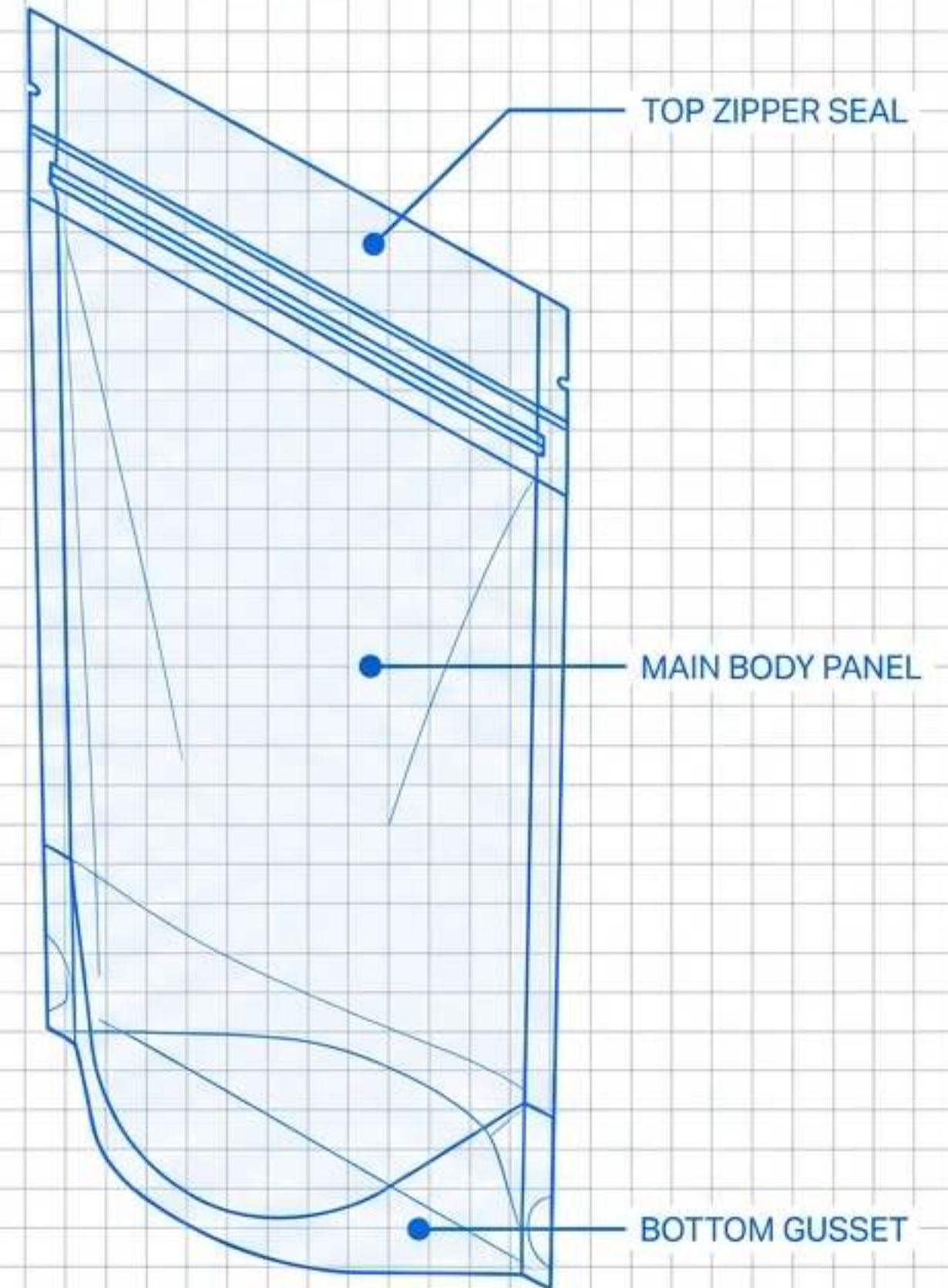


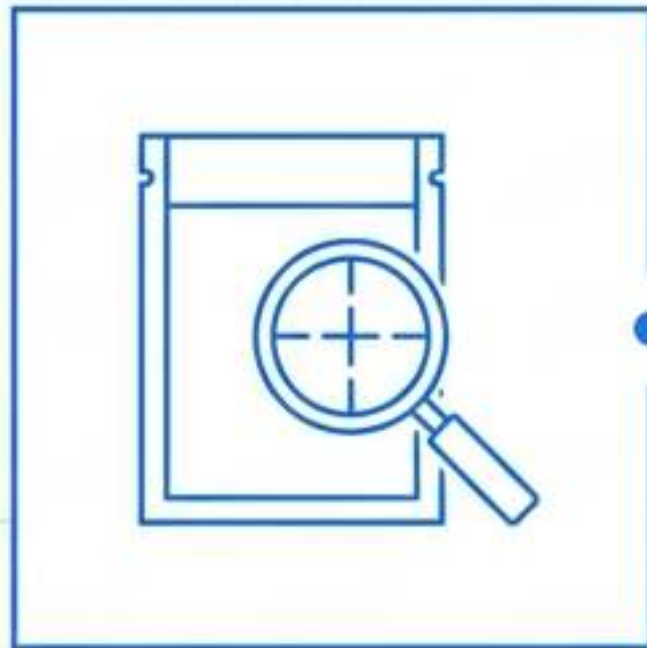
Custom Flexible Packaging

The Specification and RFQ Buyer's Guide

Doc. Ref: Plastic Bags & Printed Pouches //
Focus: Specification, Material Selection, and RFQ Preparation

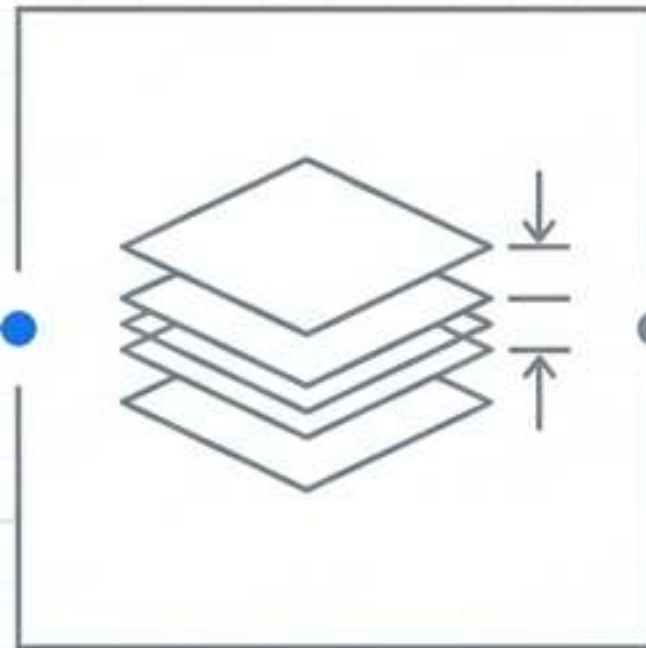


The Procurement Architecture



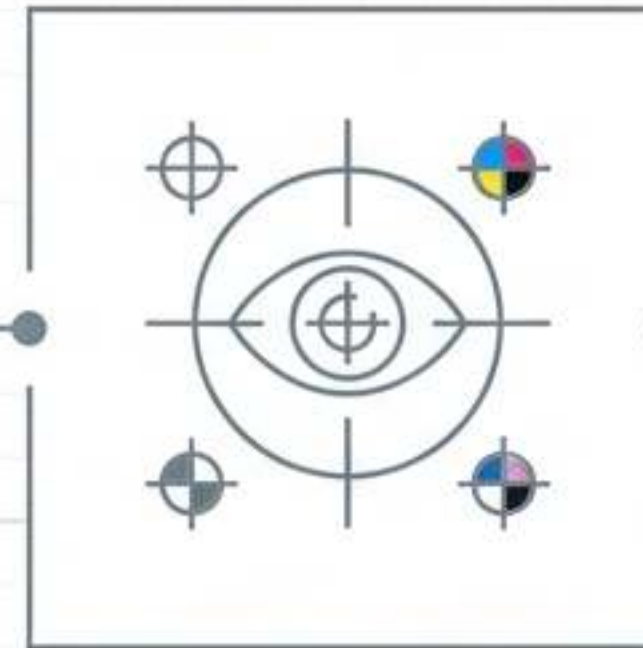
01. Define Format & Use Case

Matching bag type to channel and structural needs.



02. Specify Material & Anatomy

Configuring barriers, closures, and physical features.



03. Configure Artwork & Visibility

Balancing branding with product presentation.



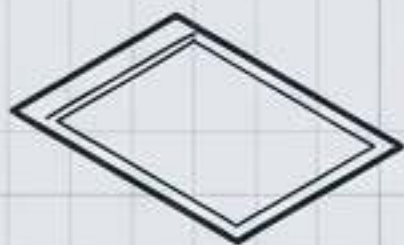
04. Mitigate Risk & Prep RFQ

Identifying cost drivers and finalizing the specification checklist.

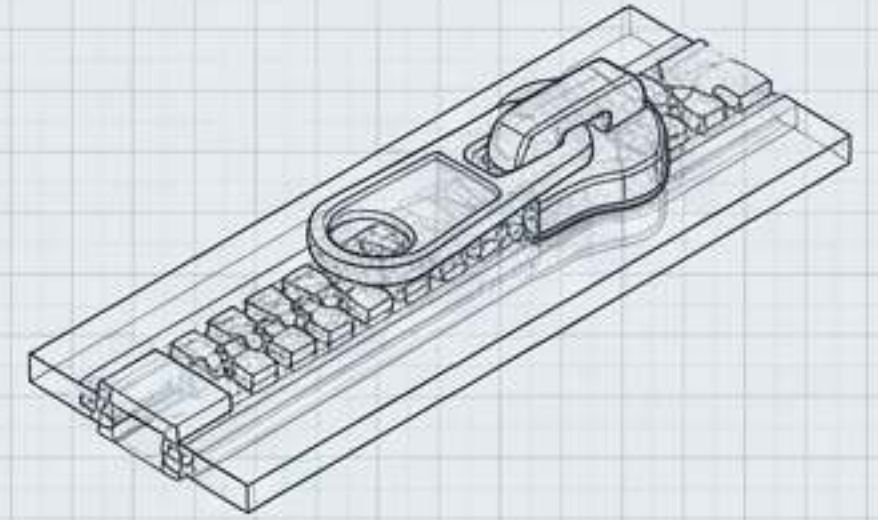
01

Format & Use Case

Aligning form factor with retail display and shipping requirements.



	Flat Pouches	Mailing Bags	Mylar Pouches	PVC Bags	Stand-Up Pouches	PE Drawstring
Primary Use Case	General	Ecommerce Shipping	Retail Products	Reusable Structure	Retail Products	General Containment
Visibility Focus	Variable	Opaque	Opaque/Window	High Visibility	Variable	Transparent
Structural Orientation	Flat	Flat Mailer	Flat or Gusseted	Structured/Flexible	Vertical Display	Flexible Bundle



02

Material & Anatomy

Engineering the functional properties, closures, and barrier structures.

Anatomy of a Custom Pouch

The Barrier

Material structure and thickness tailored to product protection needs.

The Closure

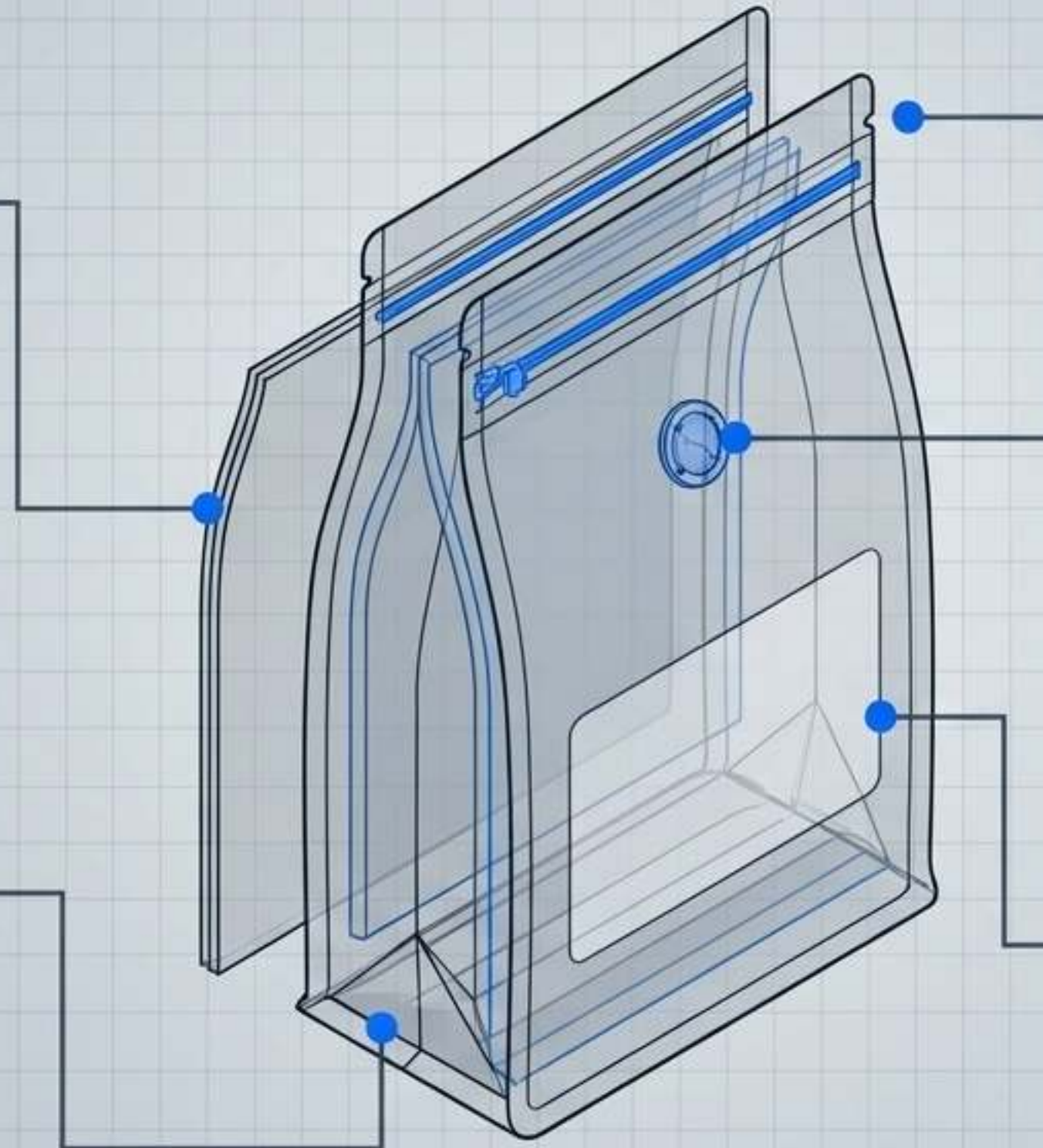
Zipper tracks or heat-seal zones for product containment.

Add-ons & Valves

Degassing valves for specific product requirements like coffee.

The Window

Custom transparent cutouts for interior product visibility.



Material & Finish Selection Guide

Function & Barrier

- **Objective:** Match barrier needs to the product inside.
- **Decisions:** Determine material structure and required thickness.
- **Compliance:** Note specific food-grade or direct-contact requirements.
-

Finish & Aesthetics

- **Objective:** Control the visual and tactile presentation.
- **Decisions:** Select between Matte vs. Gloss finishes.
- **Material Callout:** Choose **PVC or clear formats** when visibility and reusable structure matter most.
-



03

Artwork & Order Specifications

Calibrating print coverage, sizing, and product visibility.

Balancing Print Coverage & Product Visibility

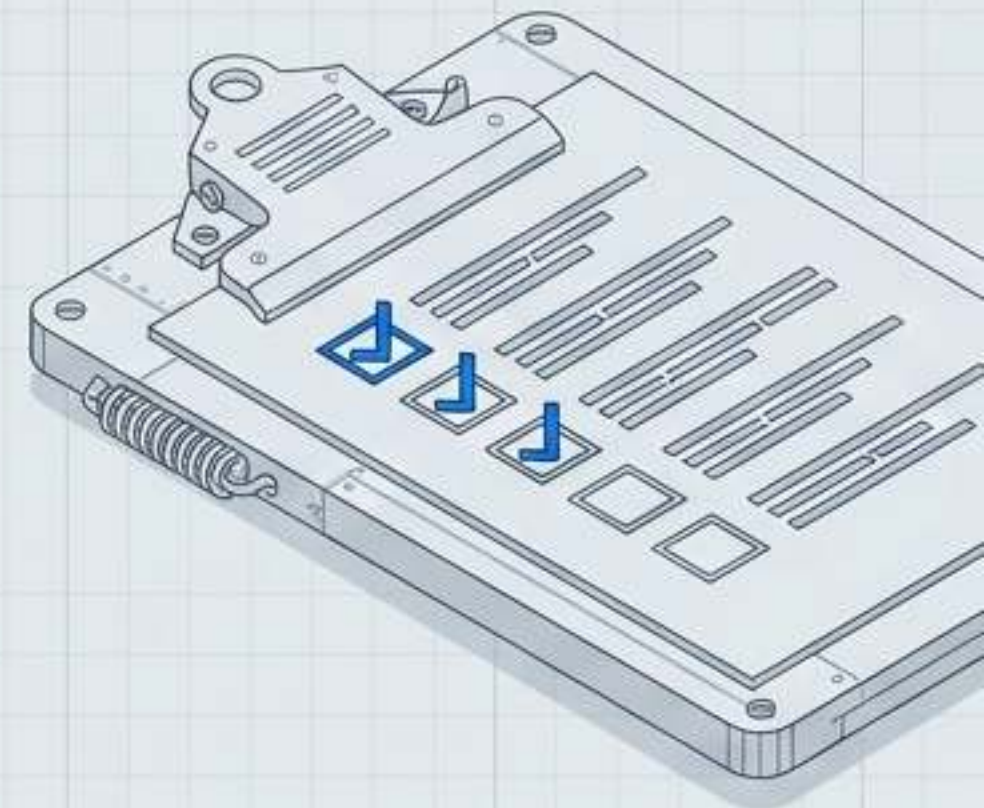


***Crucial Prep:** Ensure custom artwork files are scaled perfectly to the final confirmed physical size and thickness of the pouch.*

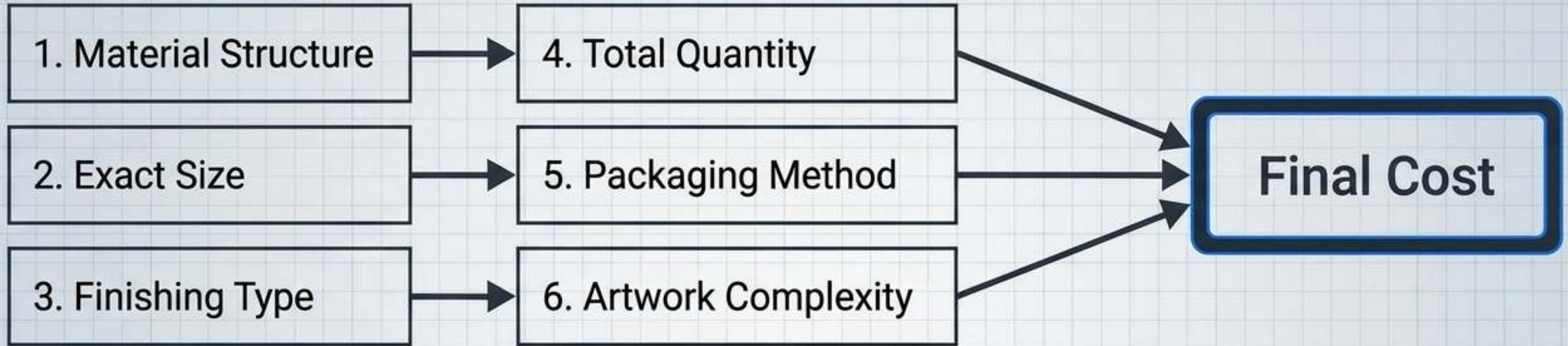
04

Risk Mitigation & RFQ Strategy

Navigating cost drivers and finalizing the quote request.



Production Risks & Cost Drivers



When to Mandate Pre-Production Samples:

- When sealing integrity is critical to the product.
- When high barrier performance is required.
- When tooling or print methods are highly complex and appearance is critical before bulk production.

The RFQ Pre-Flight Checklist

Physical Specs

- ☐ Material structure confirmed.
- ☐ Material thickness defined.
- ☐ Exact dimensions (size) finalized.

Features & Finish

- ☐ Closure style (zipper, valve) selected.
- ☐ Print coverage and finish (matte/gloss) decided.

Compliance & Scale

- ☐ Food-grade / contact requirements explicitly noted.
- ☐ Run quantity planned.
- ☐ Preferred packaging method outlined.

Include size, quantity, material preference, and artwork files in the initial inquiry to ensure the quote accurately matches the project scope.