



My Stand Up Pouches

Artwork Guidelines



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All you need to know, right here!



Follow the guides below to make sure your artwork is ready to go.

Please make sure you follow steps below carefully as then the process will be nice and smooth. The following steps are tailored to our printing requirements, so this is why we have made this guide. If you have any issues in the following process, don't hesitate to get in touch at hello@mypouch.co.uk

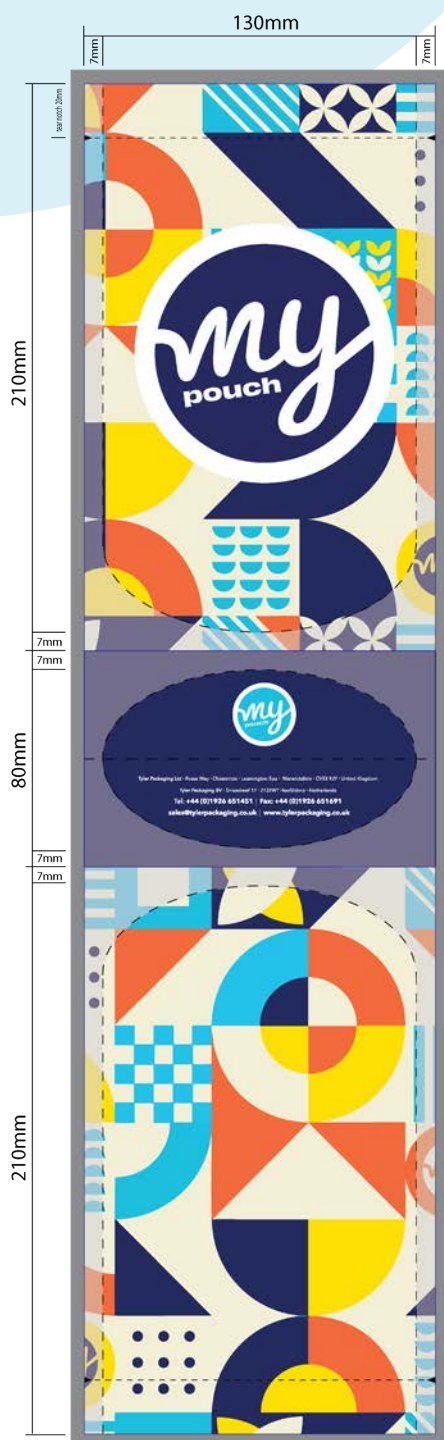
Lets get started!



Artwork Positioning Guidelines



My Stand Up Pouch



Round Seal Template



Artwork Positioning Guidelines



My Stand Up Pouch – Tolerances

The conversion machine, like all machines have tolerances. Its not uncommon to see +/- 2mm up/down and left and right on each impressions.

See below recommended guidelines to consider whilst doing the design.



Movement Left

The image as shifted 2mm to the left



Movement Up

The image as shifted 2mm upwards

We do not recommend CMYK images that bleed to the edge of the design. Cut back 2mm.



Movement Down

The image as shifted 2mm downwards



Movement Right

The image as shifted 2mm to the right

We also recommend bleeding to a solid colour on both sides.

Artwork Positioning Guidelines



My Stand Up Pouch – Window Positioning

Product windows can play a vital role in your design.
Think about the size and positioning of the window.



Avoid positioning too low as crumbs are likely to show depending on product.



If the window wraps around the pack, please be aware you will see the seal areas.



Don't position too high as may not see the contents.
Also if you place window over the zipper you will see the zipper profile.



Guideline



Templates

To ensure your pouch design prints exactly as you envision, it's important to use the correct template. Our templates are tailored to MyPouch's production and printing process.

Download the templates www.mypouch.co.uk/downloads.

How to Choose the Right Template

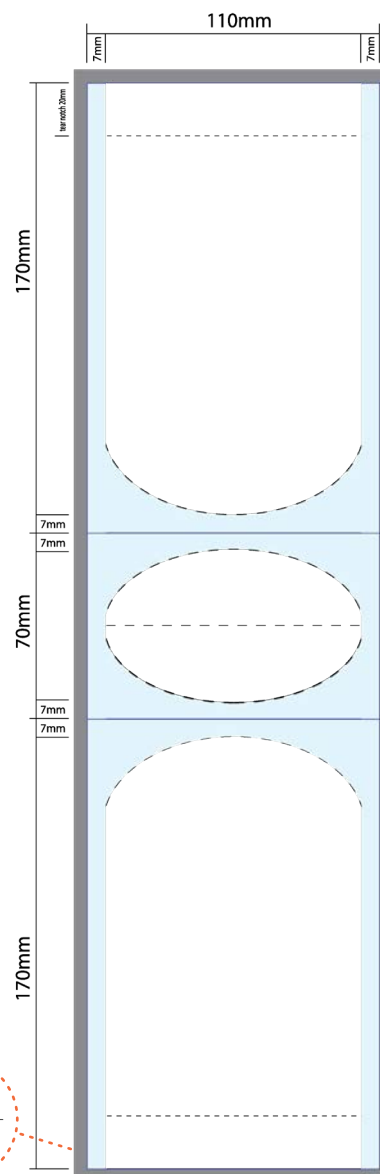
Sizes

- All of our pouches are available in a range of sizes. Be sure to download the template that matches the size you need.

Add-Ons

- All features you have selected need to be included in the artwork stage.
- Choose the applicable features within the layers of the template. You can find these in the 'Features' layer.

Bleed Zone: This area ensures that no unintended white edges or cutoffs appear. Extend all design elements (on both the Artwork and White layers) 5mm beyond the trim line – on the top, bottom, left, and right sides. During production, the pouch will be cut within this area.



Example of Round Seal Template



Guideline



Layers

Our templates are built with multiple layers, and each material template comes with its own specific layer settings. Please review the instructions included in the template for detailed guidance.

Layer Guidelines

Layer Order

- Keep the existing order of the layers exactly as provided. Do not rearrange them

Layer Names

- Do not rename any layers. Always use the original names given in the template.

Visibility

- Before preparing your final print file, ensure that all layers are switched on and visible.

The layers that are in the templates are:

Information

- Here you find a summary of all the important information and how we instruct you to design your pouch.

Features

- This layer has every single feature that we offer. Please select the features that you will be having on your pouch and only those features

Templates

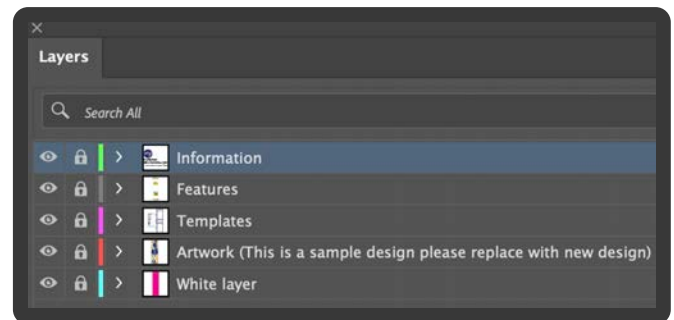
- The outline of your pouch, with bleed zones and other important lines to show production how to make your pouch! Please select the correct seal for your pouch from this layer.

Artwork

- Place your design of the pouch onto this layer!

White layer

- These areas will represent either white with window or white with metallic, which will then be cut.



Example of layers within illustrator template



Important! It is vital that you do not play around with the layers. Please do not move the layers around or change the names of the layers. Make sure all the correct layers are seen on the template when you export the file.



Guideline

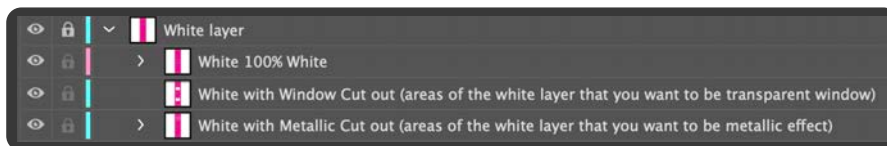


White Base Layer “White”

All templates include a white base layer that your artwork will be printed on. For this purpose, we have created a white layer within the template.

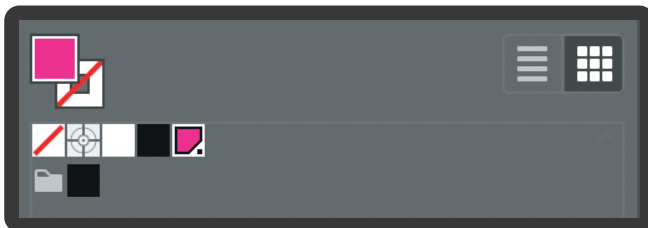
- The magenta areas shown on the White layer represent the white ink used during printing.
- If your pouch design requires full coverage printing, the White layer must be completely filled with 100% magenta.
- If your design requires a window, please leave a cut out in the magenta layer where you want to position the window.
- If your design requires metallised show through, please leave a cut out in the magenta layer where applicable.

Do not delete or rename the white layer



Example of White layer

Do not rename or delete the colour



Illustrator White Swatch



Important! The “White” layer and colour are important for the print production and must not be deleted!

Note if you have chosen a clear pouch, in order to have a window in design or metallic pouch, please look at examples of white layer in template”

Guideline



Colours

All documents and colours must be created in **CMYK** colour mode. This ensures that your artwork is printed correctly.

How to check colour mode:

Go to **Main Menu → File → Document Colour Mode → CMYK Colour**.

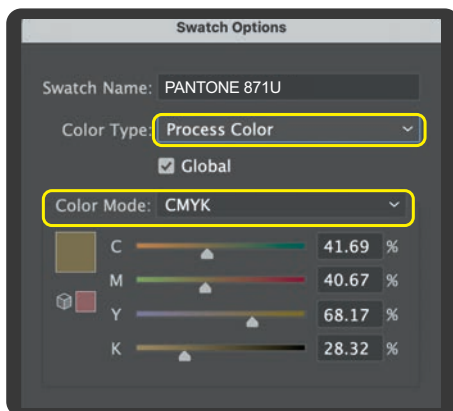
RGB



CMYK



- Any special colours (e.g., Pantone) must be converted to CMYK.
- Continue using the original name of the special colour after conversion.

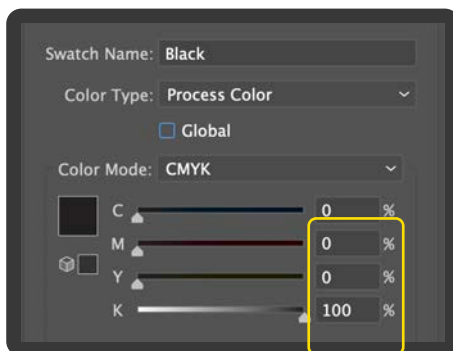


Colour field option



100% Black

We recommend using pure black defined as 100% K (Black).



100% Black



Important! This design file includes spot colours within the swatches palette. These must not be deleted or replaced, as they are essential for the print selection process.

Guideline



Images

All images used in your artwork must have a resolution of 300 dpi (pixel per inch).

Images with a lower resolution will appear blurry or pixelated when printed. A higher resolution is unnecessary – it only increases the file size and slows down the upload.

Checking Resolution

You can verify the image resolution in Photoshop. Always ensure that the resolution corresponds proportionally to the actual size of the image in your layout. The effective dpi (dpi in relation to the image's width and height in your design) is what matters—not just the raw dpi value. Your image must be 300 dpi at the final print size.

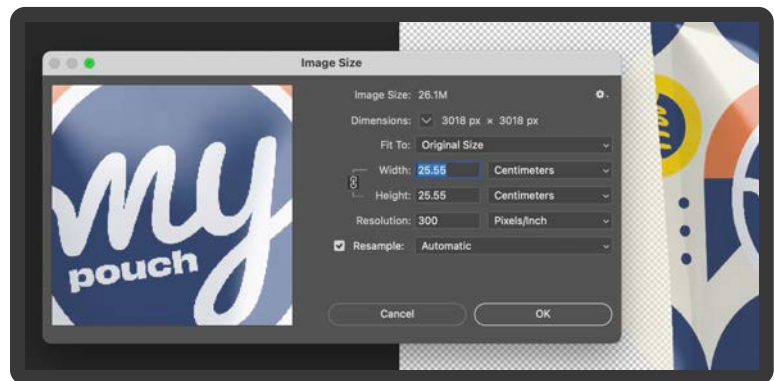


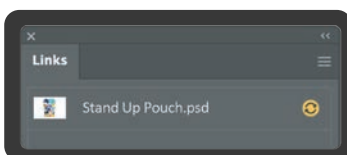
Image size in Photoshop

File Formats

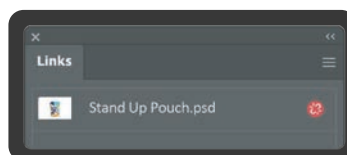
Do not use JPEG files. Use PSD or TIFF files with 300 dpi instead.

Links

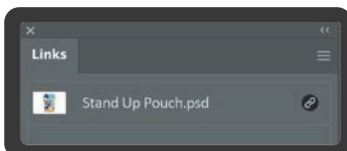
Confirm that all image links are present and correctly updated before submitting your file.



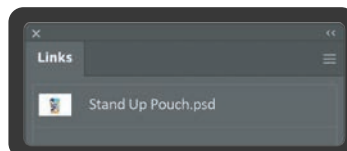
Link not updated



Link Missing



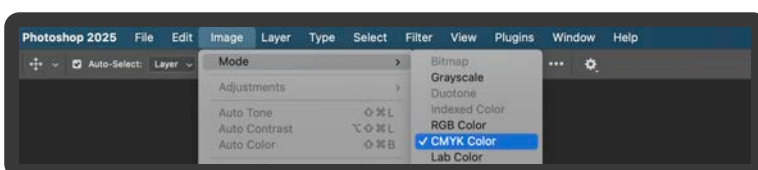
Link not embedded



No Errors



Select the CMYK colour mode for your images.



Colour mode in Photoshop



Guideline



Fonts & Line Weights

Minimum Font Size

All text must be at least 6 pt to ensure legibility.

Line Thickness

Positive lines (dark lines on a light background) must be at least 0.25 pt (0.09 mm) thick. Negative lines (light lines on a dark background) should be at least 0.5 pt (0.18 mm) thick.

Outlining Fonts

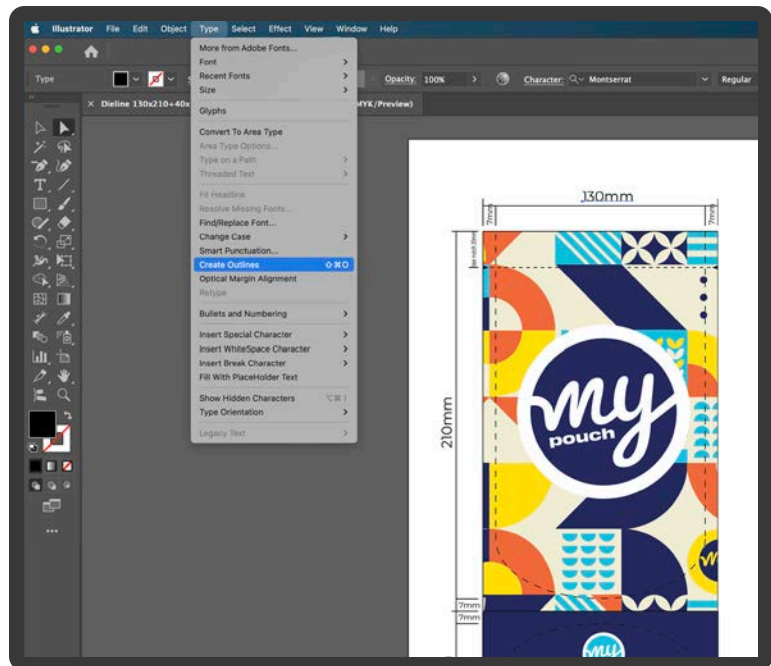
To avoid missing fonts during printing, all text must be converted to outlines (paths).



Important! This step should only be done once everything is final, as outlined text cannot be edited afterward.

How to Create Outlines

1. Select the text.
2. Go to
"Type" → "Create Outlines"



Final Print File Requirement

All fonts must be converted to paths before submission.



Tip: Save a copy of your file before outlining the fonts. This way, you'll keep an editable version in case adjustments are needed later.



Guideline



EAN Barcodes / QR Codes

- **Test first:** Please check that all EAN barcodes and QR codes can be scanned correctly before uploading your print data.
- **Vector files recommended:** Ideally, barcodes should be supplied as vector graphics, as these can be scaled without losing quality.
- **If using images:** Ensure that the resolution and size are sufficient for clear, accurate scanning.
- **Colour requirements:** Barcodes and QR codes must be provided in black on a white background to guarantee reliable readability.



Creating Print Data



Illustrator print data creation



From the menu

go to **File** → **Save As** and select **Format** → **Adobe PDF**.

General

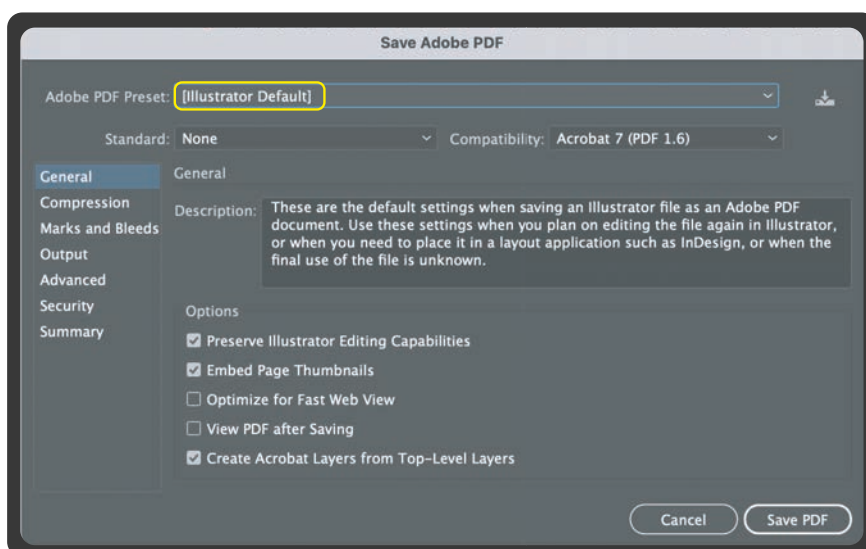
Now note the following setting:

Now note the following setting: Adobe PDF Default → **Illustrator-Standard**

Then you are sure that all other settings are correct.

Small tip:

For files over 50 MB, apply the settings shown in the image to reduce file size and upload faster.



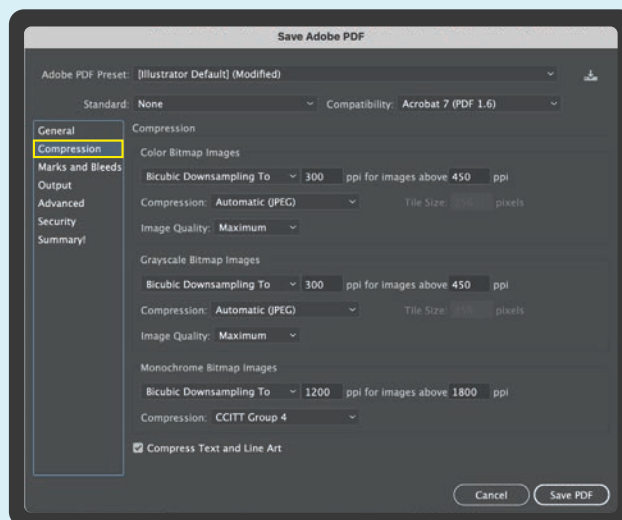
Export and Upload PDF



Save your file with a proper name and keep the size and material name in the file name.

And that's it – your print data is ready!

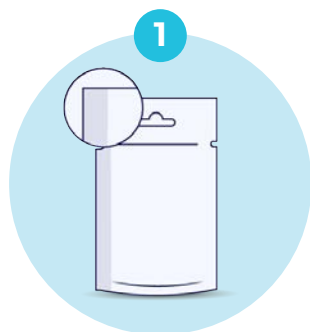
You can now upload it at www.mypouch.co.uk/downloads. Our team will review everything once more before sending your packaging to print and shipping it to you.



Template Variations



A selection of different styles and features are available



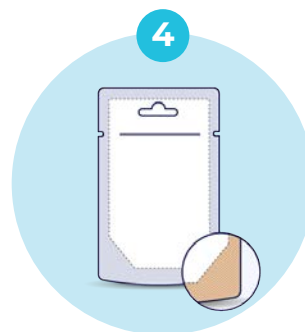
Square Corners



Rounded Corners



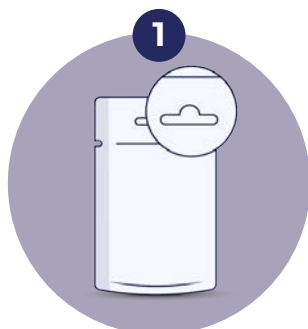
Round Seal



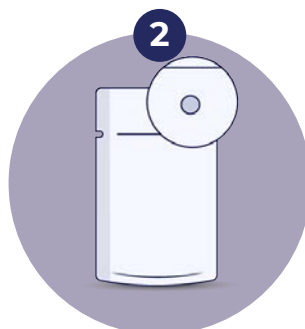
K Seal Perimeter



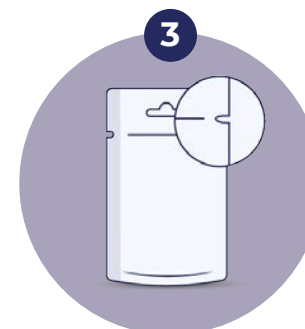
K Seal



Euroslot



Hole Punch



Tear Notch



Valve



Window



Zipper



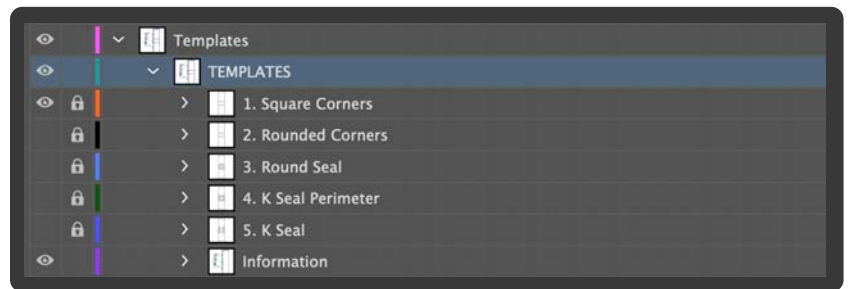
Layer – Seal Type



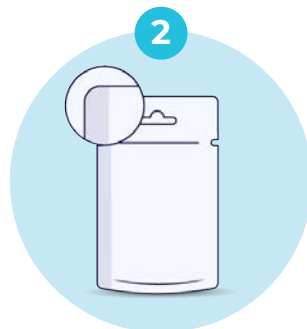
Please select the type of seal you would like on your Pouch

From the TEMPLATES dropdown

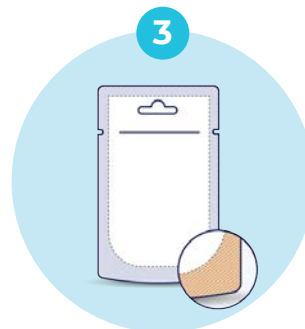
Select & Show **Template type** →



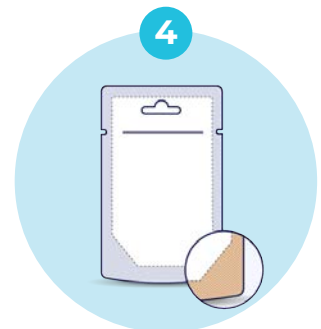
Square Corners



Rounded Corners



Round Seal



K Seal Perimeter



K Seal



Stand Up Pouch



Square Corners Template

1



Stand Up Pouch SIZE 1. 110x170x70mm (2/35)

SEAL AREA +/- 2mm, NO CRITICAL PRINT BLEED

In order to use this template correctly,
Please follow this process.

STEP ONE

Please choose the corner type

1. Square Corner
2. Rounded Corner

STEP TWO

Please choose the seal type

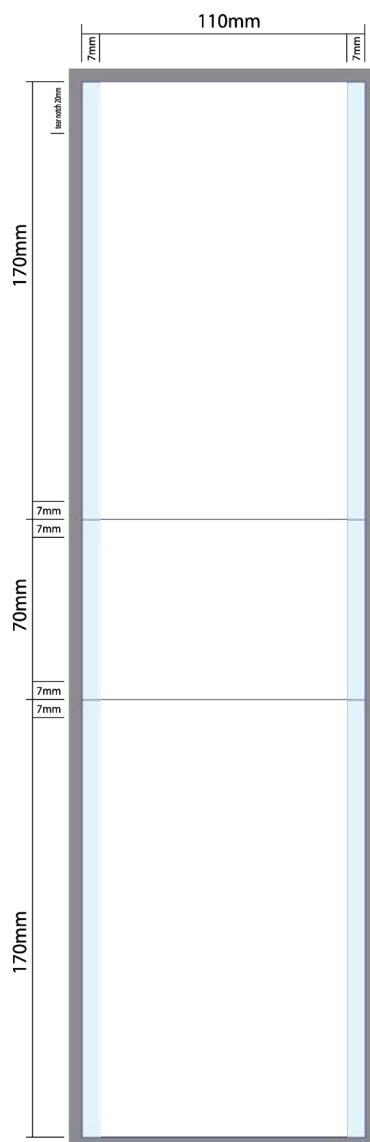
1. Round Seal
2. K Seal Perimeter
3. K Seal

STEP Three

Please choose your features

1. Euroslot
2. Hole Punch
3. Tear Notch
4. Valve
5. Window
6. Zipper

Please check that you have chosen the features
that you selected during the ordering process.
Please check against your order confirmation



Square Seal Template



Stand Up Pouch



Round Corners Template

2



Stand Up Pouch SIZE 1. 110x170x70mm (2/35)

SEAL AREA +/- 2mm, NO CRITICAL PRINT BLEED

In order to use this template correctly,
Please follow this process.

STEP ONE

Please choose the corner type

1. Square Corner
2. Rounded Corner

STEP TWO

Please choose the seal type

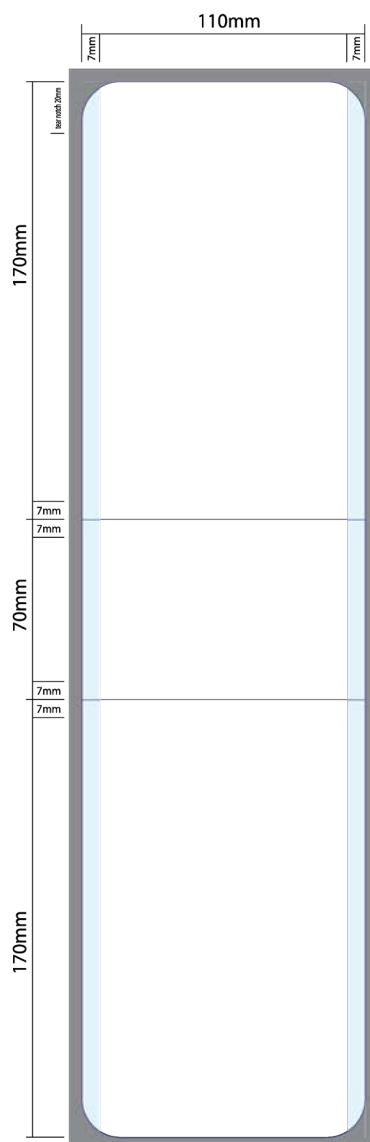
1. Round Seal
2. K Seal Perimeter
3. K Seal

STEP Three

Please choose your features

1. Euroslot
2. Hole Punch
3. Tear Notch
4. Valve
5. Window
6. Zipper

Please check that you have chosen the features
that you selected during the ordering process.
Please check against your order confirmation



Round Corners Template



Stand Up Pouch

Round Seal Template



3



Stand Up Pouch SIZE 1. 110x170x70mm (2/35)

SEAL AREA +/- 2mm, NO CRITICAL PRINT BLEED

In order to use this template correctly.
Please follow this process.

STEP ONE

Please choose the corner type

1. Square Corner
2. Rounded Corner

STEP TWO

Please choose the seal type

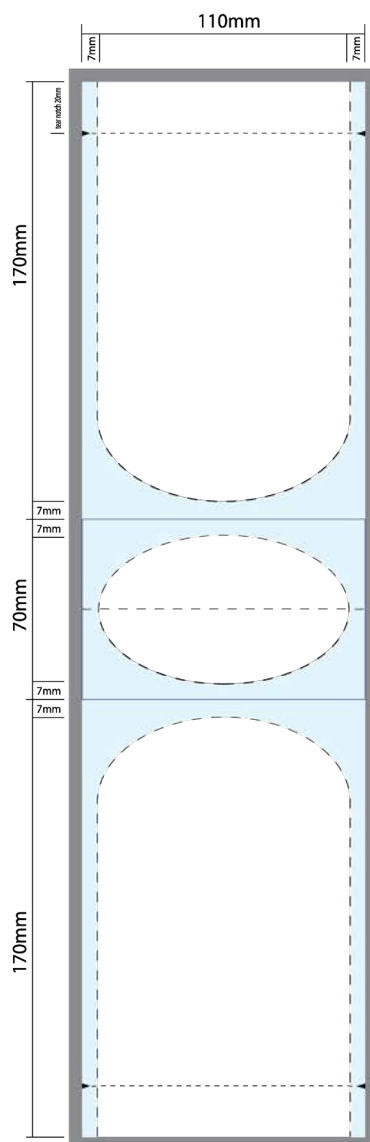
1. Round Seal
2. K Seal Perimeter
3. K Seal

STEP Three

Please choose your features

1. Euroslot
2. Hole Punch
3. Tear Notch
4. Valve
5. Window
6. Zipper

Please check that you have chosen the features
that you selected during the ordering process.
Please check against your order confirmation



Round Seal Template



Stand Up Pouch



K Seal Perimeter Template

4



Stand Up Pouch SIZE 1. 110x170x70mm (2/35)

SEAL AREA +/- 2mm, NO CRITICAL PRINT BLEED

In order to use this template correctly,
Please follow this process.

STEP ONE

Please choose the corner type

1. Square Corner
2. Rounded Corner

STEP TWO

Please choose the seal type

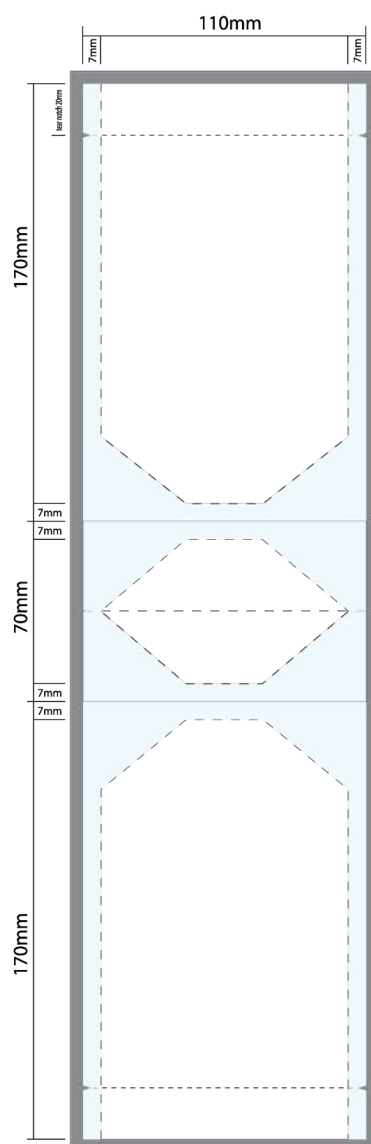
1. Round Seal
2. K Seal Perimeter
3. K Seal

STEP Three

Please choose your features

1. Euroslot
2. Hole Punch
3. Tear Notch
4. Valve
5. Window
6. Zipper

Please check that you have chosen the features
that you selected during the ordering process.
Please check against your order confirmation



K Seal Perimeter Template



Stand Up Pouch

K Seal Template

5



Stand Up Pouch SIZE 1. 110x170x70mm (2/35)

SEAL AREA +/- 2mm, NO CRITICAL PRINT BLEED

In order to use this template correctly,
Please follow this process.

STEP ONE

Please choose the corner type

1. Square Corner
2. Rounded Corner

STEP TWO

Please choose the seal type

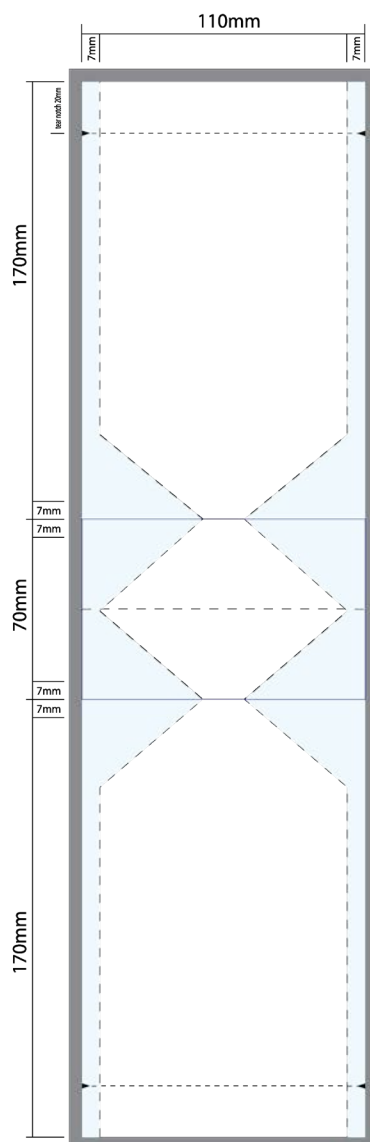
1. Round Seal
2. K Seal Perimeter
3. K Seal

STEP Three

Please choose your features

1. Euroslot
2. Hole Punch
3. Tear Notch
4. Valve
5. Window
6. Zipper

Please check that you have chosen the features
that you selected during the ordering process.
Please check against your order confirmation



K Seal Template



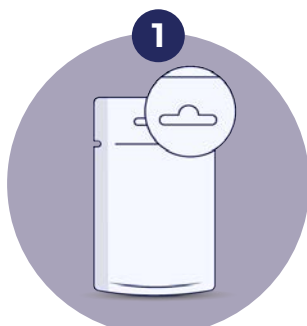
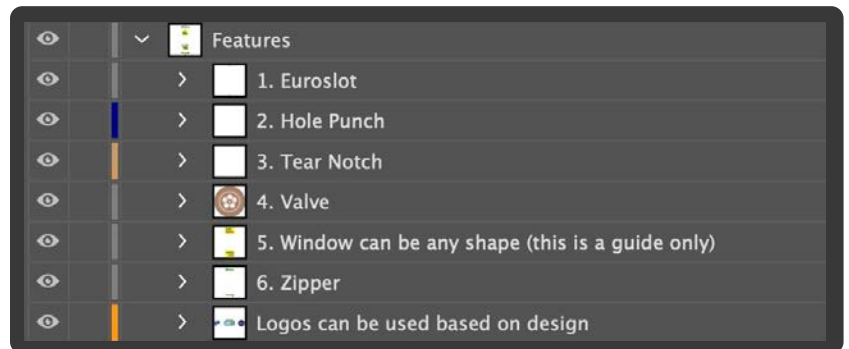
Layer – Features



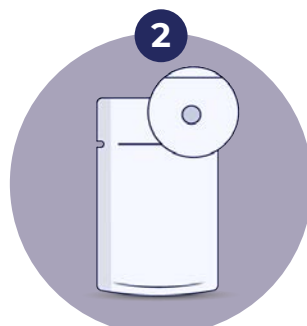
Please select the features you want on the Pouch

From the FEATURES dropdown

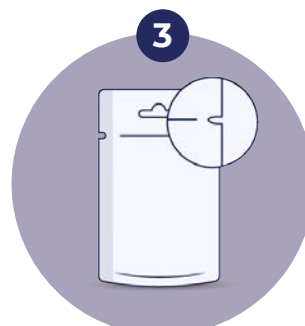
Show Feature type →



Euroslot



Hole Punch



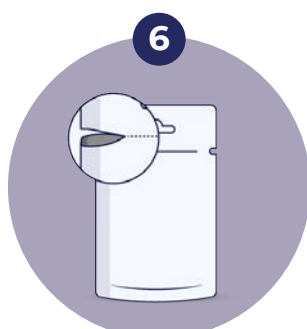
Tear Notch



Valve



Window



Zipper

Layers – Features Continued



Select the layer which contains your features



Stand Up Pouch
SIZE 1. 110x170x70mm (2/35)

SEAL AREA +/- 2mm, NO CRITICAL PRINT BLEED

In order to use this template correctly.
Please follow this process.

STEP ONE

Please choose the corner type

1. Square Corner
2. Rounded Corner

STEP TWO

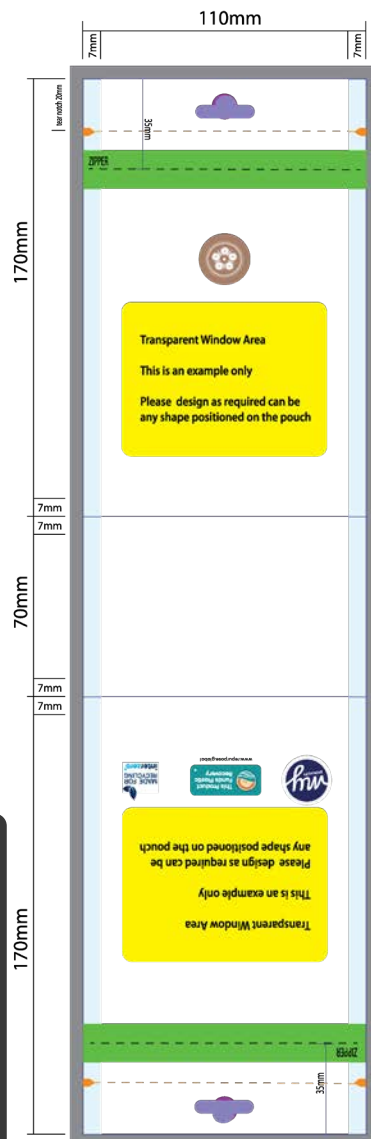
Please choose the seal type

1. Round Seal
2. K Seal Perimeter
3. K Seal

STEP Three

Please choose your features

1. Euroslot
 2. Hole Punch
 3. Tear Notch
 4. Valve
 5. Window can be any shape (this is a guide only)
 6. Zipper
- Logos can be used based on design



Square Seal Template

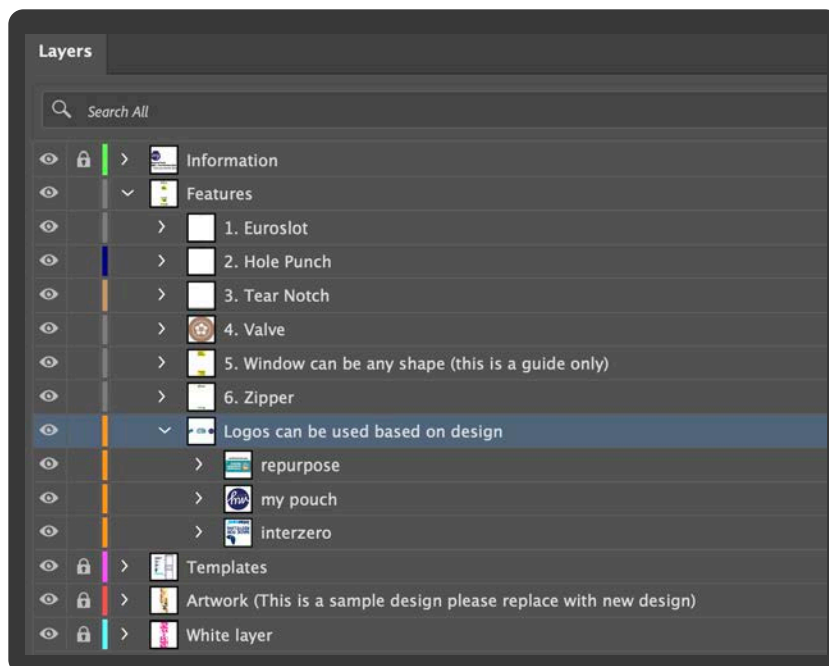


Layers – Logos



Select the layer which contains the logos

- At the bottom of the Features layer, you'll find the option to add the logos shown below. These are set to the minimum scale by default. Simply enable the layer and position the logos on your design. We recommend placing them on the back of the pouch. The logos can be changed to black and white.
- For different coloured versions of these logos, please visit the downloads section.



Checklist

Here is an overview of the most important things to check off



Template Used



Bleed and Safe Zone Set



High-Resolution Images



Correct Colour Mode



Typography Embedded & Outlined



Brand Guidelines Followed



Barcode Checked



Cutter Guides & Registration Marks



Regulatory & Legal Info



Printer Specs Applied



File Format & Layers





If you have any further questions
feel free to contact us at
hello@mypouch.co.uk