



# **MASTERING SINGLE-SERVE: A GUIDE TO FILM & FORMATS**

A comprehensive guide to single-serve packaging standards. Master material structures, select the ideal format for your product, and decode technical die lines for flawless production.

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DIMENSIONAL SCHEMATICS & SIZING

## SPEAKING THE LANGUAGE

Packaging specs can look like a foreign language. “Web width,” “eye marks,” and “unwind direction” might sound technical, but they are just the roadmap that ensures your design runs smoothly on the production line.

This guide is a quick reference to the formats we offer, the material structures we use, and how to read your proofs to ensure a perfect print run.

# THE FORMATS

Explore our core lineup of single-serve flexible packaging solutions.

|               |     |
|---------------|-----|
| Sachets       | 4   |
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# THE FORMATS

## THE SACHET

The traditional cost-effective package for liquid products. Available in both 3 and 4-side sealed format from 5ml to 55ml.

**The Look:** It lies flat, offering a billboard style canvas for your branding on both the front and back.

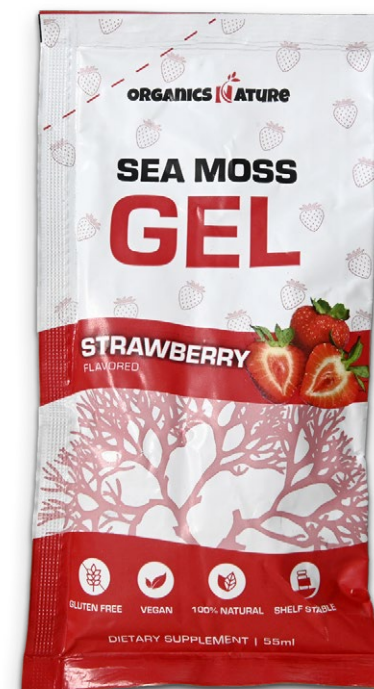
### Sealing Options:

**3-Side Seal:** Has a folded seam down one side which provides greater fill volume compared to a 4-side seal of equal size.

**4-Side Seal:** The sachet has a balanced appearance with an equal seal around the entire perimeter.

**Both of these packages provide ample real estate for branding.**

## 3-Side Seal



## 4-Side Seal



# THE FORMATS

## THE STICK PACK

This tubular format provides the greatest fill volume per square inch and is perfect for a wide range of products.

**Best For:** Drink mixes, protein powders, liquids or gels. The molded in pour spout is perfect for controlled dispensing into narrow neck bottles, or for direct oral consumption.

| Bag Width | Fill Type      |
|-----------|----------------|
| 23mm      | Liquid         |
| 25mm      | Liquid, Powder |
| 50mm      | Liquid, Powder |



23mm Width

Rounded Corners\*  
True Tear Notch\*



25mm Width



## THE FORMATS

**The “Why”:** It uses up to 40% less material than a sachet for the exact same volume of product.

**The Experience:** Designed for on-the-go convenience and controlled pouring. The narrow shape makes it effortless to empty powders directly into a standard water bottle neck without spilling.

| Bag Width | Fill Type           |
|-----------|---------------------|
| 35mm      | Liquid, Powder, Gel |



## THE FORMATS

**Available Sizes: 23mm, 25mm, 35mm, 38.5mm, 50mm** bag width. The sweet spot for drink mixes, electrolytes, and instant coffee.

| Bag Width | Fill Type      |
|-----------|----------------|
| 38.5mm    | Liquid, Powder |
| 50mm      | Liquid, Powder |



**38.5mm Width**



**50mm Width**

## THE FORMATS

### THE BOTTLE SHAPE

Custom die-cut sachets.

**Best For:** Beverages, cosmetic lotions, or oils where you want the package to mimic the full-size product.

| Capacity    | Fill Type          |
|-------------|--------------------|
| 5ml – 15ml  | Liquid, Gel        |
| 20ml – 35ml | Liquid, Gel, Cream |
| 40ml – 50ml | Liquid, Gel, Cream |



**5ml – 50ml Premade**

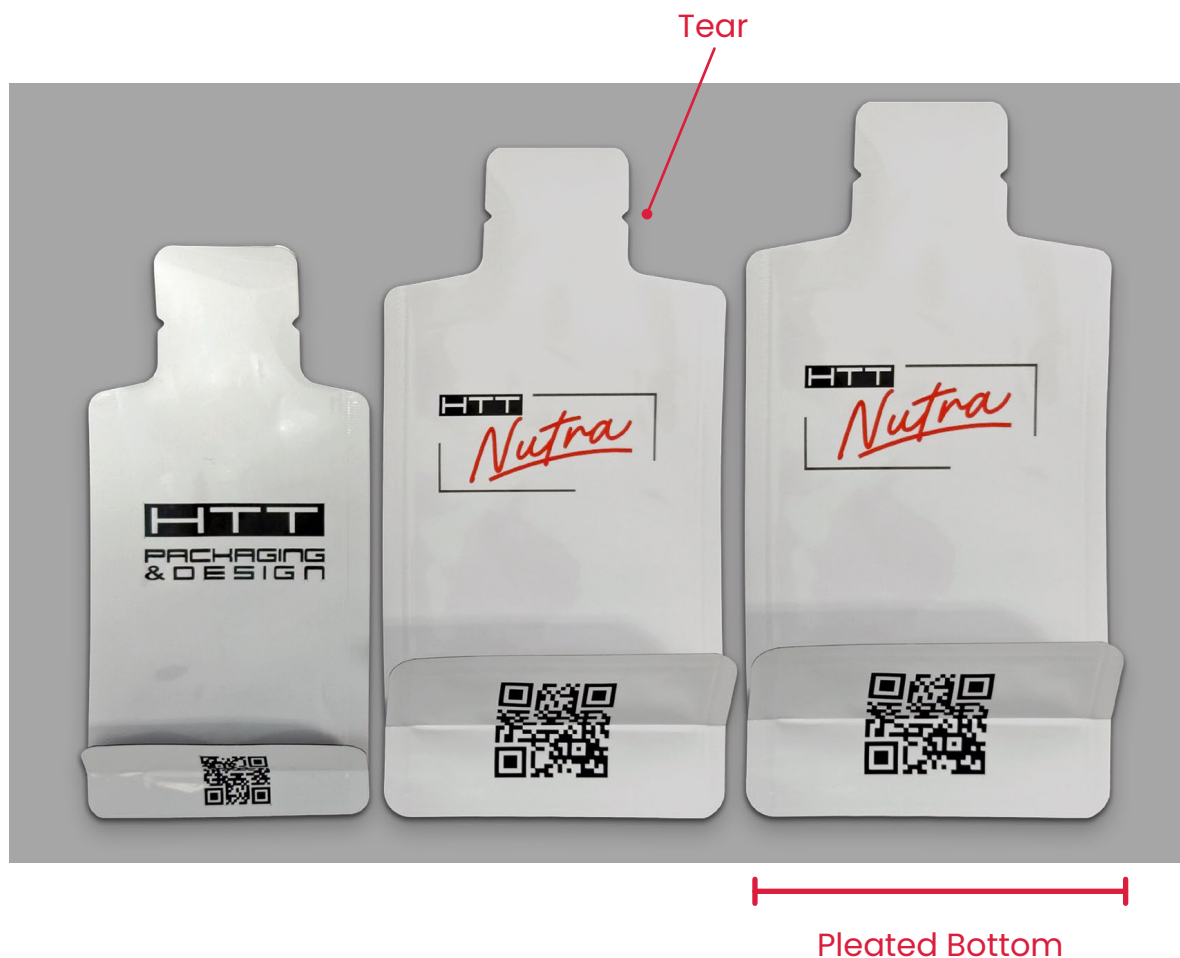
# THE FORMATS

## The “Pleated Bottom”:

Unlike a flat sachet, these often feature a bottom gusset. This expands when filled, increasing the internal volume and giving the pouch a premium, 3D feel.

**The Look:** The outer edge follows a custom “die line” (like a bottle silhouette) to instantly signal what’s inside.

**Smart Opening:** We place the tear notch on the “neck” of the bottle shape, making the opening experience intuitive and mess-free.



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# FILM STRUCTURE

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The science behind the barrier. Engineered to protect your product's integrity and maximize shelf life.

|                   |       |
|-------------------|-------|
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| Core Finishes     | 13-14 |
| Specialty Options | 15    |

# FILM STRUCTURE

## THE MATERIAL

A stick pack or sachet isn't just a single sheet of plastic; it is a high-tech laminate "sandwich" engineered for single-serve performance. We customize the number of layers based entirely on your product's specific shelf-life and barrier needs.



## DECODING THE ACRONYMS

### **PET (Polyester): The "Outer Skin"**

**What it is:** A tough, heat-resistant film.

**The Job:** This exterior layer holds the ink, provides a smooth surface for high-quality printing, and protects your single-serve packet from scuffs.

### **AL (Aluminum): The "Shield"**

**What it is:** A micro-thin layer of aluminum foil.

**The Job:** The ultimate barrier. It blocks 100% of light, oxygen, and moisture, ensuring sensitive liquids and active powders don't spoil.

### **LLDPE (Polyethylene): The "Sealant"**

**What it is:** A specialized plastic film designed for food contact.

**The Job:** This innermost layer melts at specific temperatures, creating the leak-proof, airtight fin and edge seals for your stick packs and sachets.

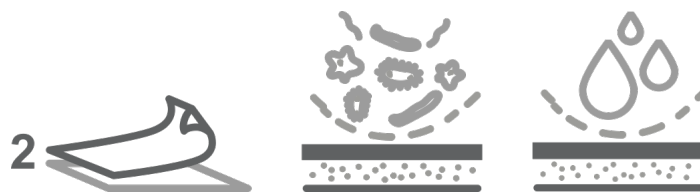
# FILM STRUCTURE

## COMMON STRUCTURES

### 2-Layer (Standard): PET / LLDPE

**Best For:** Short shelf-life powders, basic condiments, utility sachets, or products needing a clear display window.

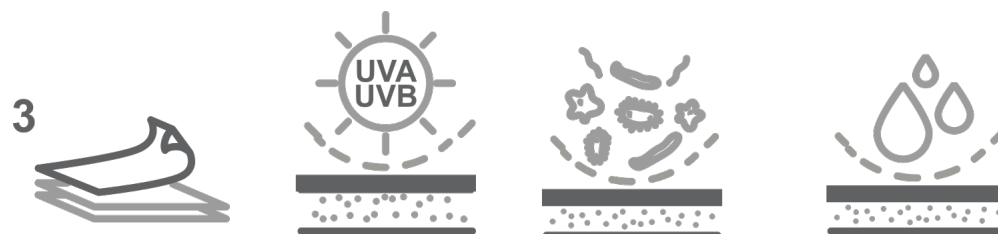
**Why:** Cost-effective, lightweight, and perfect for quick-turn single-serve sampling.



### 3-Layer (High Barrier): PET / AL / LLDPE

**Best For:** Liquid supplements, energy gels, light-sensitive matcha, cosmetic serums, and extended shelf life.

**Why:** The middle Aluminum layer locks in freshness for 12+ months, providing maximum protection in a tiny footprint.



# FILM STRUCTURE

## THE CORE FINISHES

In the single-serve market, the PET “Outer Skin” is a critical design choice, not just a protective barrier. Whether you want to project high-energy vibrancy or natural sophistication, your chosen film finish dictates how your product catches the light and communicates value.

**Standard Glossy:** The classic finish for maximum impact. It is highly reflective, makes colors incredibly vibrant, and is highly resistant to moisture and scuffs. Perfect for energy gels, liquid supplements, and vibrant drink mixes.



# FILM STRUCTURE

**Standard Matte:** Smooth, non-reflective, and sophisticated. It diffuses light, making the tiny instructional text on stick packs exceptionally easy to read, while giving your brand a premium, natural aesthetic.



**Clear & Transparent:** By utilizing a 2-layer structure without the foil shield, we can run completely clear film or leave unprinted geometric “windows.” This allows the customer to clearly see the texture and color of the product inside.



## FILM STRUCTURE

### SPECIALTY OPTIONS & CONTRAST

**Fully Opaque (Foil):** By utilizing an Aluminum (AL) middle layer or printing a solid white ink base, we block 100% of the light. Essential for protecting light-sensitive liquid formulas or active powder stick packs.



**Spot Gloss (Spot UV):** The best of both worlds. We can print your entire stick pack or sachet in a flat Matte, but add a highly reflective Gloss finish exclusively to your logo or specific design elements so they pop off the packet.

**Soft-Touch Matte:** The ultimate tactile experience. A specialized matte coating that physically feels like velvet or suede. It creates a memorable, high-end impression that instantly signals luxury for cosmetic serum samples and premium wellness sachets.

**Spot Frosted Windows:** We apply a matte coating over a clear window, creating a beautiful, semi-translucent “sea glass” effect. Ideal for teasing the contents of premium liquid cosmetic or lotion samples.

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# TECHNICAL SPECS

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The critical details—from web widths to unwind directions—that ensure flawless production.

|                              |    |
|------------------------------|----|
| Eye Marks & Repeat           | 17 |
| Tear Notches & Seals         | 18 |
| Unwind Direction & Web Width | 19 |

# TECHNICAL SPECS

## The Eye Mark

**What it is:** That small, dark, or white block you see in the corner of the proof (often in the “Eye Mark Alley”).

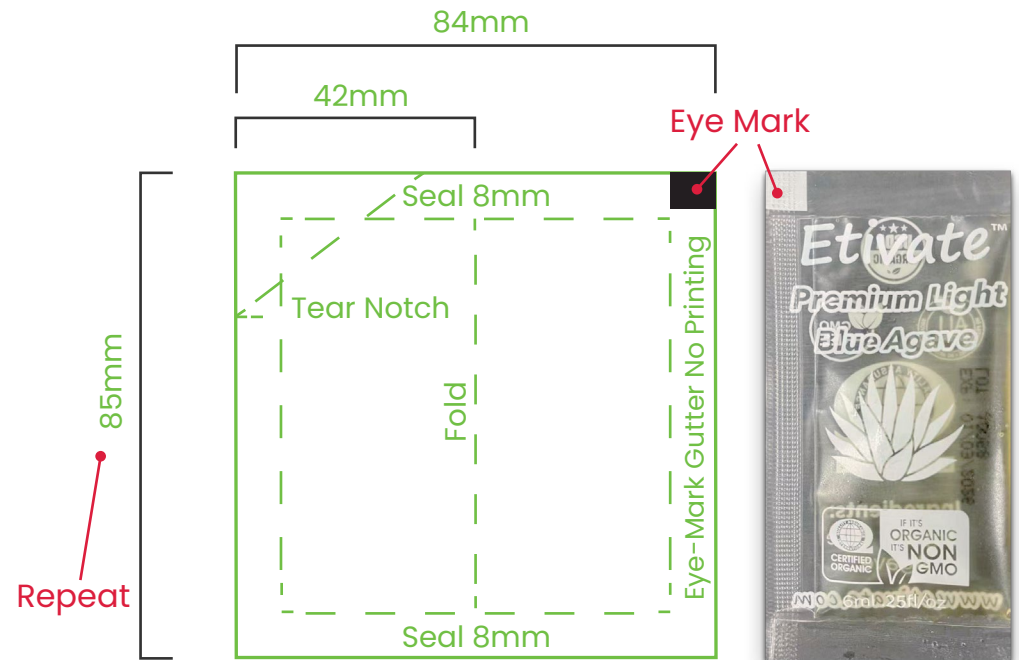
**What it does:** It’s a traffic light for the packing machine. A sensor reads this contrast to know exactly where to cut and seal each bag. For better readability, it’s best practice to have a lighter eye mark for dark backgrounds and a darker eye mark for light backgrounds.

**Why you see it:** It ensures your elements and logos are perfectly centered on every single packet, rather than drifting up or down.

## Repeat

**What it is:** The length of one complete package before the design repeats again. For example, in your specs, you might see “85mm Repeat.”

**Why it matters:** This determines the height of your final bag. If your design is too tall for the pitch, the machine will chop off your logo!



# TECHNICAL SPECS

## Tear Notch

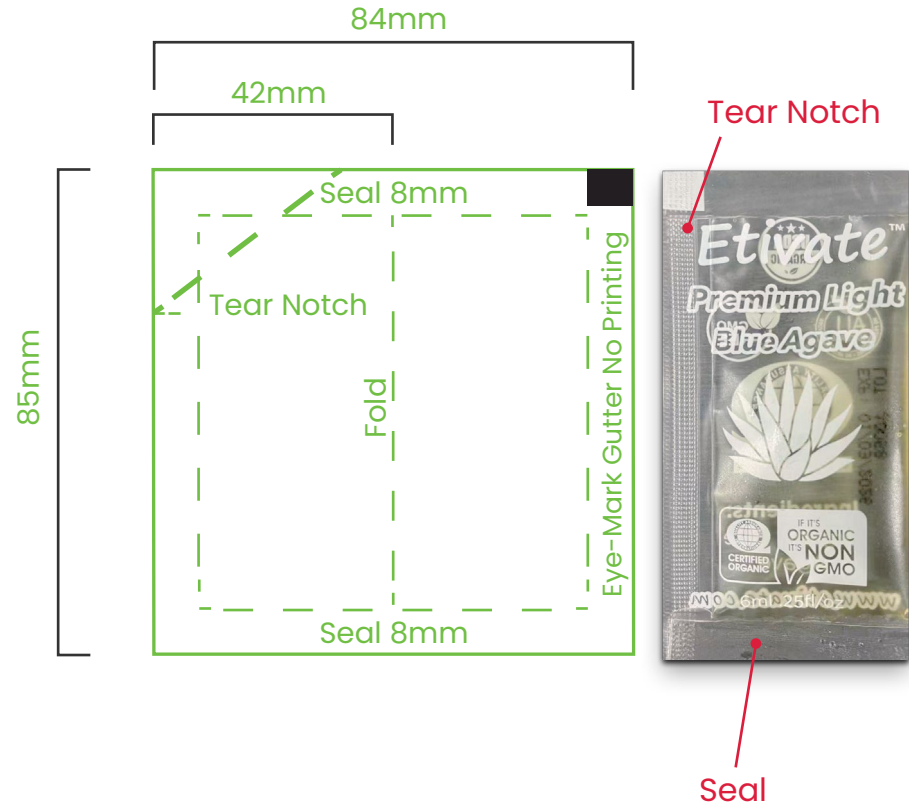
**What it is:** A pre-cut slit or laser score on the side seal.

**What it does:** It eliminates “wrap rage.” It forces the film to tear cleanly in a specific direction so your customer can access the product without scissors or teeth.

## Seals (Safe Zone)

**What it is:** The designated border (usually around 8mm) where the heat bars clamp down to close the bag.

**Design Rule:** We keep text and logos out of this zone. If ink gets into the seal area, it can prevent the bag from closing properly, leading to leaks.



# TECHNICAL SPECS

## Unwind Direction

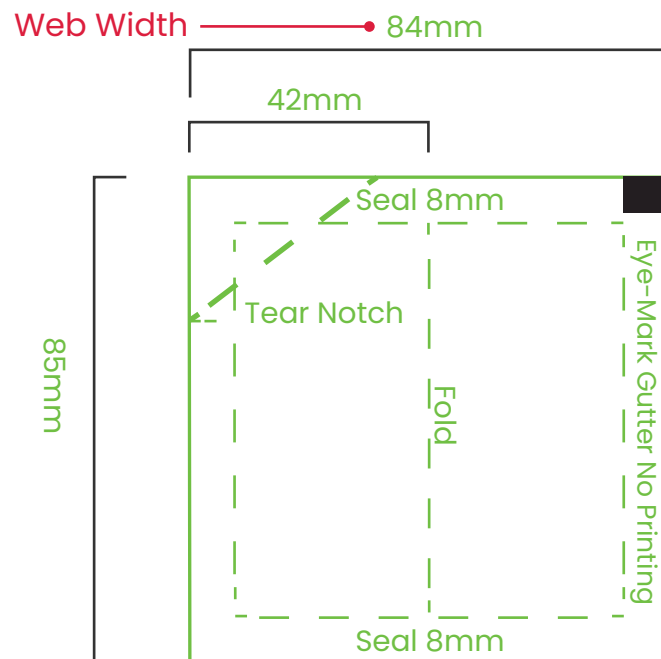
**What it is:** The numbered chart (e.g., #1 through #8) showing how the roll feeds into the machine.

**Why it's vital:** This tells the packer which way is "up." If this is wrong, your text could end up upside down or on the back of the package. "Unwind 2" usually means the bottom of the copy comes off the roll first.

## The Web Width

**What it is:** The total, flat width of the film roll before it gets folded, sealed, and formed into your pouch or packet.

**Why it matters:** This dictates the complete wraparound size of your package (front, back, and the back seal overlap). If your artwork doesn't stretch to the exact web width specified, your graphics won't wrap correctly, meaning your front logo could accidentally slide onto the side or back of the pouch.



| HTT        |                 | PACKAGING & DESIGN        |   |
|------------|-----------------|---------------------------|---|
| DATE       | 2/13/26         | UNWIND/DIRECTION OFF ROLL |   |
| CUSTOMER   |                 | 1                         | 2 |
| PRODUCT    |                 | 5                         | 6 |
| Pouch Size | 42mm W x 85mm L | 3                         | 4 |
| Web Width  | 84mm            | 7                         | 8 |
| Repeat     | 85mm            |                           |   |
| UNWIND     | 2 (by front)    |                           |   |
| MATERIAL   |                 |                           |   |
| COATING    |                 |                           |   |

Unwind

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# THE DIE LINES

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Structural blueprints and dimensional flat measurements required to build print-ready artwork.

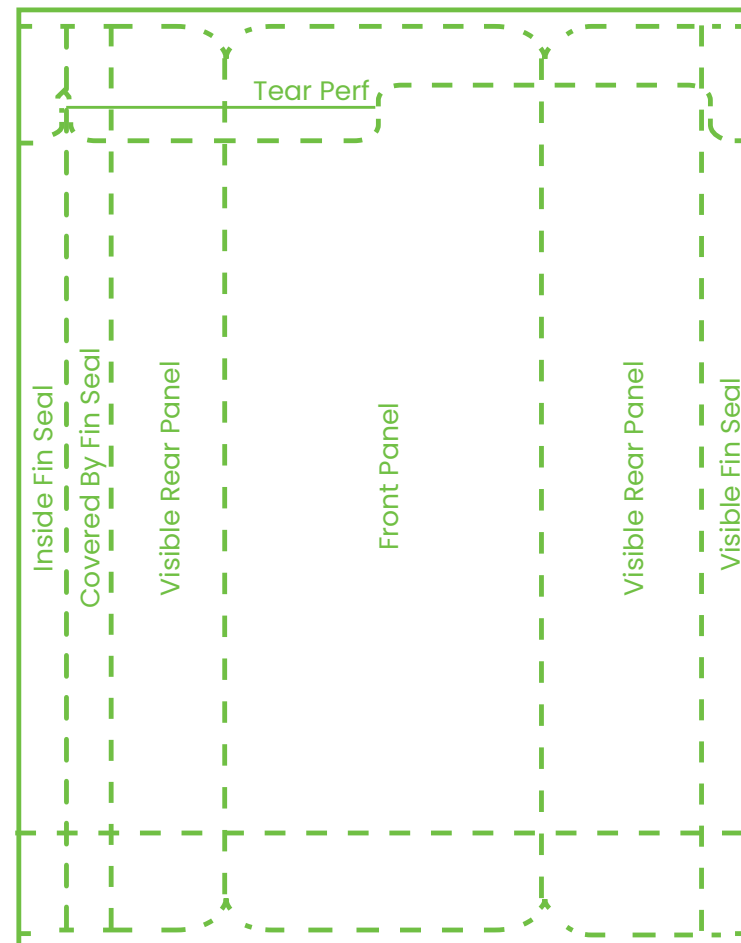
|               |       |
|---------------|-------|
| Stick Packs   | 21-28 |
| Sachets       | 29-34 |
| Bottle Shapes | 35-41 |

## THE DIE LINES

### Stick Packs

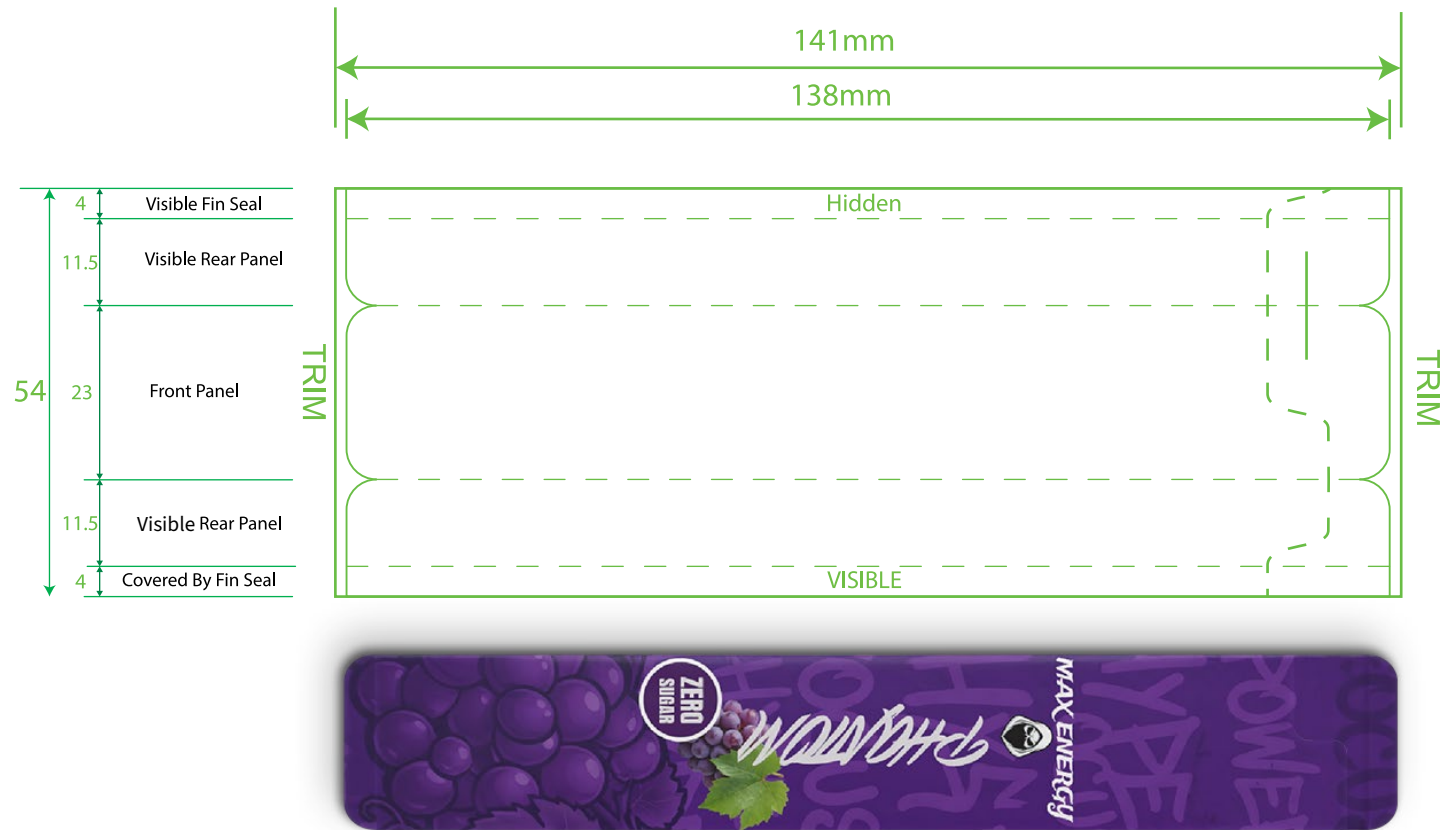
Our most popular format for single-dose applications. Stick packs offer a sleek, portable footprint with excellent barrier protection for both wet and dry products.

Ideal for single-serve applications including 10ml liquid supplements, matcha, and cosmetic serums.



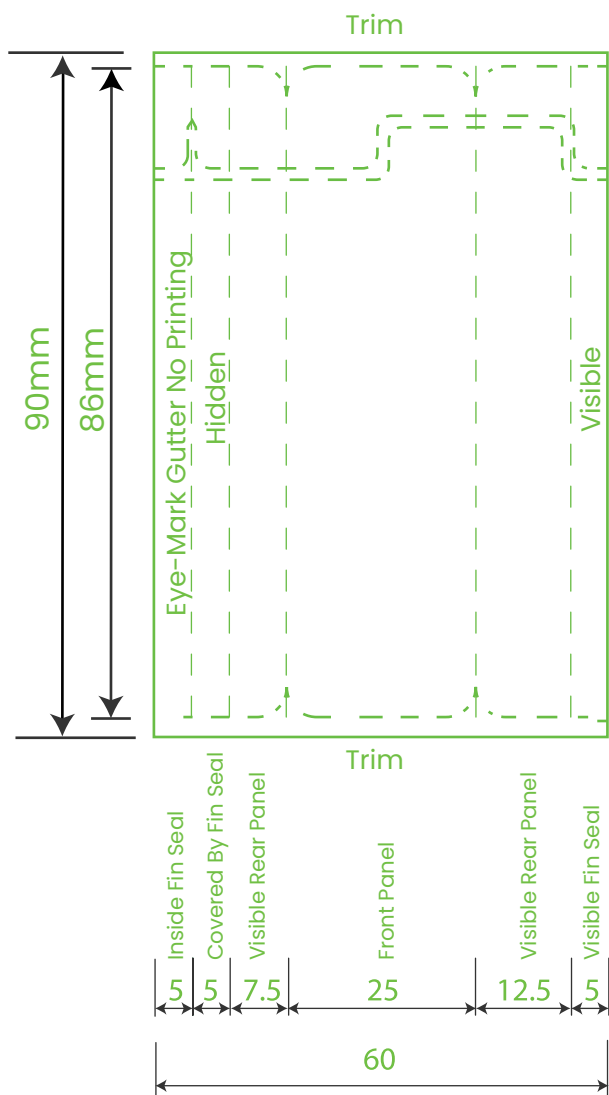
# THE DIE LINES

23mm W x 138mm L

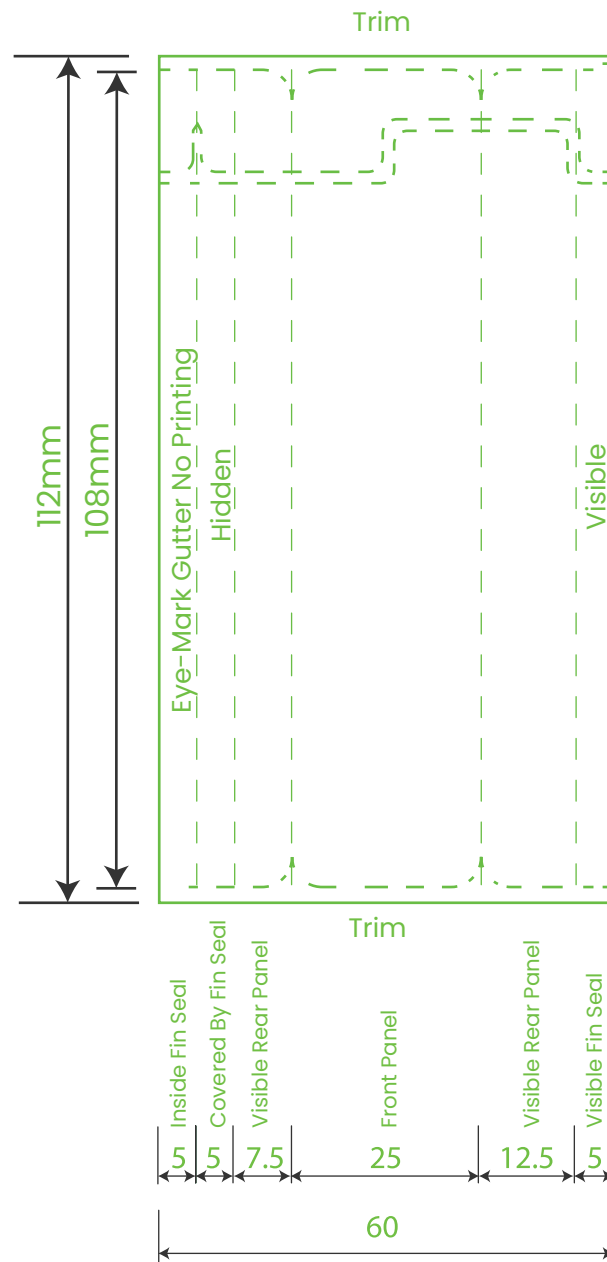


# THE DIE LINES

25mm W x 86mm L

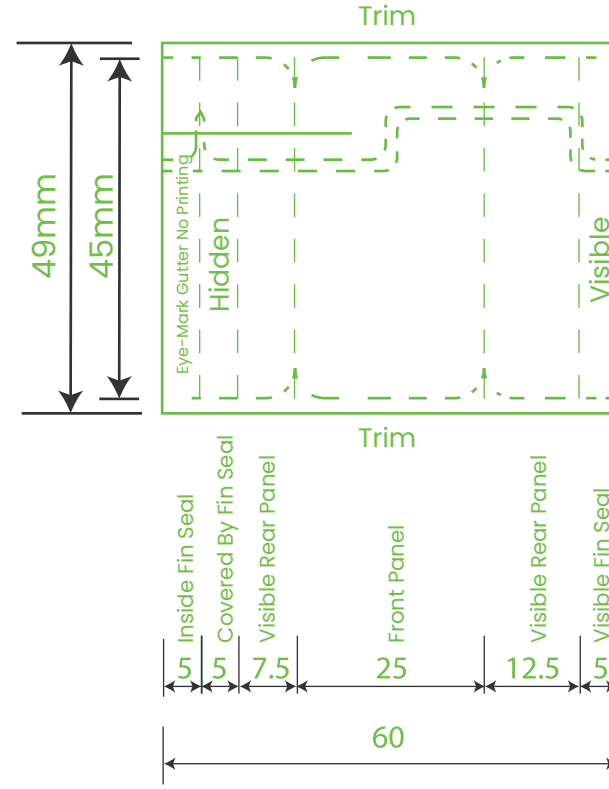


25mm W x 108mm L



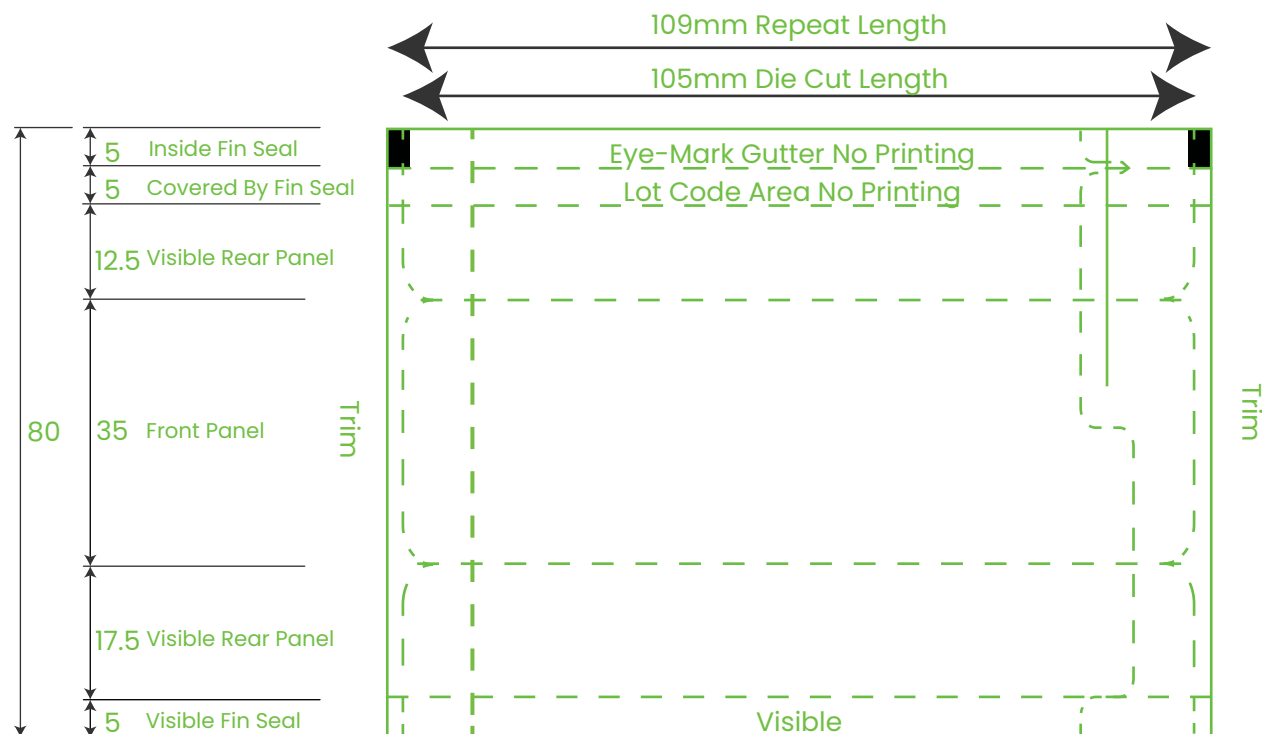
# THE DIE LINES

25mm W x 45mm L



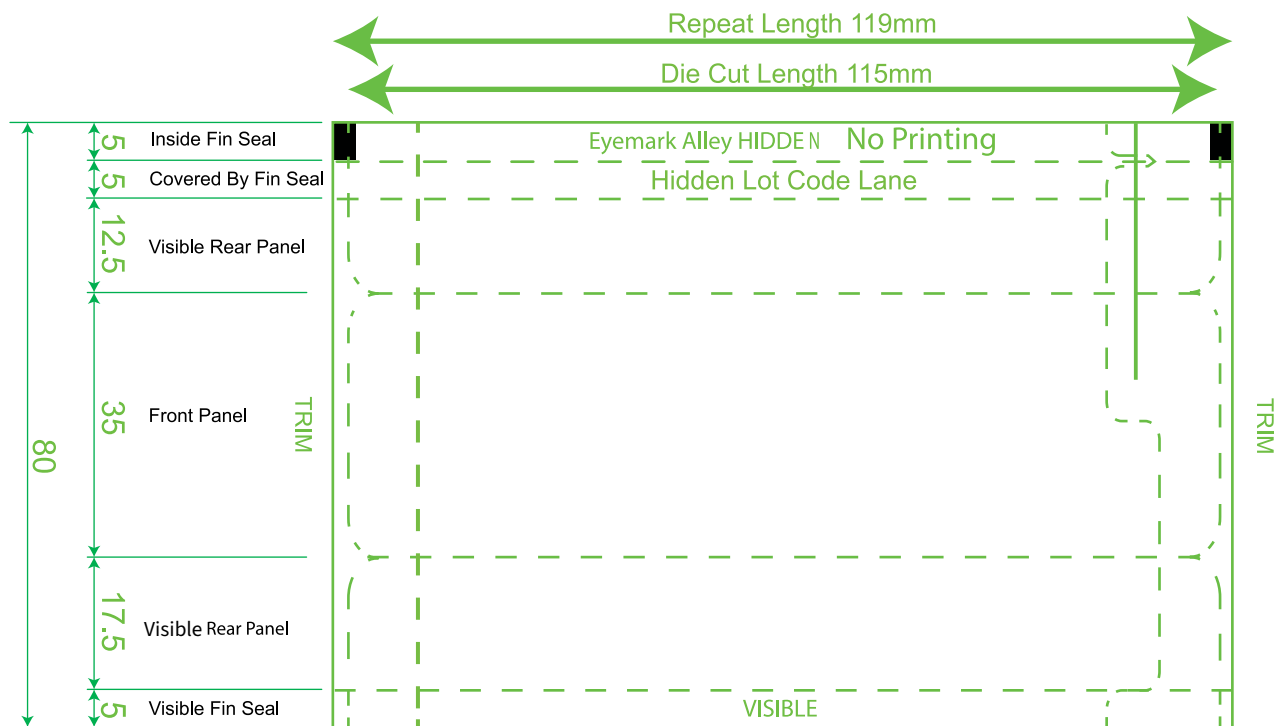
# THE DIE LINES

35mm W x 105mm L



# THE DIE LINES

35mm W x 115mm L



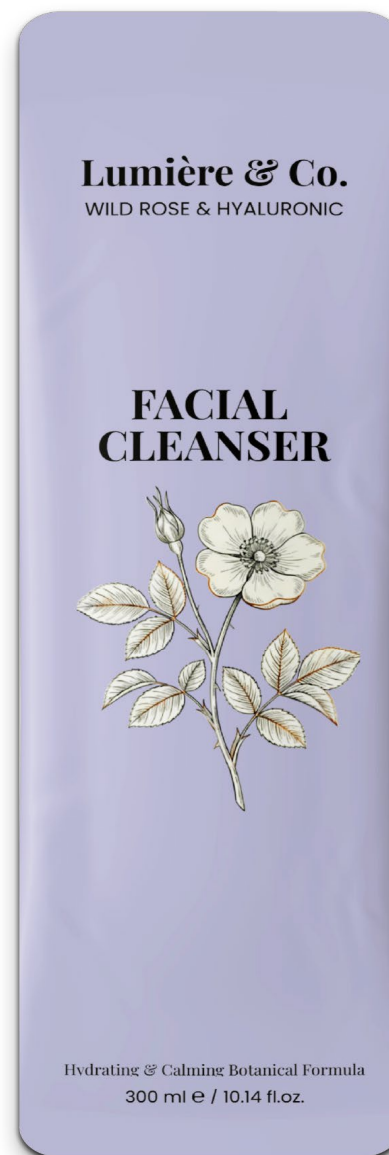
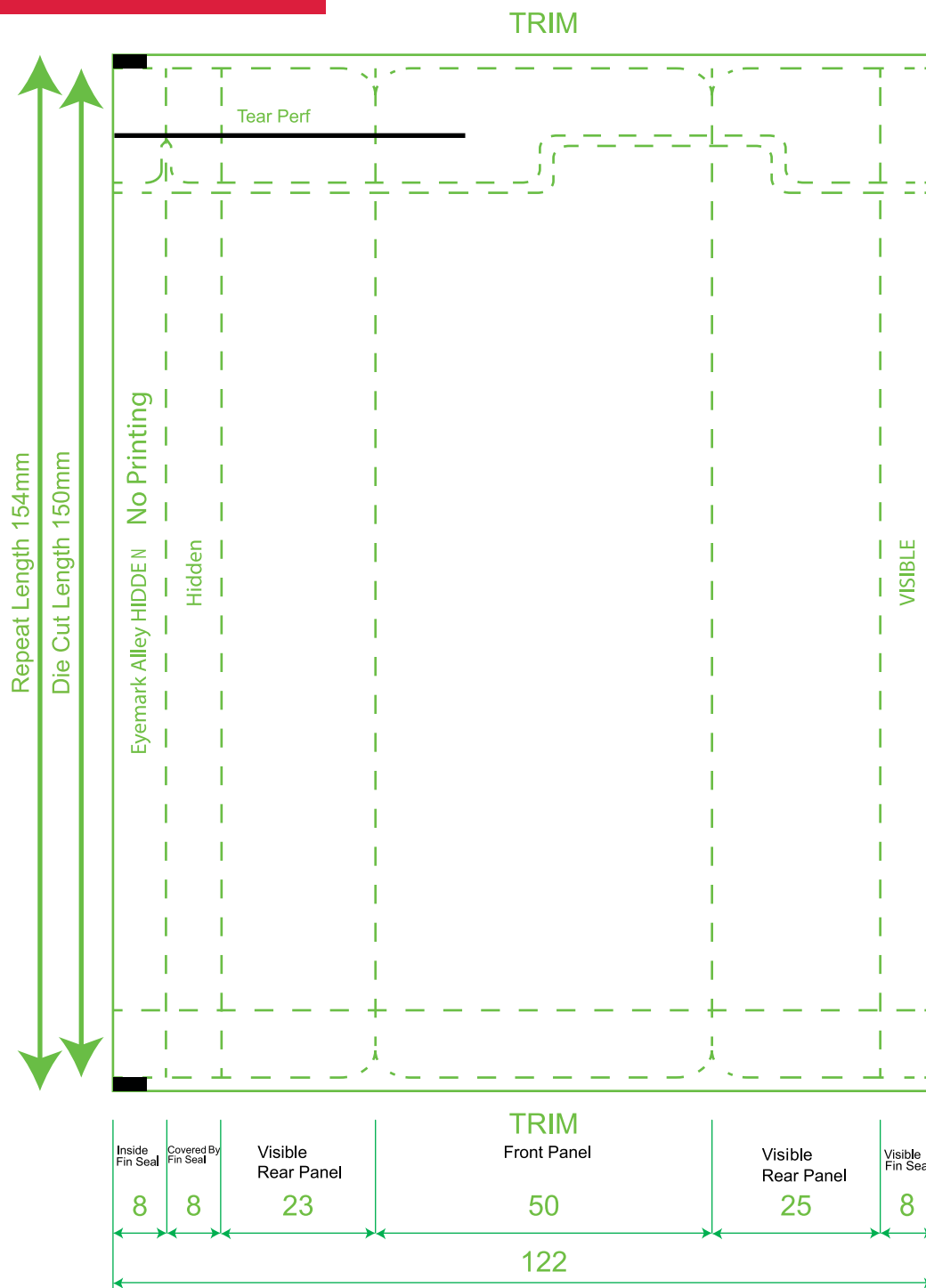
# THE DIE LINES

38.5mm W x 165mm L



# THE DIE LINES

50mm W x 150mm L



# THE DIE LINES

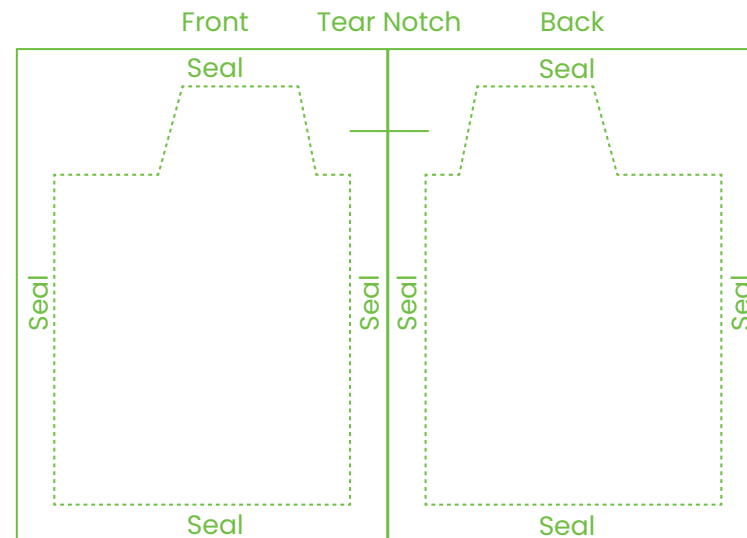
## Sachets

A versatile and classic format for single-use products. Sachets provide a wider surface area for impactful branding while maintaining optimal barrier protection for both wet and dry contents.

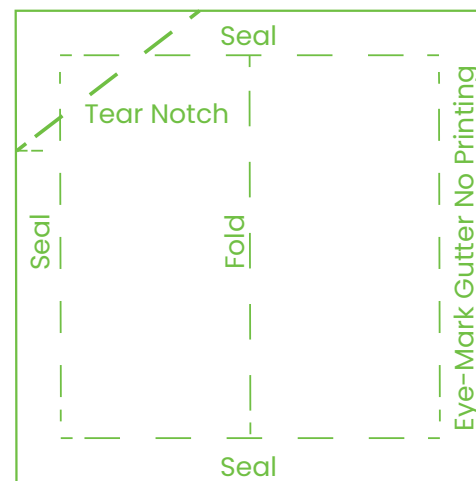
Ideal for sample-size distributions, including powdered drink mixes, nutritional supplements, and cosmetic creams.



### 4-Side

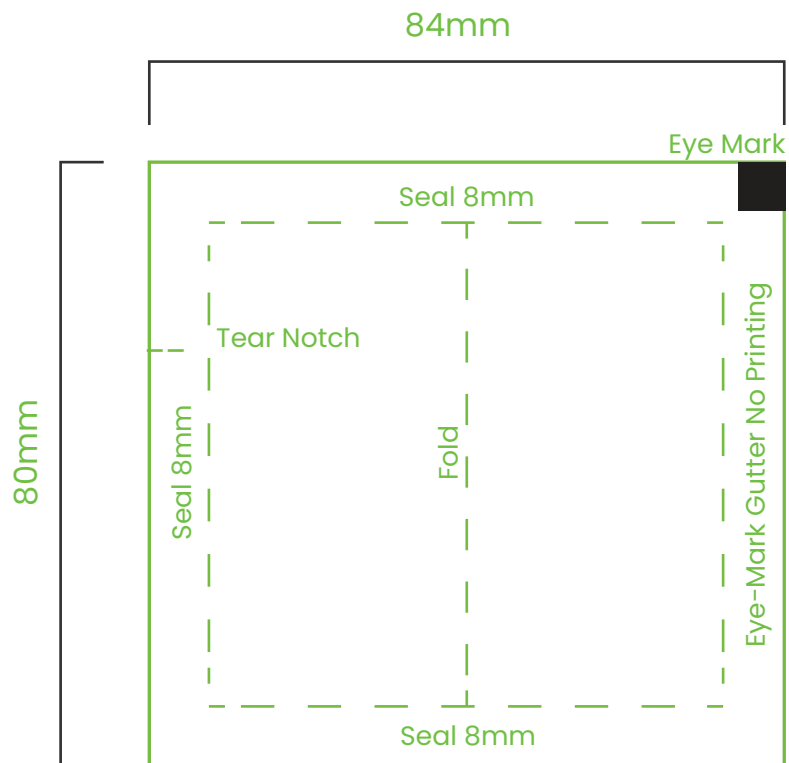


### 3-Side



# THE DIE LINES

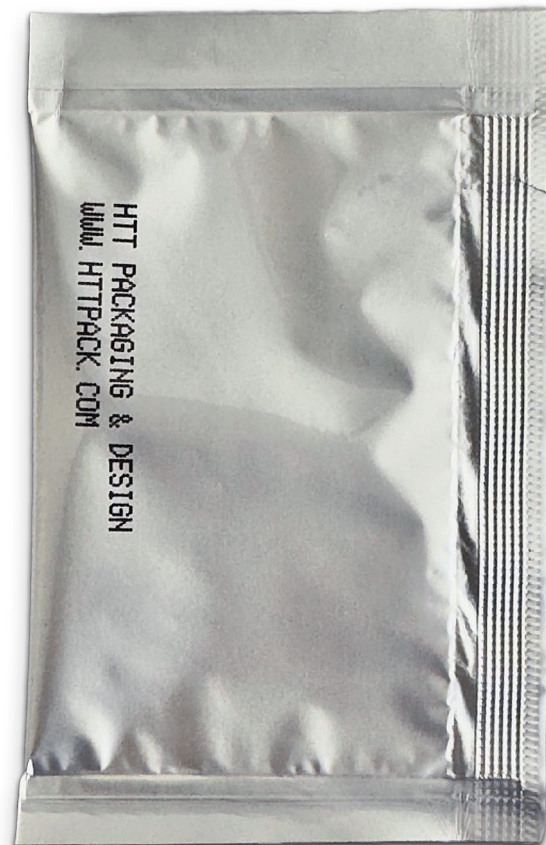
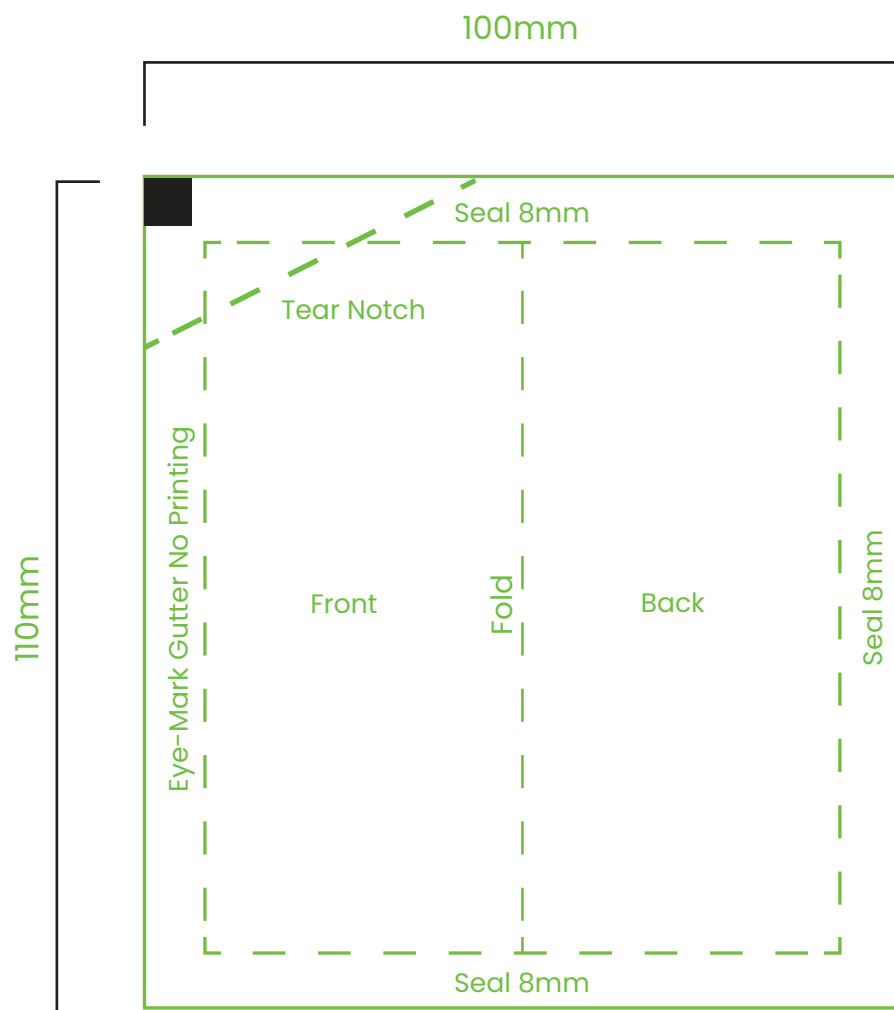
## 3-Side Sachet



42mm W x 80mm L

# THE DIE LINES

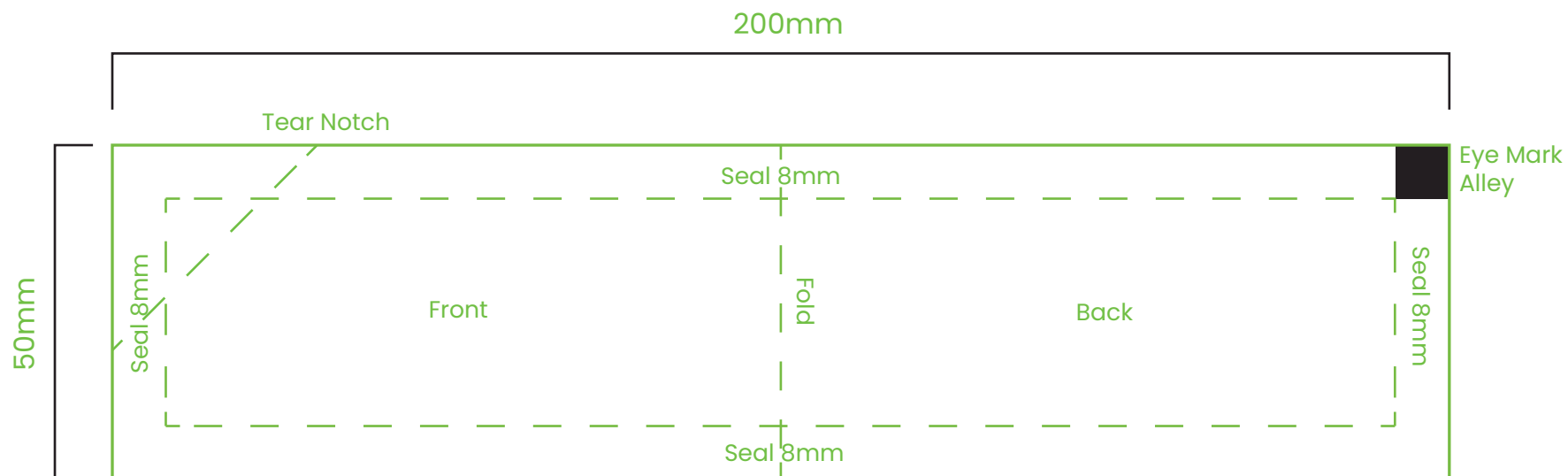
## 3-Side Sachet



50mm W x 110mm L

# THE DIE LINES

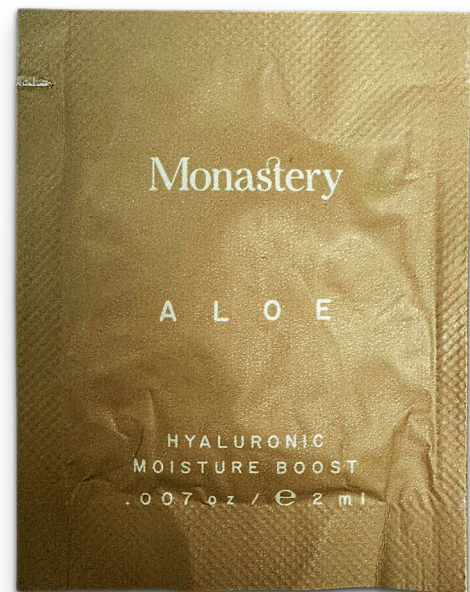
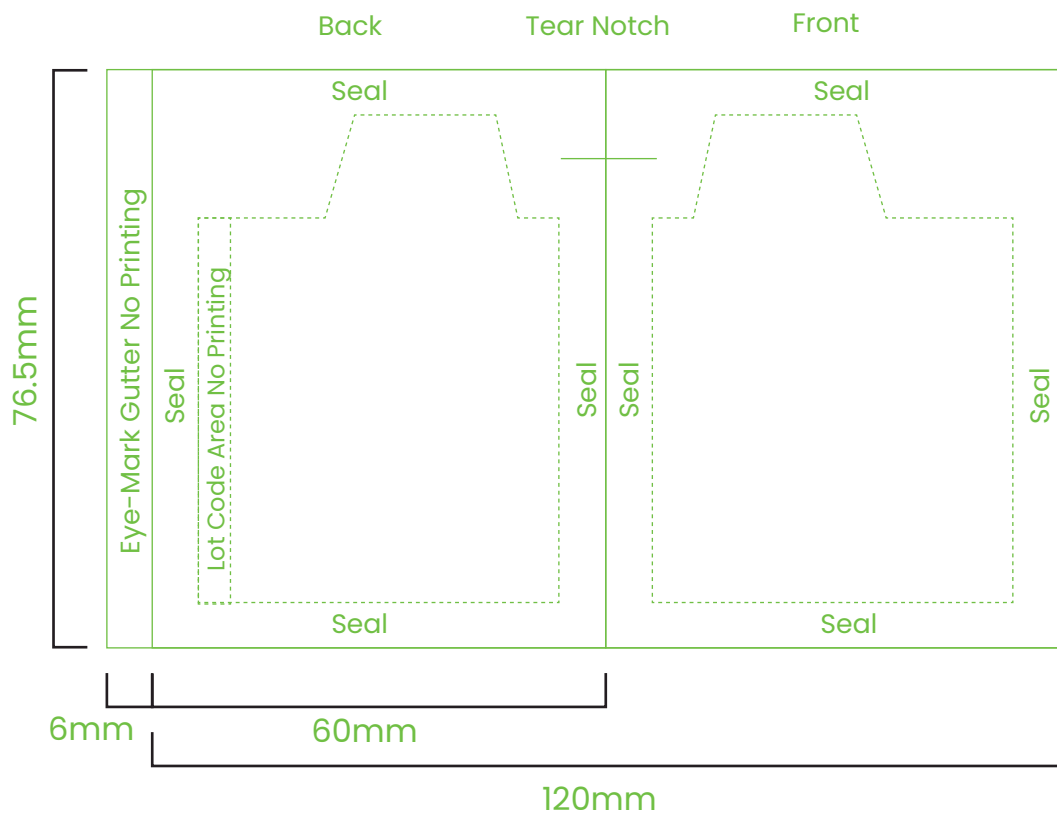
## 3-Side Sachet



50mm W x 100mm L

# THE DIE LINES

## 4-Side Sachet



**60mm W x 76.5mm L**

## 4-Side Sachet Pair

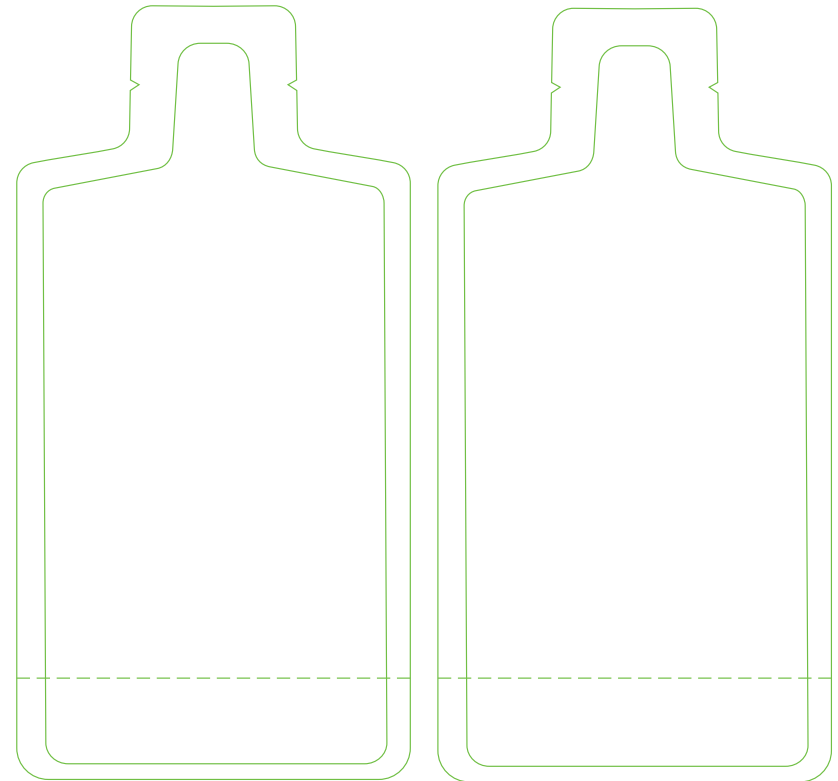


## THE DIE LINES

### Bottle Shaped

A premium, shaped format designed for maximum shelf impact. These die cut sachets offer unique branding opportunities by mimicking the silhouette of full-size containers, elevating the perception of single-use products.

Ideal for high-end cosmetic serums, personal care gels, lotions, and premium liquid beverage samples.



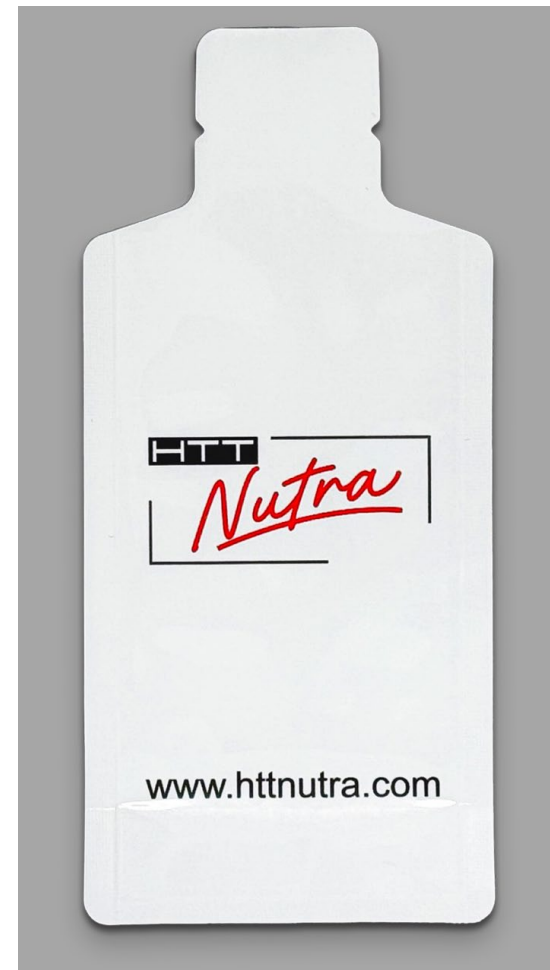
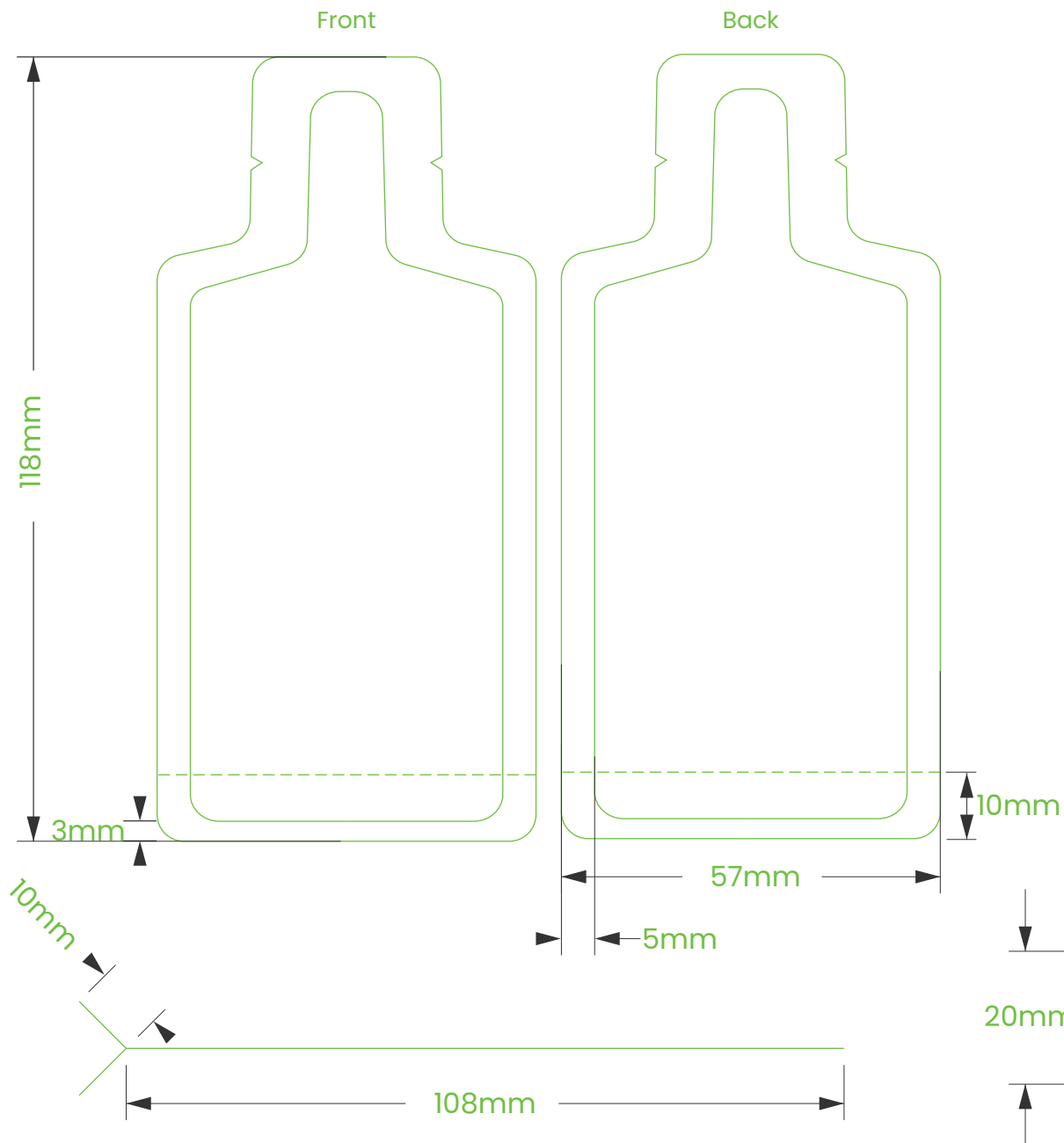
Front

Back

# THE DIE LINES

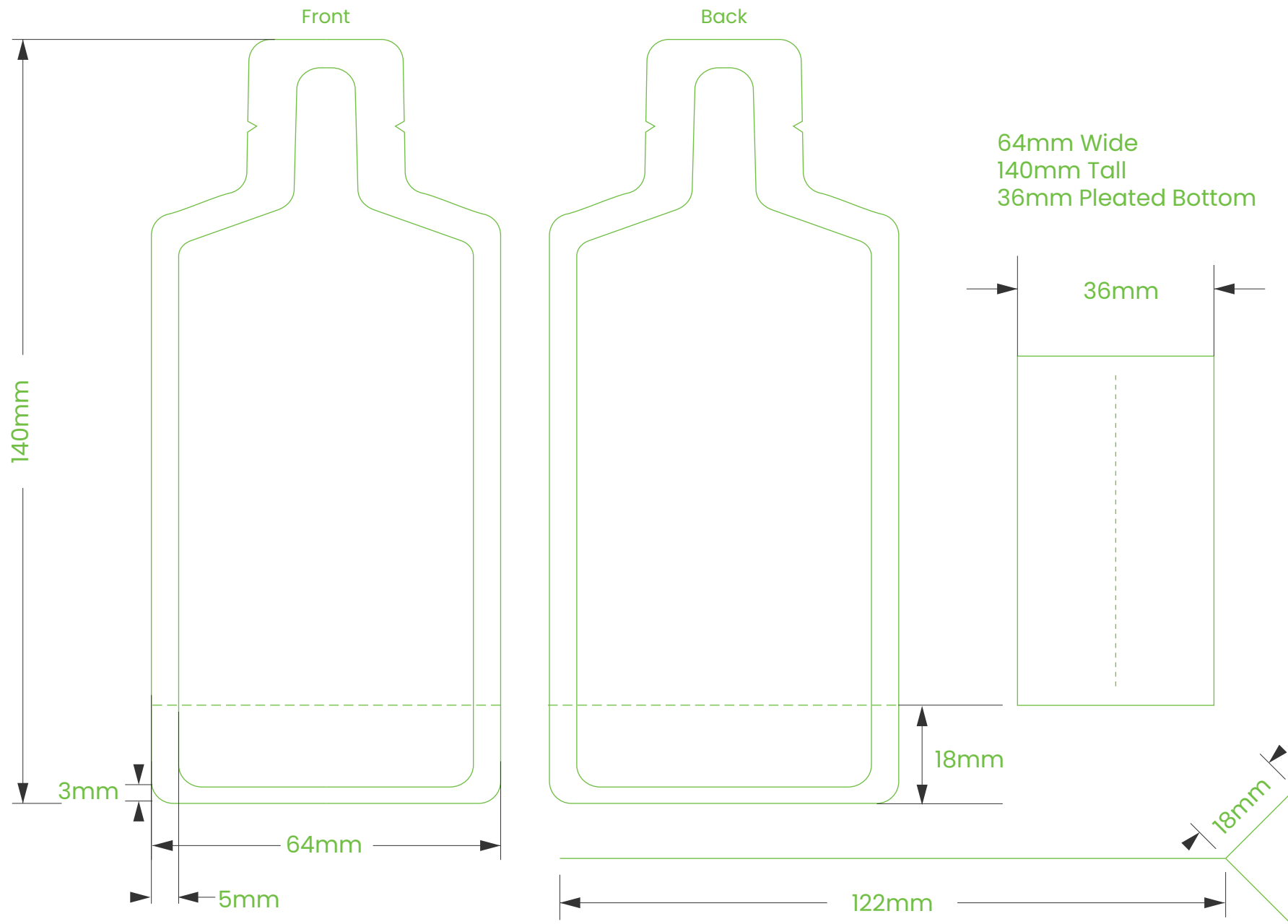
## Bottle Shaped

57mm Wide  
118mm Tall  
20mm Pleated Bottom

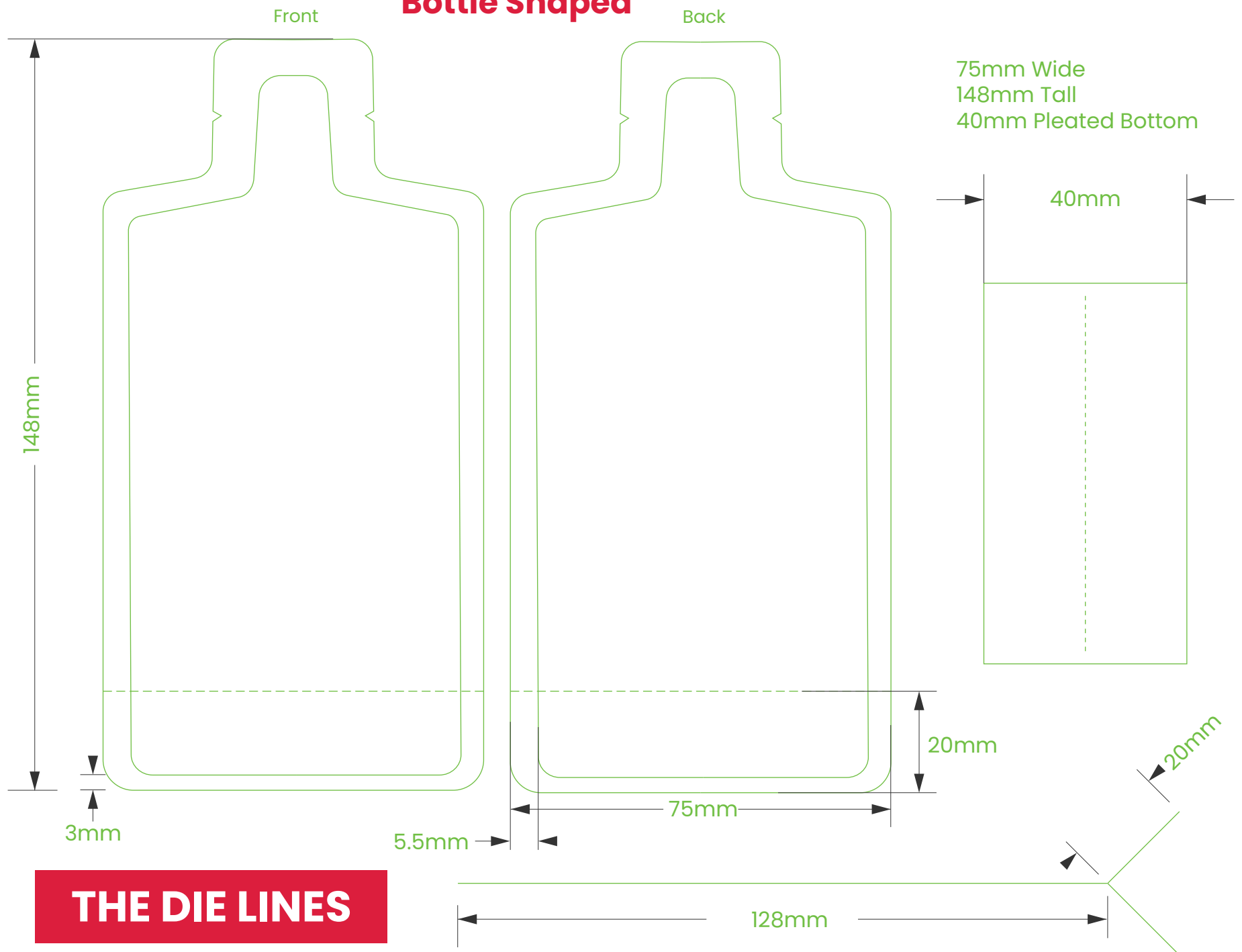


# THE DIE LINES

## Bottle Shaped



## Bottle Shaped



# THE DIE LINES

## Stick Packs

| Width    | Length<br>(Variable Size) | Web Width /<br>Lanes | Container              |
|----------|---------------------------|----------------------|------------------------|
| 23mm W   | 44mm L - 160mm L          | 120mm (2-Lane)       | Liquid                 |
| 25mm W   | 44mm L - 160mm L          | 120mm (2-Lane)       | Liquid, Powder, or Gel |
| 35mm W   | 44mm L - 160mm L          | 160mm (2-Lane)       | Liquid, Powder, or Gel |
| 38.5mm W | 165mm L                   | 178mm (2-Lane)       | Liquid, Powder, or Gel |
| 50mm W   | 50mm L - 180mm L          | 244mm (2-Lane)       | Liquid, Powder, or Gel |

# THE DIE LINES

## Sachets 3-Side

| Width     | Length           | Web Width/<br>Film Size | Container |
|-----------|------------------|-------------------------|-----------|
| 38.1mm W  | 114.3mm L        | 76.2mm                  | Liquid    |
| 40mm W    | 110mm L          | 80mm                    | Liquid    |
| 42mm W    | 80mm L - 85mm L  | 84mm                    | Liquid    |
| 44.45mm W | 114.3mm L        | 88.9mm                  | Liquid    |
| 50mm W    | 50mm L - 150mm L | 100mm                   | Liquid    |
| 63mm W    | 112mm L          | 126mm                   | Liquid    |
| 75mm W    | 50mm L - 150mm L | 150mm                   | Liquid    |
| 76.2mm W  | 152.4mm L        | 152.4mm                 | Liquid    |
| 100mm W   | 50mm L - 150mm L | 200mm                   | Liquid    |
| 114.3mm W | 40mm L           | 228.6mm                 | Liquid    |

## THE DIE LINES

### Sachets 4-Side

| Width  | Length<br>(Variable Size) | Web Width/<br>Film Size | Container        |
|--------|---------------------------|-------------------------|------------------|
| 60mm W | 76.5mm L                  | 264mm (2-Lane)          | Liquid or Powder |

### Bottle Shapes

| Width  | Length<br>(Variable Size) | Pleated Bottom | Container          |
|--------|---------------------------|----------------|--------------------|
| 57mm W | 118mm L                   | 20mm           | Liquid, Gel, Cream |
| 64mm W | 140mm L                   | 36mm           | Liquid, Gel, Cream |
| 75mm W | 148mm L                   | 40mm           | Liquid, Gel, Cream |

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# READY TO START YOUR PROJECT?

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Send us your artwork, request a physical sample,  
or let our packaging engineers help you find the  
perfect format.

**Email:** [info@httpack.com](mailto:info@httpack.com)

**Direct:** 949.954.7977

**Toll-Free:** 855.862.6646

**Web:** [HTTPACK.COM](http://HTTPACK.COM)

