

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.*

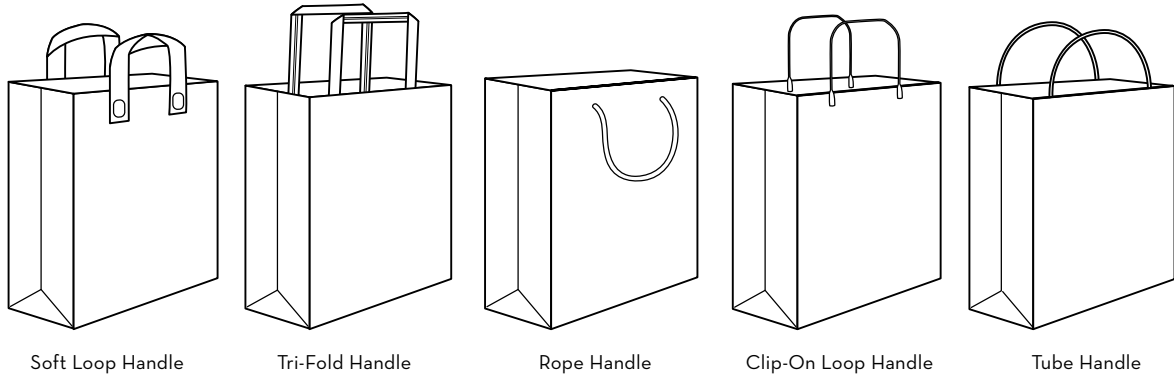


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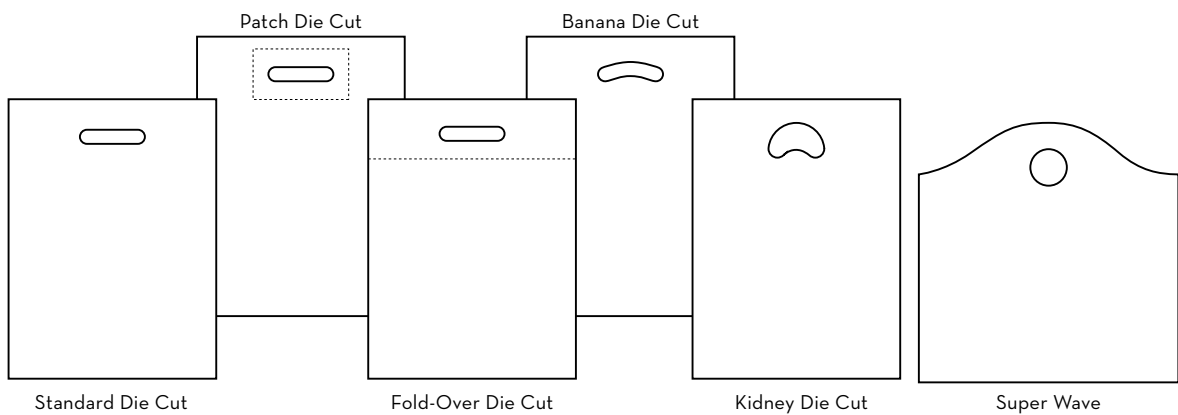
MODEL - WHAT'S YOUR STYLE?

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!

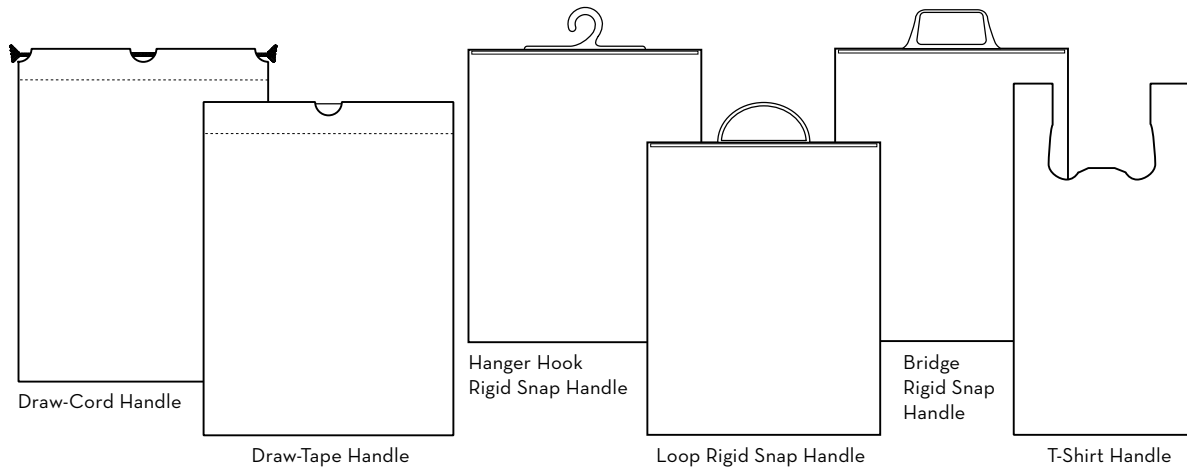
SHOPPER:



DIE CUT HANDLE:



OTHER:



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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