



How to make paper bags with a logo

Paper bags are needed for packing goods and gifts. They look more spectacular than plastic ones, especially if they have a company logo on them. Moreover, they are environmentally friendly. Paper is easily recyclable, and in natural conditions it is recycled much faster than the same plastic. By combining different materials, colors and finishes, you can get original products that will emphasize the corporate identity of the company.

In the article we will tell you how to make [jute bags](#) with a logo, what material is used in production, what are the finishing options?

Negotiations with the customer

Making paper bags with a logo always starts with negotiations. This is almost the most important stage, since sometimes the preparation of technical specifications and the selection of raw materials take more time than the production itself. It includes several points:

- Layout creation - how the finished package should look.
- Choice of materials - what kind of paper to use.
- Terms of reference - the number of packages, paper weight, sizes, finishing options.
- Preparing a digital layout for printing according to the requirements of a particular printing house.

Make a written list of your wishes before starting negotiations. Sometimes you may need the help of third-party specialists, for example, a designer, to prepare a layout that meets all technical requirements. In most cases, printers offer this service.

Printing blanks

In the manufacture of bags, the method of offset printing or silk-screen printing (screen printing) is used. A combination of these methods is possible. Silk-screen printing is the cheapest and most versatile printing option for small runs. When making bags in this way, the paint penetrates the surface through the stencil. Silk-screen printing is good in that you can make layers of paint of different thicknesses, the method can be used with almost all types of paper.

The second method is offset printing using CMYK technology, it is used for medium and large runs. It allows you to print colors of almost any shade, which is especially important when you need to achieve an exact match of the company's corporate color. Offset printing is suitable for cardboard and chalk packs.