ADDING A WINDOW TO YOUR POUCH

A guide on how to call out a window and spot metalized areas with a white layer.

The use of a viewing window on a stand up pouch isn't revolutionary, but it can be an important part of your brand messaging. Allowing customers to see your product builds trust while giving your creative team an opportunity to have fun with your brand.

From Concept To Production

There is nothing holding your team back from creating a window that incorporates a fun shape. Let your imagination run wild!

You will , however, need to ensure you have these production elements in mind when preparing your file.

- clear material selected for your pouch
- use of white ink backing up areas that do NOT have a window
- areas in your art file that call where a clear window needs to be

See this production example below. The window on the front panel is shaped like a lightning bolt and the bottom gusset is clear with logos printed on it. Here's how they prepared the file to ensure the window and clear areas were properly printed. (see next page)

Front Window

Process Snapshot

Discovery
- Determine the proper pouch size
- Request an official die line based on that size
- Die line library here

Creative
- Layout art file on template
- Call out window areas on art
- Create cyan layer where white ink prints

Pre-production
- Request digital press proofs
- $150 for flat, non-formed proof
- Additional 3-5 working days

Approval
- Approve proofs
- 15 business days for printing / pouching
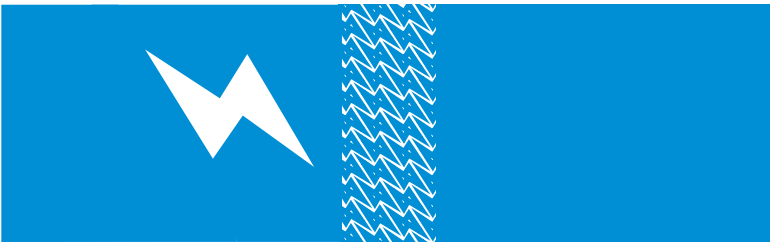- Enjoy your pouches!

Artwork

Graphics that will print and will be back up with white ink for opacity, leaving the window area blank. (see white layer)

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WARNING: Put on a separate layer or turn off completely. You don't want to print this.

Window

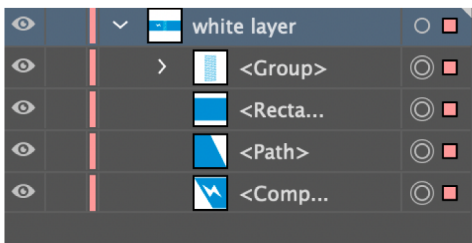Calling out the position of your window, this layer will NOT print.

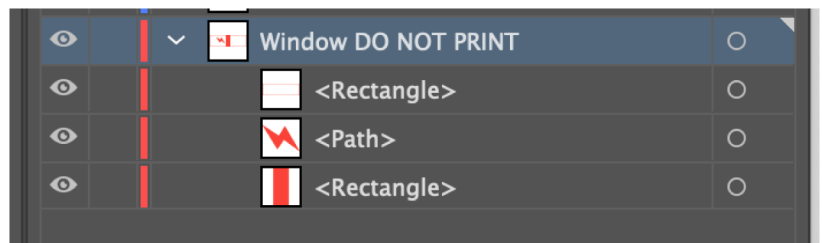Areas left open are clear areas / windows with no ink at all.

Make sure that "negative space" representing the window is completely blank and removed from the block of cyan.

White Layer

Cyan layer representing areas where white ink will be printed.

Mark as "White Layer" in your file.

Mark as "Window - Do NOT Print" in your file.

Spot Metalized (aka "Spot Foil)

This same process applies for files that require a spot foil effect. In this case we'd print on a silver metalized film as opposed to clear. Any color without white behind it will appear to look metalized.

Again, this can be as intricate or creative as you'd like. Just create the white layer and call out the areas, just like you would with a window.