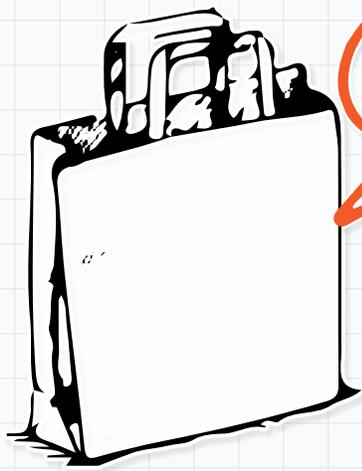


# SOURCING studio

POWERED BY 

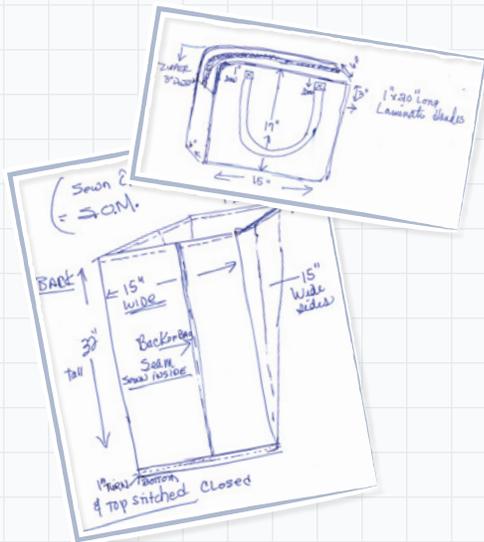


I am simple yet complicated.

“I am simple yet complicated” is a common quote that can apply to many things including a customized bag. However, it’s all just a matter of understanding components and taking one step at a time.

We invite you to explore the main Building Blocks needed to create a custom bag.

**YOU WILL BE A CUSTOM BAG MASTER IN NO TIME!**



**LET'S GET STARTED!**



**REUSABLE**

**PAPER**

**PLASTIC**

# REUSABLE - Building Blocks 101

## SUBSTRATE/MATERIAL - WHAT WILL YOUR BAG BE MADE OF?

### SYNTHETIC SUBSTRATES:

**NON-WOVEN POLYPROPYLENE (GSM)** - Most commonly used.

**WOVEN POLYPROPYLENE (GSM)** - Lowest GSM available is 80 GSM.

**PET (POLYETHYLENE TEREPHTHALATE) (GSM)** - PET is a form of polyester (just like the clothing fabric).

**RECYCLED PET (LAMINATED) (GSM)** - Lamination on RPET is highly essential and considered standard.

**POLYESTER(D)** - Lamination is not available on this material.

**NYLON (D)** - Lamination is not available on this material.

Let's talk a bit about **LAMINATION**: Lamination provides rigidity, strength and a smooth surface that protects your bag from becoming creased, faded, water damaged, wrinkled, stained, smudged, abraded, or marked by grease or fingerprints. Most Synthetic Substrates/Materials can be laminated!



Non-Woven Polypropylene  
with NO lamination

Woven Polypropylene  
with Matte Lamination

PET / RPET  
with Gloss Lamination

Polyester / Nylon

### DURABILITY MATTERS

Durability is important for bags intended to be reused. The common units of measure for our synthetic substrates are:

**GSM** (grams per square meter) - a metric unit of density used to measure the thickness of fabric or paper. A high GSM renders a thicker more sturdy and durable bag.

**D** (Denier) - a non-metric unit of density used to determine the fiber thickness of individual threads or filaments used in the creation of textiles and fabrics. Higher denier counts tend to be thick, sturdy, and durable while lower denier counts tend to be sheer, soft, and silky.

**COLOR IMPACTS** "Color is a power which directly influences the soul." - Wassily Kandinsky

It is no secret that color is an important part of branding and it is also key to the successful construction of your customized bag. Our custom capabilities allow you to select your material in a single color, duo-tone or even multi-tone!

**COLOR OPTIONS** - we have a set of "stock colors" that you can choose from or you can request a "custom color". When requesting custom colors, please indicate either a PMS match number or specific CMYK values to ensure correct color matching. **Please note that jobs requiring custom color/s may result in a larger MOQ and longer leadtimes.**

# REUSABLE - Building Blocks 101

## NATURAL SUBSTRATES:

**COTTON/CANVAS (OZ)** - Most commonly used.

**JUTE - WITH LINING (OZ)**

**JUTE - WITH NO LINING (OZ)**



Cotton / Canvas



Jute - with lining



Jute - with NO lining

## DURABILITY MATTERS

The common unit of measure for our natural substrates is:

**OZ** (onces per square yard) - a non-metric unit of density used to measure the thickness of paper and fabric.

## COLOR IMPACTS

**COLOR OPTIONS** - Often, natural fabrics are preferred in their natural/undyed state. However, if that is not the case for you then simply tell us what you need! Our team will work with our factories to determine if your request matches available stock colors or if a custom color is needed. When requesting custom colors, please provide either a PMS match number or specific CMYK values to ensure correct color matching.

*Please note that jobs requiring custom color/s may result in a larger MOQ and longer leadtimes.*

## MODEL - WHAT'S YOUR STYLE?

What model will give your project the perfect combination of functionality, style and branding potential?

The most popular model is the Tote, for its wide range of uses, functionality and imprinting surface area. Insulated products are also in high demand, especially in the Grocery Tote, Cooler and Lunch Bag styles. Another popular style is the Bottle Bag which can be designed to match the shape and number of bottles your project requires, plus insulation can be added too!

*If you don't see the model you are looking mentioned here, please provide a description of the model you have in mind.*

# REUSABLE - Building Blocks 101

## HANDLES - HOW WILL YOUR BAG BE HELD?

How your bag is held can have a major impact on how it will be valued. Handles play a key role in your bag's functionality but when designed creatively they can also add style and character to your bag. When thinking about handles here are the factors to consider:

### TYPE:

Standard (2) - front and back  
Shoulder Strap (1) - gusset to gusset  
Adjustable Shoulder Strap (1) - gusset to gusset

### SUBSTRATE/MATERIAL:

Same as bag  
PP Webbing  
Other

### COLOR/S:

Same as bag  
Other

**SIZE:** What is the desired width (thickness) and length (from top of bag) of the handle/s.

### ENHANCEMENTS:

Durability: X-Cross Stitch Reinforcement, Horizontal Strap Reinforced, Full Panel Length.

Functionality: Double Handles, Velcro Handle Grip.

Style: Binding, Grommets.



## STITCHING & BINDING - IT KEEPS THINGS TOGETHER!

It's not every day that you have to stop to contemplate sewing terms like stitching or binding but we're here to help with such details so you can get an accurate quote and a well constructed product. To keep things simple, we have broken this down to the best of our ability - It comes down to the following:

### STITCH TYPE:

Seams overlapped stitch  
Seams single stitch  
Seams double stitch

### THREAD COLOR:

Same as bag  
Other

### BINDING MATERIAL:

Same as bag  
Other

### BINDING FINISH:

Cut Top Binding  
Fold Over Binding

### BINDING TYPE:

Sewn OUTSIDE seams  
Sewn INSIDE seams  
No binding

*In sewing, binding is used as both a noun and a verb to refer to finishing a seam or hem of a garment, usually by rolling or pressing then stitching on an edging or trim (sewing).*

### BINDING COLOR:

Same as bag  
Printed (binding is color coated)  
Stock Color  
Other

# REUSABLE - Building Blocks 101

## POCKETS - THEY KEEP THINGS NEAT!

We hear that bags with pockets are all the rave! They certainly do add to the functionality of a product and can also add a stylish touch. Your bag does not need to have pockets but should you be interested, here's a brief 101 on pockets. To keep things simple we have broken this down to the best of our ability - It comes down to the following:

### MATERIAL:

Same as bag  
Clear Vinyl  
Mesh Fabric  
Other

### OPTIONS:

Zipper  
Velcro  
Snap  
Elastic Band  
None

### LOCATION:

Left Side Gusset  
Right Side Gusset  
Both Side Gussets  
Front only  
Back only  
Front & Back

## MAIN CLOSURE - IT KEEPS THINGS IN!

Protecting the valuables within a bag is something many people want. Does the bag's intended use call for a closure, does your budget allow for it? Should a closure be needed, here are the most commonly used options:

### TYPE:

#3 Zipper- standard  
#5 Zipper- standard  
#3 Zipper- flap  
#5 Zipper- flap  
Plastic Snap  
Metallic Snap  
Ribbon Tie  
Cord Tie

### COLOR:

Same as bag  
Other

## ADDITIONAL OPTIONS - SUCCESS IS IN THE DETAILS!

Adding some final touches can take your project from great to excellent! Here is a listing of the most common enhancements:

### DURABILITY:

Sewn-in Cardboard Reinforced Handles

### FUNCTIONALITY:

PVC Bottom Board - loose  
PVC Bottom Board - loose & match covered  
PVC Bottom Board - sewn-in & match covered  
EPE Padded Foam - sewn-in & match covered  
Sewn-in Cardboard Bottom Insert  
Clear Vinyl Sleeve

### STYLE:

Key Loop  
Hang Tab

# PAPER - Building Blocks 101

## SUBSTRATE/MATERIAL - WHAT WILL YOUR BAG BE MADE OF?

Available in both Standard Substrates, which are stock options, and Specialized Substrates which allow for more customization but require a larger MOQ and longer leadtimes.

### STANDARD SUBSTRATES:

**NATURAL KRAFT** - A type of natural paper that has no coating and is normally natural/brown in color.

**WHITE KRAFT** - A type of natural paper that has no coating and has gone through a bleaching process.

**40% PCR NATURAL KRAFT**

**40% PCR WHITE KRAFT**

**COATED KRAFT PAPER**

**BLACK KRAFT PAPER** (Beater Dyed, Un-Coated)

**ONE SIDE COATED WHITE ART PAPER**

**WHITE ART PAPER**

**IVORY ART PAPER**

### SPECIALIZED SUBSTRATES:

**BEATER DYED PAPER** - A type of paper that is dyed in the manufacturing process when the material is still a slurry, resulting in a paper that is a solid color all the way through the paper. If cut or ripped, the inside of the sheet or fiber is colored the same as the outside

**COLOR FLOOD COATED PAPER** - A type of paper to which a thin layer of ink is applied uniformly (flooding) in order to achieve a certain color (coating). If cut or ripped, the inside of the sheet or fiber is NOT colored the same as the outside.

**ART & CRAFT PAPER\*** - a type of paper with a more artistic quality due to its texture and/or color composition. \*Must provide a physical sample that we can use to locate a match.

## DURABILITY MATTERS

Durability requirements are dependent on the bag's intended use. Take a moment to reflect on the type of items that will be going into the bag to help you form an idea of how durable it must be. The common unit of measure for our standard substrates is:

**GSM** (grams per square meter) - a metric unit of density used to measure the thickness of fabric or paper. A high GSM renders a thicker more sturdy and durable bag.

**COLOR IMPACTS**      "Color is a power which directly influences the soul." - Wassily Kandinsky

Commonly, custom paper bags will use a standard substrate without the need for additional coloring. In some cases, there is need for color and/or even texture. In these cases, it is likely that the coloring will take place via the imprinting process. However, there are also instances when the material substrate itself must undergo colorization in order to achieve the desired end look; for this we offer specialized substrates that can be Beater Dyed or Color Flood Coated. In rare cases, Art & Craft paper can be used, granted that we are provided a physical sample that we can use to locate a match.

A Paper Bags is constructed from one single piece of material and therefore there is only the option of a single color. If your project requires that there be more than a single color (example: main panels in Blue with gussets in Purple) you can achieve this through the imprinting process. More on that in our section for Imprinting Capabilities.

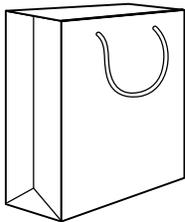
**COLOR OPTIONS** - Basic/popular colors are covered within our standard substrate offering. However, if you require a different color then simply tell us what you need! Please do indicate either a PMS match number or specific CMYK match values to ensure correct color matching. **Please note that jobs requiring specialized substrates may result in a larger MOQ and longer lead times.**

# PAPER - Building Blocks 101

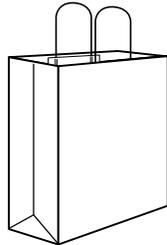
## MODEL - WHAT'S YOUR STYLE?

What model will give your project the perfect combination of functionality, style and branding potential?

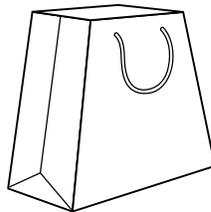
The most popular models are the Eurotote and the Shopper but no one says you need to follow the trend so take a look at some popular models available for paper!



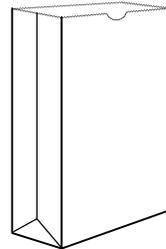
Eurotote



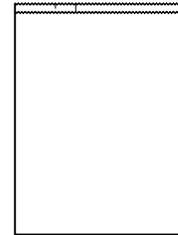
Shopper



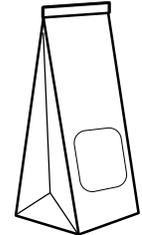
Trapezoid Eurotote



SOS



Merchandise



Coffee

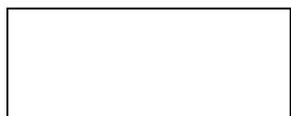
## SIZE - IT NEEDS TO BE RIGHT!

Definition: noun \ˈsīz\ The relative extent of something; a thing's overall dimensions or magnitude; how big something is.

Point to remember is that we most definitely need to know what size to make your bag.

## TOP FINISH - SMALL BUT IMPORTANT DETAIL!

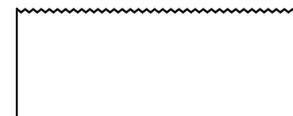
Paper bags require that you take a moment to determine what finish you want the top of your bag to have. This decision is typically based on style preference but can also be influenced by cost. Here are the 3 top finishes to consider:



Straight Cut Top



Fold-Over Turn Top



Small Tooth Serrated Cut Top

## HANDLES - HOW WILL YOUR BAG BE HELD?

How your bag is held can have a major impact on how it will be valued. Handles play a key role in your bag's functionality and if designed creatively they can also add style and character to your bag. When thinking about handles here are the parts to consider:

**SIZE:** What is the desired width (thickness) and length (from top of bag) of the handle/s. Here you can also select "standard" and our team will note that you would like to apply the handle size that is an most commonly on similar bags.

**COLOR/S:**

Same as bag

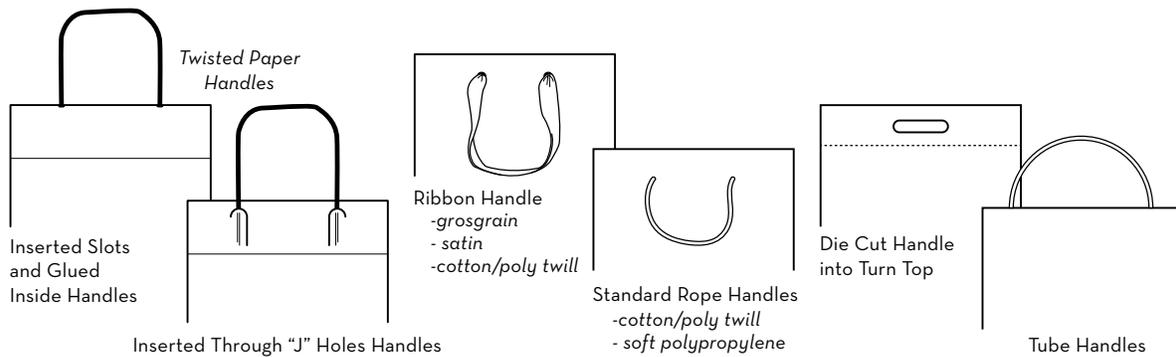
N/A (not all paper bags require handles)

Other

# PAPER - Building Blocks 101

## HANDLES (CONTINUED)

**TYPE:** Take a look at the most commonly used handle types for custom paper bags. If you do not see what you need, let us know what you have in mind and we will work to make it happen!



**OPTIONS:** Additional features, such as grommets/eyelets, double handles, etc., can be added to improve the stylish quality and functionality of your bag.

## ADDITIONAL OPTIONS - SUCCESS IS IN THE DETAILS!

Additional measures can be taken to increase the durability and functionality of your bag. Examples of such added features are:

- Cardboard Bottom Board
- Cardboard Turn Top Reinforcement Board
- Ribbon Tie Between Rope Handles
- Snap button closure

# PLASTIC - Building Blocks 101

## SUBSTRATE/MATERIAL - WHAT WILL YOUR BAG BE MADE OF?

**LOW DENSITY FILM (LDPE)** - a type of plastic that is ideal for applications requiring superior durability and strength. LDPE is soft, low barrier, good clarity film.

**HIGH DENSITY FILM (HDPE)** - Better grease barrier and moisture barrier than low density film (LDPE). Often seen in natural (frosty color) and white. Stiffer and harder than LDPE film. Tensile and bursting strengths are much better than LDPE ones, but impact and tear strengths are lower.

**FROSTED HIGH DENSITY FILM (FROSTED HDPE)** - Not fully clear, nor white, but of a frosty quality.

### DURABILITY MATTERS

Durability requirements are dependent on the bag's intended use. Take a moment to reflect on the type of items that will be going into the bag to help you form an idea of how durable it must be. The common unit of measure for our plastic is:

**MIL (THOUSANDS OF AN INCH; 1 MIL = 1/1000 INCH)** - a metric unit of density used to measure the thickness of plastic films.

Here are some common everyday bags and their associated Mil thicknesses:

- A grocery store bag is 0.65 mil
- A dry cleaning bag is 0.75 mil
- A bread bag is 1.5 mils thick
- A freezer bag is generally 1.75 mils
- A retail shopping bag is usually 2.5 mils

Note that the clarity of a bag is affected by the thickness. A 4 mil bag would not be as clear as a 1 mil bag.

### COLOR IMPACTS "Color is a power which directly influences the soul." - Wassily Kandinsky

Plastic films can be color tinted prior to the imprinting process. However, in most cases, the bag color is achieved as part of the imprinting process rather than prior. The best course of action is typically determined upon review of your artwork.

**COLOR OPTIONS** - Most custom plastic bags will use a White, Black or Clear film. However, there are times when other colors are required and we can certainly make that happen for you! Simply tell us what you need and our team will work with our factories to determine if your request matches available stock colors, if color tinting is needed, or if the color/s would be best achieved during the imprinting process. Please do indicate either a PMS match number or specific CMYK match values to ensure correct color matching. *Please note that jobs requiring custom color/s may result in a larger MOQ and longer leadtimes.*

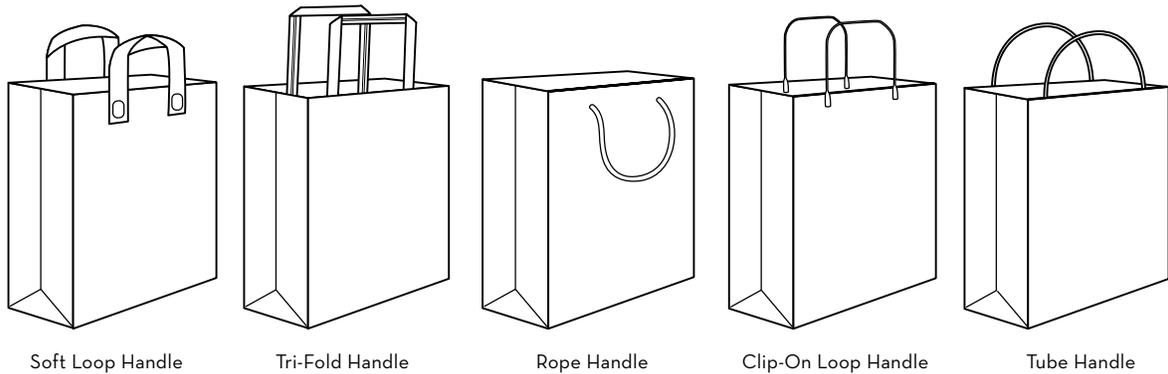


# PLASTIC - Building Blocks 101

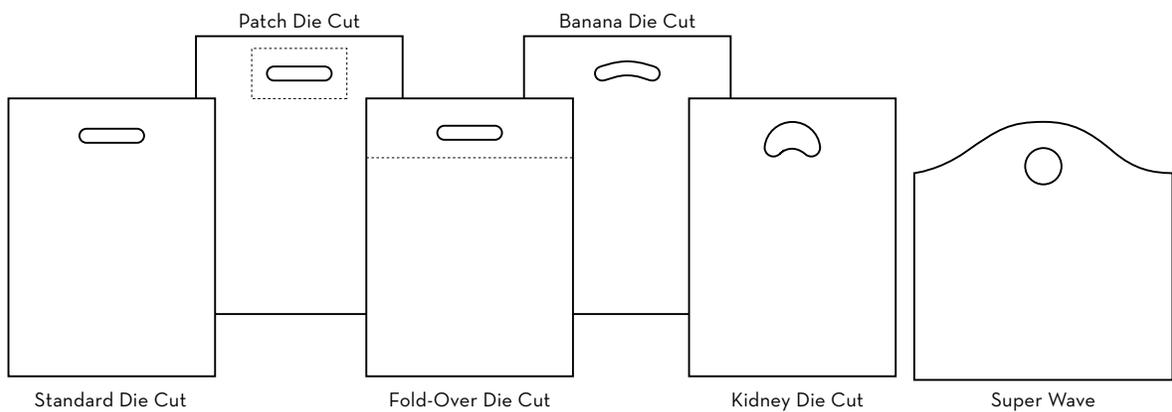
## MODEL - WHAT'S YOUR STYLE?

When it comes to plastic bag models, it helps to break things into parts, as we've done below. As you will see, there are many possibilities, but if you do not see what you need please give us a description of the model you are looking for and we will work to make it happen!

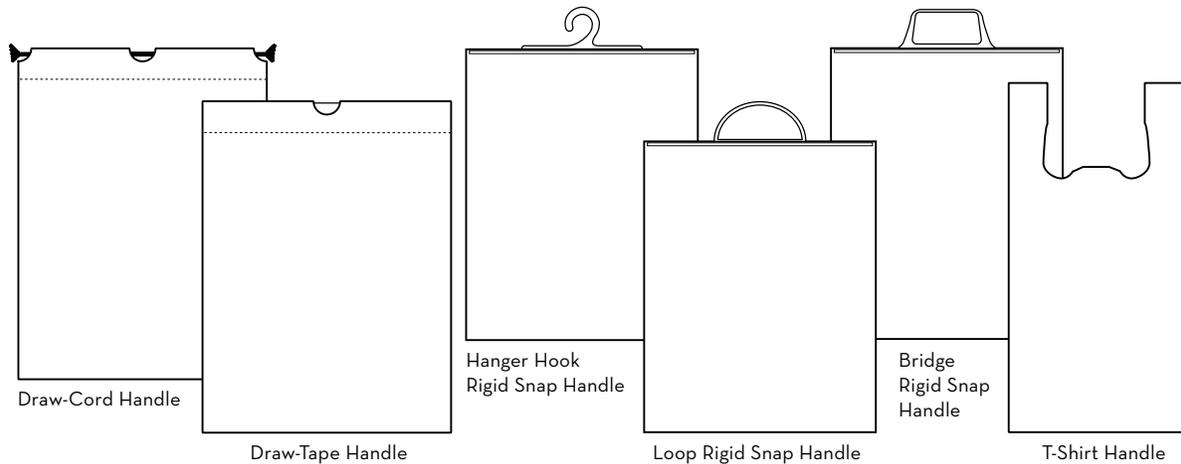
### SHOPPER:



### DIE CUT HANDLE:



### OTHER:



# PLASTIC - Building Blocks 101

## HANDLES - HOW WILL YOUR BAG BE HELD?

How your bag is held can have a major impact on how it will be valued. Handles play a key role in your bag's functionality but when designed creatively they can also add style and character to your bag. When thinking about handles, here are the factors to consider:

**TYPE:** Plastic bag handle type is determined when you are selecting your bag model. See section on plastic bag models for handle type details.

**SIZE:** What is the desired width (thickness) and length (from top of bag) of the handle/s. Here you can also select "standard" and our team will note that you would like to apply the handle size that is an most commonly on similar bags.

**COLOR/S:**

Same as bag

N/A (not all plastic bags require handles)

Other

**ADDITIONAL OPTIONS:** Additional features, such as grommets/eyelets, snap closures, ribbon, etc. can be added to improve the stylish quality and function of your bag.

## SIZE - IT NEEDS TO BE RIGHT!

Definition: noun \ˈsɪz\ The relative extent of something; a thing's overall dimensions or magnitude; how big something is.

Point to remember is that we most definitely need to know what size to make your bag.

## ADDITIONAL OPTIONS - SUCCESS IS IN THE DETAILS!

Adding some final touches can take your project from great to excellent! Here is a listing of the most common enhancements:

Cardboard Reinforced Handles

Cardboard Bottom Board

Double Film Layer

# PROGRAM DETAILS

REUSABLE

PAPER

PLASTIC

## MINIMUM ORDER QUANTITY GUIDELINES (Quantities displayed are approximations, actual MOQ might vary)

1,000 - 3,000 pieces.	1,000 - 5,000 pieces.	5,000 - 6,000 pieces.
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## PRODUCTION & DELIVERY TIME - DOMESTIC ORDERS (Does not account for delays caused by National Holidays or weather delays)

n/a	6-8 weeks from final artwork approval.	4-6 weeks from final artwork approval.
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Orders ship out of manufacturing facility and delivery times are calculated on a per job basis.

*TIP: Please indicate the delivery schedule that your customer requires. This will enable us to determine costs based on the most appropriate delivery method.*

**PRE-PRODUCTION SAMPLE TIMELINES:** Typically 3-4 weeks after receipt of your final artwork approval but may vary depending on season, product construction details and/or factory capabilities. A firm timeline will be provided to you upon approval to proceed with the creation of pre-production sample.

## PRODUCTION & OCEAN DELIVERY TIME - OVERSEAS ORDERS (Does not account for delays caused by National Holidays or weather delays)

9-11 weeks from pre-production sample approval. Includes, ocean delivery to Brea, California.	9-11 weeks from pre-production sample approval. Includes, ocean delivery to Brea, California.	11-13 weeks from pre-production sample approval. Includes, ocean delivery to Brea, California.
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*TIP: Please indicate the delivery schedule that your customer requires. This will enable us to determine whether overseas sourcing is an option and whether to determine costs based on ocean or air freight (when requested and/or where feasible).*

## FOREIGN NATIONAL HOLIDAY CLOSURES

Foreign holiday closures will be observed. Please expect production delays for all overseas custom orders during this time. Please contact your representative for more information on affected dates.

## CUSTOM COLOR MATERIAL MINIMUM REQUIREMENTS

Non-Woven Polypropylene in a custom color, outside our stock color offering, will require a MOQ of approximately 15-20 thousand pieces. Contact us for details on requirements for other materials.	Projects requiring Color Flood Coated Paper will require a MOQ of one thousand pieces. Contact us for details on requirements for Beater Dyed Paper.	TBD
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## STANDARD OVERRUN/UNDERRUN POLICY

10%	10%	Order qty. up to 10 thousand - 25% Order qty. 10 to 25 thousand - 15% Order qty. 25 thousand plus - 10%
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**QUOTE REQUEST TURN-AROUND:** 24-48 hours.

**VALID QUOTE PERIOD:** Quotes are valid for 15-30 days. Provided quote will state validity period.

**FOB POINT - DOMESTIC ORDERS:** FOB manufacturing facility location.

**FOB POINT - OVERSEAS ORDERS:** FOB Brea CA, 92821.

**AIR SHIPMENT/FREIGHT:** Air shipment/freight options are available. Please contact supplier for details.

**PRE-PRODUCTION SAMPLE COSTS:** Quotes are valid for 15-30 days. Provided quote will state validity period.

**RANDOM SAMPLES:** Random samples to match your request may be available but not guaranteed. Submit your request for review by our sample department.

**DETERMINING CASE PACK:** Factory will determine case pack quantities unless otherwise indicated.

**SPECIAL PACKAGING OPTIONS:** Available when requested. Special packaging requirements must be addressed when submitting quote request.

**PAYMENT TERMS:** Payment terms will be based on credit approval.

**SALES TAX:** Valid Reseller Certificate is Required. If no Valid Reseller Certificate is provided, the appropriate tax will be applied according to current tax laws.

**DISCLAIMER:** Quoted prices include only what is noted on quotation form; if it is not noted in the quotation form then it is not reflected in the price provided. Quoted price is subject to change upon final artwork approval.