POUCHMADE / ARTWORK SPECIFICATIONS

Label templates & requirements

70 mm pouch can. Three labels per can: TOP (lid), BOTTOM, and SIDE WRAP.

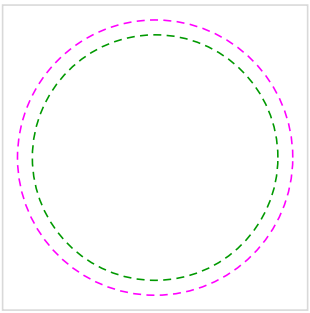
THREE LABELS PER CAN

Use the matching template file for each label. Artboards, cut lines, and safe zones are pre-set to production geometry. Design on the YOUR ARTWORK layer. Do not resize, rotate, or re-center anything.

DIMENSIONS

Label	Artboard / bleed edge	Cut size	Safe zone
Top (lid) - circle	2.5625 x 2.5625 in	dia 2.3125 in	dia 2.0625 in
Bottom - circle	2.5625 x 2.5625 in	dia 2.3125 in	dia 2.0625 in
Side wrap - rectangle	8.9375 x 0.9375 in	8.6875 x 0.6875 in	8.4375 x 0.4375 in

Bleed 0.125 in on every side. Safe zone is inset 0.125 in from the cut. The side wrap goes once around the can with the seam at the ends.



Top / Bottom: cut 2.3125 in dia



Side wrap: cut 8.6875 x 0.6875 in

THE THREE LINES IN EVERY TEMPLATE

MAGENTA DASHED - CUT LINE. Where the label is cut. Nothing critical near it.
GREEN DASHED - SAFE ZONE. ALL text, logos, and barcodes stay inside this line.
ARTBOARD EDGE - BLEED. Backgrounds and colors must extend all the way to the artboard edge.

TEMPLATE LAYERS

POUCHMADE TEMPLATE, GUIDES & NOTES, and DIE LINE are locked; leave them as they are.
Build everything on the YOUR ARTWORK layer. The guides layer is non-printing; the die line stays in the file.

FILE REQUIREMENTS

Format: native Adobe Illustrator (.ai) preferred; press-quality uncompressed PDF or .eps accepted.
Photoshop is for images only - never build final label artwork in Photoshop.
Color: CMYK for standard digital runs; large flexo runs need Pantone (PMS) spot colors (we confirm). No RGB.
Fonts: converted to outlines (or supply every font file). Placed images: embedded, CMYK, 300 DPI.
Canva users: build in the provided Canva template, then download as PDF Print (CMYK, no crop marks).

BARCODES & MINIMUM SIZES

Barcodes: dark color on a light background, horizontal, 80%-125% scale. Keep clear space around them.
Smallest readable type: 6 pt (dark text on light) / 8 pt for reversed (light text on dark) copy.
Thinnest lines: 0.5 pt positive / 0.75 pt reversed.
Review ingredients, supplement facts, and warnings AT ACTUAL SIZE before submitting - the top label is only 2.3125 in across. Avoid script, condensed, or very thin fonts for required information.

COMMON MISTAKES THAT DELAY PRINTING

Resizing the artboard or re-centering the die line - the geometry above is exact; do not adjust it.
Text outside the safe zone (it gets cut off or wraps over the can edge).
White margins at the artboard edge (missing bleed) - backgrounds must run to the edge.
Live fonts, linked (not embedded) images, RGB color, low-res logos, or artwork built in Photoshop.

Files: PouchMade-Top-Label-Template.ai/.pdf, PouchMade-Bottom-Label-Template.ai/.pdf, PouchMade-Side-Wrap-Template.ai/.pdf (PouchMade-Dielines.zip).
Questions? Reply in your PouchMade portal and we'll review your files before they go to press. pouchmade.com