HTT PACKAGING & DESIGN

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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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
Stick Packs	5-7
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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

Rounded Corners*
True Tear Notch*







35mm Width

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



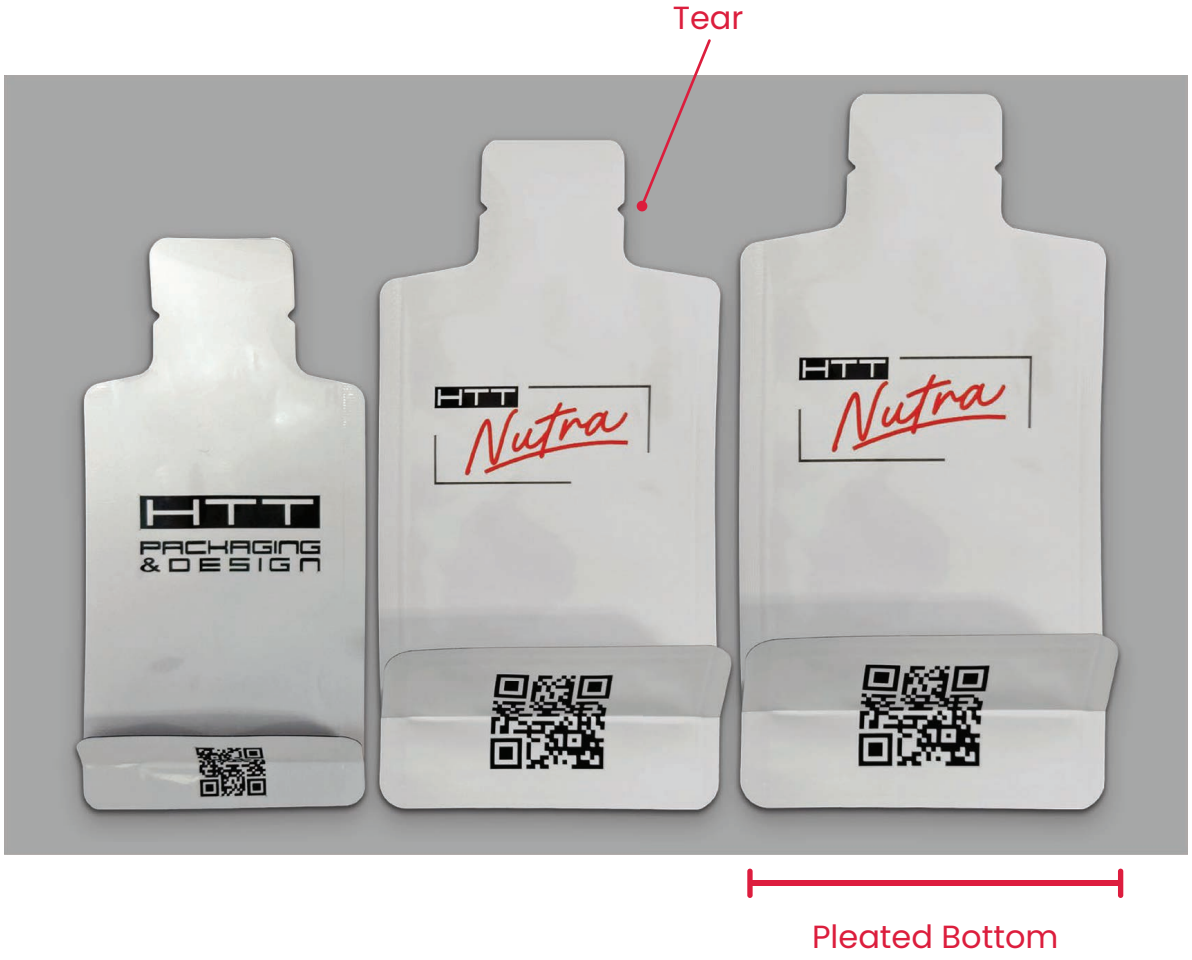
5ml - 50ml Premade

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.



FILM STRUCTURE

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

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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.

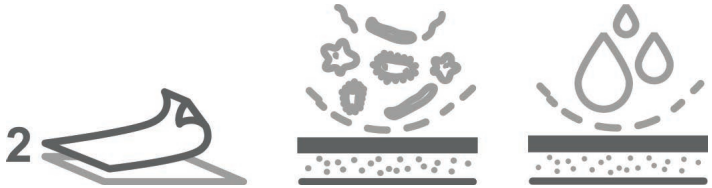
LLDPE (Polyethylene): The "Sealant"
What it is: A specialized plastic film designed for food contact.
The Job: This innermost layer melts at specific temperatures, creating the leak-proof, airtight fin and edge seals for your stick packs and sachets.

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.

TECHNICAL SPECS

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").

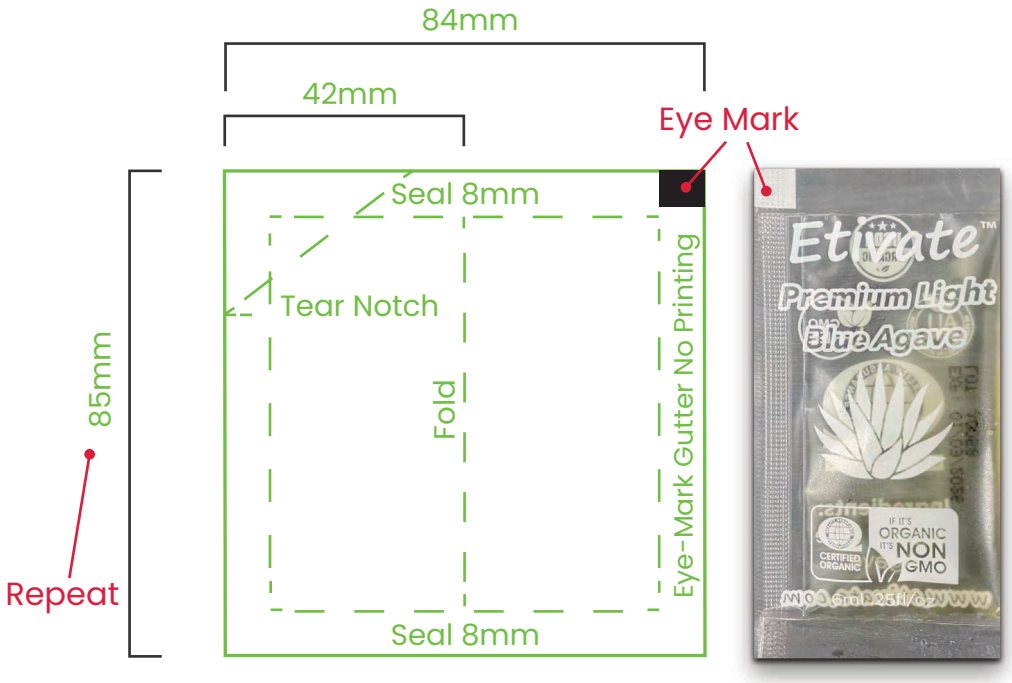
What it does: It's a traffic light for the packing machine. A sensor reads this contrast to know exactly where to cut and seal each bag. For better readability, it's best practice to have a lighter eye mark for dark backgrounds and a darker eye mark for light backgrounds.

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!



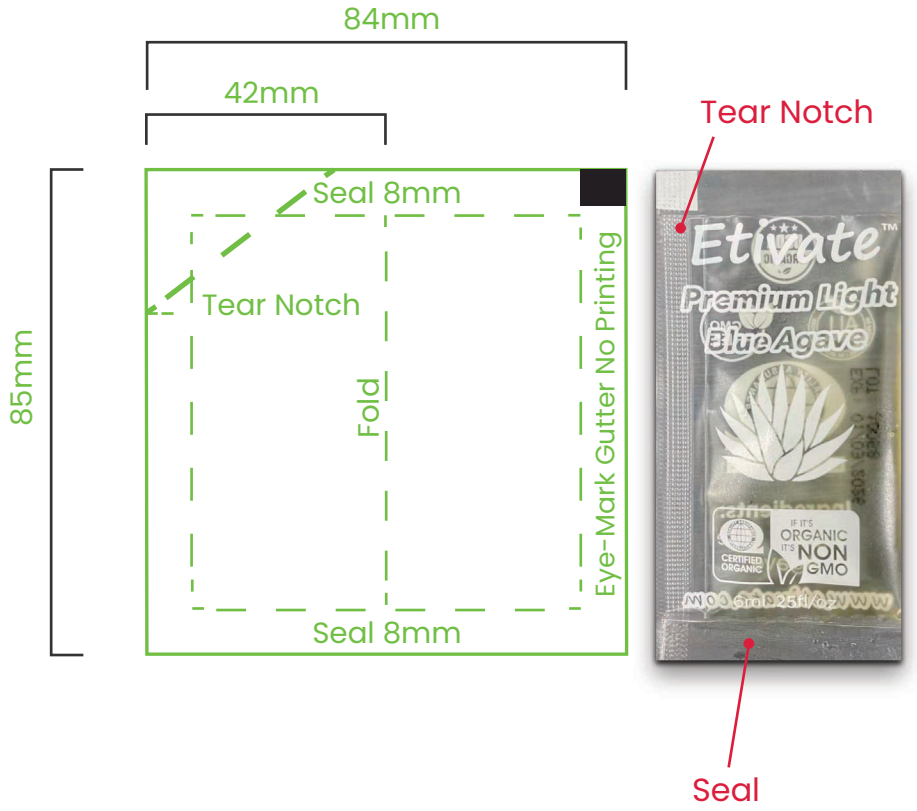
TECHNICAL SPECS

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

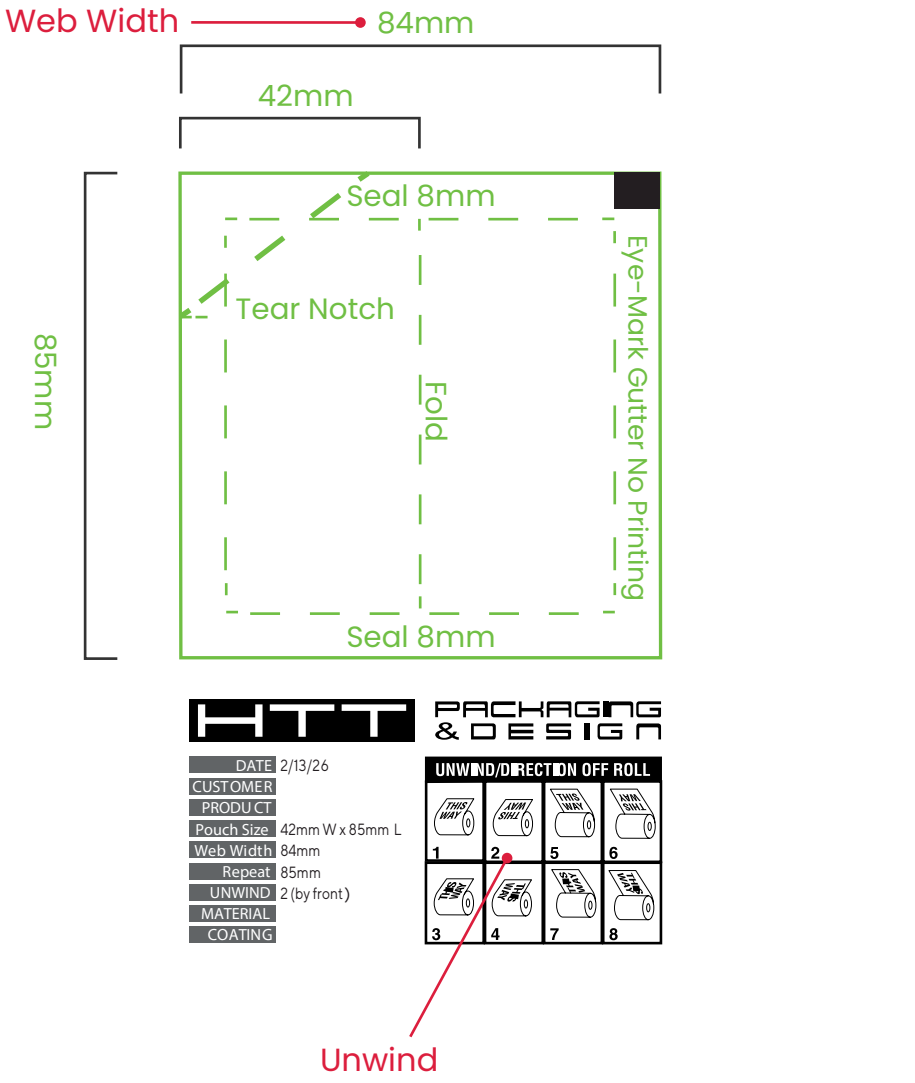
What it is: The numbered chart (e.g., #1 through #8) showing how the roll feeds into the machine**.**

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.



THE DIE LINES

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

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

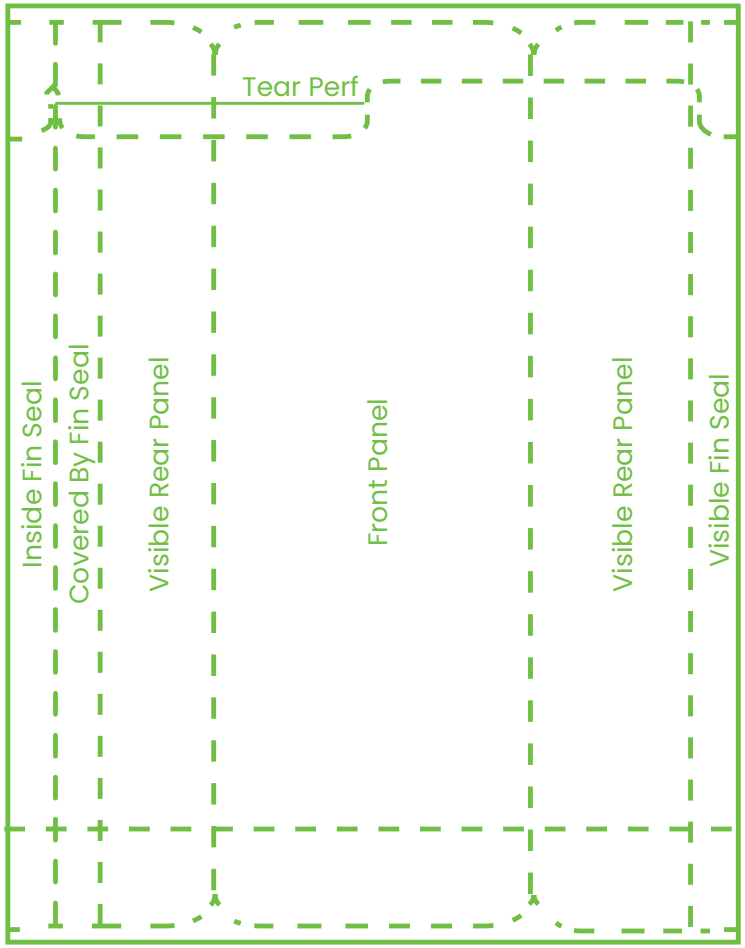
THE DIE LINES

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.

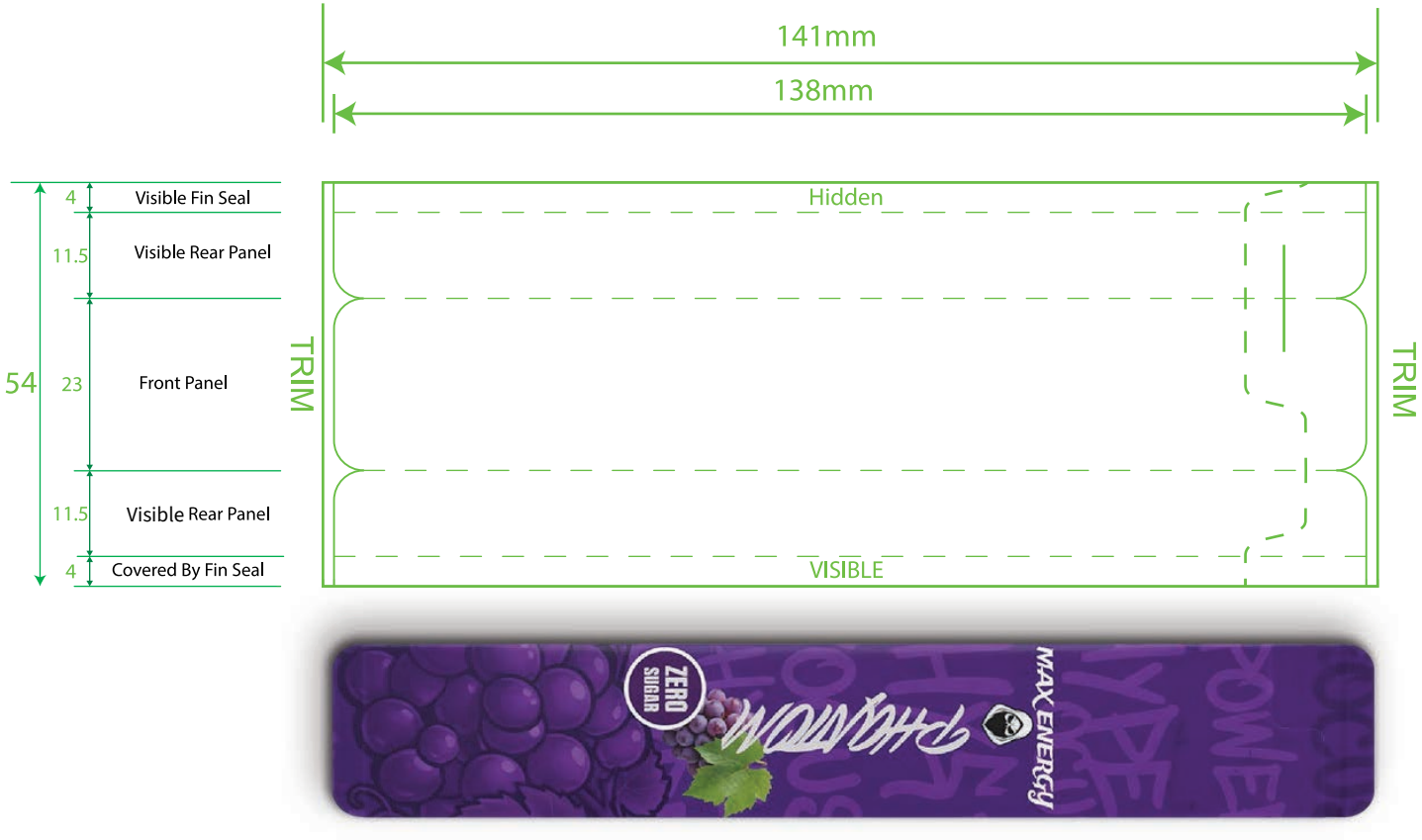
Ideal for single-serve applications including 10ml liquid supplements, matcha, and cosmetic serums.





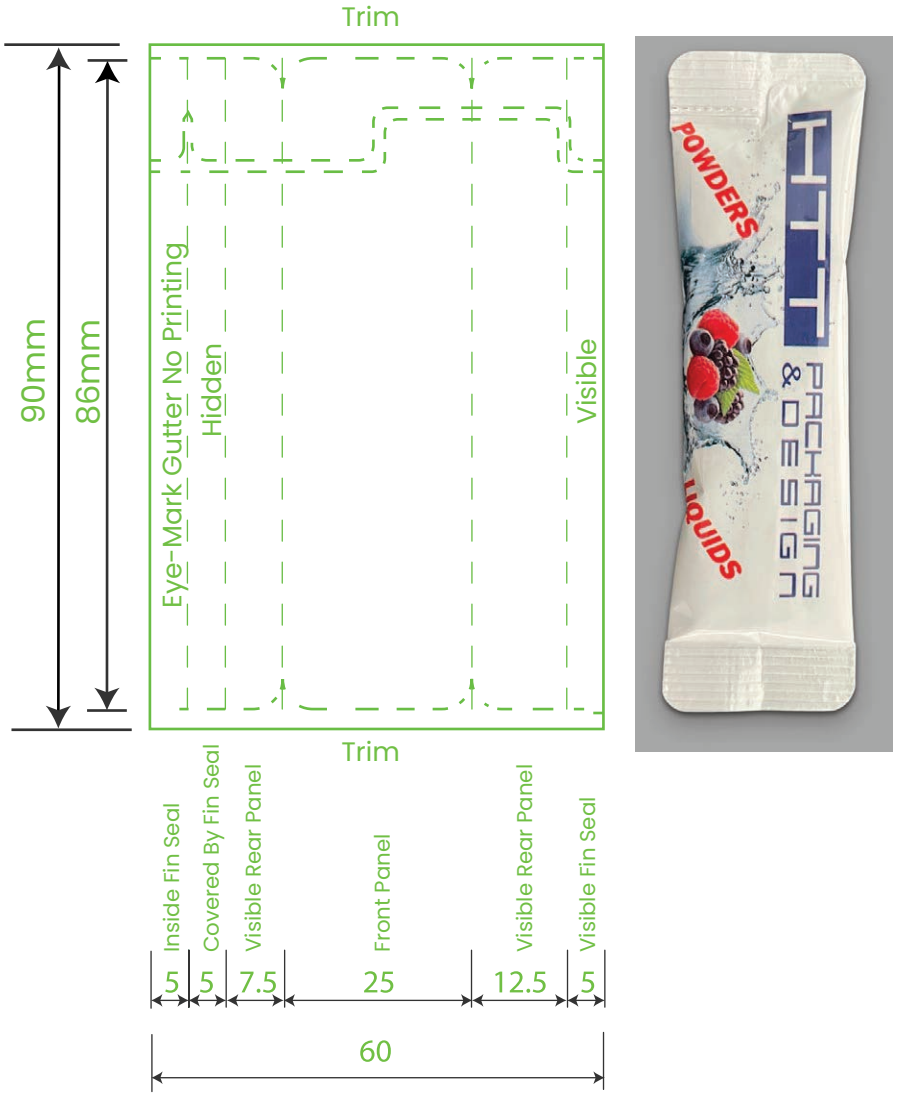
THE DIE LINES

23mm W x 138mm L

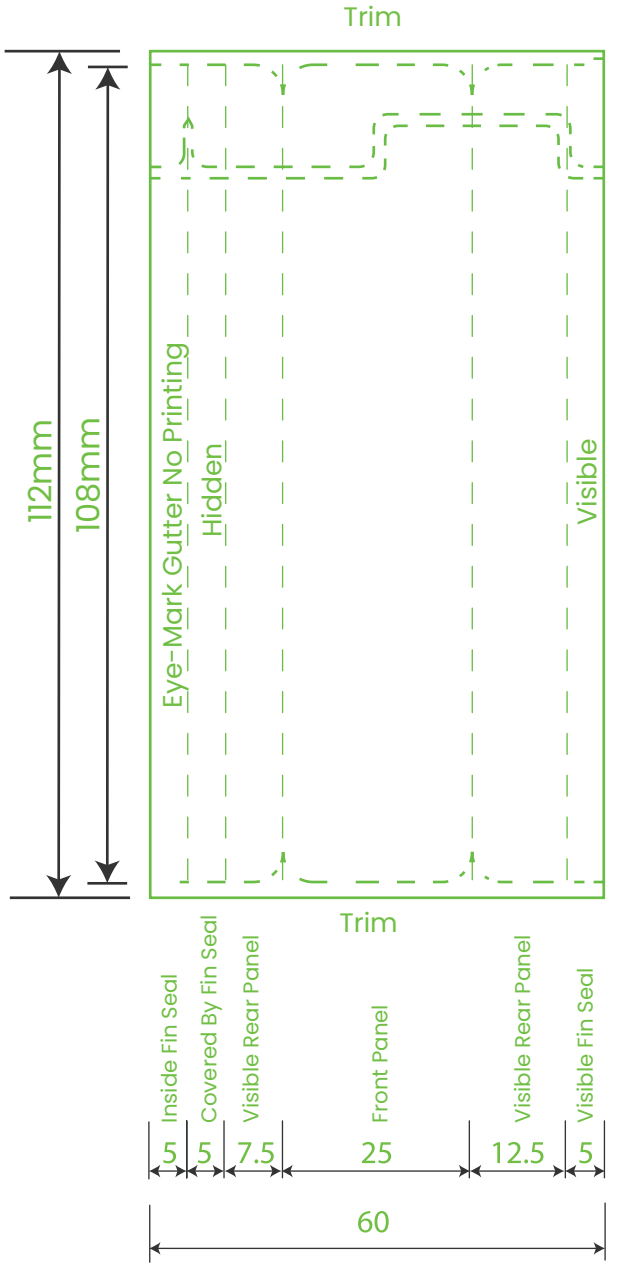


THE DIE LINES

25mm W x 86mm L



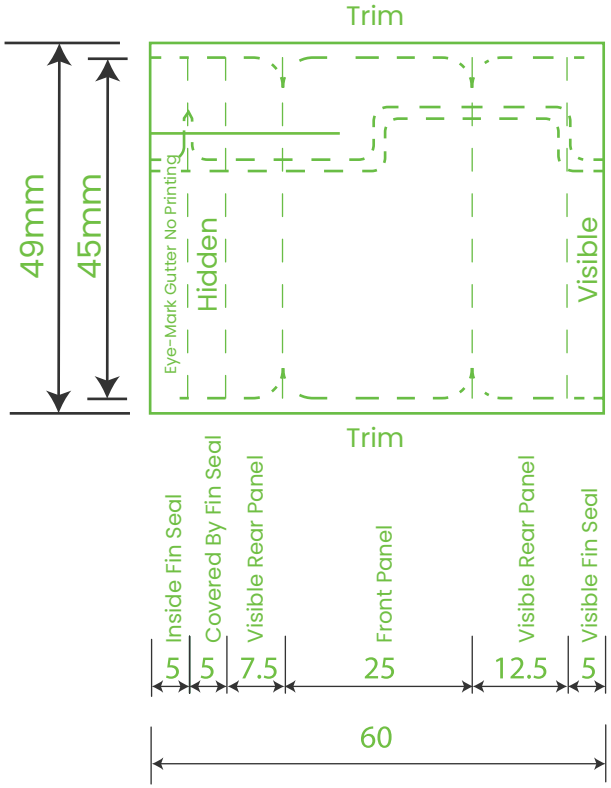
25mm W x 108mm L





THE DIE LINES

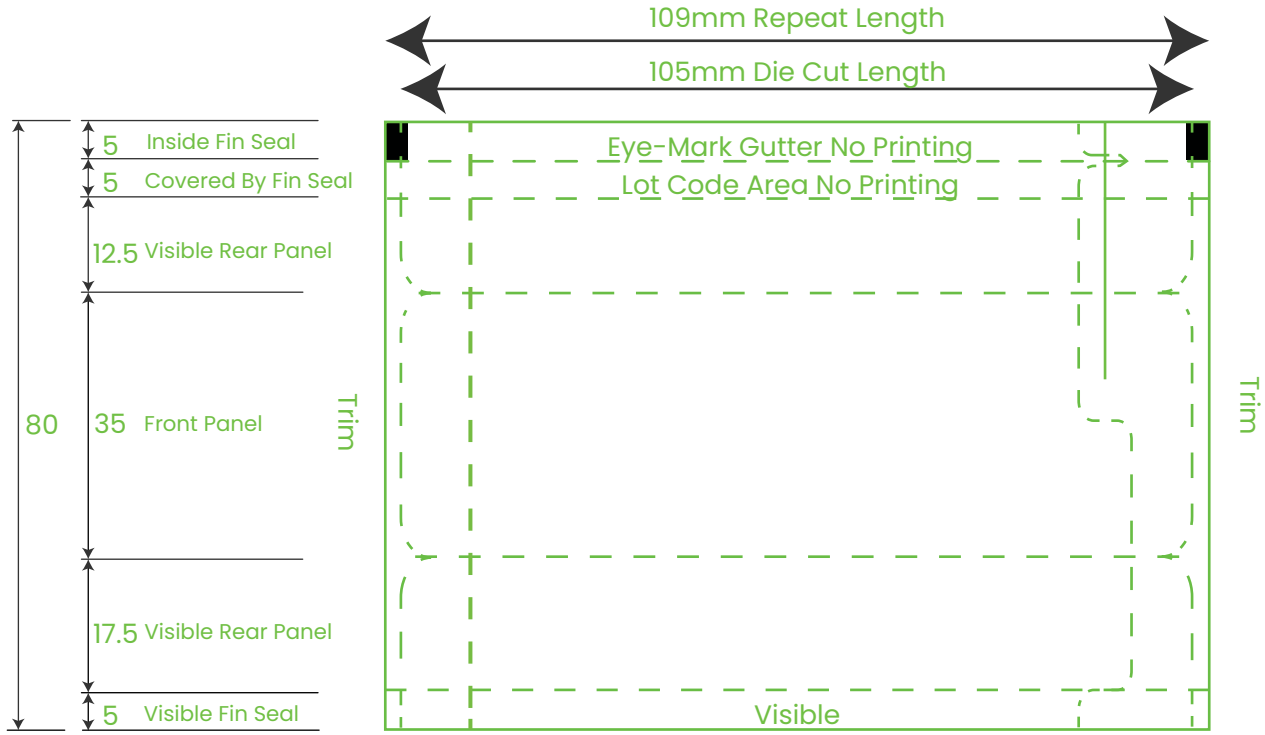
25mm W x 45mm L





THE DIE LINES

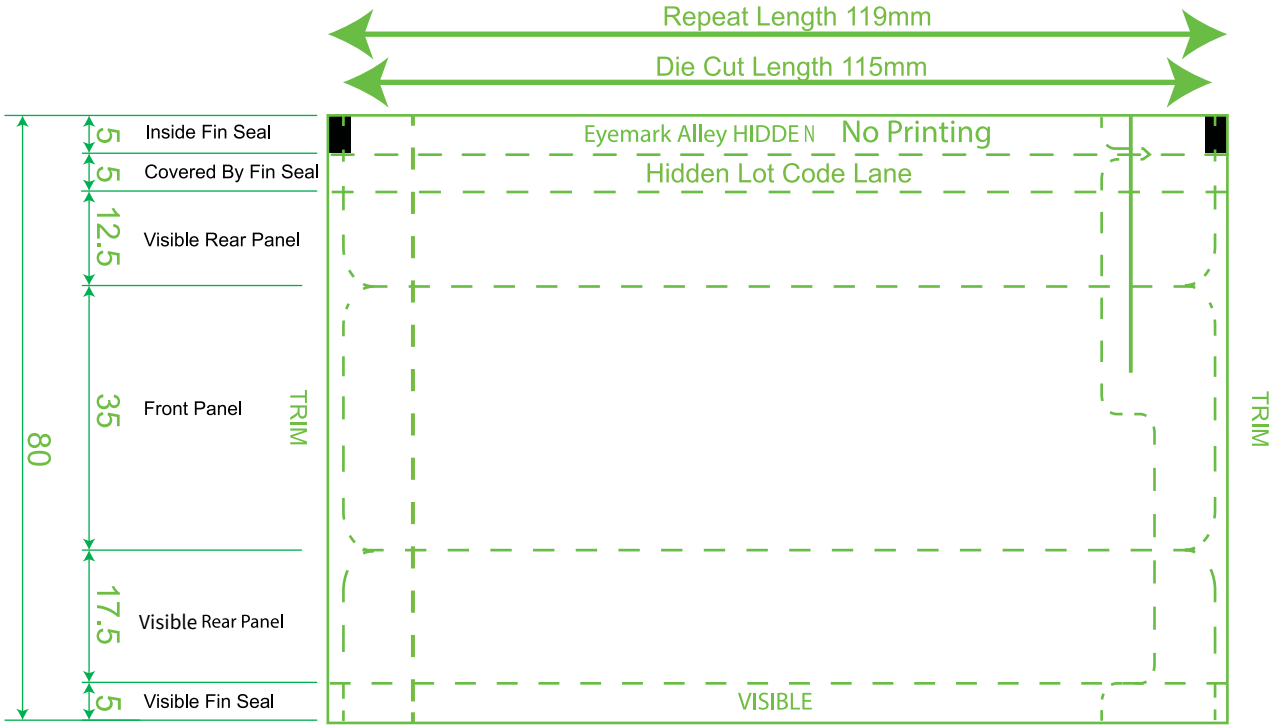
35mm W x 105mm L





THE DIE LINES

35mm W x 115mm L





THE DIE LINES

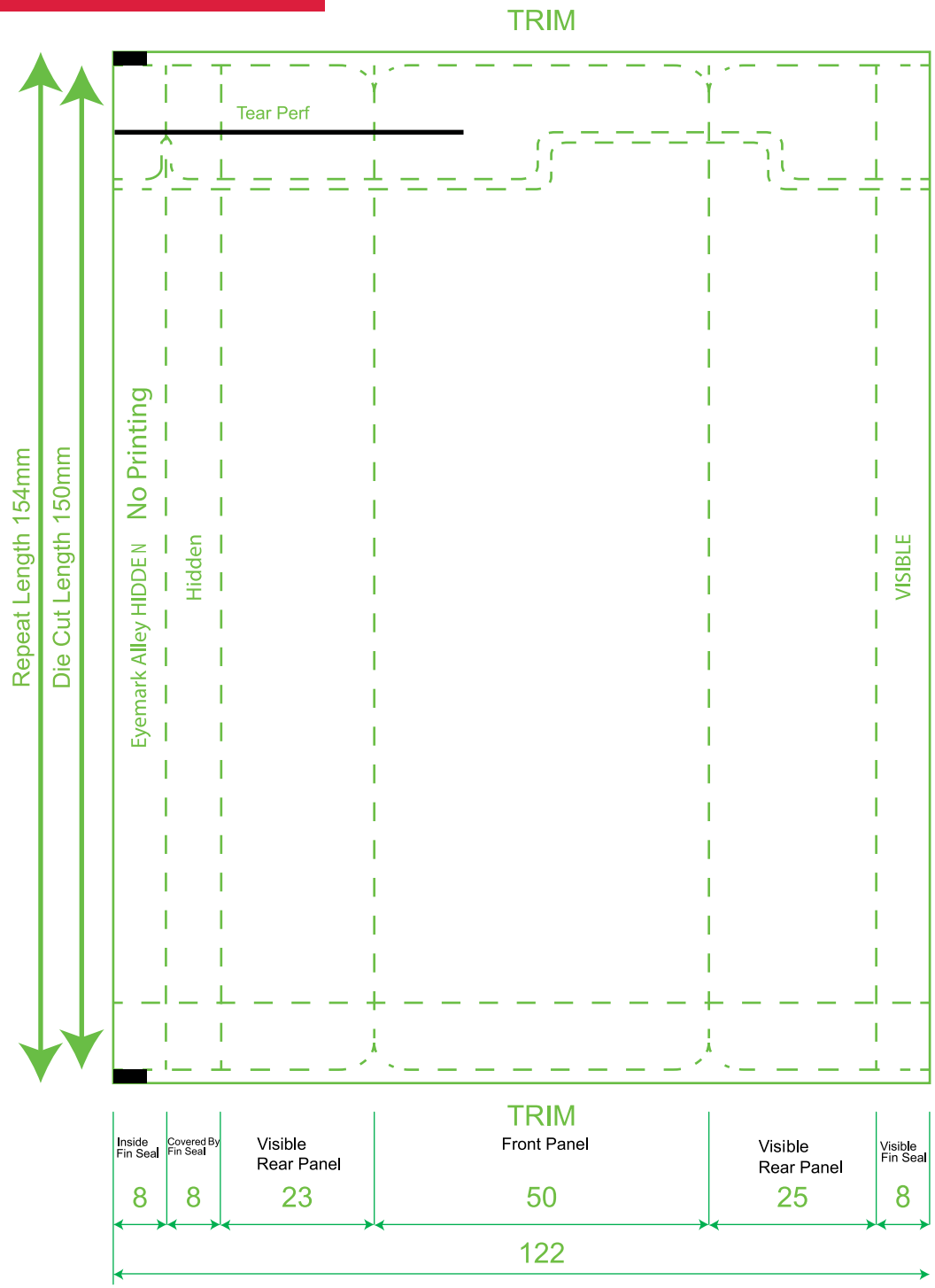
38.5mm W x 165mm L

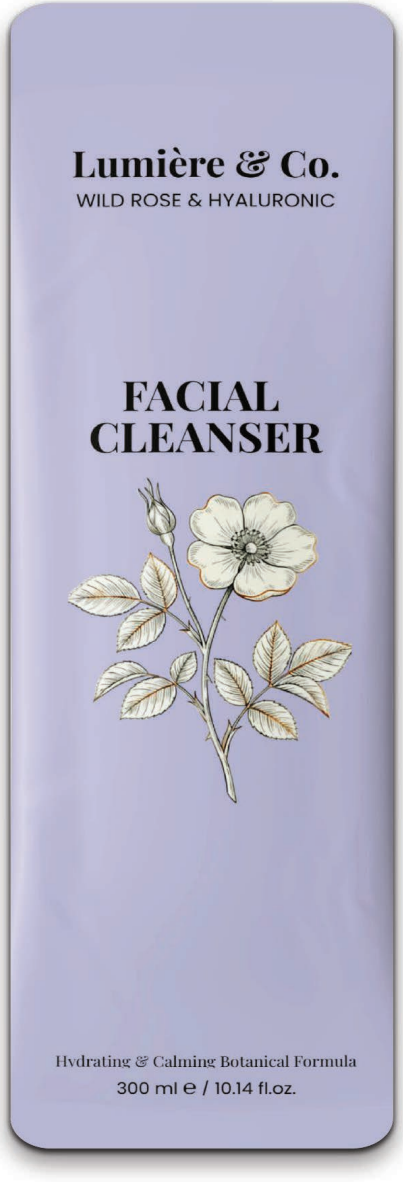




THE DIE LINES

50mm W x 150mm L





THE DIE LINES

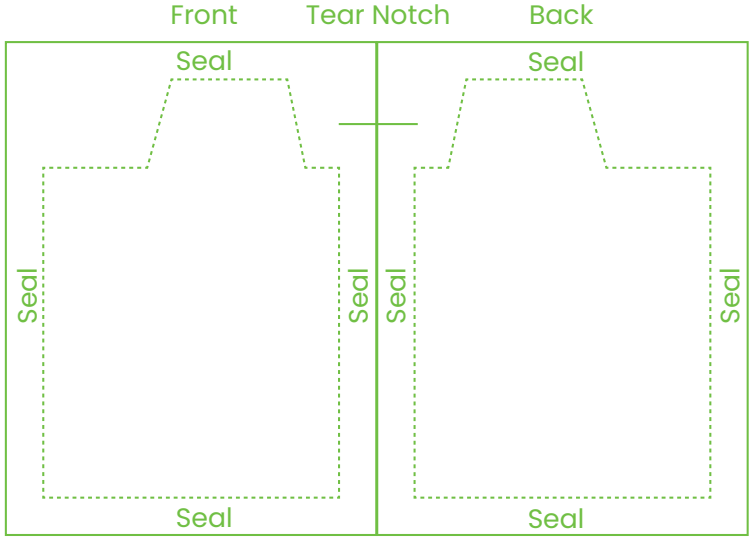
Sachets

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.

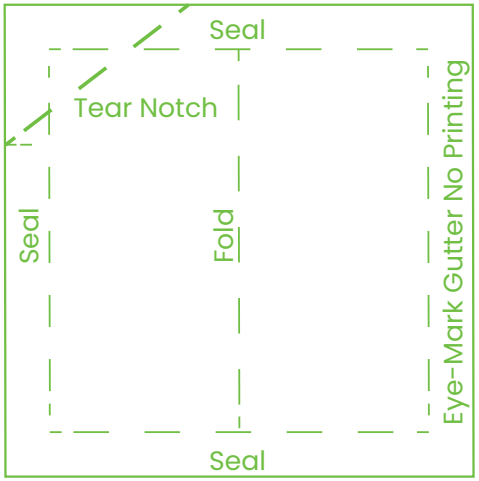


4-Side



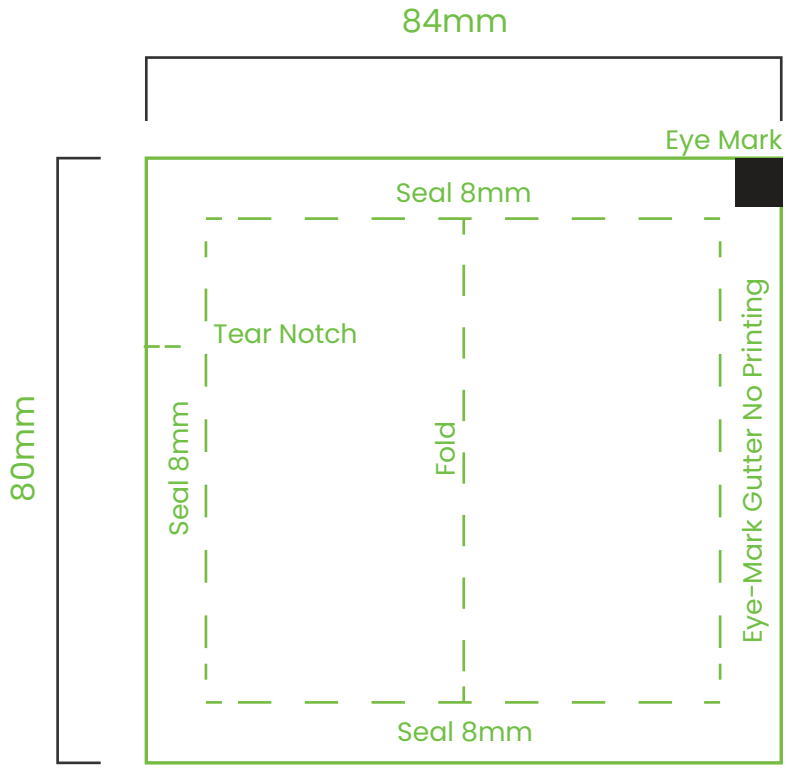


3-Side



THE DIE LINES

3-Side Sachet

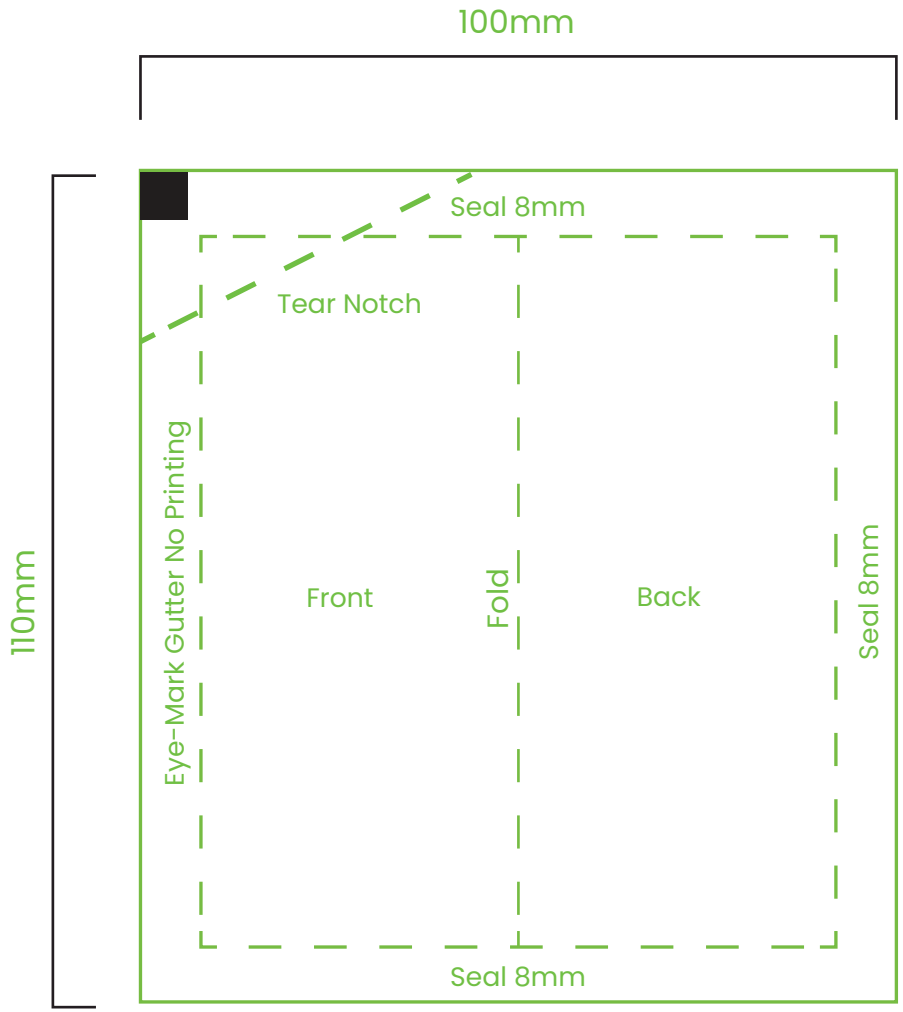


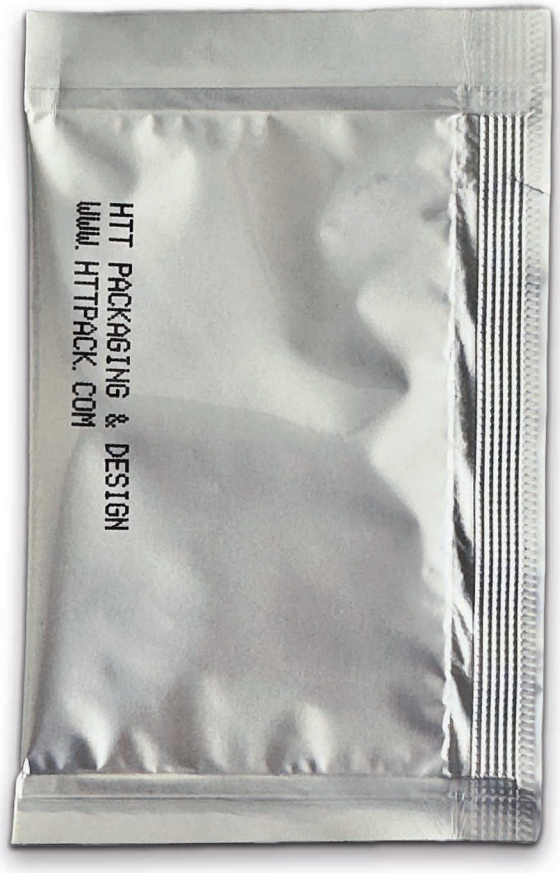


42mm W x 80mm L

THE DIE LINES

3-Side Sachet

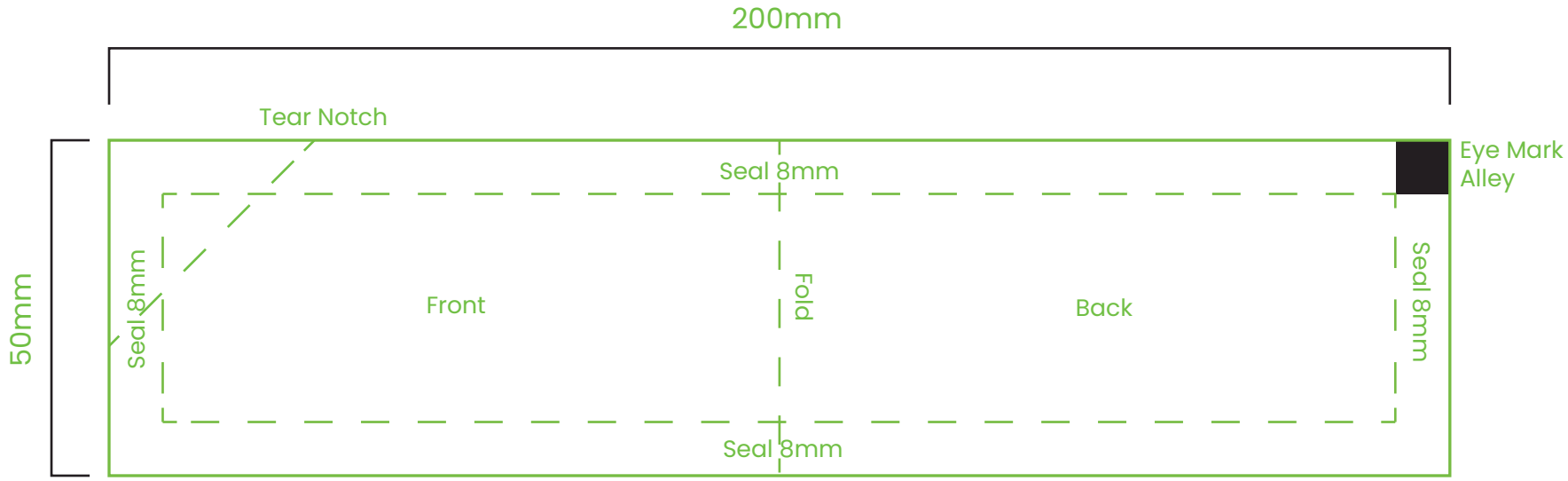




50mm W x 110mm L

THE DIE LINES

3-Side Sachet

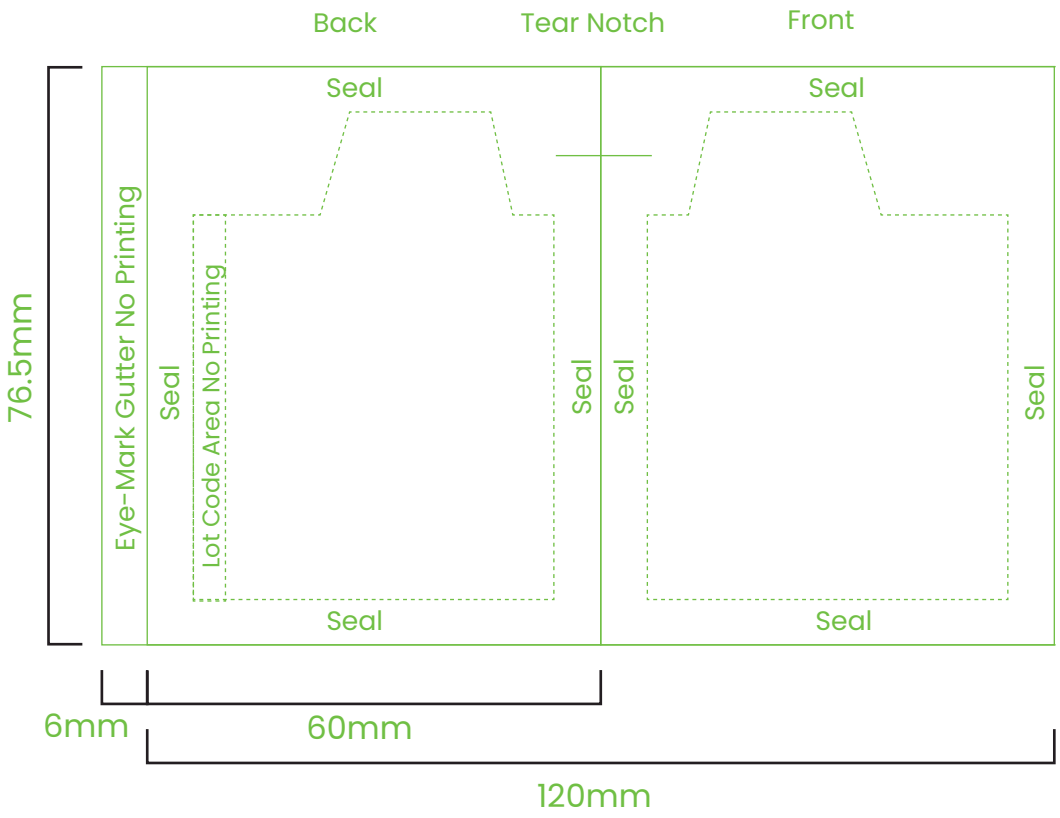


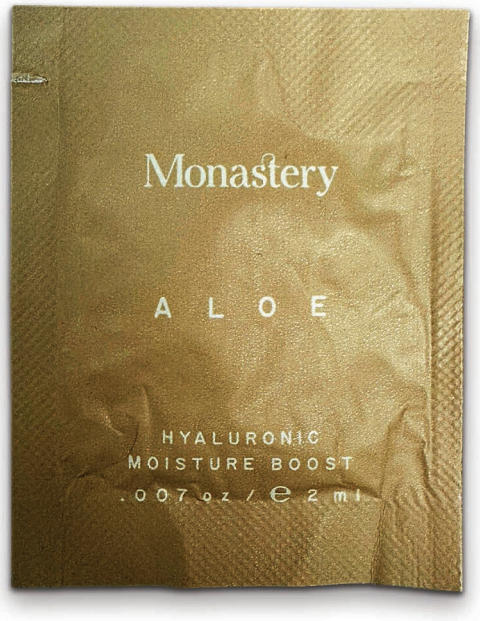


50mm W x 100mm L

THE DIE LINES

4-Side Sachet

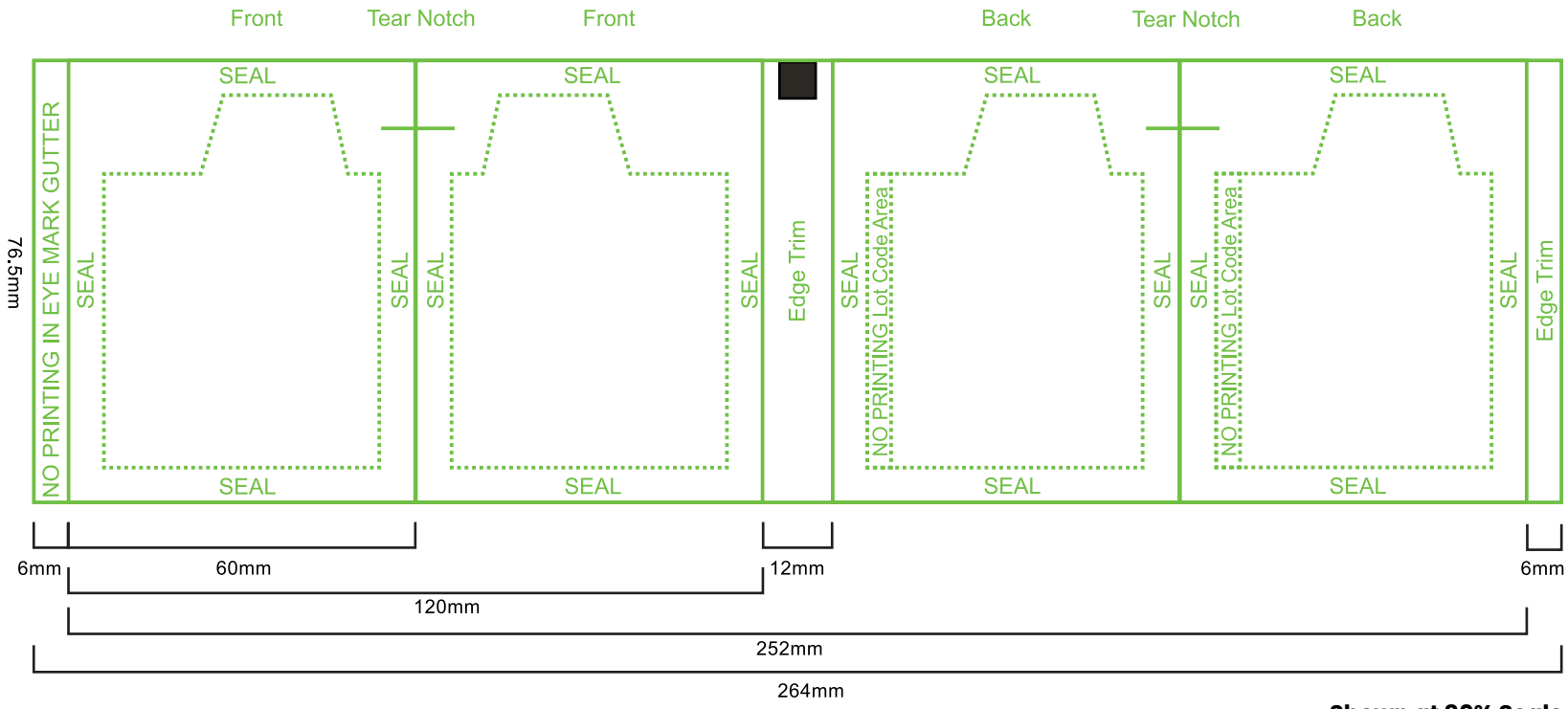




60mm W x 76.5mm L

THE DIE LINES

4-Side Sachet Pair



Shown at 80% Scale



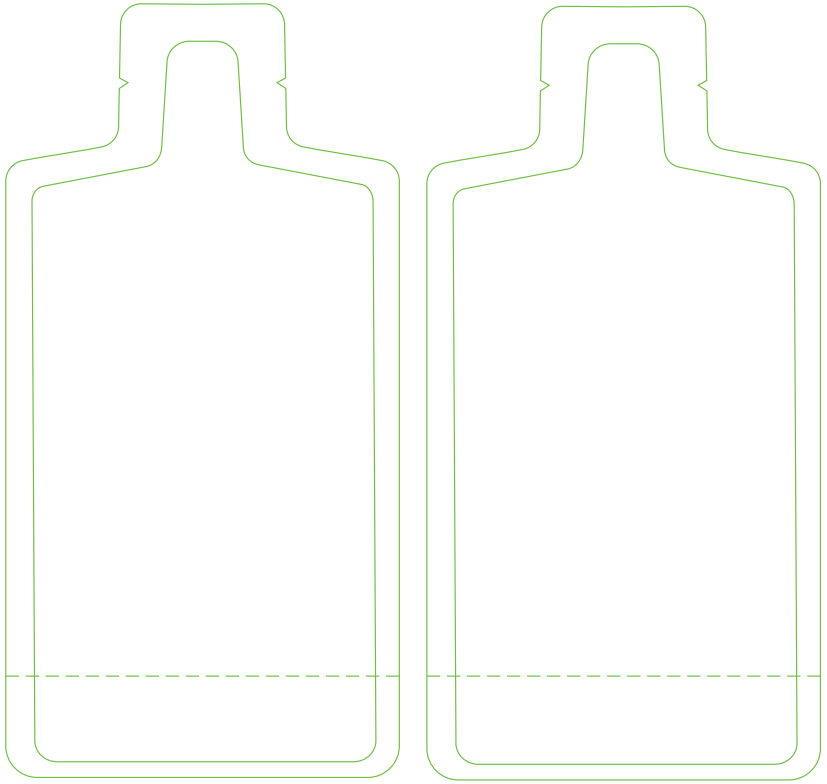
THE DIE LINES

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.

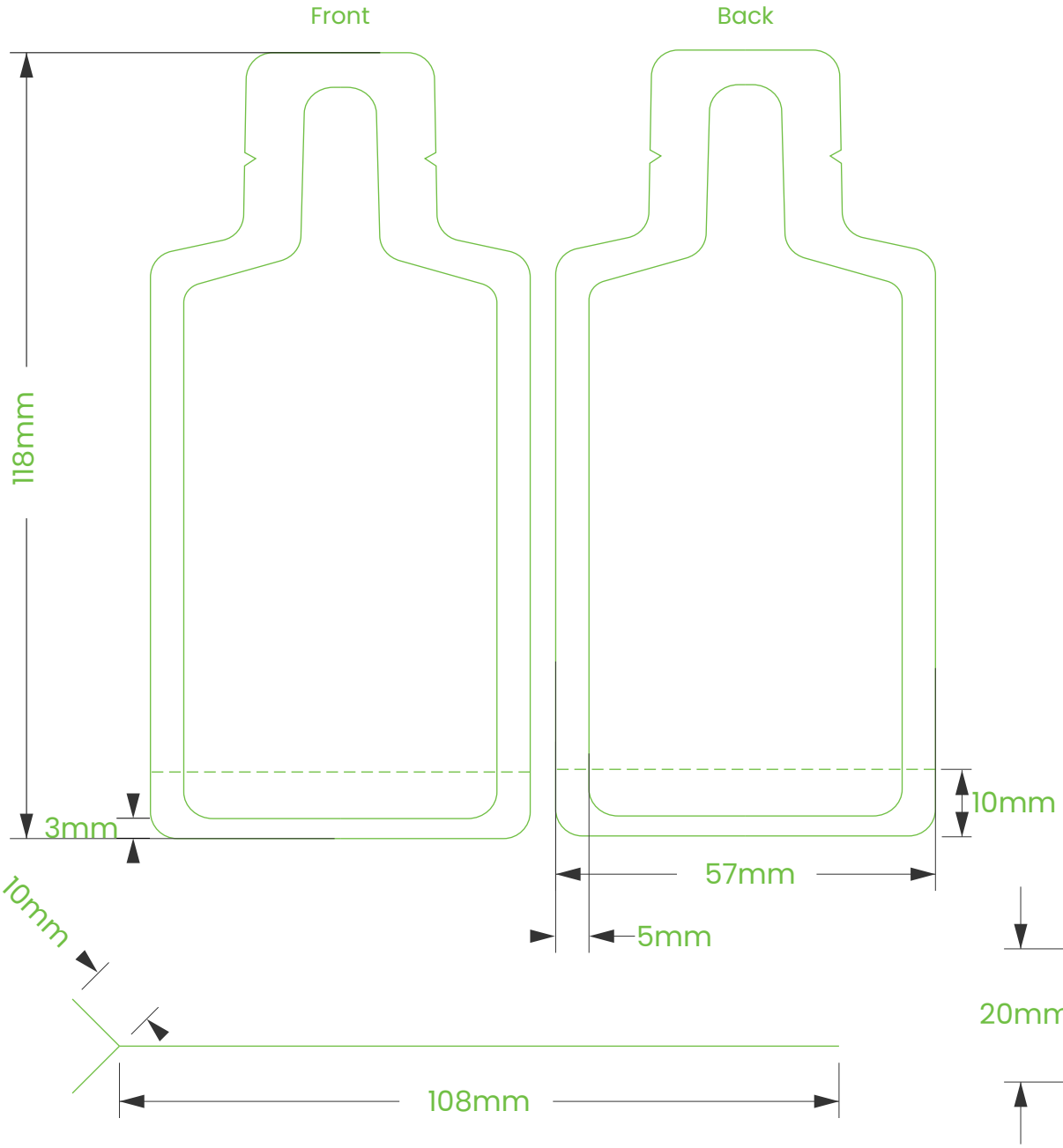


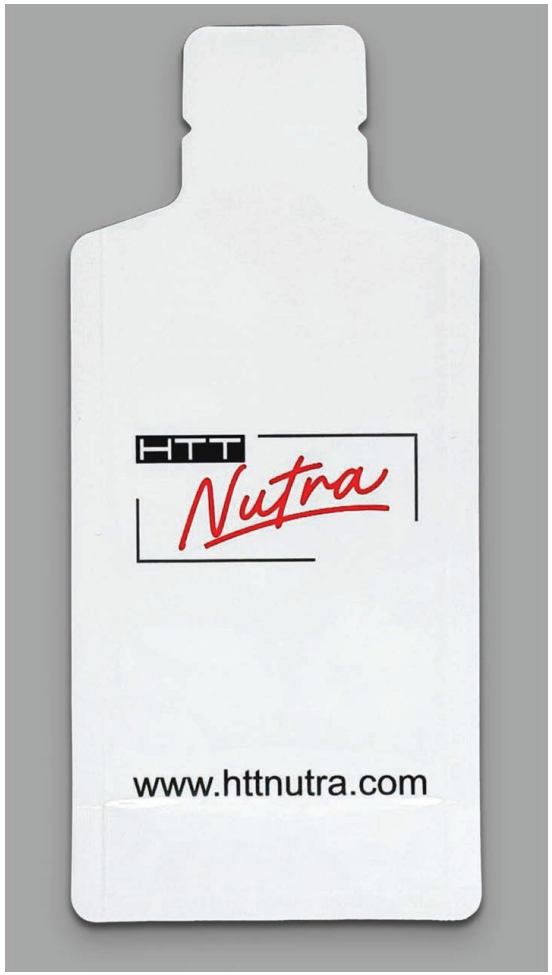


THE DIE LINES

Bottle Shaped

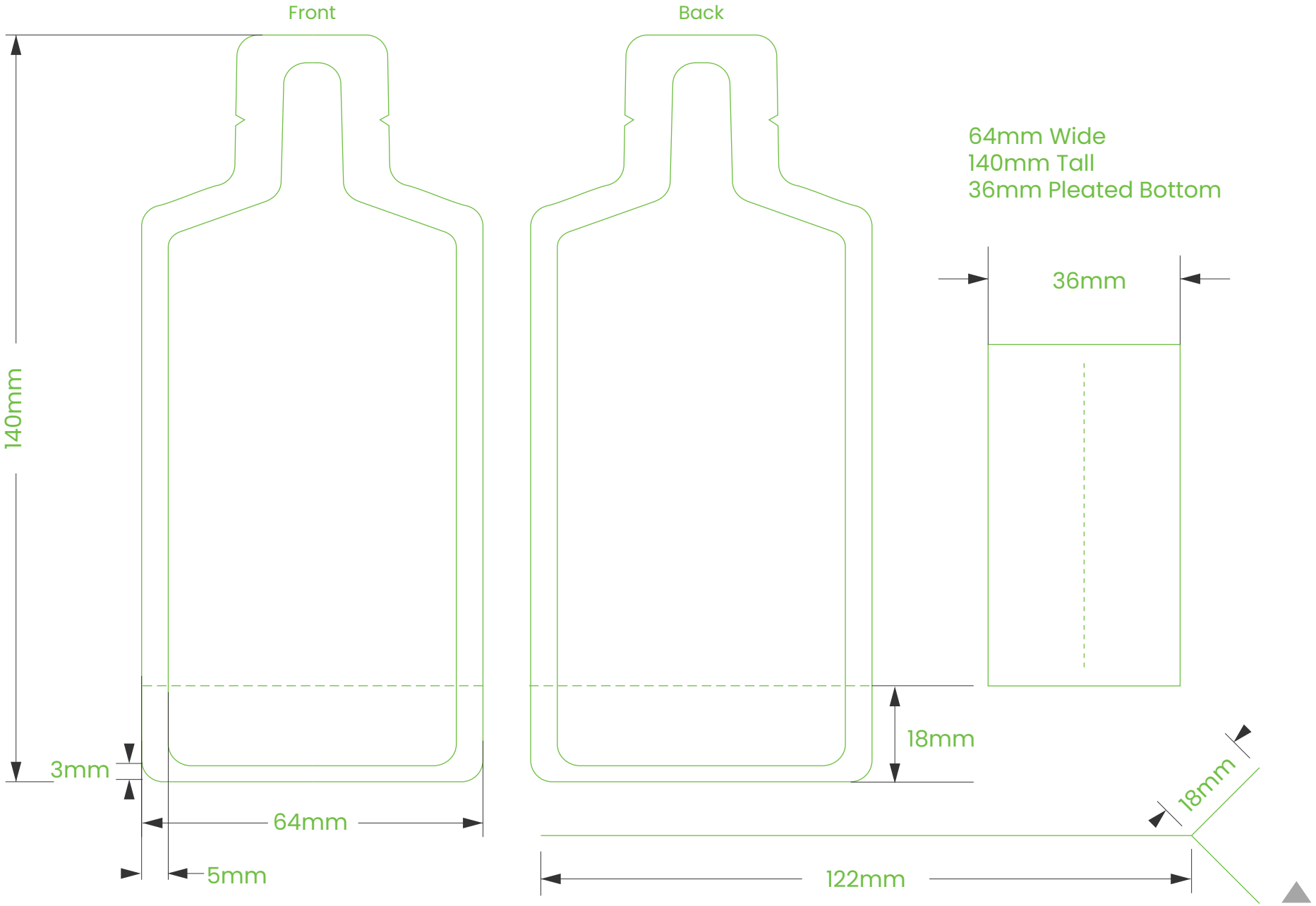
57mm Wide
118mm Tall
20mm Pleated Bottom



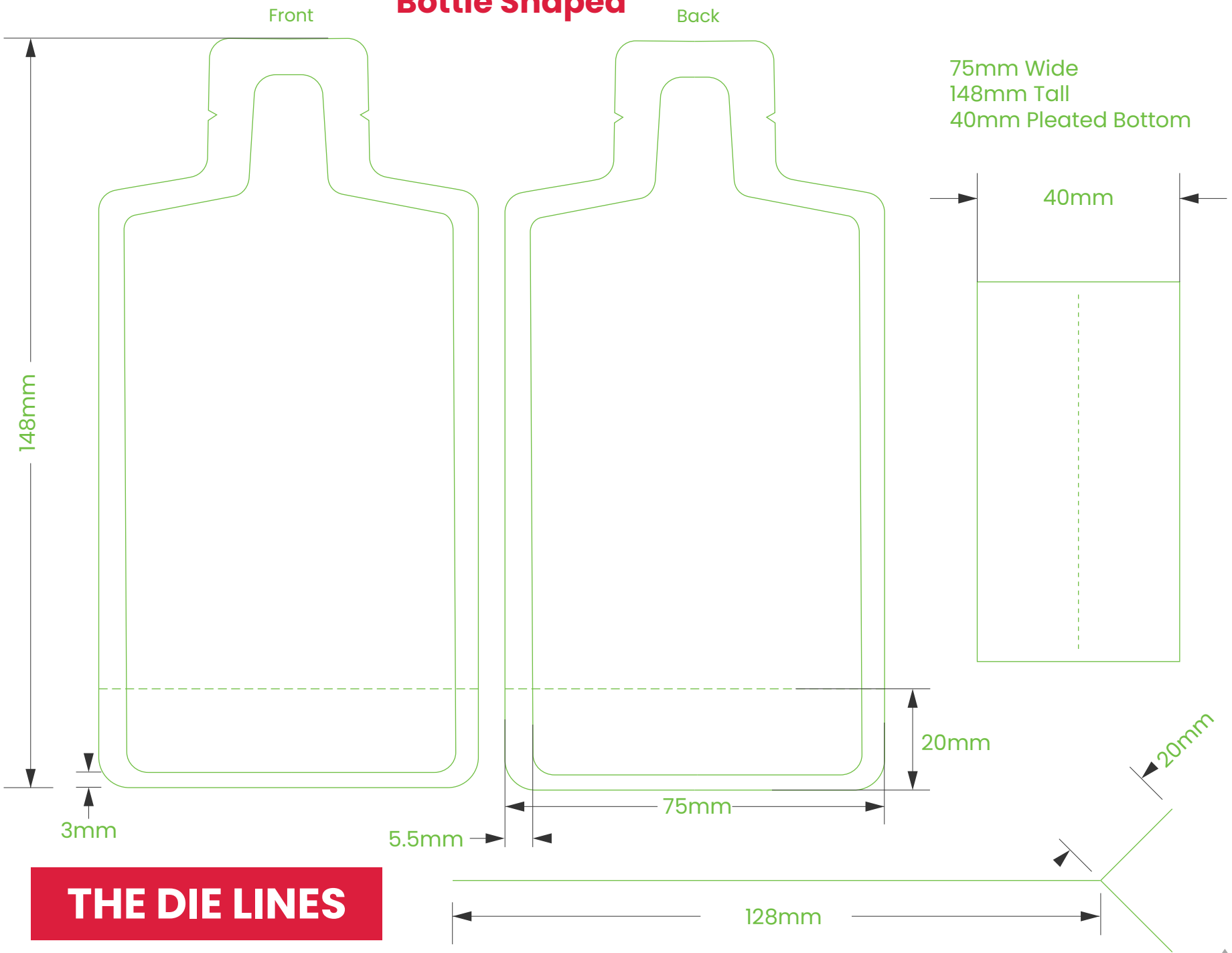


THE DIE LINES

Bottle Shaped



Bottle Shaped



THE DIE LINES

THE DIE LINES

Stick Packs

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

Bottle Shapes

Width	Length (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

READY TO START YOUR PROJECT?

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

Email: info@httpack.com
Direct: 949.954.7977
Toll-Free: 855.862.6646
Web: HTTPACK.COM