

Engineering the Specialty Paper Bag

A Technical Spec Pack for Designing, Specifying,
and Sourcing Presentation-Led Bag Systems

FOLD LINE GUIDE // ANGLE: 45°

REINFORCED HANDLE PATCH
// SPEC: 120GSM KRAFT

HANDLE DROP: 100MM

HEIGHT: 350MM

FOLDED GUSSET //
DEPTH: 150MM

WIDTH: 250MM

GUSSET: 150MM

REV: 01 // STATUS: BUYER SOURCE BRIEF

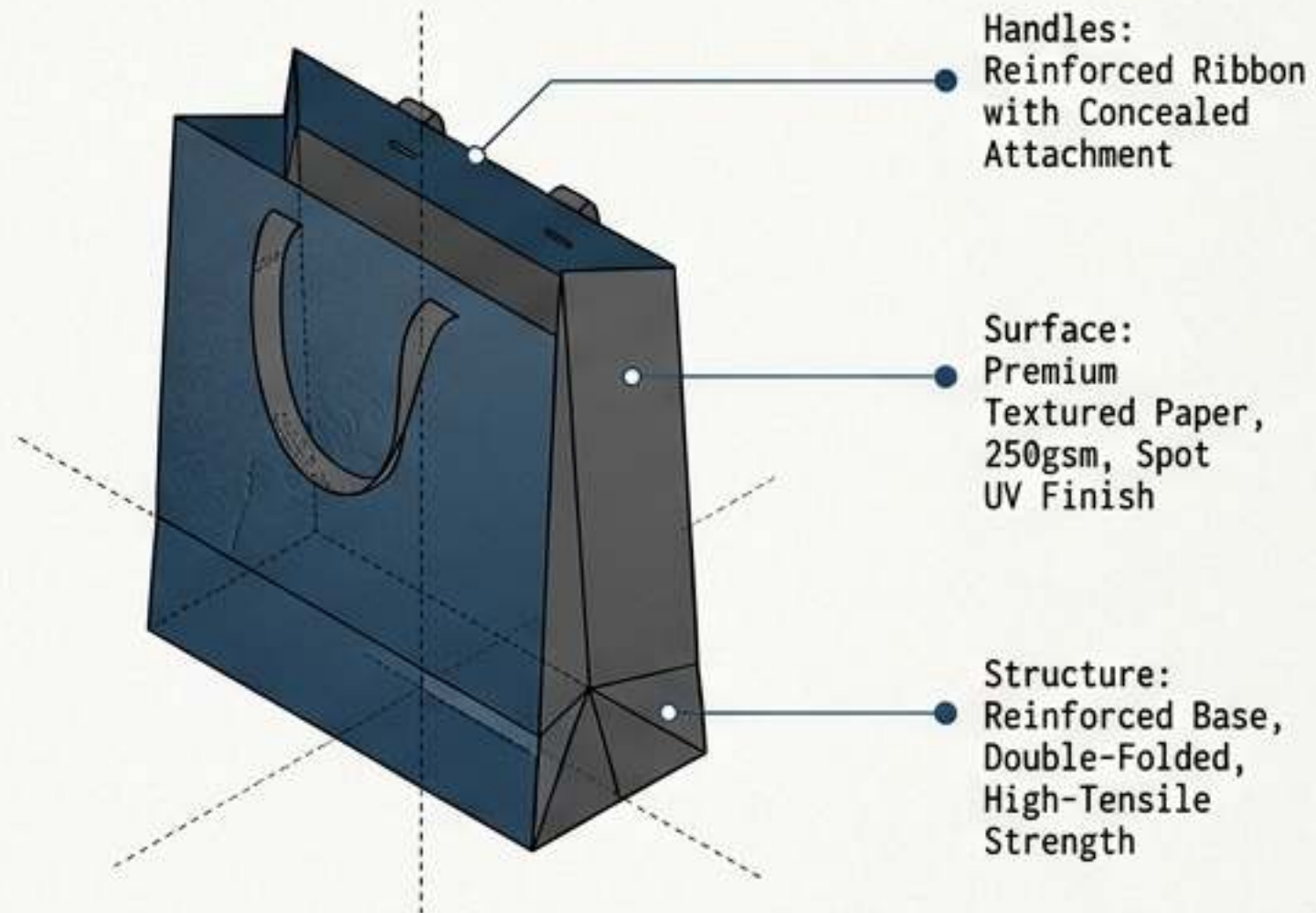
System Over Surface

Commodity Approach



("Just a logo on paper")

Specialty Approach



Handles:
Reinforced Ribbon
with Concealed
Attachment

Surface:
Premium
Textured Paper,
250gsm, Spot
UV Finish

Structure:
Reinforced Base,
Double-Folded,
High-Tensile
Strength

Coordinates
distinctive paper
surfaces,
decorative details,
tailored structures,
and enhanced
finishing into a
single retail
experience.

("A presentation-led bag system")

NOTE: "Specialty" is a design direction, not a fixed material or performance specification.

The Packaging Ecosystem Matrix

	Standard Kraft Bag	Specialty Paper Bag	Mailer Box	Rigid Gift Box
Primary Function	Carry utility	Carry + Presentation	Shipping/Transit	Rigid Presentation
Structural Complexity	Standardized	Tailored structures & custom folds	Corrugated strength	Heavyweight board
Production Needs	Volume scale	Coordinated material/finish review	Crush-test compliance	Hand-assembly precision



Choose 'Specialty Paper Bag' when the mandate requires a carry bag that delivers a specific, tailored retail experience rather than basic utility or rigid gifting.

Calibrating the Visual Goal

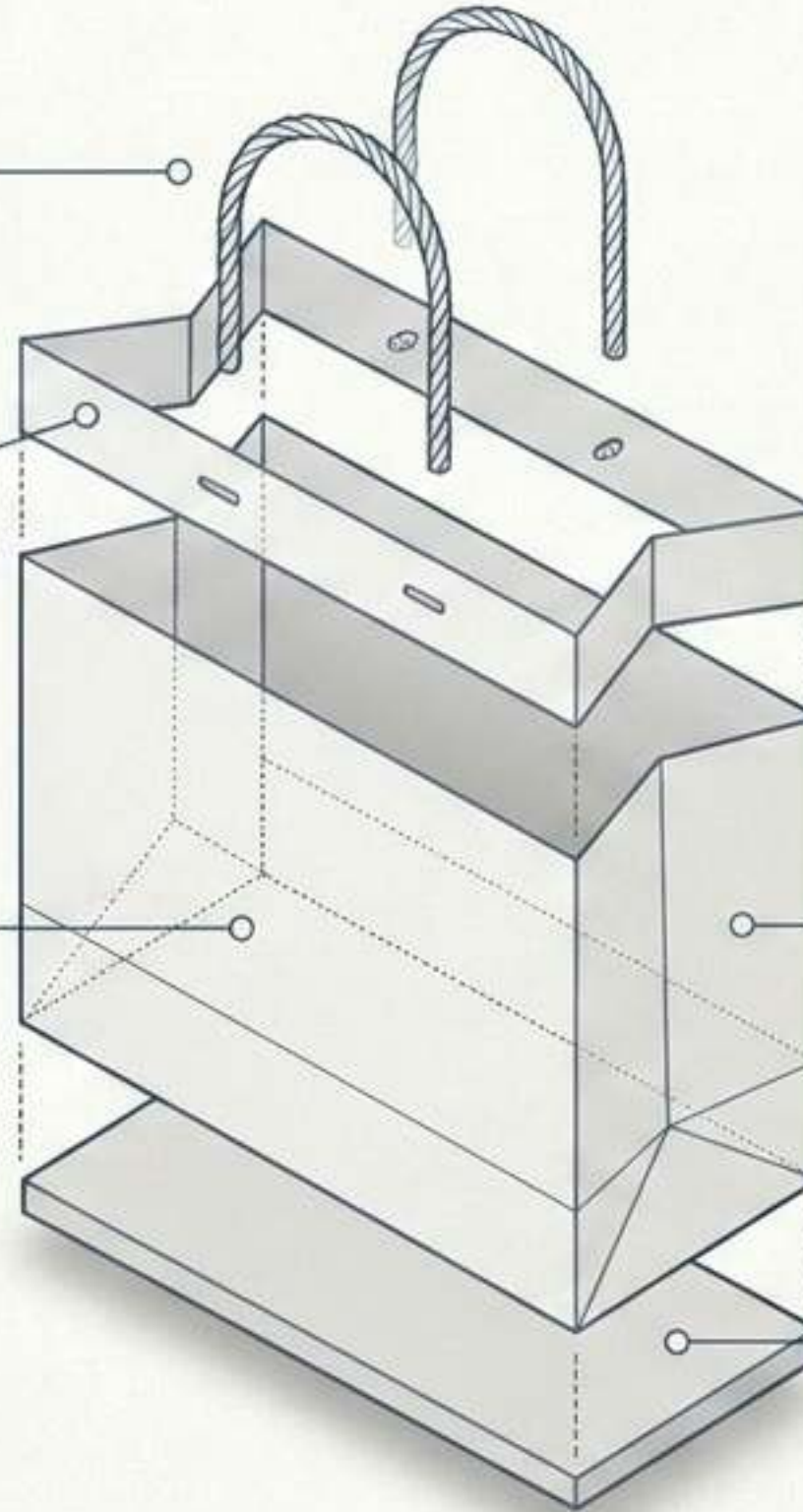


Structural Anatomy & Decision Zones

Handle Style &
Attachment Method
(Ribbon, rope, die-cut;
glued vs. knotted)

Top Treatment &
Closure Mechanism

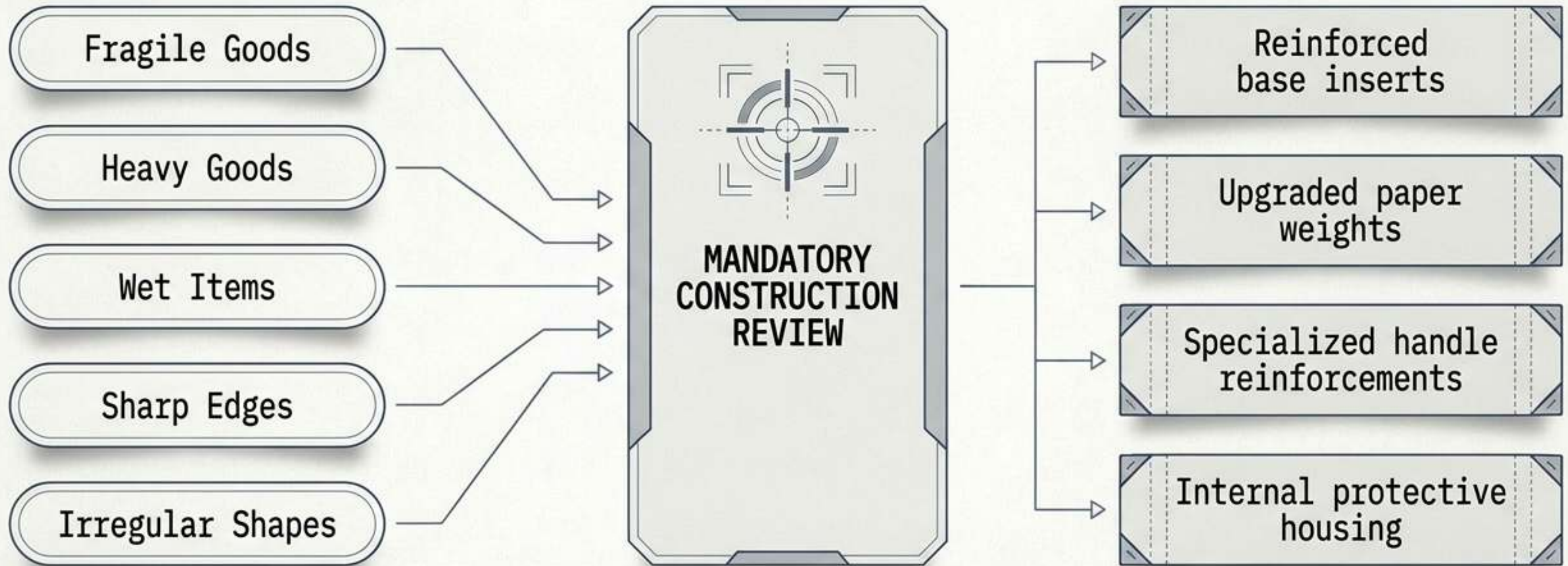
Tissue & Insert
Interaction
(How the bag houses
internal elements or
protects gift boxes)



Gusset Dimensions
& Seam Tolerances

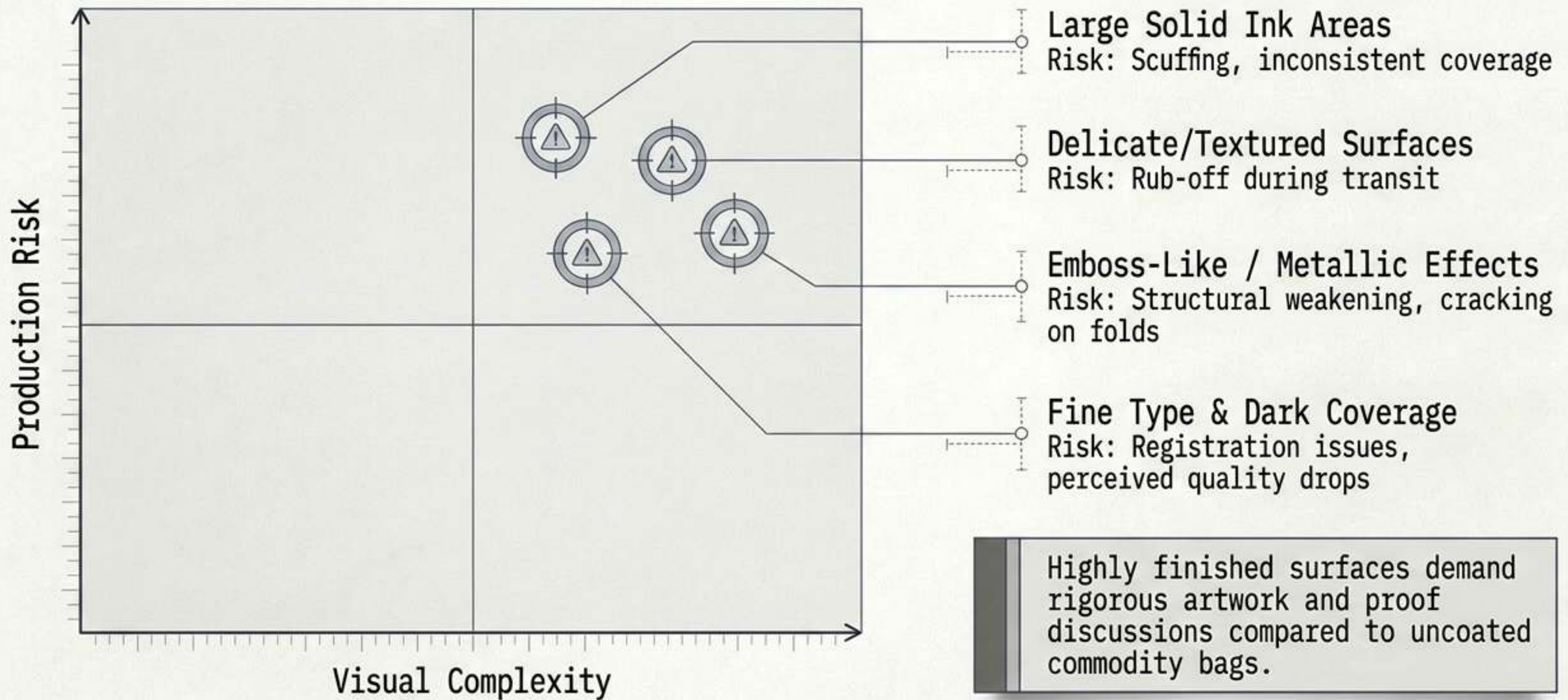
Base Shape &
Reinforcement

Payload Dictates Construction

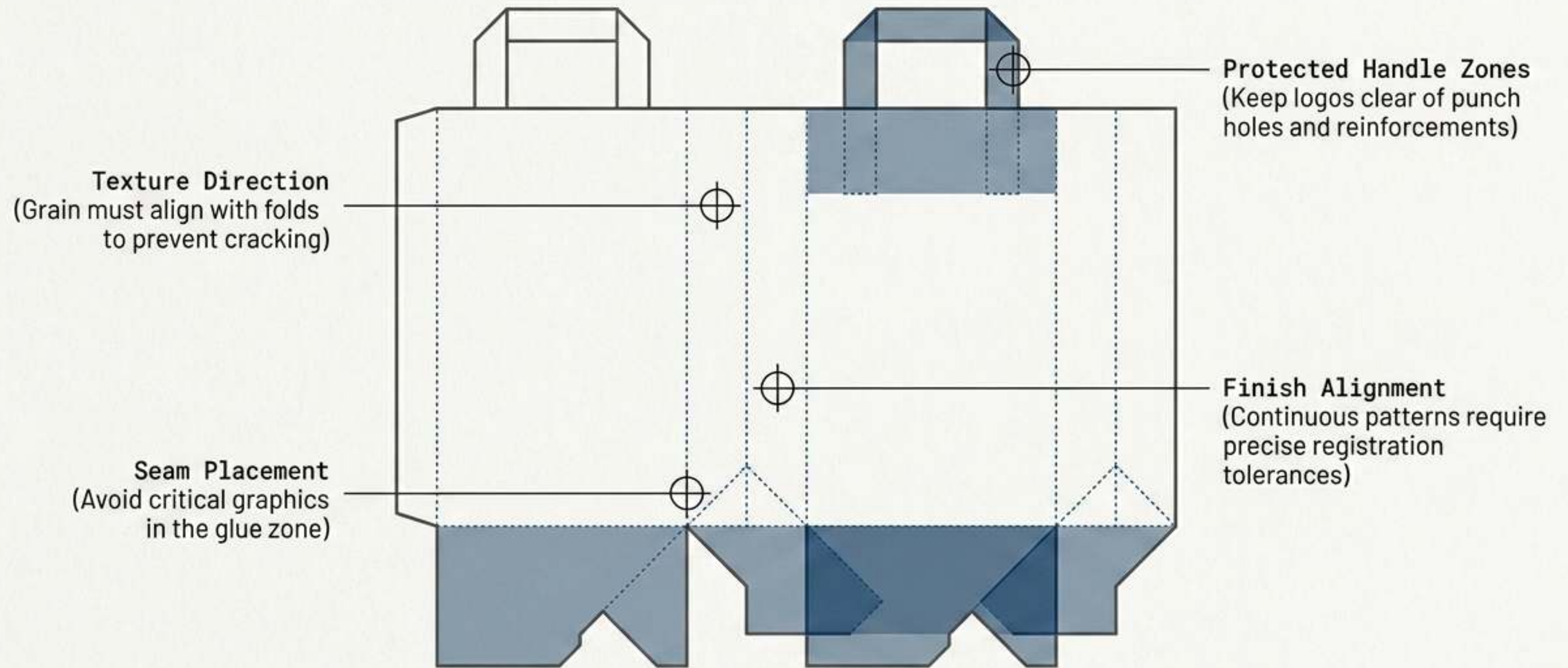


WARNING: Never assume a specialty appearance automatically meets carrying or compliance needs.

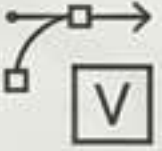
Finish is Not Just Cosmetic



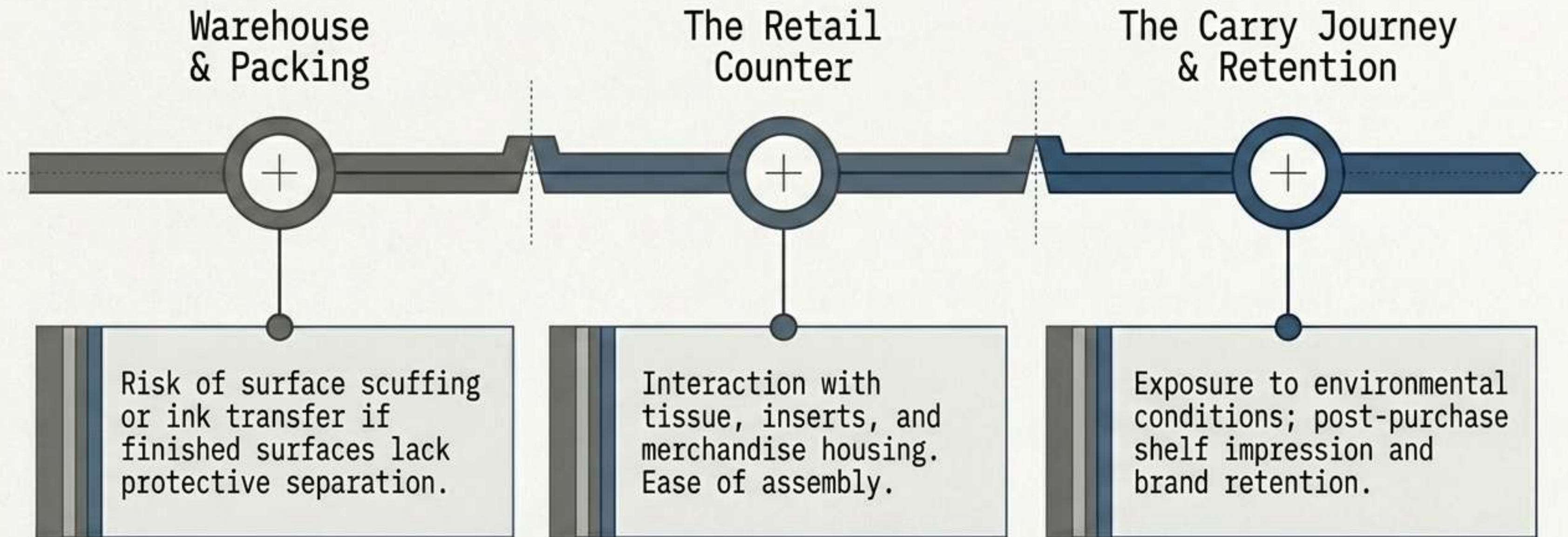
The 2D-to-3D Blueprint



Artwork & Specification Inputs

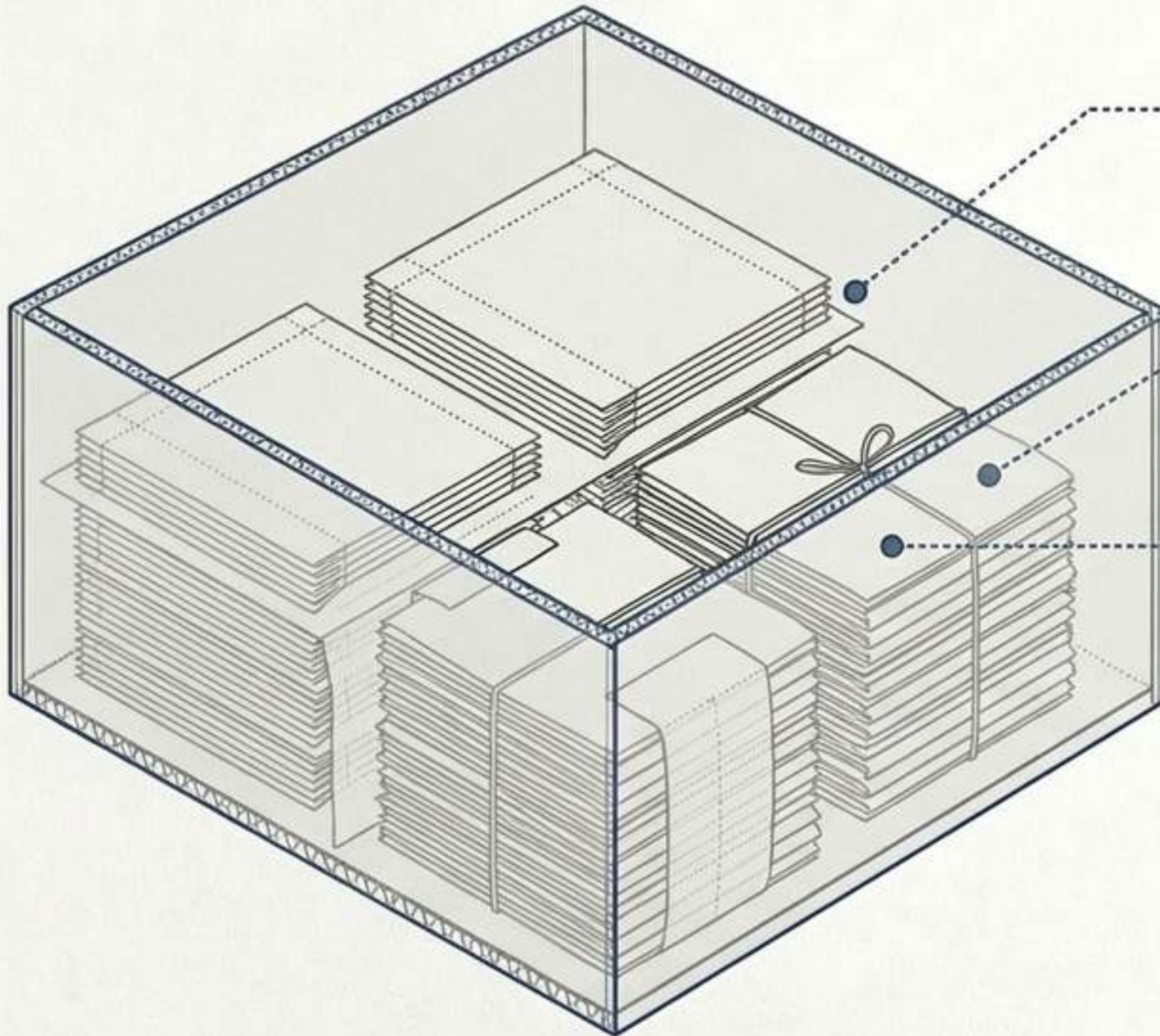
	Vector Assets	Supply fully editable vector logos; identify critical logo scaling.
	Print Files	High-resolution images mapped to front, back, sides, base, and top fold panels.
	Brand & Copy	Precise brand-color references, exact legal copy, scalable barcodes.
	Physical References	Provide visual samples where hand-feel and finish are critical.
	Testing Mandates	Critical surface, material, or compliance requirements require sample/testing review prior to release.

The Carry Lifecycle



Assess expected journey prior to final material commitment.

Logistics, Packing & Protection



Surface Separation
(Slip sheets to protect delicate finishes)

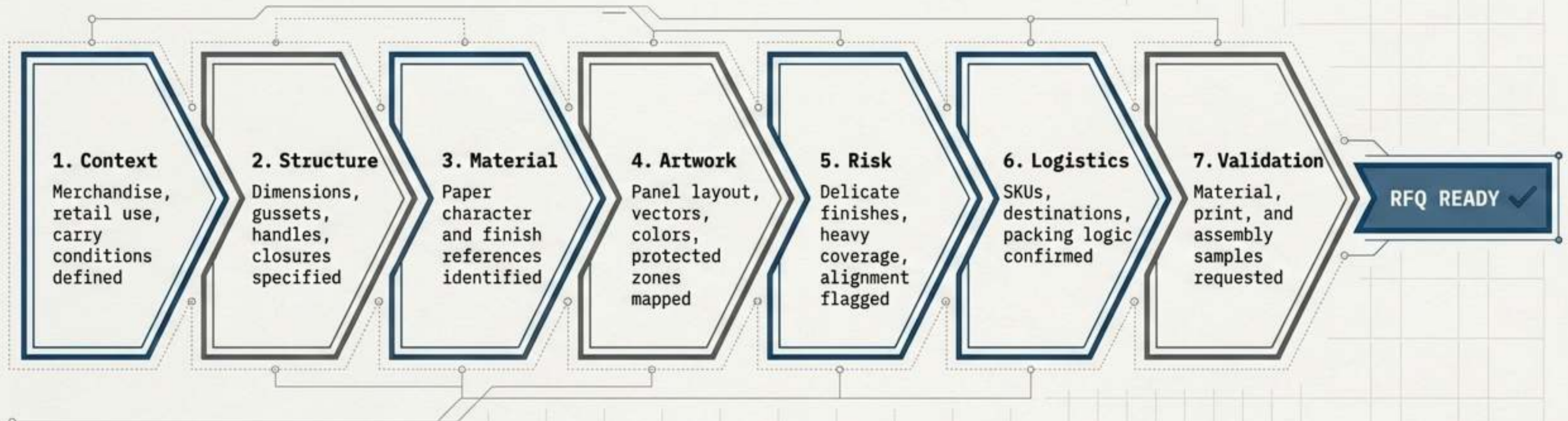
Retail-Ready Bundles
(Pre-counted packs for rapid store-level deployment)

Protective Wrapping & SKU Labels
(Ensuring accurate warehouse tracking)

Assortment Logic:

Specify quantities by design, size, and destination context. Keep seasonal versions explicitly distinct from evergreen artwork.

The Pre-Flight RFQ Dashboard



Final Sourcing Principles



1 **Coordinate The System.**

Specialty bags are a singular project combining material, construction, and visual-finish. They cannot be sourced piecemeal.

2 **Demand Supplier Review.**

Final technical and commercial commitments require rigorous quotation, artwork, and material review.

3 **Prove The Promise.**

Do not promise a visual effect without proof. Confirm paper, printing, assembly, and sample appearance before final release.