

PRODUCT GUIDE

# Shopping Bag Elements





At Duro Bag™, we know a lot goes into creating your brand. A Duro Bag™ Shopping Bag can enhance your brand statement to its fullest potential. Duro® provides all the support you need during the packaging design development, all the way through production and consumer use. You can rely on Duro® for industry leading expertise and quality production capabilities to ensure your brand's creative design is well represented in your packaging.

### The Duro Bag™ Brand Advantage

Duro Bag™, a Novolex™ brand, is a premier leader in the paper bag industry with approximately 20 billion paper bags manufactured annually for every market segment from grocery to retail, and convenience to foodservice. You can trust your paper bagging needs to the Duro Bag™ Brand from Novolex™.

### Our Mission

Duro Bag™'s mission is to be the preeminent manufacturer of paper bags through uncompromising quality, innovative solutions, customer service and satisfaction, while valuing our employees and vendors with constant attention to our impact on the environment.

# Sustainability



## A continuous journey of improvement

**Novolex is a leader in sustainable paper and plastic flexible packaging with a broad portfolio of solutions focused on source reduction, energy and water conservation, and end of life product planning and management.**

Some of the Novolex™ sustainability solutions we bring to our customers include: recycled content plastic and paper products, compostable plastic and paper products, renewable substrates, Novolex's Bag-2-Bag® plastic bag and film recycling program, lower impact substrates such as our EcoCraft® line of paper products, and other industry leading innovations that minimize raw materials while maximizing performance.



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# For Retail

## Enhance the Experience. Create a Memory.

Duro Bag™ empowers customers to maximize branding through high-impact shopping bags. Custom printed bags create the perfect canvas to display your brand and carry your retail marketing strategy long after the sale. Your brand will go places in Duro®'s fashionable, sturdy, and reusable paper shopping bags.

Communicate your presence in the luxury retail world by offering premium retail packaging for your brand. The attention to detail in the materials, printing, and construction conveys you offer the same quality goods inside the bag. Also, a stylish and unique bag can create a connection between your brand and the customer, that will ultimately elevate the consumer experience.



### Look for Key Substrate Symbols



100% Recycled  
Content



40% Recycled  
Content



FSC® and Rainforest Alliance®  
Certified Options Available

# For Foodservice

## Proven Portability. Better Dining Experience.

Duro Bag™ shopping bags were designed with foodservice carryout containers in mind. Duro®'s custom printed bags, showcasing your brand, are more than just a transport vehicle for your gourmet meal. Using this guide, you can build your bag to fit your business – popular to-go containers are listed under each applicable bag.

By designing a stylish, yet functional bag, you improve the customer experience, increase brand exposure and remind customers of their positive culinary delight, even after the meal has been consumed. The quality construction of Duro® foodservice bags offers customers the added value of re-using the bag as they see fit. With a wide variety of styles, colors, materials, and handles, Duro® has an option to carry your brand, and your food, further.



### Look for Key Market Segment & Content Symbols



Ideal for  
Retail Applications



Ideal for Foodservice  
Applications



Economy  
Option



Premium  
Option

# Design Your Bag

Mix and Match Features to Bring Out Your Brand

## Step 1:

### Contents and Size

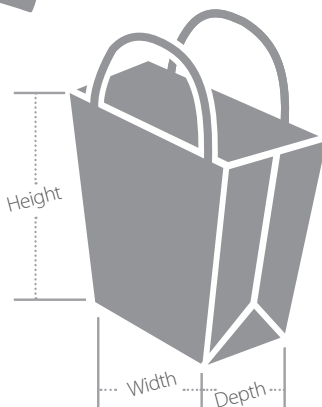
Determine the amount of merchandise you want the bag to carry and what size fits your needs.

#### WHAT SIZES FIT YOUR NEEDS?



#### HOW TO MEASURE A BAG

Bag dimensions are listed:  
Width x Depth (Gusset) x Height  
W x D x H



## Step 2:

### Style

Determine the bag top style best matching your desired look

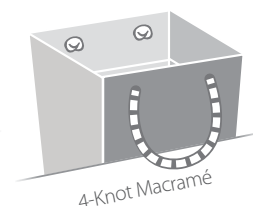
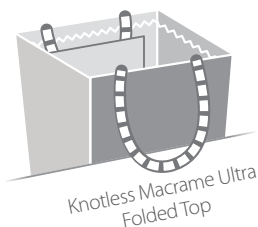
Serrated Top

Ultra Folded Top

Knotless Macrame Ultra Folded Top

JV-Slit Top

4-Knot Macrame Folded Top





### Step 3: Paper Stock

Choose the type of paper stock syncing best with your image.

Virgin Kraft

100% PC Recycled Kraft

100% Recycled Flipside (54% PC)

Virgin White

40% PC Recycled White

100% PC Recycled White

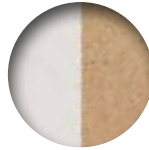
Claycoat

Pro-Smooth

40% PC Recycled Pro-Smooth



Kraft



Flipside



White



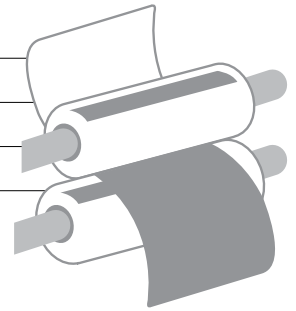
### Step 4: Printing Technique

Select the printing technique and number of ink colors that are right for your look.

Tail-Print

Pre-Print

Flexography



### Step 5: Handles

The right handles can transform a bag into an item that has a style all its own.

Paper Twist

Duplex Paper Twist

Soft Core Fabric Cord

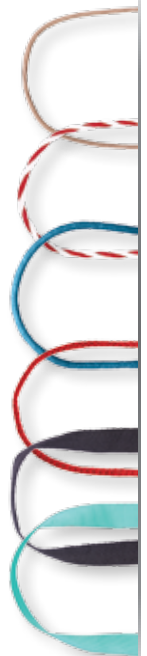
Fabric Cord with Paper Core

Filament Polypropylene

Cotton Macramé Rope

Cotton Twill Tape

Grosgrain



### Step 6: Bag Enhancements

The extra touch that can add huge impact to your brand.

Varnishes

Hot Stamp

Guillotine Cut

Smooth Bag Front

Extended Length Handles



# Step 1: Select Your Bag Size



## Gem Mini Shopping Bag

5 1/4" x 3 1/4" x 8 3/8"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/Hi
5.25 x 3.25 x 8.38	18 x 11 x 13.5	250	14.2#	1.55	24	8x3

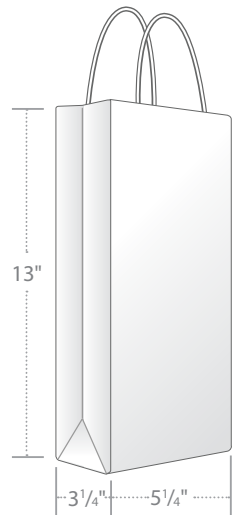
### Retail Uses:

- Accessories
- Jewelry
- Cosmetics

### Plain Bags in Stock:

**White** ID# 86841

**Kraft** ID# 87093



## Vino Wine Shopping Bag

5 1/4" x 3 1/4" x 13 1/8"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/Hi
5.25 x 3.25 x 13.13	18 x 11 x 13.5	250	17.21#	1.55	24	8x3

### Retail Uses:

- Wine gift bags in liquor section
- Wine and liquor bottles at checkout

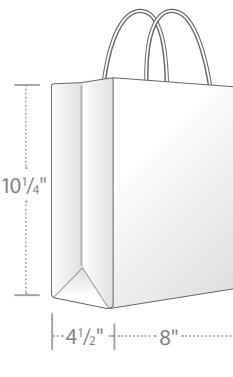
### Foodservice Uses:

- Wine to-go bags
- Wine gift bags

### Plain Bags in Stock:

**White** ID# 81608

**Kraft** ID# 75079



## Tempo Small Shopping Bag

8" x 4 1/2" x 10 1/4"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/Hi
8 x 4.5 x 10.25	17 X 18.75 X 14.13	250	21.75#	2.61	White: 24 Kraft: 18	White: 6x4 Kraft: 6x3

### Retail Uses:

- Accessories
- Jewelry
- Cosmetics

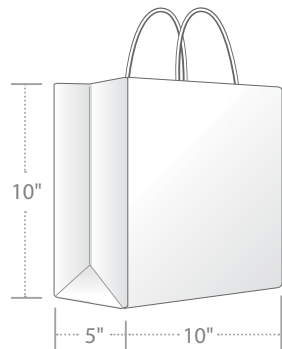
### Foodservice Uses:

- Small carryout containers
- Catering
- Individual lunches

### Plain Bags in Stock:

**White** ID# 84598

**Kraft** ID# 87097



## Emerald Intermediate Shopping Bag

10" x 5" x 10"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/Hi
10 x 5 x 10	21.75 x 18.5 x 12.5	250	25.43#	2.91	16	4x4

### Retail Uses:

- Jewelry
- Shoes - one shoe box

### Foodservice Uses:

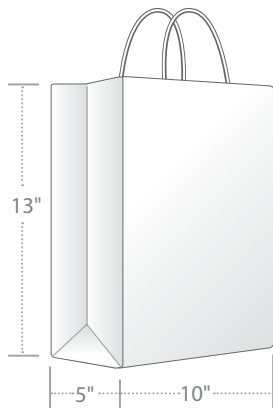
- Small carryout containers
- Catering
- Bakery items

### Non-stock size

Quoted by request







## Missy Intermediate Shopping Bag

10" x 5" x 13"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/Hi
10 x 5 x 13	21.75 x 18.5 x 13.5	250	26#	3.14	12	4x3

### Retail Uses:

- Jewelry
- Small sized goods
- Shoes - one shoe box

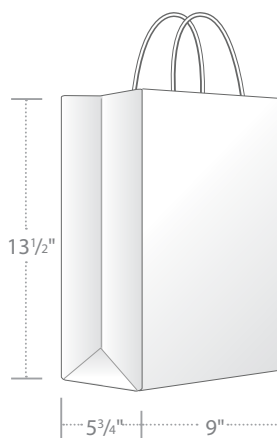
### Foodservice Uses:

- Small carryout containers
- Catering
- Individual bakery items

### Plain Bags in Stock:

**White** ID# 84641

**Kraft** ID# 87124



## Kary Small Vertical Shopping Bag

9" x 5<sup>3</sup>/<sub>4</sub>" x 13<sup>1</sup>/<sub>2</sub>"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/Hi
9 x 5.75 x 13.5	21.25 x 20.25 x 11	250	27#	2.67	12	4x3

### Retail:

- Small sized goods
- Shoes - one shoe box

### Foodservice Uses:

- Carryout containers
- Catering
- Individual bakery items

### Plain Bags in Stock:

**White** ID# 84625

**Kraft** ID# 87098



## Bistro Small Foodservice Shopping Bag

10" x 6<sup>3</sup>/<sub>4</sub>" x 12"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/Hi
10 x 6.75 x 12	21 x 20 x 10.5	250	27 #	2.55	24	6x4

### Retail:

- Bridal / gift shop
- Grocery
- Shoes - one shoe box

### Foodservice:

- Small and medium carryout containers
- Catering
- Bakery items

### Example Contents:

- (4) 8 x 6 x 2" Takeout Containers

### Plain Bags in Stock:

**White** ID# 88206

**Kraft** ID# 13626



## Characteristic Symbols

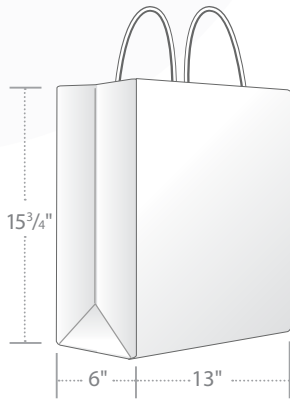


Ideal for  
Retail Applications



Ideal for Foodservice  
Applications

# Step 1: Select Your Bag Size



## Traveler Medium Shopping Bag

13" x 6" x 15<sup>3</sup>/<sub>4</sub>"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HI
13 x 6 x 15.75	23.5 x 14.75 x 15.25	250	35#	3.06	18	6x3

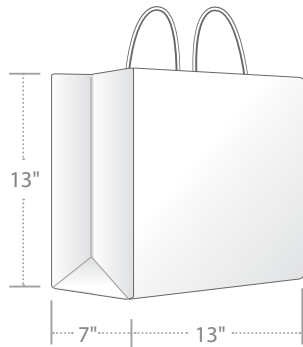
### Retail Uses:

- Shoes
- Apparel
- Décor
- Toys

### Plain Bags in Stock:

**White** ID# 84640

**Kraft** ID# 74279



## Jr. Mart Medium Square Shopping Bag

13" x 7" x 13"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HI
13 x 7 x 13	20.5 x 15.5 x 16	250	33#	2.94	18	6x3

### Retail Uses:

- Shoes

### Foodservice Uses:

- Soup containers

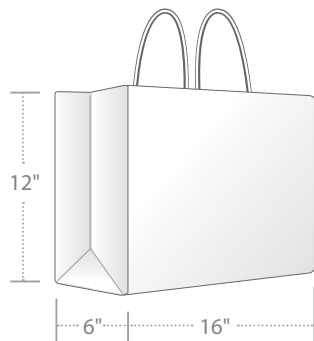
### Example Contents:

- (3) 4 lb Containers
- (2) 32 oz Containers

### Plain Bags in Stock:

**White** ID# 87281

**Kraft** ID# 13629



## Tote Medium Horizontal Shopping Bag

16" x 6" x 12"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HI
16 x 6 x 12	23.75 x 16.25 x 15.25	250	36.05#	3.41	15	5x3

### Retail Uses:

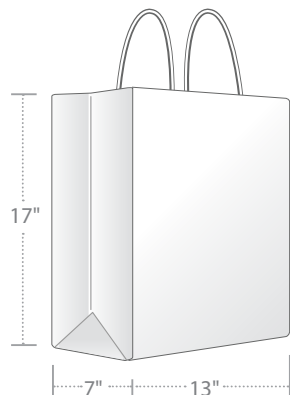
- Apparel
- Cosmetics

- Shoes - Fits 2 pairs of boots
- Home goods
- Décor

### Plain Bags in Stock:

**White** ID# 86785

**Kraft** ID# 87129



## Mart Medium Vertical Shopping Bag

13" x 7" x 17"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HI
13 x 7 x 17	23.5 x 15 x 16	250	31#	3.20	18	6x3

### Retail Uses:

- Shoes
- Tall Items

- Apparel
- Home goods
- Décor

### Foodservice Uses:

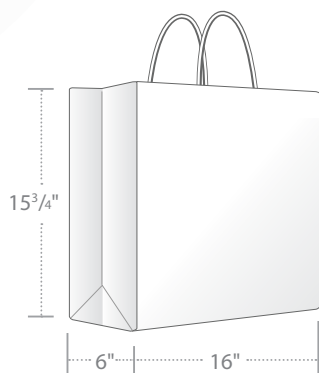
- Medium & large carryout containers
- Catering
- Soup containers

### Plain Bags in Stock:

**White** ID# 84642

**Kraft** ID# 74280





## Debonair Medium Square Shopping Bag 16" x 6" x 15<sup>3</sup>/<sub>4</sub>"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HL
16 x 6 x 15.75	20 x 16.75 x 16	200	41#	3.10	18	6x3

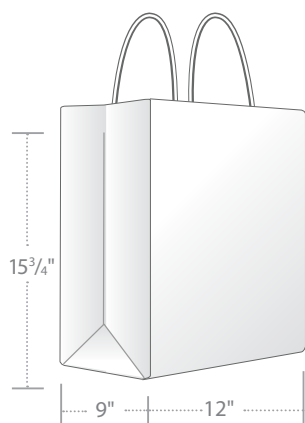
### Retail Uses:

- Shoes
- Home goods
- Apparel
- Décor

### Plain Bags in Stock:

**White** ID# 86589

**Kraft** ID# 87131



## Regal Medium Foodservice Bag 12" x 9" x 15<sup>3</sup>/<sub>4</sub>"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HL
12 x 9 x 15.75	20.75 x 13 x 16	200	33#	2.49	21	7x3

### Foodservice Uses:

- Large and medium carryout containers
- Catering

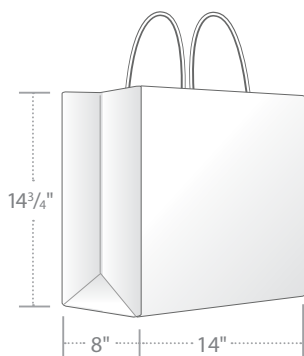
### Example Contents:

- (4) 9 x 9" 3 - Compartment Containers

### Plain Bags in Stock:

**White** ID# 87904

**Kraft** ID# 13627



## Royal Intermediate Foodservice Bag 14" x 8" x 14<sup>3</sup>/<sub>4</sub>"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HL
14 x 8 x 14.75	21.5 x 15.5 x 15.5	200	35#	2.98	18	6x3

### Foodservice Uses:

- Medium carryout containers

- Catering

### Example Contents:

- (4) 8 x 8" 3 - Compartment Containers
- (2) 32 oz Containers & (1) 16 oz Container

### Plain Bags in Stock:

**White** ID# 81646

**Kraft** ID# 13630



### Characteristic Symbols



Ideal for  
Retail Applications



Ideal for Foodservice  
Applications



# Step 1: Select Your Bag Size



## Towner Large Vertical Shopping Bag

16" x 6" x 19<sup>1</sup>/<sub>4</sub>"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HI
16 x 6 x 19.25	23.75 x 16.25 x 16	200	39#	3.57	15	5x3

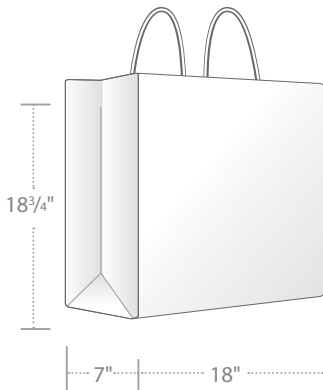
### Retail Uses:

- Shoes
- Apparel
- Coats
- Bedding
- Home goods
- Décor
- Toys

### Plain Bags in Stock:

White ID# 86797

Kraft ID# 74281



## Cargo Large Shopping Bag

18" x 7" x 18<sup>3</sup>/<sub>4</sub>"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HI
18 x 7 x 18.75	23.5 x 18.75 x 15.25	200	36#	3.89	12	4x3

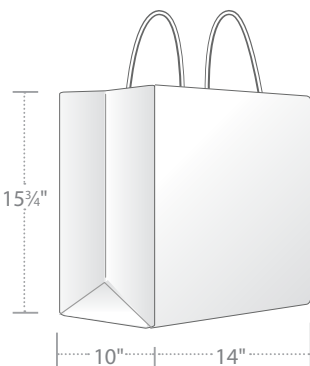
### Retail Uses:

- Apparel
- Shoes - Fits 2 pairs of boots
- Home goods
- Décor

### Plain Bags in Stock:

White ID# 86787

Kraft ID# 74282



## Super Royal Large Foodservice Bag

14" x 10" x 15<sup>3</sup>/<sub>4</sub>"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HI
14 x 10 x 15.75	23.75 x 16.25 x 16.5	200	41.53#	3.20	18	6x3

### Foodservice Uses:

- Large carryout containers
- Catering

### Example Contents:

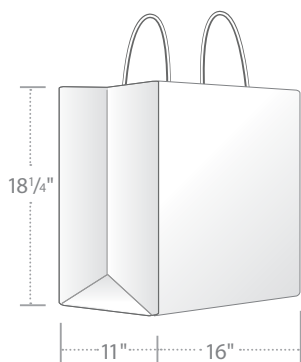
- (4) 9 x 6 x 3" Containers
- (1) 64 oz Container
- (3) 6 x 6 x 3" Containers
- ½ Steamtable Pan

### Plain Bags in Stock:

White ID# 85934

Kraft ID# 87145





## Grande Extra Large Foodservice Bag

16" x 11" x 18 1/4"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HL
16 x 11 x 18.25	24 x 7.25 x 18.75	200	60#	3.51	15	5x3

### Foodservice Uses:

- Large carryout containers
- Catering
- 10 1/2" pizza boxes

### Example Contents:

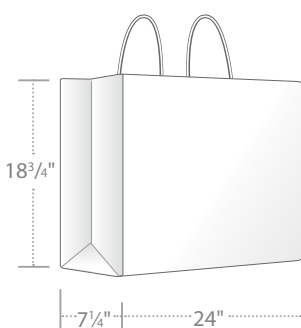
- 1/2 Steamtable Pan
- Bedding
- (1) Half Sheet Cake Container
- (6) 4lb Food Containers

### Plain Bags in Stock:

**White** ID# 87942

**Kraft** ID# 87941

(Virgin Paper only)



## Magnum Extra Large Shopping Bag

24" x 7 1/4" x 18 3/4"

Bag Dimensions	Carton Dimensions	Carton Count	Carton Weight	Carton Cube	Cartons Per Pallet	TI/HL
24 x 7.25 x 18.75	23.75 x 16.25 x 15.75	125	47#	3.40	8	2x4

### Retail Uses:

- Shoes
- Apparel
- Coats
- Home goods

### Foodservice Uses:

- Décor
- Toys
- Catering

### Plain Bags in Stock:

**White** ID# 81289

**Kraft** ID# 80722

(Virgin Paper only)



## Stock Bag Sizes Measured Length x Width x Height

<b>Gem</b>	5 1/4" x 3 1/4" x 8 3/8"
<b>Vino</b>	5 1/4" x 3 1/4" x 13"
<b>Tempo</b>	8" x 4 1/2" x 10 1/4"
<b>Missy</b>	10" x 5" x 13"
<b>Kary</b>	9" x 5 3/4" x 13 1/2"
<b>Bistro</b>	10" x 6 3/4" x 12"

<b>Tote</b>	16" x 6" x 12"
<b>Traveler</b>	13" x 6" x 15 3/4"
<b>Debonair</b>	16" x 6" x 15 3/4"
<b>Mart</b>	13" x 7" x 17"
<b>Royal</b>	14" x 8" x 14 1/2"
<b>Regal</b>	12" x 9" x 15 3/4"

<b>Towner</b>	16" x 6" x 19 1/4"
<b>Super Royal</b>	14" x 10" x 15 3/4"
<b>Cargo</b>	18" x 7" x 18 3/4"
<b>Grandé</b>	16" x 11" x 18 1/4"
<b>Magnum</b>	24" x 7 1/4" x 18 3/4"

### Characteristic Symbols



Ideal for  
Retail Applications



Ideal for Foodservice  
Applications

# Step 2: Select Your Bag Style

## Determine the bag top style best matching your desired look.

Continue to evoke your brand image from the time the contents are placed inside the bag to the moment customer unloads the bag at home.

Duro Bag™ creates a bag style that is a reflection of your brand image – clean and crisp or a little rough around the edges, we have an option for you.



### Serrated Top Automatic Handle

- Serrated Top
- Handle is automatically formed and glued to the bag with a paper handle patch while on the bag machine



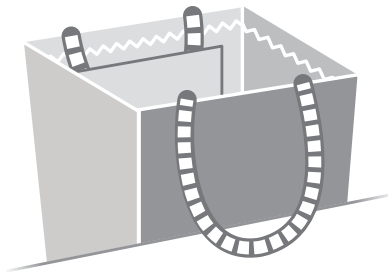
### Custom Serrated Top Hand-Inserted Handle

- Custom Serrated Top
- Handle is hand inserted and glued to the bag with paper/board handle patch



### Ultra 1/2" Folded Top

- Hand Folded 1/2" Top Fold
- Attractive smooth top look
- Handle and patch are attached by hand just below the top fold edge



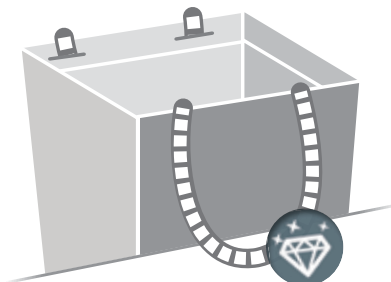
### Knotless Macramé Ultra 1/2" Folded Top

- Hand Folded 1/2" Top Fold
- Attractive smooth top look
- Handle and patch are attached by hand just below the top fold edge



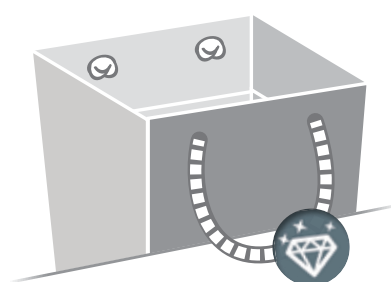
### JV-Slit 2 1/4" Folded Top

- Hand Folded 2 1/4" Top Fold
- Handle is inserted through JV-Slit and glued inside top fold
- Top fold covers inside handle patch and accommodates graphic printing



### Knotless Macramé JV-Slit

- Handle is inserted through JV-Slit and glued inside top fold
- Hand Folded 2 1/4" Top Fold
- Compact style allows for reduced carton cube



### 4-Knot Macramé




























- Hand Folded 1 1/2" Top Fold
- Hand-inserted 1 1/2" cardboard reinforcement strip
- Handle holes are punched in the top fold 2 1/2"-4 1/2" apart
- Handle material is precut to 15 1/4" and is fed through the holes and hand-tied with 4 knots inside the bag



# Step 3: Select Your Paper

## Choose the type of paper stock syncing best with your image.

Ranging from the Eco-conscious Natural Brown Kraft to a durable Claycoat, Duro Bag™'s materials will match the demands of what goes inside the bag. Duro Bag™ provides a range of substrates to compliment your brand image, from our stock products collection or a one of a kind custom print.

	Paper Type	Key Features	Characteristics
	Virgin Kraft	<ul style="list-style-type: none"> <li>Natural look</li> <li>Durable standard basis weight 60#-70#</li> </ul>	
	100% PC Recycled Kraft	<ul style="list-style-type: none"> <li>100% Post Consumer Recycled Content</li> <li>Certified Options Available</li> <li>Environmentally friendly natural look</li> <li>Standard basis weight 60#</li> </ul>	   
	100% Recycled Flipside	<ul style="list-style-type: none"> <li>100% Recycled Content, 54% Post Consumer</li> <li>Unique 2-sided paper, 1 side white, 1 side tan</li> <li>Printing available on either side</li> <li>Ideal for printing solid and design graphics</li> </ul>	   
	Virgin White	<ul style="list-style-type: none"> <li>Upgraded look</li> <li>Smoother printing surface than Kraft</li> <li>Durable standard basis weight 60#-70#</li> </ul>	
	40% PC Recycled White	<ul style="list-style-type: none"> <li>Upgraded look</li> <li>Smoother printing surface than Kraft</li> <li>Durable standard basis weight 60#-70#</li> </ul>	  
	100% PC Recycled White	<ul style="list-style-type: none"> <li>100% Recycled Content</li> <li>Smoother printing surface than Kraft</li> <li>Durable standard basis weight 60#-70#</li> </ul>	  
	Pro-Smooth	<ul style="list-style-type: none"> <li>Exceptional print quality</li> <li>Supports high resolution 4 color process printing</li> <li>Smoother than average paper types</li> <li>Excellent photographic reproduction</li> </ul>	
	40% PC Recycled Pro-Smooth	<ul style="list-style-type: none"> <li>Exceptional print quality</li> <li>Supports high resolution 4 color process printing</li> <li>Smoother than average paper types</li> <li>Excellent photographic reproduction</li> </ul>	
	Claycoat	<ul style="list-style-type: none"> <li>Claycoated HiGlo Coated 1 Side Paper</li> <li>Very smooth surface prints images clearly</li> <li>Virtually no ink absorption yields vibrant colors</li> <li>Durable standard basis weight 70#</li> </ul>	

### Characteristic Symbols



100% Recycled Content



40% Recycled Content



FSC® and Rainforest Alliance®  
Certified Options Available



Economy Option



Premium Option

# Step 4: Select Your Handle

**Transform a bag into an item that has a value all its own.**

Duro Bag™ provides multiple options to enhance the look of your bag selection - a handle to compliment the look and feel of your brand. Constructed of quality materials, Duro Bag™ has created a selection of visually appealing and functional handles to choose from.

Handle Type	Key Features	Characteristics
Stock Color Paper Twist	<ul style="list-style-type: none"> <li>Standard Kraft Color</li> <li>29 Stock Colors (shown below)</li> </ul>	
Dyed to Match Color Paper Twist	<ul style="list-style-type: none"> <li>Upgraded cohesive look</li> </ul>	
Dyed to Match Duplex Paper Twist	<ul style="list-style-type: none"> <li>Eye-catching design grabs visual interest</li> <li>Two colors twisted together make the duplex handle</li> <li>Stock or dyed to match colors can be used</li> </ul>	
Dyed to Match Fabric Cord with Soft Core	<ul style="list-style-type: none"> <li>Filament Polypropylene soft core fabric cord</li> </ul>	
White Fabric Cord with Paper Core	<ul style="list-style-type: none"> <li>White acrylic fabric cord handle with paper core</li> <li>Upgraded look and comfort</li> </ul>	
Dyed to Match Fabric Cord with Paper Core	<ul style="list-style-type: none"> <li>Cotton fabric cord handle with paper twist core</li> <li>Upgraded look and comfort from paper twist</li> </ul>	
Dyed to Match Filament Polypropylene	<ul style="list-style-type: none"> <li>Matching handle color increases brand consistency</li> </ul>	
Dyed to Match Cotton Macramé Rope	<ul style="list-style-type: none"> <li>Matching handle color increases brand consistency</li> <li>Natural look and feel</li> </ul>	
Cotton Twill Tape	<ul style="list-style-type: none"> <li>Cotton twill enhances perceived bag quality</li> <li>Comfortable to carry</li> <li>Natural look and feel</li> </ul>	
Grosgrain	<ul style="list-style-type: none"> <li>Polyester grosgrain enhances perceived bag quality</li> <li>Showcases "gift bag" appearance</li> <li>Comfortable to carry</li> </ul>	

## Paper Twist Handle Stock Color\* Options:

(\*Colors shown are approximate, please request a sample for exact color matching)







# Step 5: Printing & Graphic Options

**Transform a bag into an item that has an advantage all its own.**

With custom print available, options are virtually limitless. If you want a picture of the sky, you got it. If you want a bag to compliment your newest store display and signage, you can provide the idea and we will provide the solution. Create a bag that is fun to carry - for now and the future.

Graphics	Key Features	Characteristics
<b>Tail-Print:</b>	<ul style="list-style-type: none"> <li>In Line roll-to-bag printing</li> <li>Most economical way to get branded bags</li> <li>Up to 4 colors</li> <li>Line art/moderate detail</li> <li>Loose to moderate registration</li> </ul>	
<b>Pre-Print:</b>	<ul style="list-style-type: none"> <li>Offline roll-to-roll printing</li> <li>Up to 8 colors</li> <li>High Registration</li> <li>Fine detail, screens, half tones</li> <li>Special coating/varnishes, including UV</li> </ul>	
<b>Flexography:</b>	<ul style="list-style-type: none"> <li>Flexographic 4 color process printing</li> <li>Medium resolution up to 133 line screen</li> <li>Raised printing surface</li> <li>Moderate grade paper stocks</li> </ul>	

(Varnish is considered a color/print station)

Graphics	Key Features	Characteristics
<b>Line Art</b>	<ul style="list-style-type: none"> <li>Most cost-effective graphics application</li> <li>Can be tail-printed for quicker turnaround</li> <li>More economical pre-press than 4 color process</li> </ul>	
<b>Duo Tone/ Half Tone</b>	<ul style="list-style-type: none"> <li>Upgraded bag imagery</li> <li>High color clarity, detail and resolution</li> <li>Black and white photographic reproduction</li> </ul>	
<b>4-Color Process</b>	<ul style="list-style-type: none"> <li>High Definition</li> <li>Resolution up to 150 line screen</li> <li>Offset look with Flexo printing</li> <li>Extremely high color clarity</li> <li>Soft photographic reproduction</li> <li>Excellent flesh tones</li> <li>Highlights mid-tones and mass-tones</li> </ul>	
<b>High Definition</b>	<ul style="list-style-type: none"> <li>Available in 4-Color Process, Duo Tone and Tri-Tone</li> <li>Resolution between 150-200 line screen</li> <li>Offset look with Flexo printing</li> <li>Extremely high color clarity</li> <li>Soft photographic reproduction</li> </ul>	
<b>Insider</b>	<ul style="list-style-type: none"> <li>Simultaneous inside/outside printing</li> <li>Up to 3 print stations per side</li> <li>Registered print position inside and out</li> </ul>	



Line Art



Duo Tone



4-Color Process



High Definition



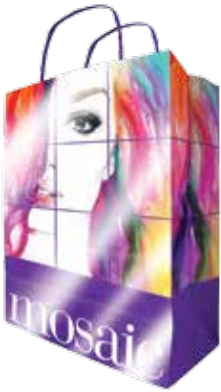
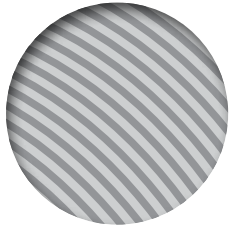
Insider



# Step 6: Enhance Your Bag

## The little touches can add huge value to your brand.

Add just a little something extra special to your Duro Bag™ with this list of enhancements. From the way the bag feels to the way it looks, every detail is important because it is essential to your brand. Create a one of a kind combination that is sure to leave a lasting impression with your customers.



Enhancement	Key Features	Characteristics
<b>Mirage Stripe</b>	<ul style="list-style-type: none"> <li>Economical way to upgrade branding</li> <li>Tinted varnish printed in vertical stripe pattern</li> <li>Creates the illusion of an embossed pattern</li> </ul>	
<b>Gloss Varnish</b>	<ul style="list-style-type: none"> <li>Overprinted on claycoat, makes colors appear more rich</li> <li>Lower environmental impact than lamination</li> </ul>	
<b>Matte Varnish</b>	<ul style="list-style-type: none"> <li>Satin finish masks over the inherent gloss ink characteristics</li> <li>Prevents ink rub-off by sealing printed surface</li> </ul>	
<b>Gloss UV</b>	<ul style="list-style-type: none"> <li>Extremely high gloss finish</li> <li>Available on all substrates and can be applied while printing</li> <li>Resembles lamination with lower environmental impact</li> </ul>	
<b>Wet Look Gloss UV</b>	<ul style="list-style-type: none"> <li>Same benefits of Gloss UV with added gloss "wet" look</li> <li>Enhances bag artwork and brightens ink colors</li> <li>Wet Look stems from printing UV on uncoated papers</li> </ul>	
<b>Soft Touch</b>	<ul style="list-style-type: none"> <li>Gives silky smooth satin finish</li> <li>Lower environmental impact than lamination</li> </ul>	
<b>Smooth Bag Front</b>	<ul style="list-style-type: none"> <li>Smooths bag front for optimum sleek appeal</li> </ul>	
<b>Guillotine Cut</b>	<ul style="list-style-type: none"> <li>Straight edge cut on top fold and on bottom of bag creates a clean look</li> </ul>	
<b>Extended Length Handles</b>	<ul style="list-style-type: none"> <li>Extends the length of bag handles</li> <li>Macramé extended length handles gives option for shopper to carry on shoulder</li> </ul>	
<b>Conventional Hot Stamp</b>	<ul style="list-style-type: none"> <li>Eye-catching metallic look</li> <li>Higher perceived bag quality</li> </ul>	

### Characteristic Symbols



# Sustainability Partnerships

Novolex™ is committed to the protection of the earth through recycling and promotion of sustainable products. We are proud to be a member of the following organizations:

## Forest Stewardship Council®

Duro Bag™ Brands is a Forest Stewardship Council (FSC®) certificate holder. The FSC® promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. The unique role of the FSC® is to bring together people, organizations and businesses to develop consensus-based solutions that promote responsible stewardship of the world's forests.



## Rainforest Alliance®

The Rainforest Alliance® is an international nonprofit conservation organization that certifies forestry and agricultural operations, ensuring that they meet rigorous standards for the conservation of natural resources and the rights and welfare of workers and local communities. Working with the Rainforest Alliance®, Duro Bag™ Brands are FSC®-certified for its lines of 100% post-consumer recycled bags produced from its plants in Alsip, IL; Florence, KY; Richwood, KY; Rio Bravo, Mexico; Elizabeth, NJ; Jackson, TN; Brownsville, TX; and Tolleson, AZ. The certified paper used for the manufacturing of these bags can be tracked through the supply chain including collection from the end user, sorting, paper making, transport, bag making and shipment of the finished product.



## Sustainable Packaging Coalition® (SPC)

Novolex™ and our Duro® brand is proud to support organizations like the Sustainable Packaging Coalition (SPC) that promote industry wide sustainability initiatives such as How2Recycle the next generation of standardized recycling symbols. We are proud to work with our customers to and the SPC to get the right markings on your brands products. The SPC is a project of GreenBlue®, a non-profit that equips business with the science and resources to make products more sustainable. **Learn more at [How2Recycle.info](http://How2Recycle.info)**



## Locations and Brands



- ☆ Corporate Offices
- Plastic Retail Bags
- Paper Bags
- Film Recycling
- Can Liners
- Custom Film & Bag
- Food Packaging
- Specialty Laminations
- ◆ Recycling Partners

# NOVOLEX™

**HILEX**  
POLY  
A NOVOLEX BRAND

**DURO**  
BAG  
A NOVOLEX BRAND

**BAGCRAFT**  
PACKAGING  
A NOVOLEX BRAND

**FORTUNE**  
PLASTICS  
A NOVOLEX BRAND

**DE LUXE**  
PACKAGING  
A NOVOLEX BRAND

**GENERAL PACKAGING**  
A NOVOLEX BRAND

**INTERNATIONAL CONVERTER**  
A NOVOLEX BRAND

**NOVOLEX**  
CUSTOM FILM & BAG

**NOVOLEX**

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[www.novolex.com](http://www.novolex.com) | 7600 Empire Drive, Florence, KY 41042 | 800-879-3876