

5 THINGS YOU NEED TO KNOW

BEFORE ORDERING

CUSTOM PRINTED BAGS

PROMOTIONAL PRODUCTS ARE GOOD FOR YOUR BUSINESS.

The likelihood of a person doing business with an advertiser shifts from 55 percent to 85 percent once they have received a promotional product.



Advertising Specialty Institute, 2016 Global Advertising Specialties Impressions Study: a cost analysis of promotional products versus other advertising media.

“BAGS GENERATE MORE IMPRESSIONS IN THE U.S. THAN ANY OTHER PROMOTIONAL ITEM.” (5,700+)

VALUE QUALITY OVER PRICE

When it comes to custom printed bags, it pays to understand the production process and ordering details. Making decisions based on price alone can result in an inferior product that costs more in the long run.

What do you need to know to get the best quality product? Here are five points to keep in mind:



WHAT IS THE BAG'S PURPOSE / WHAT TYPE OF BAG DO YOU WANT?

Bags are designed to carry something, but functionality varies widely according to the intended specific use, for example:

- Retail/shopping:** roomy, have handles
- Mailer bag:** streamlined for shipping
- Layflat:** encases items like pamphlets, generally without handle
- Industrial:** various sizes and configurations used in manufacturing to contain products
- Snap Handle:** strong, reliable handles often used in trade shows and retail
- Drawstring:** sporty and multifaceted uses
- T-Shirt:** sturdy handles and smaller size
- Non-woven Polypropylene/Reusable:** very popular, often a rewards tactic in retail



QUANTITY OF BAGS NEEDED

Quantity/volume determines whether the bags will be:
 Post-printed: hand fed through the press
 Inline production: mass printed for high volume of bags

Small quantities can be printed with shorter lead times using a post-printing process, but the per-bag price of printing is higher. Inline printing requires a minimum of 3,000-5,000 bags, but it is less expensive to execute.



HOW MANY INK COLORS ARE NEEDED AND CAN THEY BE POST-PRINTED?

Although quantity helps determine printing method, ink requirements also factor in. It's common for ink to be post-printed, using [quantity] colors, but inline jobs can vary: 1-2 colors may be used for an order of 3,000 - 5,000 bags. But an order of 10,000 bags might be able to process 3-5 colors. Your printing provider can help guide the most brand-supportive and cost-effective options.



THE WEIGHT OF THE ITEM(S) GOING INTO THE BAG

The bag you choose needs to be sturdy enough to accommodate the item that goes inside and puncture resistant to keep it encased. So make sure to have a weight range specified for the type of bag you are choosing. This will affect bag thickness.

- Most bags range from .0005 mil - .008 mil, but use the following as a general guideline for bag thickness:
- Economical packaging and lightweight products: 1 to 1.25 mil bags
- Storing, shipping, or displaying everyday items: 1.5 to 2 mil bags
- Protecting and supporting heavy or abrasive items: 3 to 4 mil bags
- Total protection for heavy items: 6 mil bags



ALLOW 4-5 WEEKS OF LEAD TIME AFTER ARTWORK APPROVAL.

Bags aren't laser printed. They are flexographically printed, which means that a rubber-mounted printing plate is created with your design parameters, and the design is stamped on the bags. Ink drying, too, involves a process that uses UV lights.

The process is more labor intensive than many people realize, so scheduling ahead and allowing plenty of time is recommended.

TAKE TIME TO CHOOSE THE BEST PRINTING PARTNER. HOPEFULLY THIS BECOMES A TRUSTED PARTNERSHIP. YOU WANT TO WORK WITH A PRINTING COMPANY THAT CAN ADVISE WHAT SHOULD OR SHOULDN'T BE PRINTED ON A BAG, ACCORDING TO BRAND, SPACE AND DIMENSION REQUIREMENTS.

TAKE YOUR TIME. SEEK REFERRALS AND SCHEDULE MEETINGS TO DISCUSS YOUR BRAND AND MARKETING NEEDS BEFORE A DEADLINE LOOMS. THIS WAY YOU SET YOURSELF UP FOR A SMOOTH PRODUCTION EXPERIENCE.