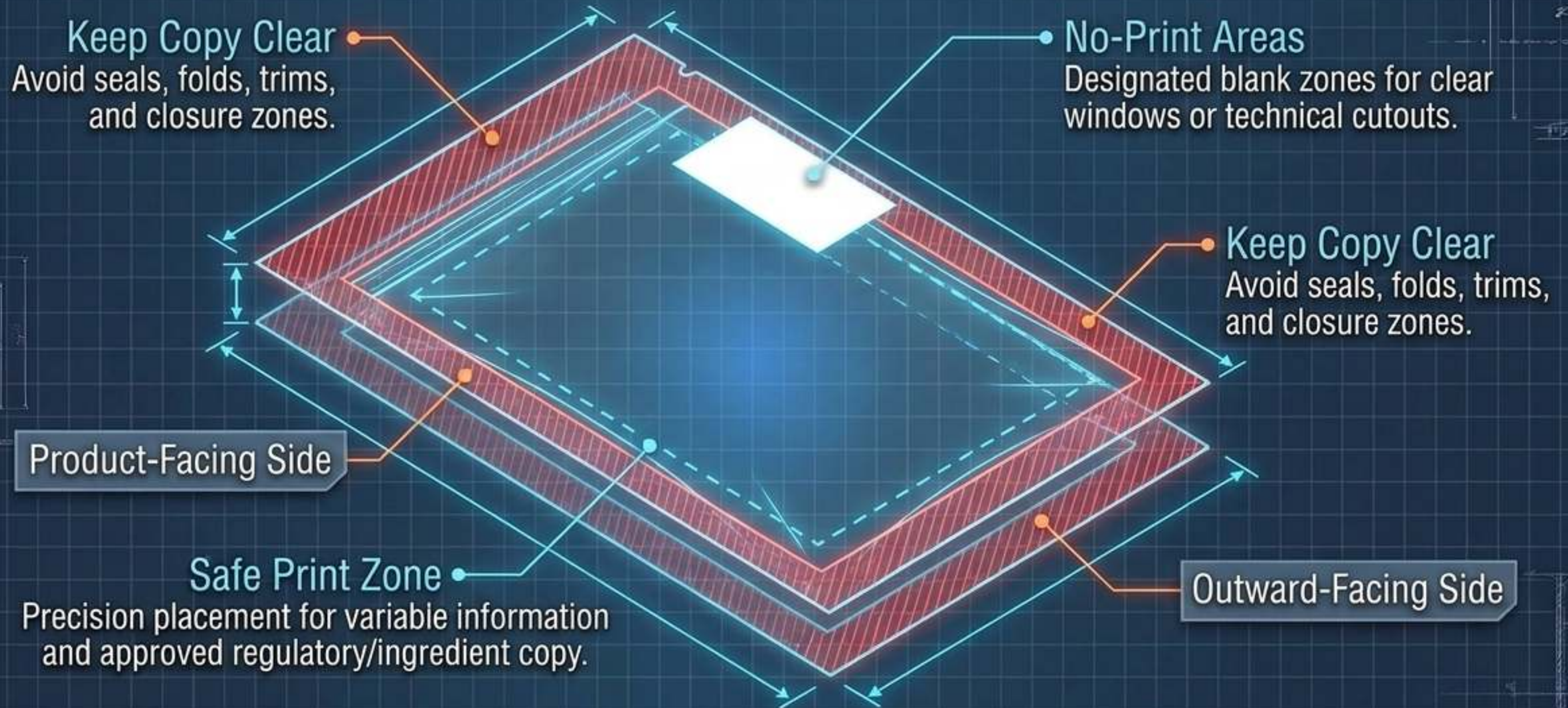


Tamper Evident or Leak-Proof

A standard seal is not an automatic commitment to leak prevention or tamper evidence without specific engineering.

Distinguish desired visual effect from functional requirements.
Critical performance needs require sample and testing review.

Engineering the Artwork and Information Architecture



Ensure artwork versions that must be kept separate during packing are clearly defined.
(Disclaimer: Pouch brief does not constitute compliance approval).

Profiling the Physical Product Constraints

Contents Profile



Dimensions
& Weight



Sharp
Edges



Moisture
Exposure



Oil
Exposure



Odor
Profile



Fill
Temperature



Fill
Method



Desired
Headspace

Pouch Role

- ☐ Outer Sleeve
- ☐ Primary Package
- ☐ Retail Display Unit
- ☐ Shipping Organizer

Defining the Pouch User Experience (UX)



Tear Open

Tear away from
a pre-cut notch.



Cut Open

Requires tool
intervention.



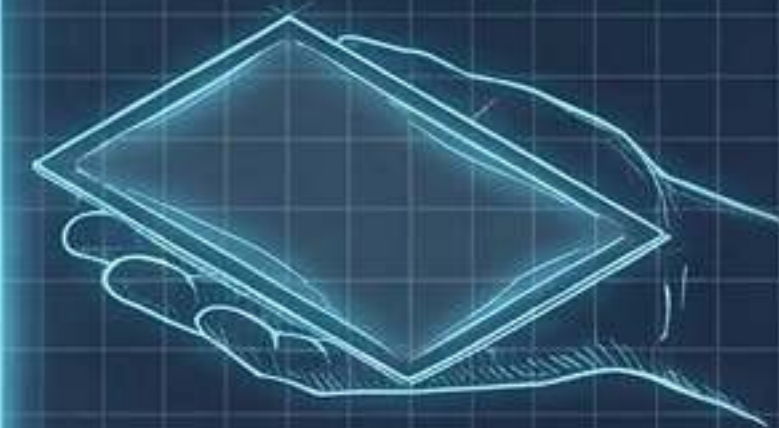
Reclose

Interlocking
mechanism or slider.



Hang

Retail display
suspension.

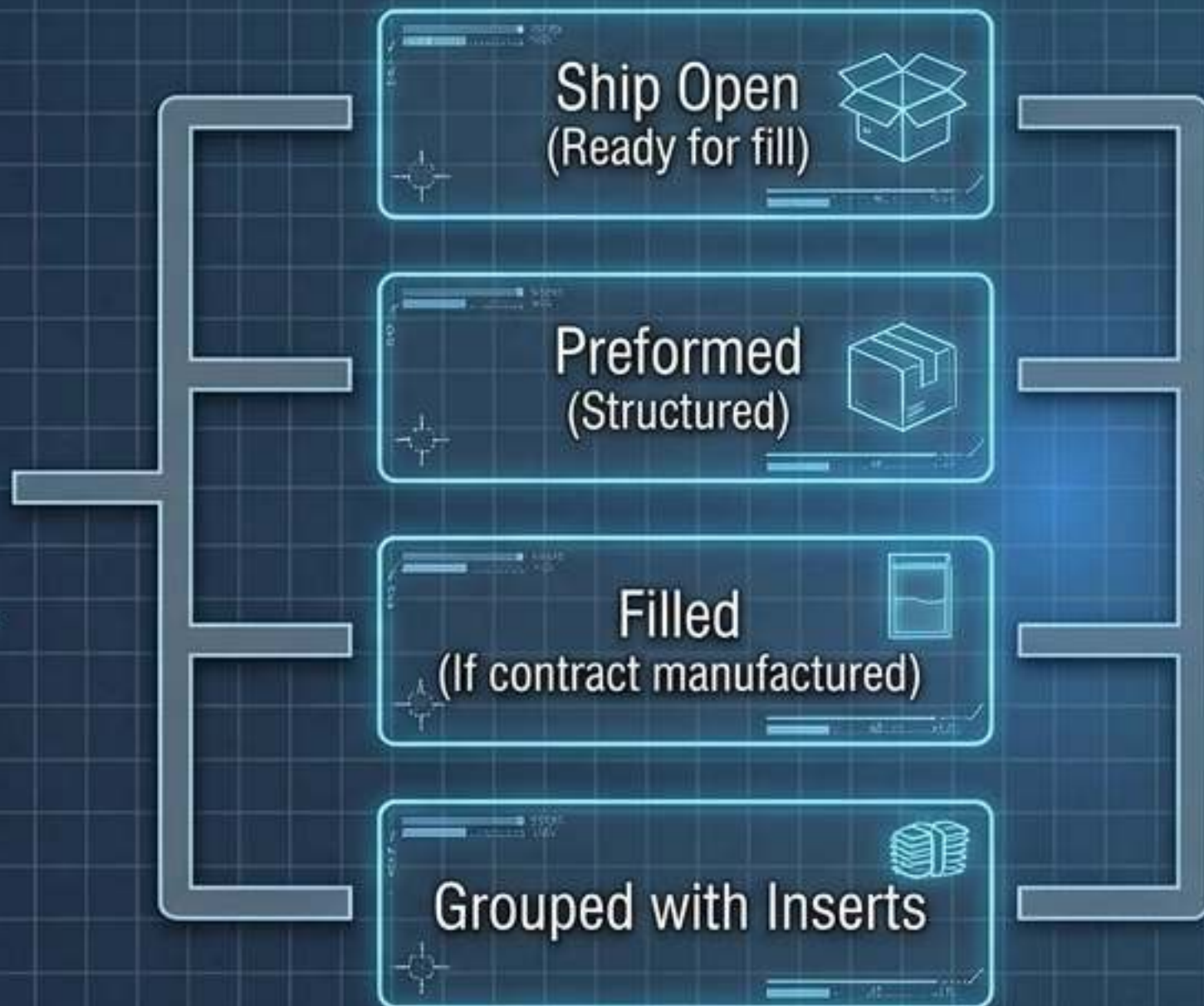


Sealed Sleeve

Destructively opened
upon receipt.

Supply Chain Logic and Packing Logistics

State of Arrival



Quantities

Must be stated per size, artwork, and structure (not one combined total).

Bundle Specs

Count-per-bundle and specific carton identification.

Environment

Cleanliness expectations and destination conditions.

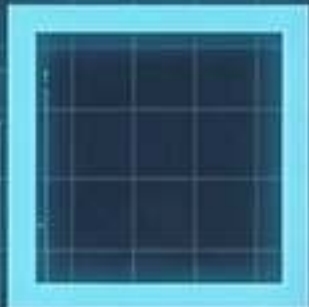
Warning: Production planning may significantly differ when versions, windows, closures, or special packing are mixed.

The RFQ Execution Checklist [Part 1: Structure & Visuals]



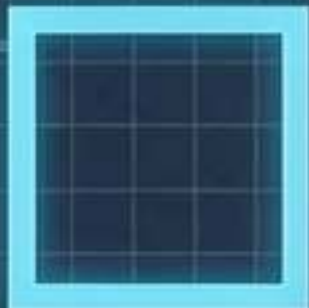
Step 1: Application Profile

Identify contents, fill method, temperature, and intended use.



Step 2: Dimensional Geometry

State flat and finished dimensions, opening side, and intended seal concept.



Step 3: Format Confirmation

Specify the desired pouch profile and explicitly state whether a stand-up format is excluded.



Step 4: Visual Architecture

Identify specific visual requirements including clear sections, opaque sections, windows, color, and printing needs.

The RFQ Execution Checklist [Part 2: Function & Compliance]



Step 5: Interaction Needs

State specific opening, reseal, hanging, and labeling requirements.



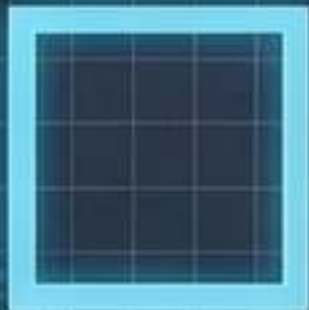
Step 6: Risk Flags

Explicitly flag liquids, oils, powders, sharp edges, food contact, or any compliance concerns.



Step 7: Version Control

Provide final artwork and precise quantities by version/SKU.



Step 8: Validation Requirements

Request samples and testing review for critical material or performance needs.

Workflow Drives the Packaging Choice



~~Appearance Alone~~

Not a driver

Custom flat pouches must be chosen based on operational reality.
Form follows function.

Action: Use this brief to initiate the process, but finalize structural suitability, artwork placement, packing, and commercial terms exclusively through formal quotation, artwork, and material review.

Technical Limitations and Compliance Parameters

Notes and Tolerances

Scope of Brief	Non-Guarantees	Mandatory Next Steps
This document aids in specification but does not serve as final commercial or technical approval.	Utilizing this brief does not independently confirm: barrier performance, sealing integrity, direct-contact safety, leak prevention, tamper evidence, shelf-life, certifications, material grades, pricing, minimum orders, or lead-time claims.	Critical surface, material, performance, or compliance requirements inherently mandate secondary sample and testing review by the manufacturer.