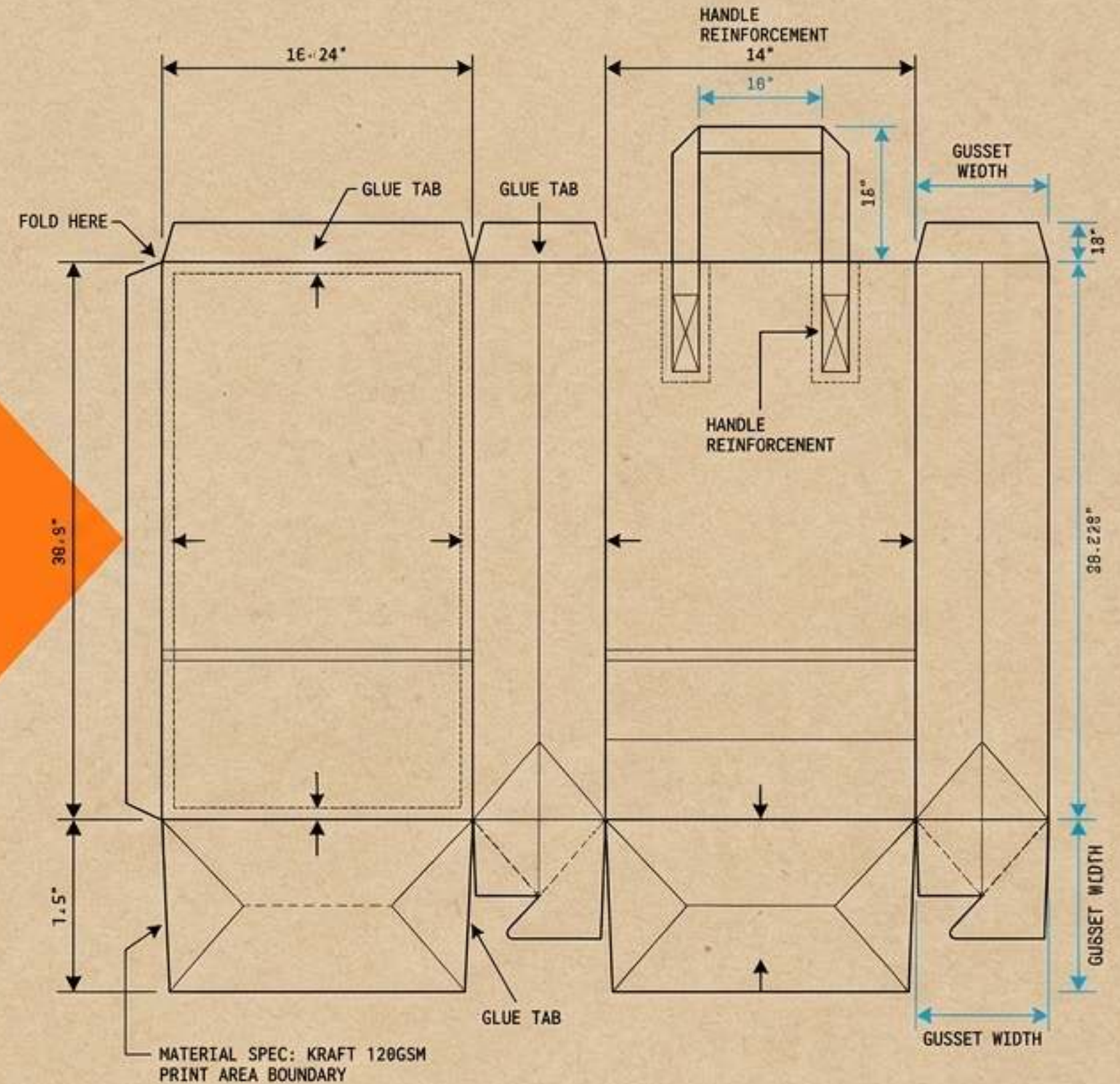


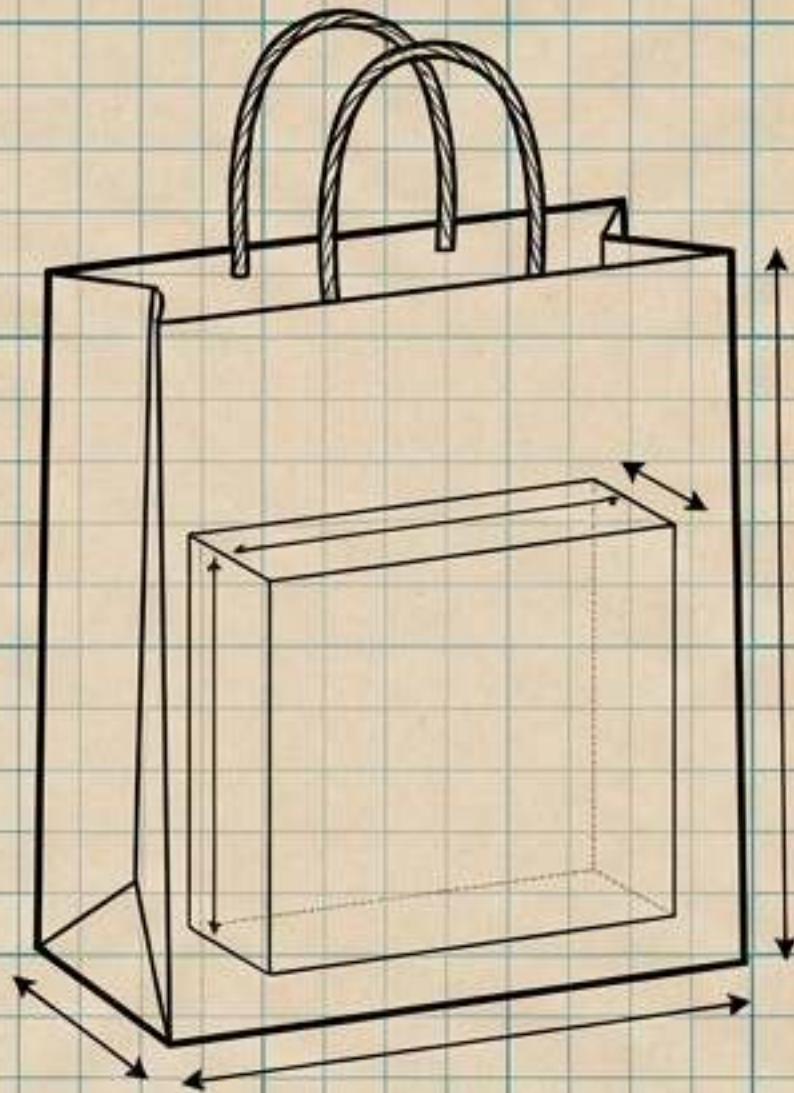
Specifying Custom Kraft Paper Bags

A technical playbook for aligning merchandise footprint, artwork application, and logistical workflow into a flawless Request for Quotation (RFQ).



Defining the Functional Core

Custom kraft paper bags are chosen for their natural paper appearance and straightforward functionality in retail, takeaway, event, or merchandise settings.



EXCLUSIONS:

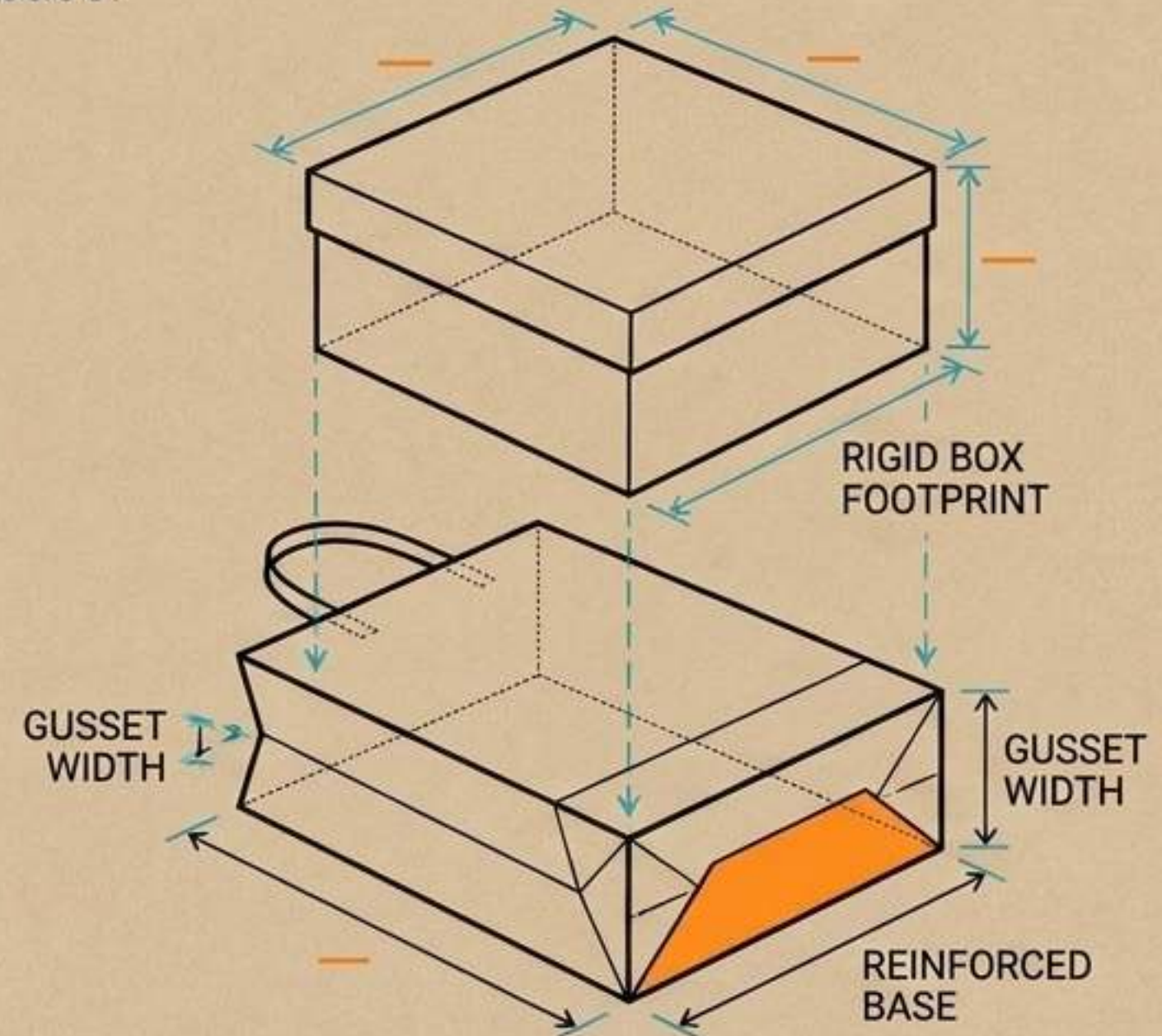
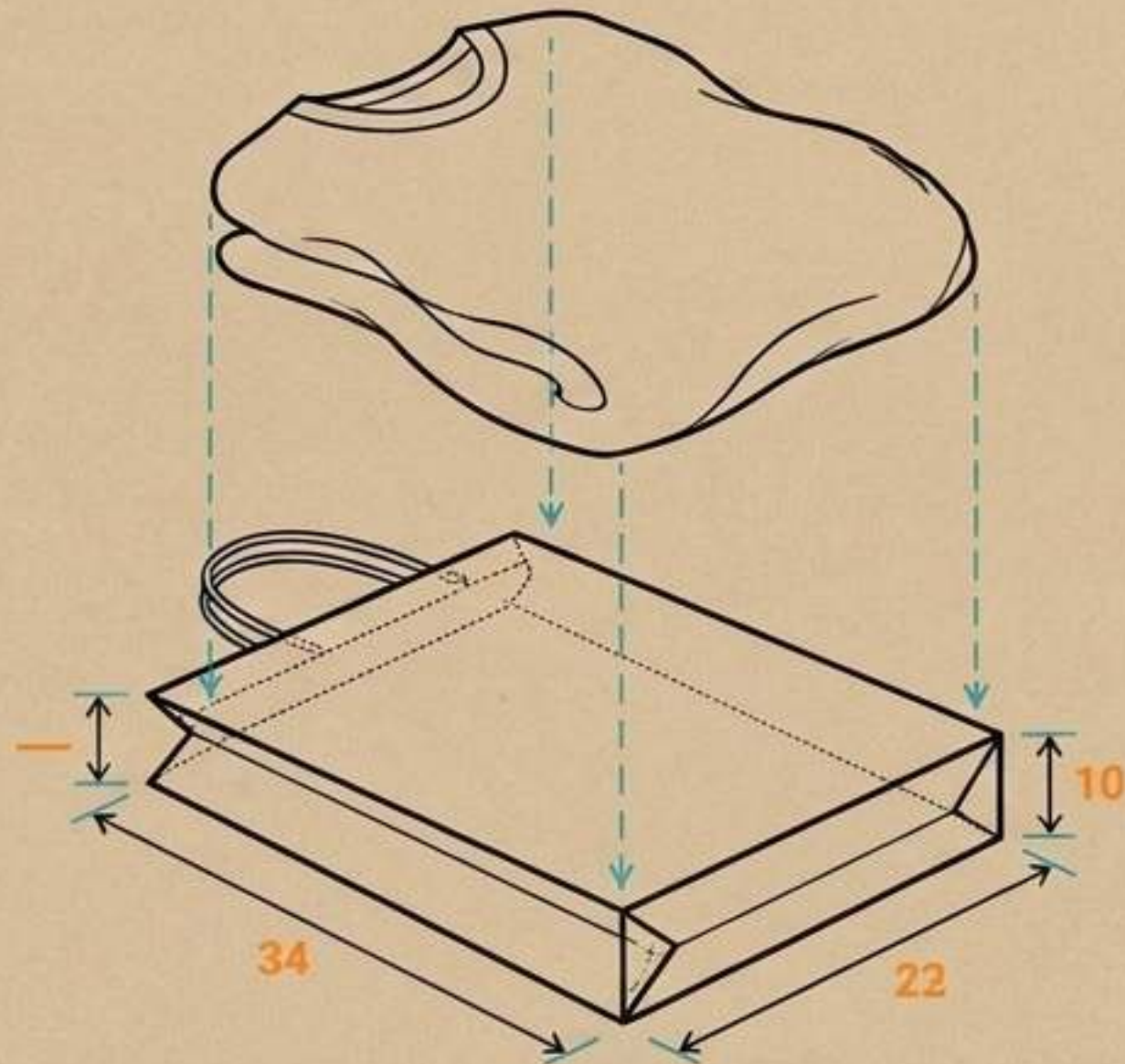
This specification framework does NOT establish a particular paper grade, load capability, environmental claim, or handle format.

The Carrier Classification Matrix

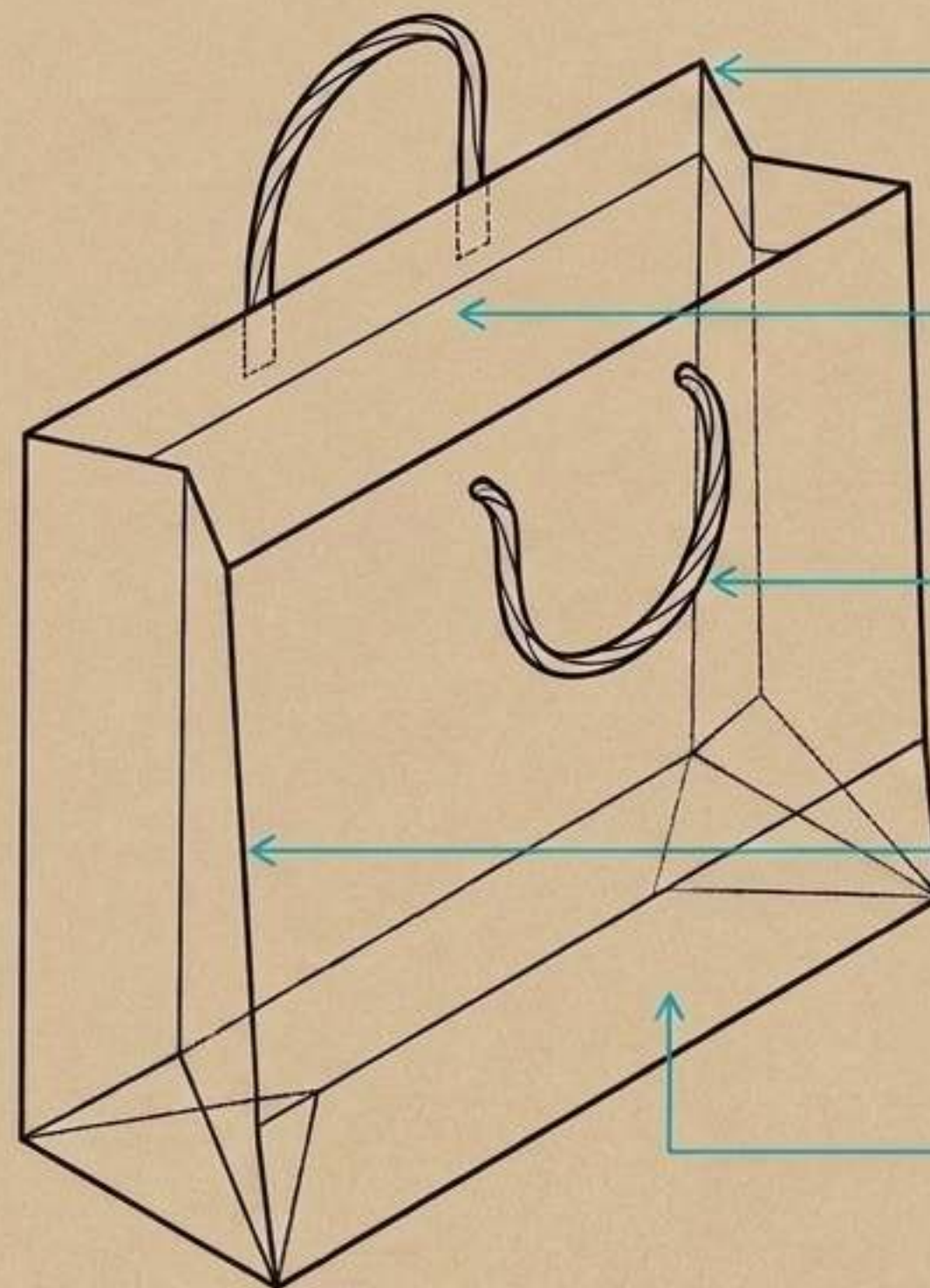
	Natural Kraft Bag	White Kraft Bag	Specialty / Gift Bag	Protective Shipper / Carton
Primary Intent	Target Natural aesthetic, standard retail carry	Target High-fidelity print base	Target Decorative finish / premium effect	Target Transit resistance
Structural Rigidity	Moderate rigidity	Moderate rigidity	High rigidity	Maximum rigidity
Print Fidelity	Textured print base	Crisp white print base	Highly stylized print	Varied print
Transit Durability	Standard transit	Standard transit	Standard transit	Maximum protection

The Load & Silhouette Model

Specification begins with the merchandise footprint. Describe exactly what goes into the bag, how it is loaded, and whether it includes a secondary package. Evaluate the target silhouette against the physical bulk of the contents to determine the structural requirements of the base.



Anatomy of a Paper Carrier



Top Edge: Define fold depth and desired top treatment.

Closure: Specify any integrated closing mechanisms or adhesive zones.

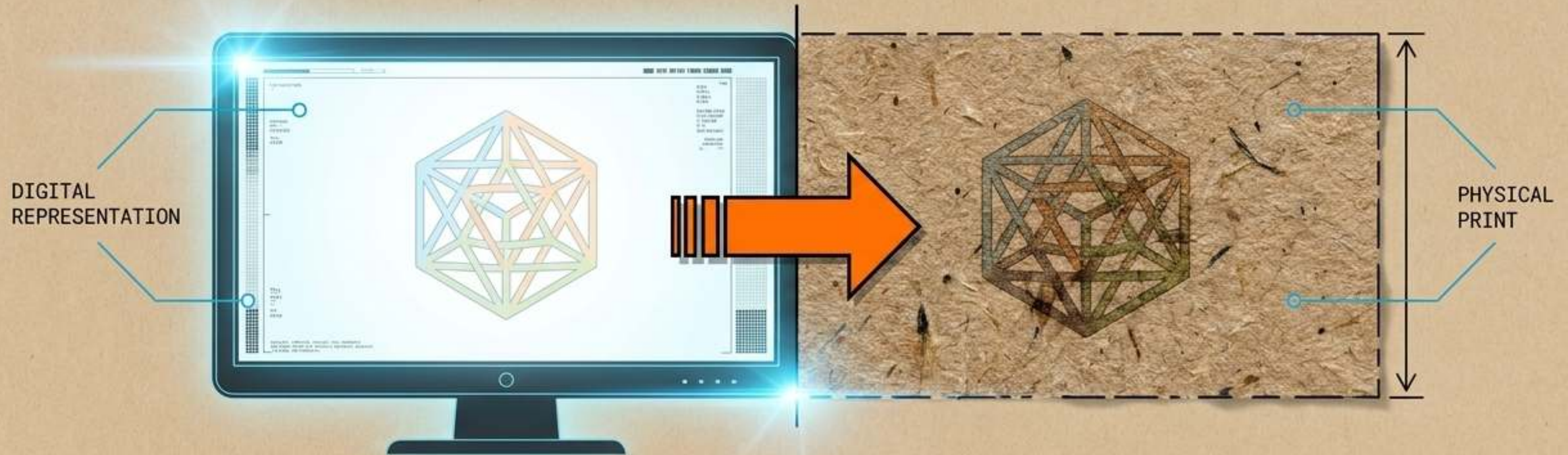
Handle Style: Select format based on customer carry distance and load.

Gusset: Determine expansion capacity for side/bottom based on merchandise silhouette.

Base/Bottom Support: Specify required reinforcement for heavy or sharp-cornered secondary packaging.

The Substrate Clash

The visible kraft tone is an active part of the design, not a blank canvas. Natural kraft absorbs ink and alters color values.

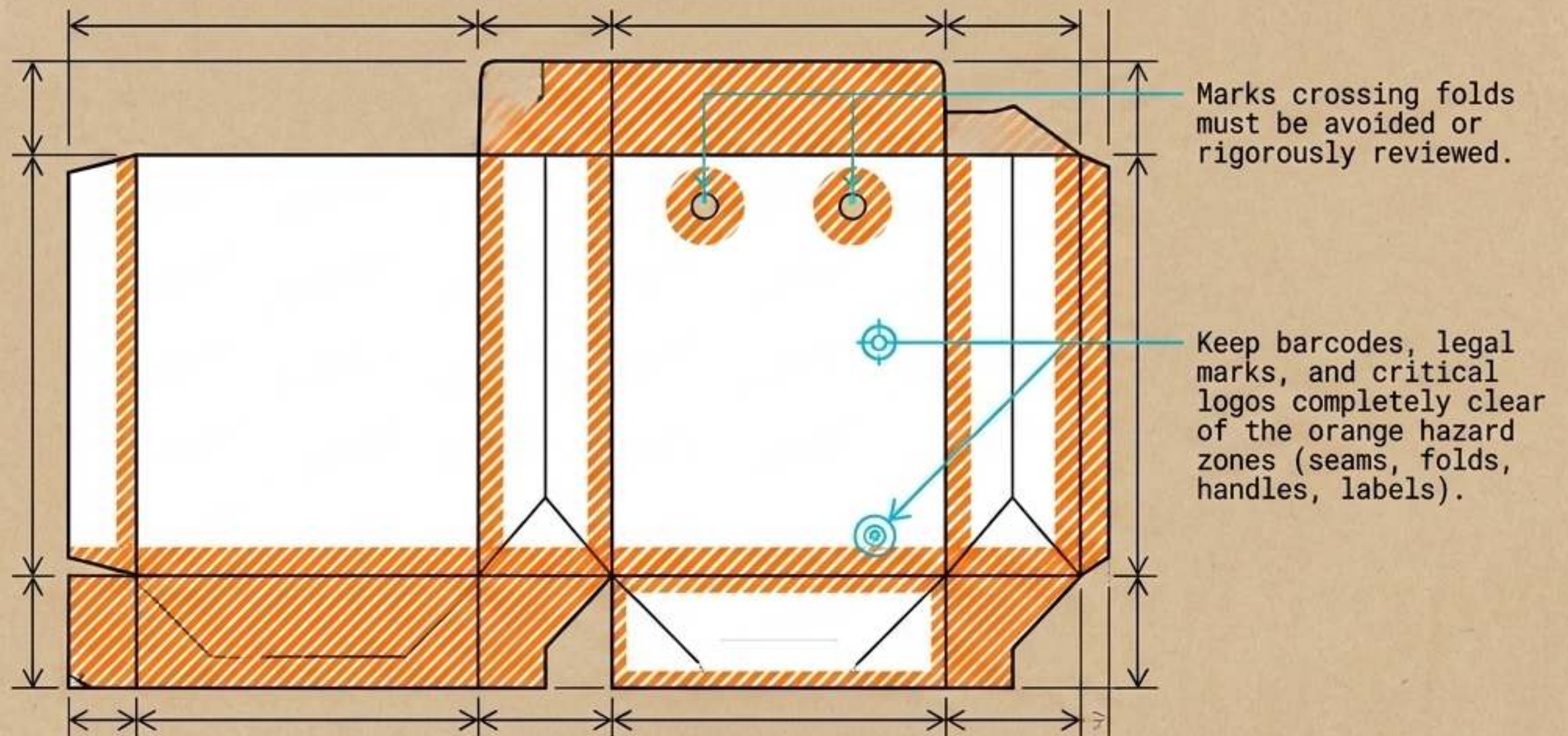


Large solid graphics, pale colors, and fine details demand explicit technical review against the proposed paper and print process.

Use limited-color branding and preserve the natural substrate wherever possible.

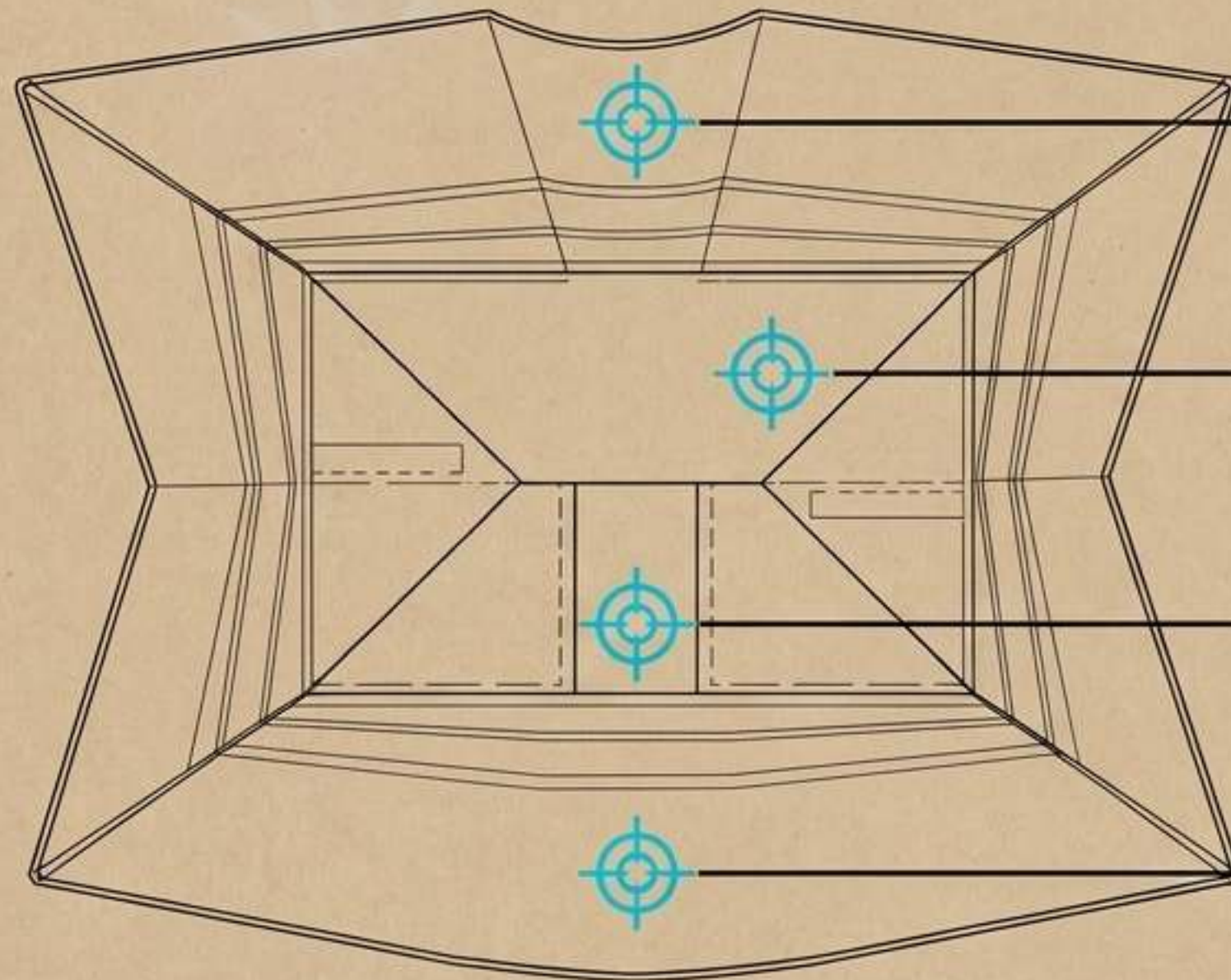
Navigating the 2D Dieeline Map

Artwork preparation requires precise spatial awareness. Provide a fully dimensioned drawing stating reading direction and panel orientation.



Technical Constraints and Compliance

Supply vector logos, approved copy, linked imagery, and barcode data—but artwork is only half the requirement.



Food-Contact & Grease
(Requires technical review of material safety)

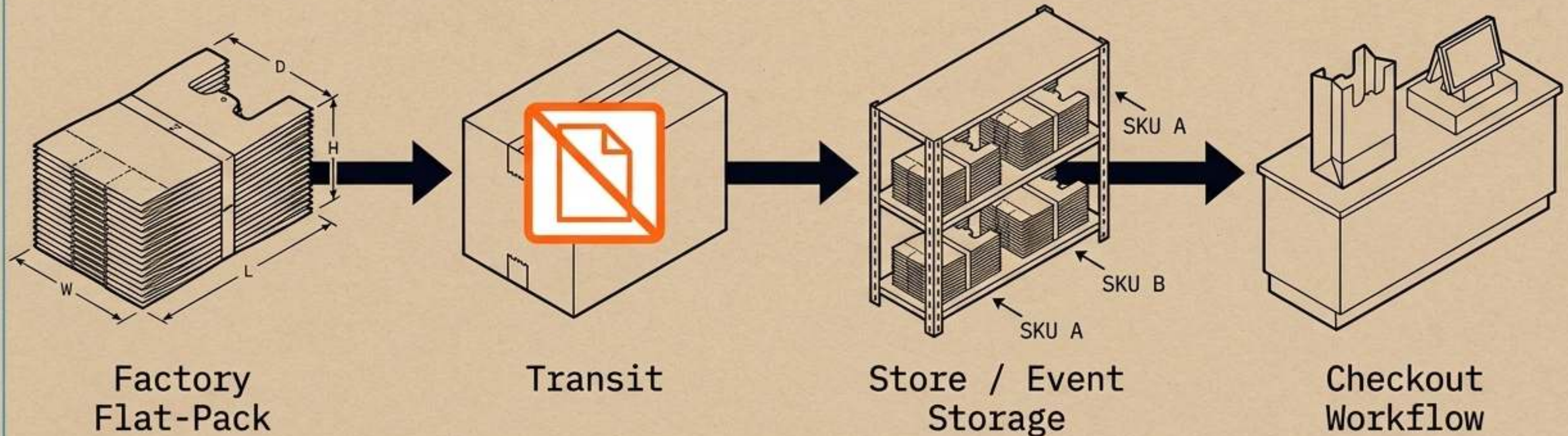
Moisture Exposure
(Requires testing review for carry conditions)

Regulated Text & Labels
(Local disposal/recycling claim requirements)

Recycled-Content Claims
(Must be explicitly verified and reviewed)

The Lifecycle of a Flat-Pack Carrier

Request packing configurations that support counting, storage, and SKU separation. Recognize that mishandled flat-packed paper products will crease permanently.



State whether bags are supplied empty to stores, pre-assembled into kits, or shipped directly to events. Identify delivery-window context without assuming standard lead times.

The Perfect RFQ Blueprint



Validation Precedes Commitment

Custom kraft paper bags excel when a natural carrier aligns with the intended brand experience—provided actual product use and construction are validated.

Obtain formal quotation, alongside artwork and material review, before making any technical or commercial commitments.



NOTIFICATION: This framework makes no claim regarding paper strength, MOQ, price, schedule, or guarantee, nor does it imply kraft bags replace protective cartons or specialty decorative packaging.