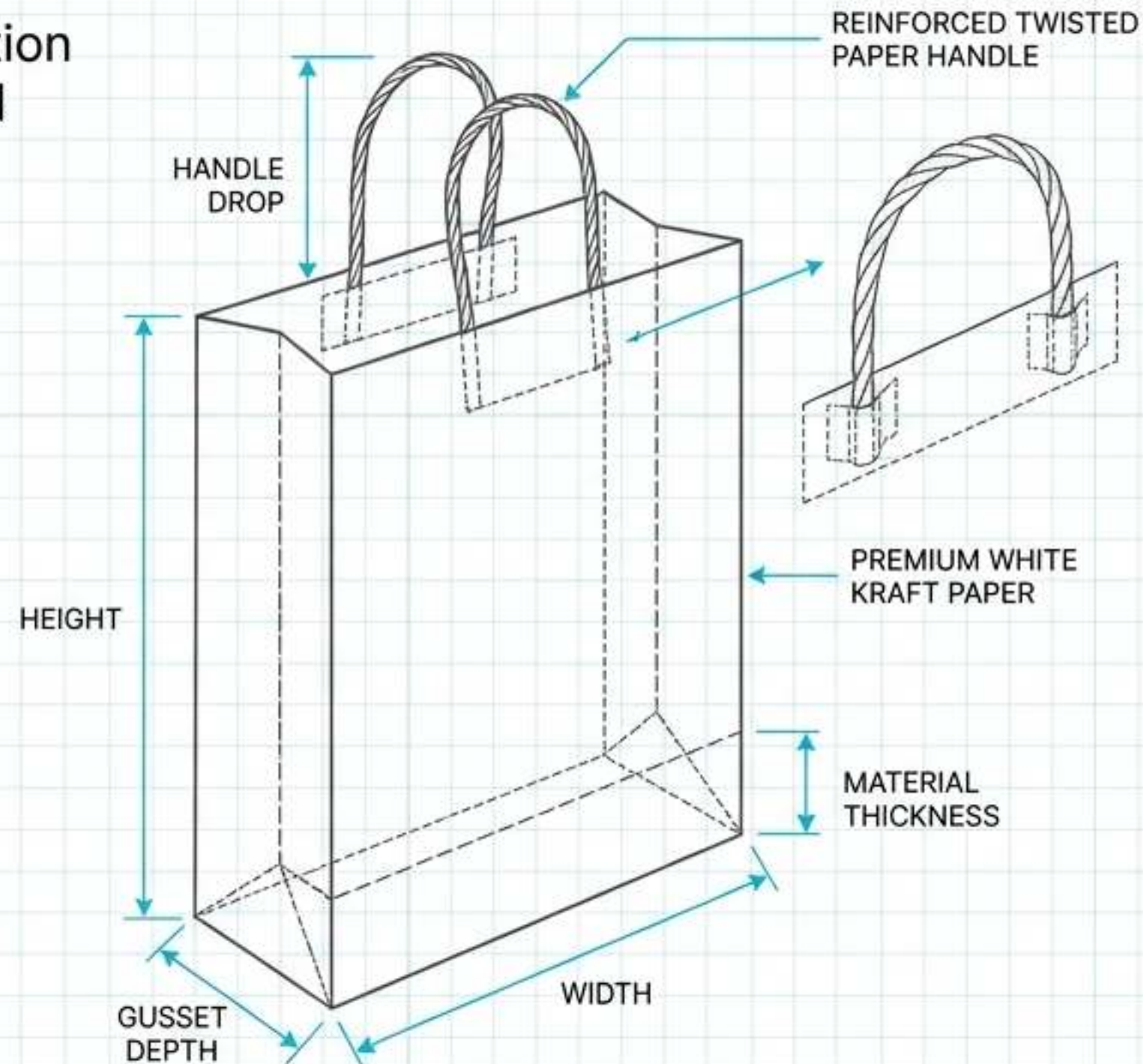
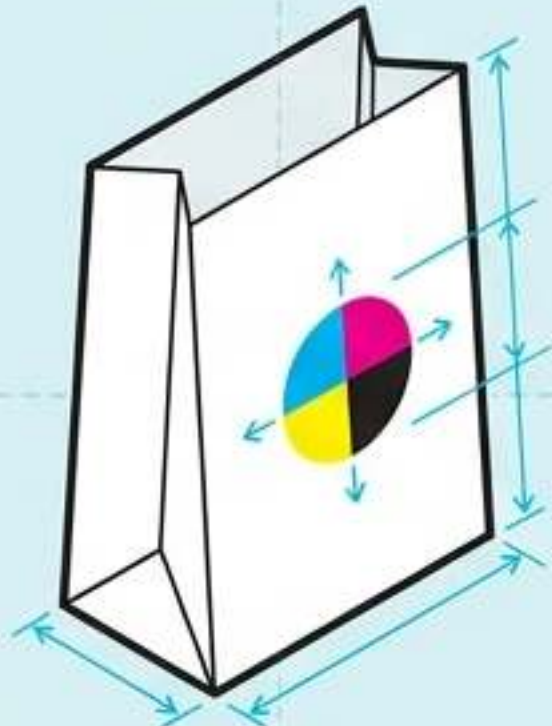
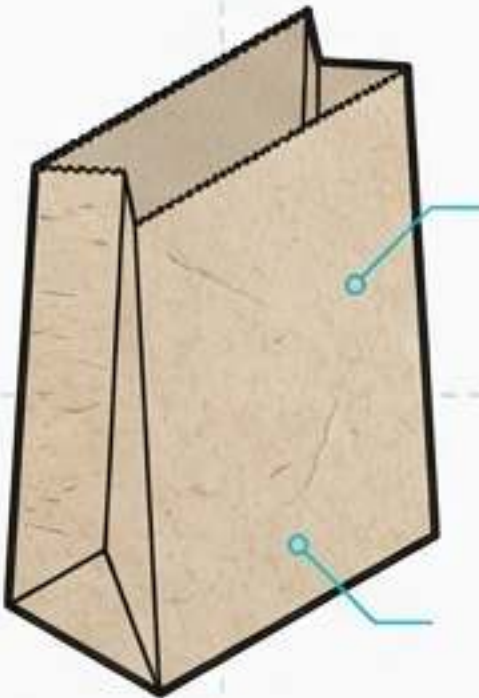
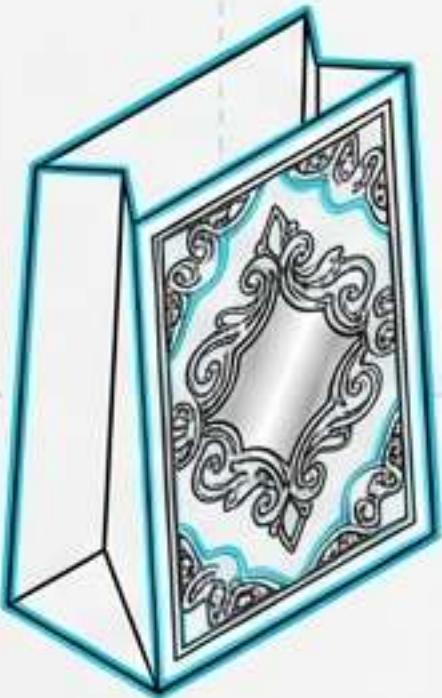
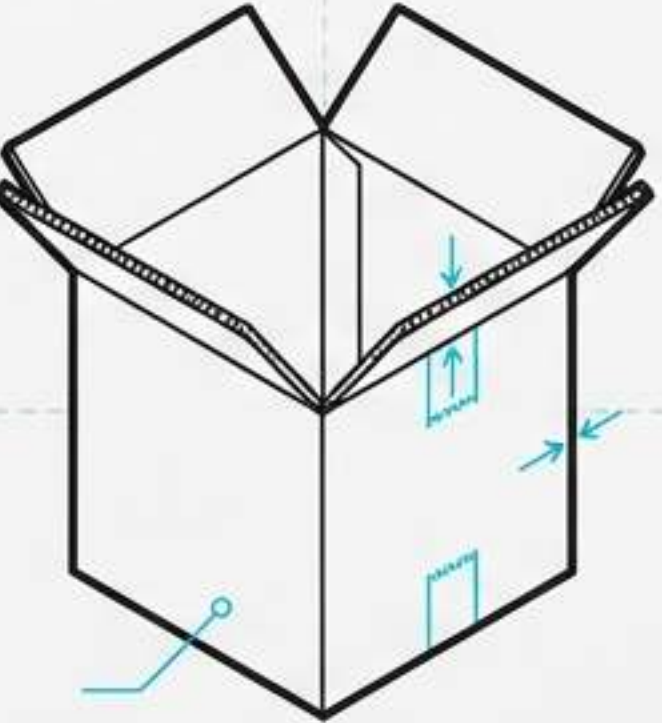


Custom White Kraft Paper Bags: The Procurement Blueprint

A definitive guide and RFQ preparation checklist for sourcing agents, brand managers, and packaging buyers.



Category Calibration: What It Is / What It Isn't

White Kraft Bag	Natural Kraft Bag	Specialty Paper Bag	Corrugated / Mailers
			
Traits: Paper-bag format, white exterior. Visual Language: Clean branding, color-led graphics, retail presentation.	Traits: Brown substrate. Visual Language: The raw material itself is the primary visual identity.	Traits: Unusual finishes. Visual Language: Premium decorative features lead the design.	Traits: Shipping cartons. Visual Language: Structural protection for transit (White kraft does NOT offer this).

“White Kraft” Defines the Canvas, Not the Specs



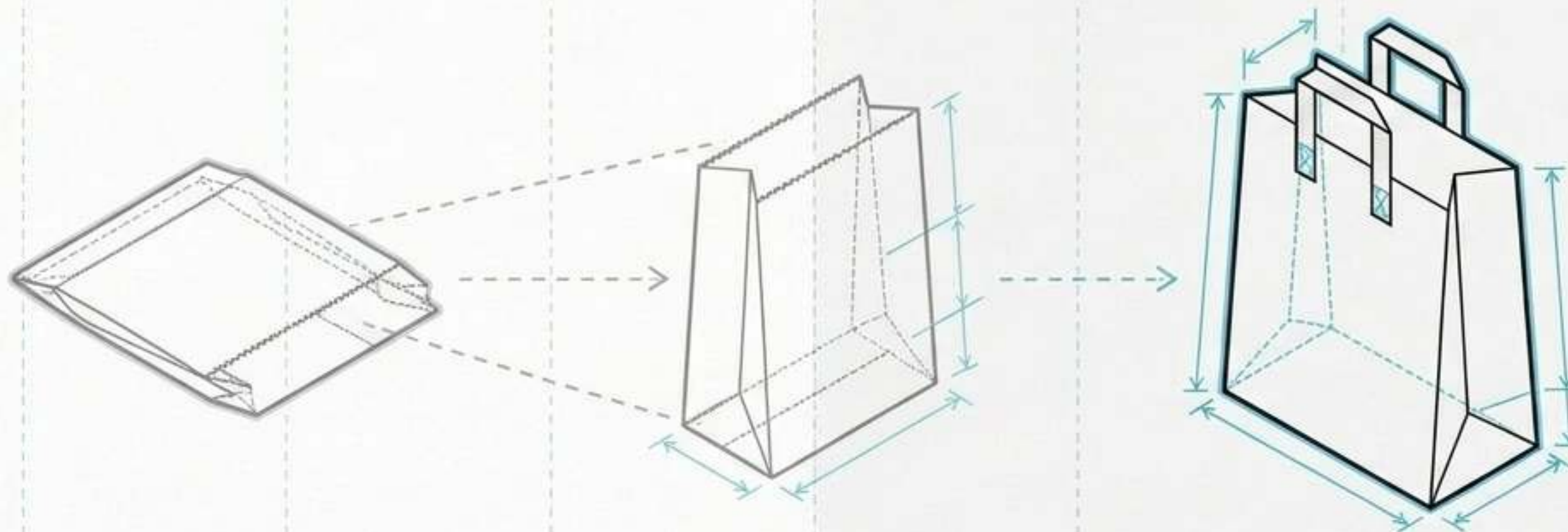
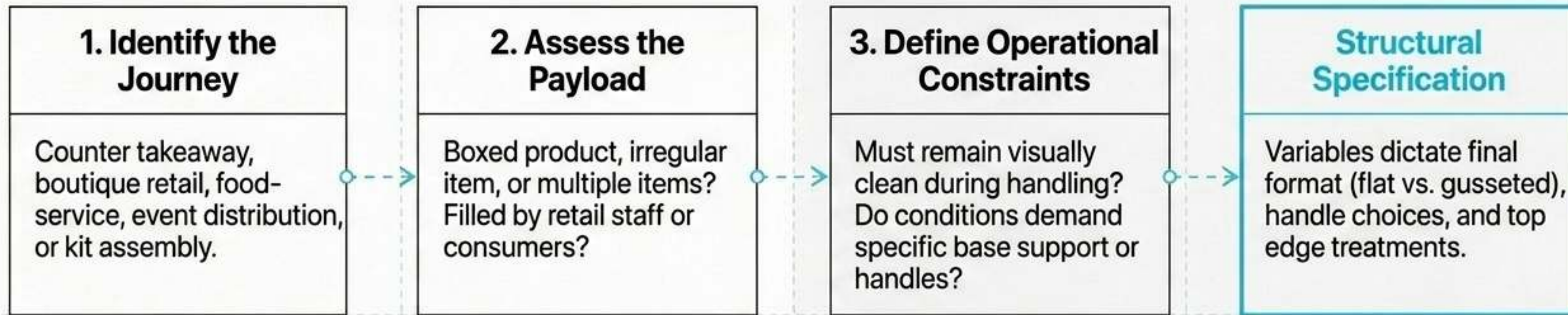
The Misconception

“White kraft” only refers to a paper carrier with a clean, printable white presentation.

What It DOES NOT Imply

The term is never a shortcut to guarantee specific paper grades, surface results, coatings, sustainability outcomes, or commercial terms.

Mapping the Customer Journey to Bag Structure



The Anatomical Blueprint

Body Structure

Specify flat or gusseted dimensions based on exact payload.

Top Configuration

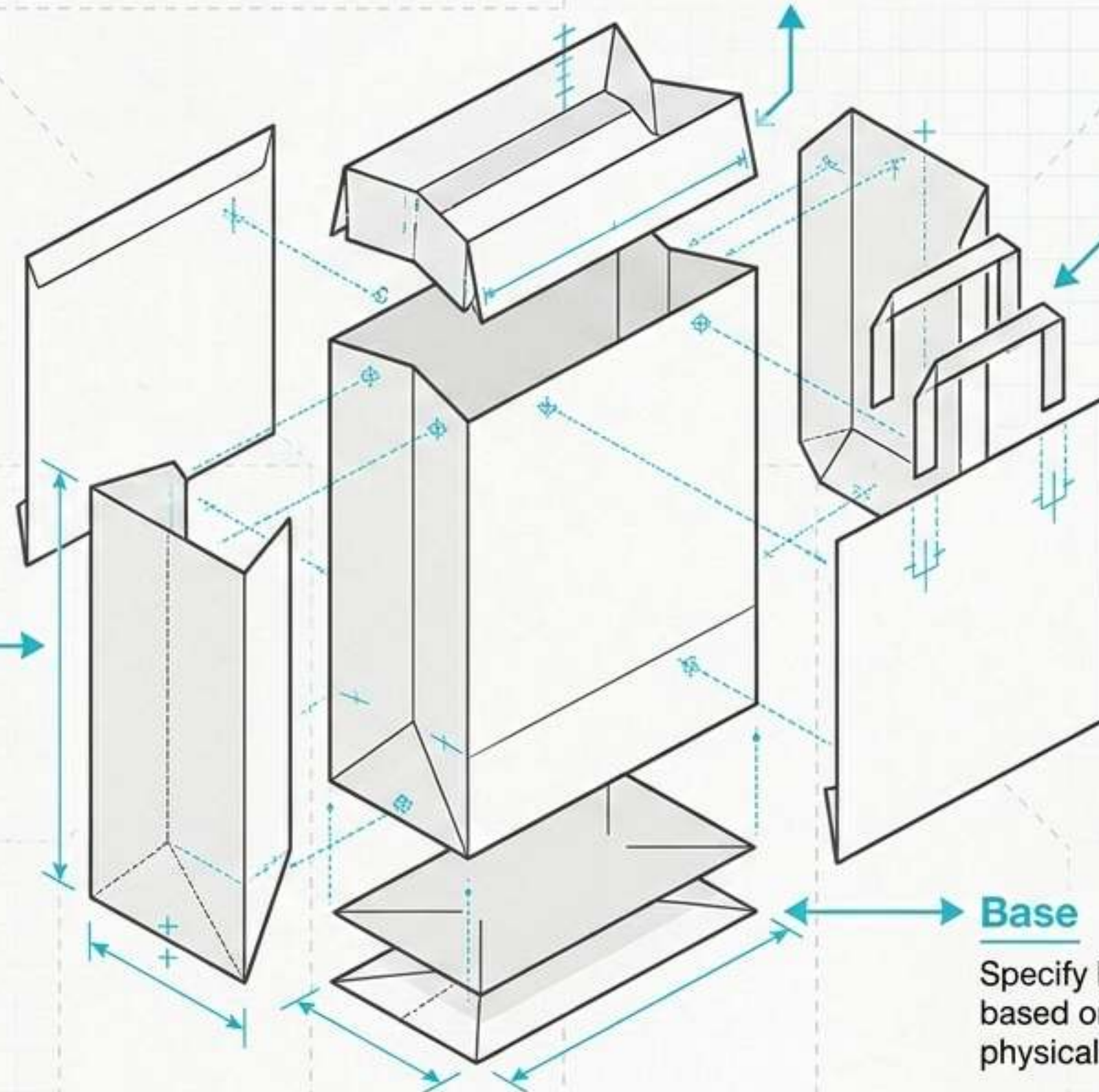
Specify top edge treatment and intended opening direction.

Handles

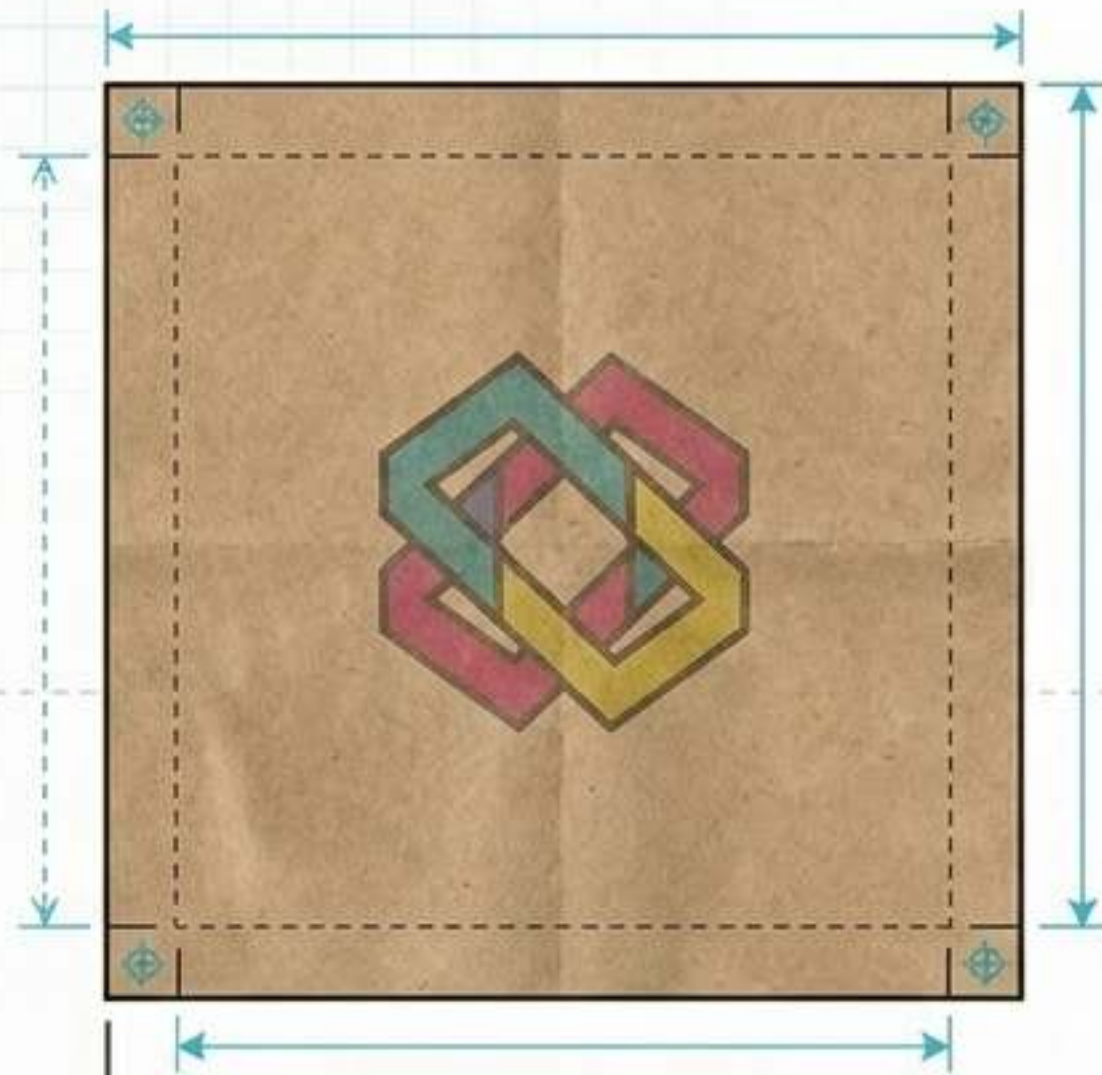
Specify placement coordinates and material needs.

Base

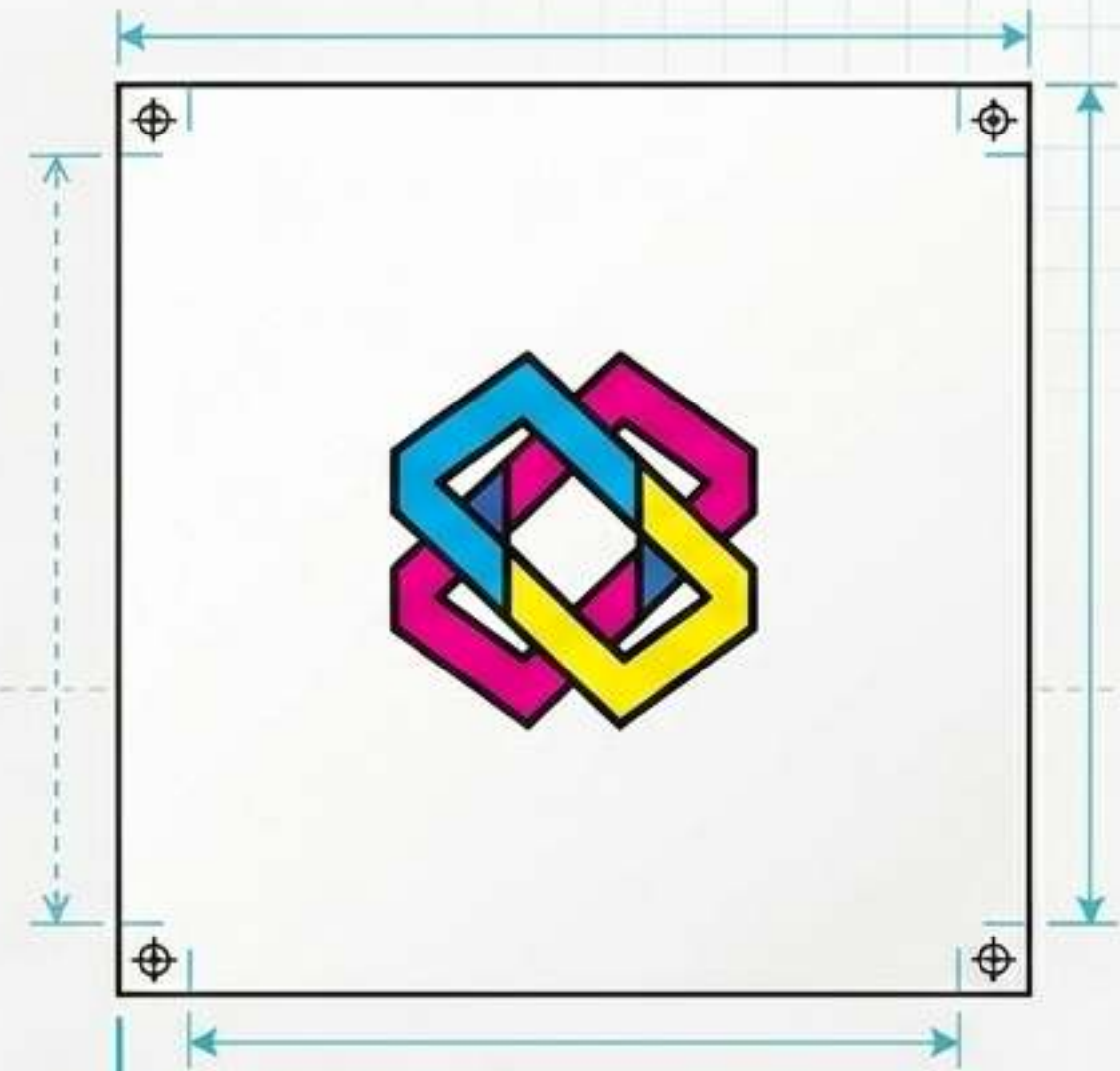
Specify base support needs based on product weight and physical shape.



The Case for Color-Led Graphics



→ **Natural Kraft:** Color Absorption

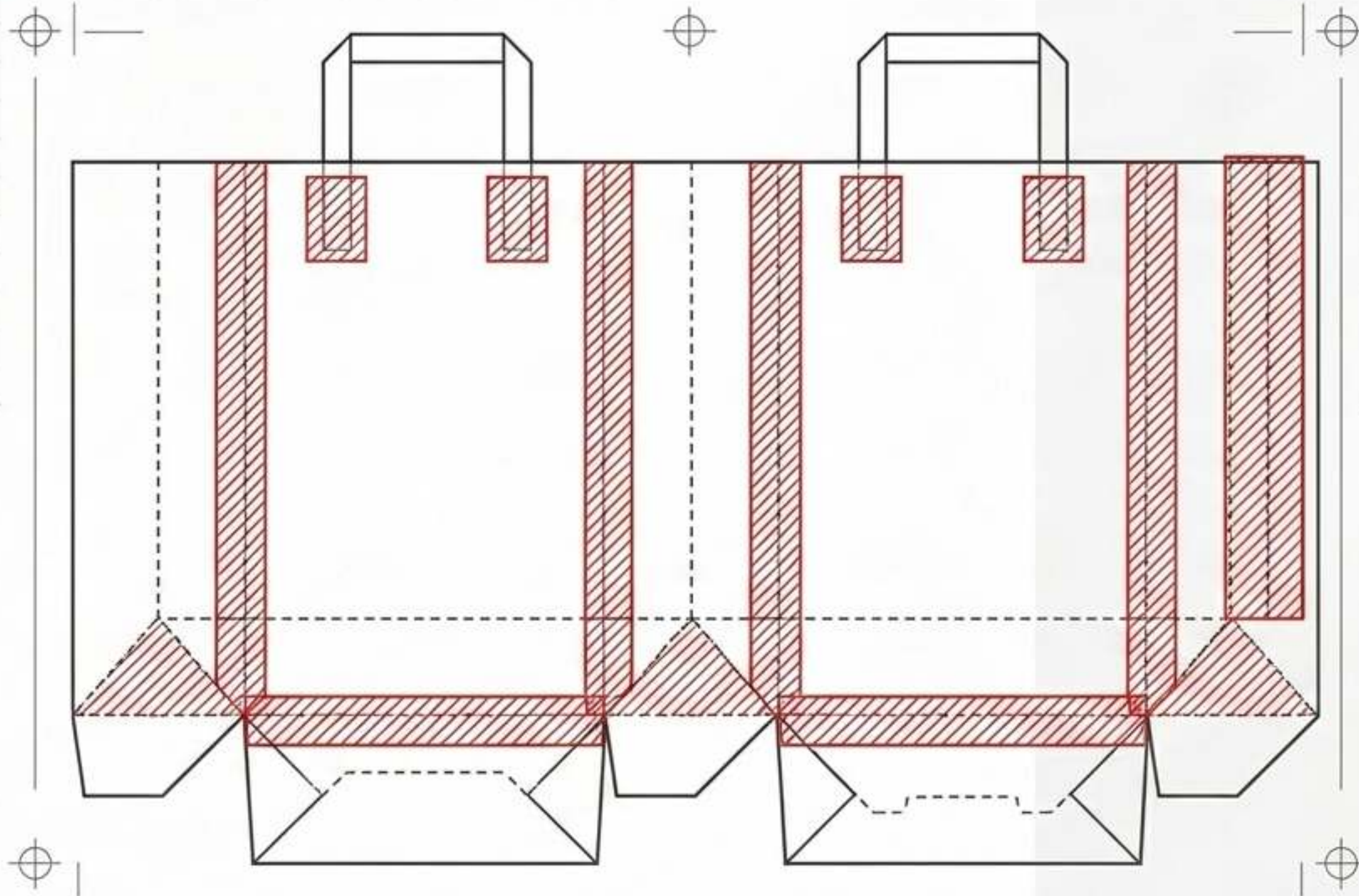


→ **White Kraft:** Vibrant Reproduction

If brand identity favors a raw, organic look, natural paper fits. However, if precise color reproduction and clean presentation are critical, **white kraft** is the mandatory route.

CRITICAL REQUIREMENT: For critical color reproduction, opacity, and surface smoothness, buyers must provide a reference standard and explicitly request a **physical proof or sample**.

Artwork Placement and Fold Constraints



Flattened Dieline Diagram

The Rule

Explicitly mark areas in the artwork that must avoid folds, seams, handles, or labels.

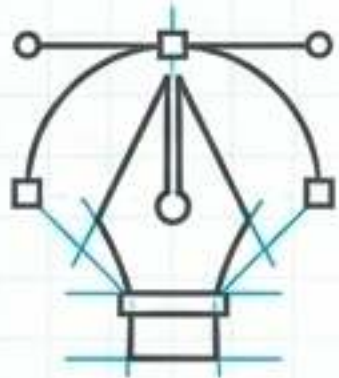
The Risk Factors

Paper texture and structural fold lines directly disrupt print appearance.

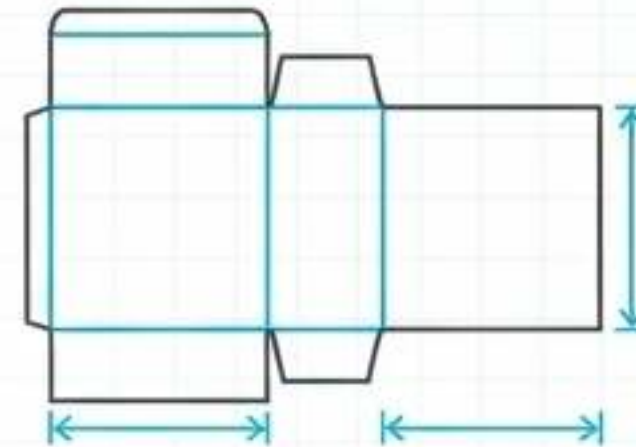
Explicit Review Required For:

- Full-panel edge-to-edge artwork
- Heavy dark ink coverage
- Fine typography intersecting folds
- High-contrast marks crossing red zones

Artwork & Specification Handoff Requirements



Supply print-ready vector artwork files.



Provide a complete panel map detailing graphic placement.



Specify exact brand colors and references.



Provide all necessary images, variable copy, barcodes, and legal marks.

Performance and Compliance Triggers



Moisture
Exposure



Grease
Exposure



Direct Food
Contact



Claims &
Certifications



Destination-Specific Review Required.

Standard white kraft does not inherently protect against environmental factors.

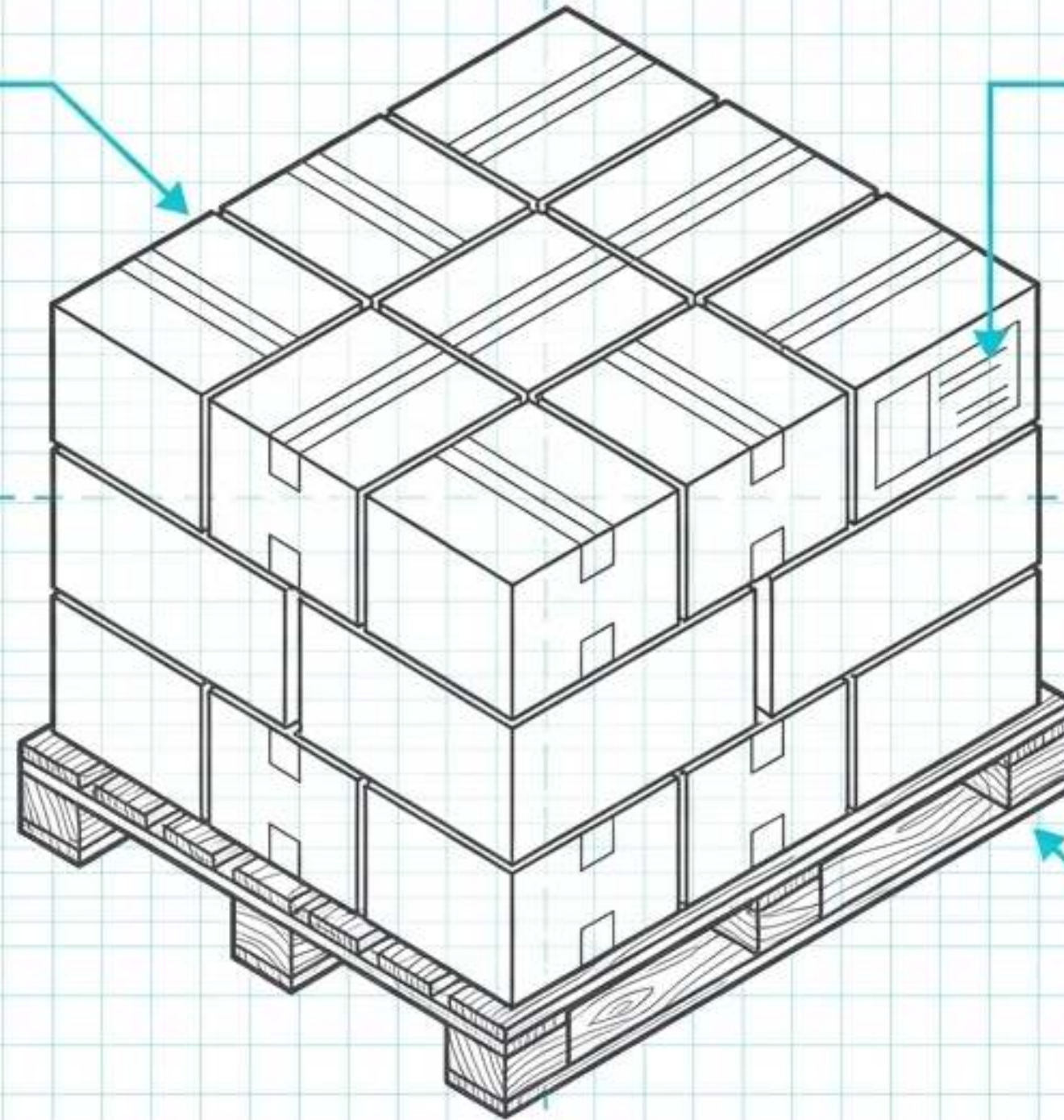
If the bag requires any of the triggered conditions to the left, explicit physical sample and chemical/legal testing reviews are strictly mandatory.

Regulated labeling requirements must be verified.

Packing and Distribution Logistics

Quantities & Mix

List precise quantities by SKU, size, design, and order mix. Distinguish seasonal artwork, repeat orders, and new launch requirements.



Pack Configuration

Specify desired pack count per carton and outer-carton labeling requirements. Flag if alternate artwork must remain separated.

Environmental & Routing

Specify if bags will be stored in humid conditions, shipped retail-ready, inserted into kits, or distributed across multiple locations.

The 7-Step RFQ Blueprint

7. Request proofing and sample/testing review for critical requirements.

6. Give quantities by SKU, packing instructions, destination, and distribution plan.

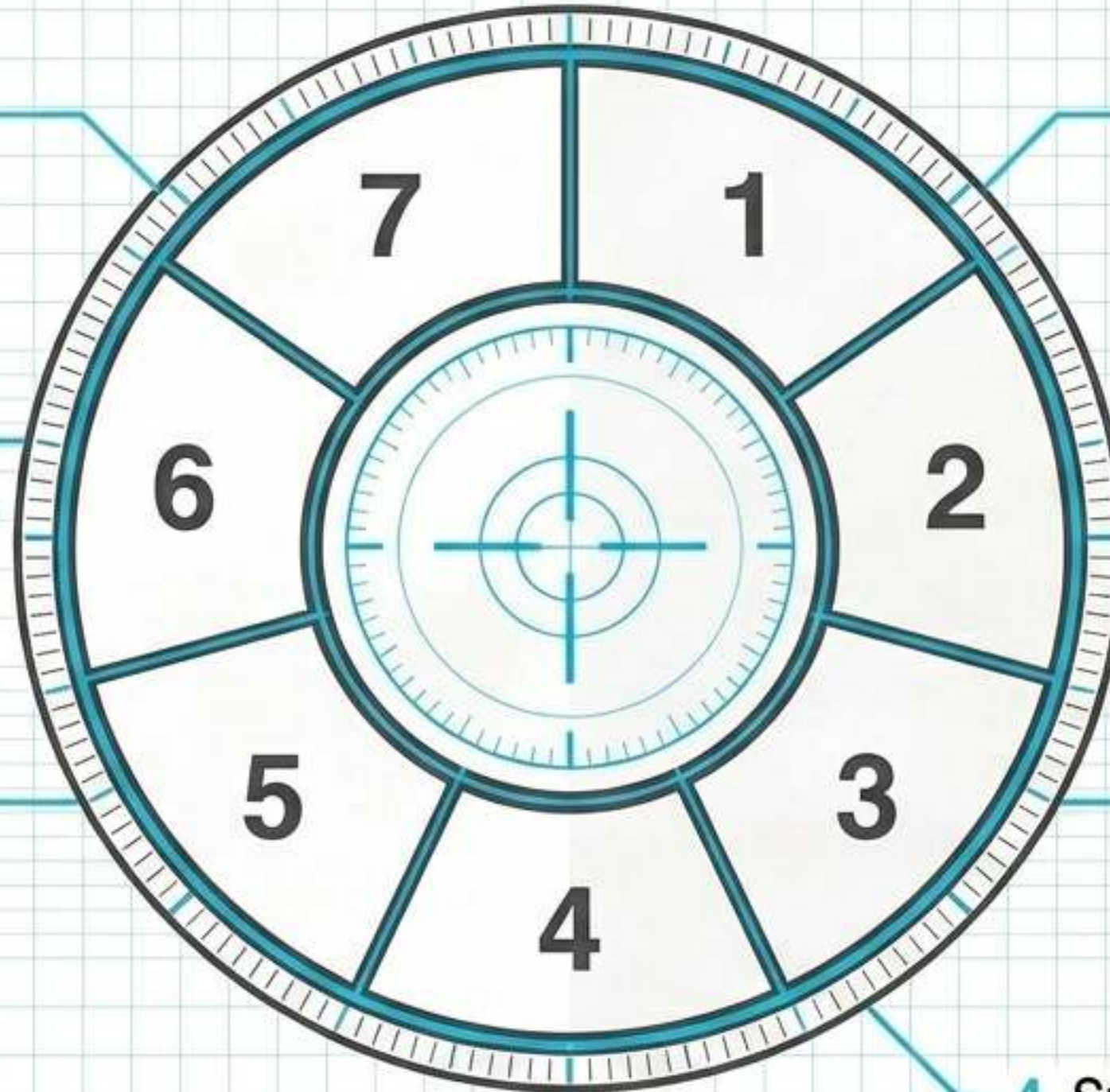
5. Flag moisture, food-contact, recycling, labeling, or compliance needs.

1. Describe contents, filling method, retail setting, and expected handling.

2. Provide dimensions, gussets, base, handles, top treatment, and bag orientation.

3. State why a white kraft surface is required and identify critical visual results.

4. Supply print-ready files, panel map, colors, copy, barcodes, and legal text.



Final Confirmation Protocol

White kraft paper bags are a highly effective route for clean, printable white presentation.

However, final technical and commercial commitments are never implied by the material name alone.

You must explicitly confirm actual paper, construction, graphics, and commercial terms through formal quotation and artwork/material review before production.

Critical surface, material, or performance expectations demand physical sample and testing reviews.

AUTHORIZED SIGNATURE: _____

