

The paper bag sizing & ordering checklist

Keep this checklist handy before you order — measure the pack, size the gusset, match the paper and handles, then plan your quantity.

Ideal bag dimension = *Product size + 10–15% buffer*

1. Measure and size the bag

Work from the packed order, not the product alone, and let the formula set every dimension.

- [ ] **Prepare the purchase** — pack the order as the customer will carry it, with tissue and protective boxes
- [ ] **Measure the pack** — record the widest width, front-to-back depth and total height
- [ ] **Apply the buffer** — add 10–15% buffer to each dimension before you commit
- [ ] **Size the gusset** — ensure the bag gusset depth equals product depth, plus a 1 to 1.5-inch buffer

2. Choose material and weight

Match the fiber and the GSM to what the bag actually has to carry.

- [ ] **Pick the fiber** — virgin kraft for heavy loads, recycled kraft for eco-conscious brands
- [ ] **Set the paper weight** — 80–100 GSM for small items, 120–150 GSM for boxed gifts or heavy retail items
- [ ] **Confirm the load rating** — check the finished bag's load limit, e.g. 13.2 lb / 6 kg

3. Check handles and construction

The handle is where bags fail first, so inspect and test before you commit.

- [ ] **Match the handle** — twisted paper, flat ribbon, die-cut or cotton cord depending on your carrying needs
- [ ] **Check the reinforcement** — interior paper patches and folded top headers spread the load
- [ ] **Run a carry test** — walk, lift and stop with a real weighted order

4. Optimize artwork and print

Kraft paper drinks up ink, so contrast and placement must do the heavy lifting.

- [ ] **Use high contrast** — black, dark navy or deep burgundy remain legible on natural brown kraft paper
- [ ] **Position primary branding** — place logos clearly on the front and back panels
- [ ] **Keep details readable** — add extra information or QR codes on flat areas, away from gussets and folds

5. Plan quantity and storage

Place your order once, split by size, and store the stock so it arrives flat and clean.

- [ ] **Calculate the quantity** — expected daily bagged sales × trading days until next delivery + buffer
- [ ] **Split by size** — divide the total quantity across sizes based on your usual product mix
- [ ] **Store flat and dry** — off damp floors and without crushing handles under heavy cartons

Quick reference

STANDARD SIZES (IN)

Small	7.48″ × 3.15″ × 8.86″
Medium	8.66″ × 3.94″ × 11.81″
Large	10.24″ × 5.51″ × 13.39″

ORDER FORMULA

Daily bagged sales × days to next delivery + buffer

GUSSET RULE

Gusset = product depth + 1 to 1.5 in buffer