



## Laying Out a Gusset Bag for the Optimizer

### Overview:

To print on a gusset bag with the Iconotech Optimizer, You must identify the printable area of the bag in the software. This tutorial will show you how to do that.

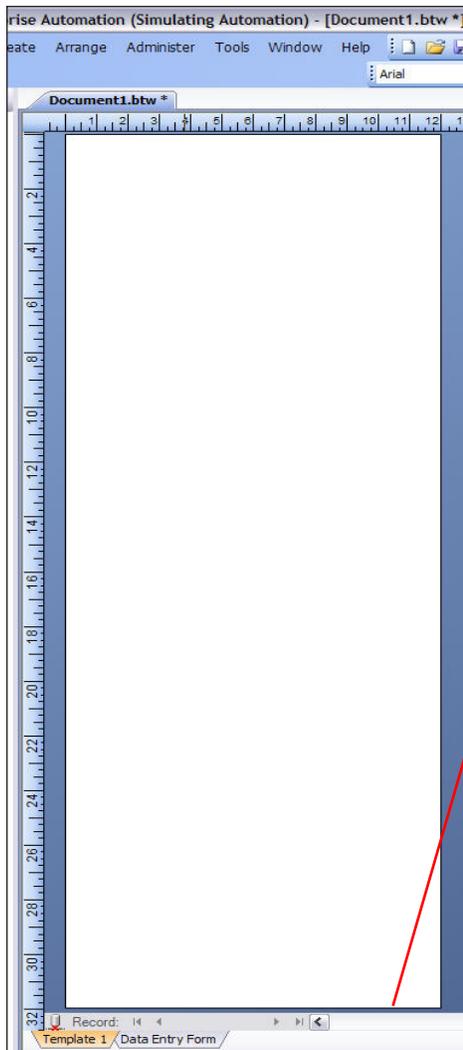
1. To understand the core concept, when a gusset bag is printed, it is sent through the press with the sealed bottom of the bag through the press first and the open end of the bag trailing. To make this easy to understand and deal with, the software rotates the output to the imager so you can create your layout with the bottom edge of the bag also being located towards the bottom of the layout in the software. (Fig. 1, Fig. 2) All measurements are taken from the bag in a flat state.



Glued bottom flap

Bottom of the bag

Fig. 1



Bottom of the layout

Fig. 2

2. The first step is to locate the bottom edge of the bag in the software. In the case of a bag under 32 inches, measure the overall length of the bag and place a guideline the same distance down from the zero inch mark on the vertical scale. This will mark the bottom of the bag in the software. In our example, the overall length of the bag is 20". Place a guideline at the 20" mark in the software to define the bottom of the bag. (Fig. 3)



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3. A guideline is placed at the 6" mark on the horizontal scale to represent the vertical center line of the layout and the center line of the print cylinder in the printer. (Fig. 3)

4. In the tutorial BT 027 - Determining the Undercut Roller and Image Size for a Gusset Bag, we learned how to determine the maximum image width for your bag inventory. That dimension needs to be transferred to the software. In our example, the maximum image width was set at 8". Because we want the layout centered, take the 8" width and divide by 2 to get 4". Counting out from the vertical center line, place a guideline at that 4" dimension on each side of the center line. This defines the printable area in between the gussets and guarantees that it will come into firm contact with the impression roller. (Fig. 3)

5. All bags require a 1/2" buffer zone at the very top of the layout. Place the guideline at 1/2" and do not place layout items in this area. (Fig 3)

6. The closed end of the bag has been glued and as a result, can create uneven surfaces which may not print well. (Fig. 1) While it is possible to print over this condition, results will be varied and it is generally best to avoid this region. Measure up from the bottom of the bag to identify this area and place a guideline in the layout to represent it. In our example, we had a 2" glue flap on the bottom of the bag and added 1/4" to that dimension for a buffer. The guideline was placed up 2 1/4" from the bottom of the bag or at the 17 3/4" mark. You have now identified the printable area of the bag. (Fig. 4)

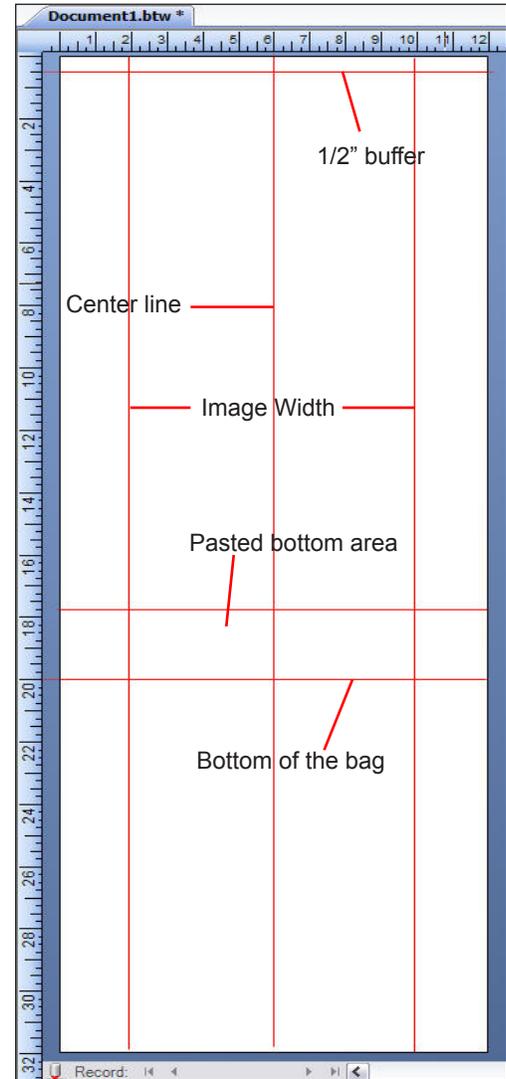


Fig. 3



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NOTE: Bags over 32" in length have a special rule regarding the placement of the 32" print field.

As you have 32" of print, measuring down from the top of the bag, your print can be no lower than 32" down from the top of the bag, no matter how long the bag is. What happens below that 32" mark will be blank. So, for example, if you have a 39" long bag, subtract 32 from 39 and you will have 7" of blank space at the bottom of the printed bag before the bottom of the print starts.

Remember, you still have to account for the glued bottom of the bag where you may not get perfect print, which is usually about two inches. If you apply this to a 33 inch bag, this means you will have automatically 1" where you can't print, (33" - 32") but the glued bottom where you don't want to print measures 2" so you need to place a guideline up an additional inch to reflect this, (2"-1") or at the 31" mark.

Alternatively, you can always measure down from the top of your bag and see where the start of the glued bottom begins and just place the guideline at that point or in this example, the 31" mark. In the case of the bag that is so long that the glued bottom does not fall within the 32" mark, no guideline is required, use the full 32" print field and know that the print will show up on the bag at 32" down from the top.

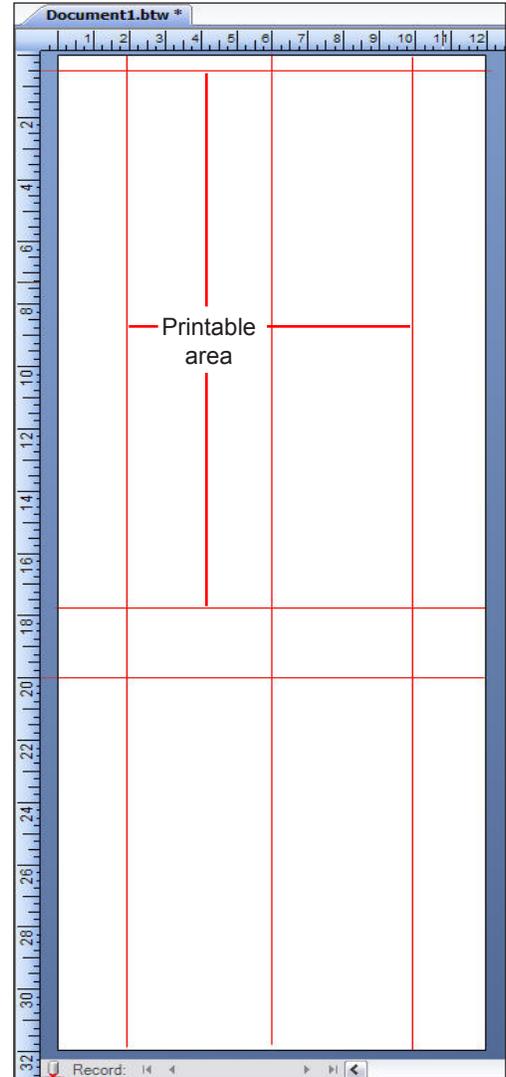


Fig. 4