

TEAROFF AREA: Yellow shaded area is torn off when consumer opens pouch

TEAR NOTCH TOLERANCE: Centered on line.

May move within blue shaded area.

ZIPPER TOLERANCE: Centered on line.

May move within green shaded area.

## FRONT PANEL

This text shows correct orientation for the front.

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch

TRIM TOLERANCE: Content in cyan shaded area may be cut off or appear on opposite edge of pouch

5” W x 6.5” H x 2.5” GUSSET

LIVE AREA: To ensure readability, do not place text between here and the fold line.



### GUSSET

Bottom of the pouch.

Avoid placing important content in the corners of the gusset area.

GUSSET TOLERANCE:  
Centered on fold lines.

To ensure full coverage of front and back panels, panel artwork should extend past fold lines to edges of solid purple shaded area.

FOLD

LIVE AREA: To ensure readability, do not place text between here and the fold line.

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ZIPPER TOLERANCE: Centered on line.

May move within green shaded area.

TEAR NOTCH TOLERANCE: Centered on line.

May move within blue shaded area.

## BACK PANEL

Back panel content should be rotated 180°.  
This text shows correct orientation for the back.

TEAR NOTCH TOLERANCE: Centered on line.  
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