

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.**

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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 it's 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.

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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:

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

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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