

What To Know About Selling Plastic Bags

“Sell a promotional product item once and it’s an accident. Sell it the second time and you’re an expert.”

Whether you’re an expert in selling promotional bags or you’ve never sold one, create an accident and let us make you an expert. We’ve been in the promotional products industry longer than any other bag supplier – and we invented hot stamping on plastic bags in 1968.

- **Is a heavier weight bag stronger?** No. The weakest point of any bag is always at the handle, never at the sides or bottom. Adding extra poly to a bag won’t make it stronger, only more expensive.
- **How are bags custom printed?** They are first printed on rolls of poly then converted into bags. The poly is printed on one side of the film in two places, then folded creating the 2-side printing, so asking for 1-side printing does not lower the bag cost. The plate costs shown in the catalog include 2-side printing.
- **What is hot stamping?** Foil in pigment and metallic colors are transferred onto the bag using a heated metal plate with the logo design on it; one bag at a time. Light colors such as white foil can be stamped on a black bag. White ink printed on a black bag will show through as gray. Bags are hot stamped when the quantity does not meet the minimum for custom printed bags.
- **Can I get a bag color that matches a PMS ink color?** No, but have a white bag completely printed in a PMS ink color with dropouts for the other ink colors. The ‘Body Pump’ patch handle bag on page 2 is an example. Heat resistant inks allow the bag to be sealed at the edges at a 40% upcharge. We do not charge extra to match any PMS color.
- **Why so many overruns?** The many production processes to custom manufacture bags require a waste allowance, and ours is 20%, under or over. If your customer requires exact quantities, add 20% to the listed prices.
- **What’s an eye mark?** It’s a rectangular ink ‘spot’ at the corner that tells the bag cutting and sealing machine where to cut and seal the bag so the print appears in the middle of the bag. Without it, the copy would appear randomly on the bag.
- **How do I know which bag to sell?** Ask your customer:
 - How many bags do you need? (Meet the minimum for a printed bag?)
 - When do you need them? (Printed bags take 15 production days; hot stamped bags take 5 days for production)
 - What will you use them for? (This will determine the bag style to promote)
- **Do you offer special pricing?** Yes. Larger quantities above the catalog quantities are specially quoted and we offer special pricing to mail order catalog distributors on hot stamped bags. Call us and tell us about your promotion.
- **Who should I call on to sell bags to or send my catalog to?** Go after those markets you’re now selling. Then develop your own niche market. For example: we sell more plastic shopping bags to funeral homes through distributors than all other bag suppliers combined!