



**BUILDING YOUR CUSTOM BAG**

**GETTING STARTED** You can relax with the designing of a Custom Bag because the choices are endless, what you want matters and AEB is here to support your wishes.

... if your Custom Bag is simply a promotional/goodwill item for a business without 'carry away' products, eg. Real Estate Sales, then design a bag to suit both the image you want to present and your client base demographic. Those considerations are also important for 'sell on' or 'give away' shopping bags but serviceableness is a big priority. Size is best judged by your experiences; AEB offers build 'options' for strength and 'extras' for convenience and increased appeal.

Are you thinking "TIME'S NOT WHAT I HAVE RIGHT NOW." ? ... THEN DIAL 0438 232 889!



The "match maker" decision

**BAG STYLE** Your choice here

- ... generic: shoppers, handbag, small tote, large tote, messenger. (visit [aussieenvirobags.com/catalogue.htm](http://aussieenvirobags.com/catalogue.htm) to view these styles)
- ... other: coffee caddy, trade fair, wine pack 2 or 6 bottles, simple drawstring backpack, fold-away bag.

Your choice here **BAG COLOUR** The "coordination" slant

... colour coordination can develop from an individual or team platform but be sure to keep in mind the colours of your business/logo to make it eye catching! The chart below represents our generic colour choices.



A complete Pantone Matching System colour chart can be sourced from a link on the 'custom bag' page at [aussieenvirobags.com.au](http://aussieenvirobags.com.au) in the Custom Bag Plan list. Please be advised that the colours you see on your computer monitor may vary slightly due to computer settings. Also if a cloth with your desired colour is not a stocked item then custom dyeing will cost extra.



The "practical" move

**BAG CLOTH WEIGHT** Your choice here

... in the non-woven polypropylene bag trade the standard cloth weight is 80 gsm (grams per square metre) and yes, that means a square metre of cloth weighs 80 grams. The 'Green' shopping bag that started the nonPP bag revolution is made from 80 gsm cloth and is good to go with fashion items, packaged processed foods, etc; 100 gsm cloth would better suit a load of canned foods or fruit and vegetables; for general automotive bits and pieces and school text books 120 gsm would give you a secure feeling.

Need help? Yes/No **BAG ARTWORK** The "tactical" impact

... the picture is the story and the bag is the 'book' to open people's eyes to your business. The artwork must be attractive and significant. If you do not already have artwork then the AEB Design Team can help. Please keep in mind that complicated artwork demands sophisticated fixing processes. To keep the piece price in control we place a minimum order number based on the fixing process:

The "orderly" direction

**BAG QUANTITY** Your choice here

- screen printing: basic silhouette patterns and lettering, to 3 colours
- heat transfers: graphics and lettering using shadows and gradients, 4 or more colours
- digital laminate: photographic imagery demanding very high quality results

- minimum order**
- 1000** pieces
  - 2000** pieces
  - 10000** pieces



OPTIONS – for structural improvement

- pvc base O1
- reinforced handles O2
- reinforced stitching O3
- eyelets O4
- flap/cover O5
- insulation O6

Details

**BAG DETAILING** The "satisfaction" drive

- EXTRAS - for convenience and appeal
- E1 ribbon
  - E2 pocket/bag divider
  - E3 zipped pocket: partial or entire width
  - E4 pen holder
  - E5 full zipper closure
  - E6 partial velcro closure
  - E7 business details printed on bag gussets or base
  - E8 gift cards
  - E9 name tags
  - E10 cup or drink bottle holder