

START WITH PREDICTABLE COLOR

CPP artwork specifications

Use these requirements to prepare print-ready pouch artwork, reduce proof corrections and protect the details customers need to see.

Black

Build standard black areas as 100% K. Do not use rich black or registration black unless a CPP proof specifically calls for it.

Color mode

Create and export the file in CMYK. RGB conversion can produce noticeable color shifts.

Pantone starting point

Use the CMYK values in a Pantone Bridge guide as the closest digital-print reference.

Light colors

Use at least 20% ink coverage when a very light color must remain visible in print.

Subtle patterns

Use at least a 20% value difference between a pattern and its background.

Screen versus print

Screens emit light. Printed color may appear lighter, darker or less saturated than the display.

Review every proof

Check spelling, panel orientation, feature placement, color warnings, separations and all variable information. Production should begin only after the proof reflects the file you intend to print.

PACKAGE A CLEAN PRODUCTION FILE

File formatting and output requirements

Submit one high-resolution PDF that contains the final artwork only. Remove anything that should not print and keep every linked asset available inside the file.

1

Outline all text

In Illustrator, choose Select > Object > All Text Objects, then Type > Create Outlines.

2

Embed every image

Open Window > Links, select each placed image and choose Embed Image(s).

3

Use 300 dpi images

Check placed-image resolution at final size. Low-resolution images can print soft or pixelated.

4

Export PDF/X-1a:2001

Submit a high-resolution PDF. Do not submit AI, JPG, JPEG or PNG as the production file.

5

Remove printer marks

Delete crop marks, color bars, registration marks and any dieline or guide that should not print.

6

Remove unused layers

Hide or delete unused art to reduce file size and prevent accidental output.

Barcodes and QR codes

Test every code from the exported production PDF at its final printed size. CPP prints the submitted code; readability depends on the artwork, size, contrast, quiet zone and final surface.

One simple rule

If it appears in the final PDF, expect it to print.

BUILD ON THE POUCH YOU ARE ORDERING

Use the CPP dieline and protect the safe area

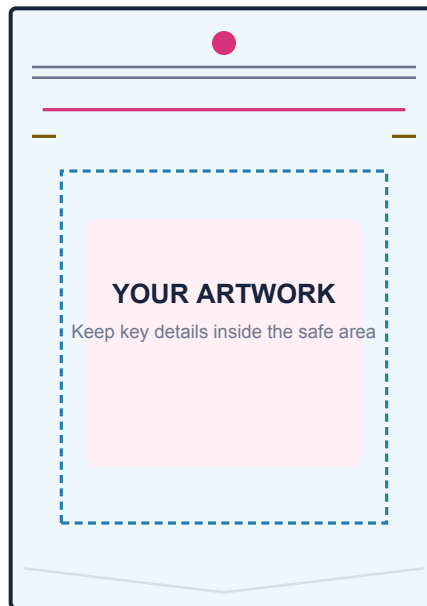
Each pouch size has its own panel dimensions and feature positions. Download the matching CPP dieline, keep its size and orientation unchanged, and check every panel before export.

SAFE AREA

Keep logos, required copy and codes inside the safe area.

TEAR NOTCH

Leave clear space around the notch location shown on the dieline.



HANG HOLE

Choose round, euro slot or no hole when the selected size allows it.

ZIPPER

Keep key artwork clear of the zipper and seal areas.

SIDE CUT

Plan both side edges for +/- 1/16 inch cut movement.

Final preflight

- ✓ Correct pouch format and size
- ✓ Dieline not resized or rotated
- ✓ Front and back panels oriented correctly
- ✓ Edge-to-edge art extends past the artboard
- ✓ White-ink layers prepared for windows or metallic effects
- ✓ Print-ready PDF opens without missing fonts or links

Questions about a file?

Visit CustomPrintedPouches.com/pages/contact-us before approving the production proof.