



# Paper Bag Guide

Paper bags are eco-friendly, practical, stylish and improve the customer experience. With so many options available, choosing the right bag for your business can be challenging.

**Don't worry. We have you covered!**

Our paper bag guide makes selecting the right bag a breeze.





## Bag Selection Guide

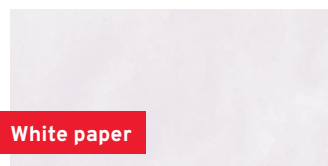
Due to increasing environmental awareness, consumers and businesses are replacing single-use plastic bags with eco-friendly paper bags. Today's market offers more styles, sizes, and varieties of paper bags, increasing opportunities to enhance the customer experience and elevate your brand.

Choosing the right bag for your business can maximize your profit margin. However, bag selection can be challenging with so many options. Understanding basic bag terminology can help make the bag selection process more manageable.

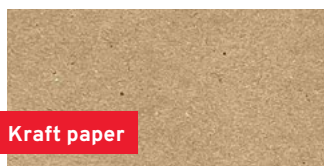
### PAPER TYPE & COLOR

Paper types range from 100% virgin to 100% recycled. While some papers are smooth, others are porous and look more natural, and some are better suited to printing vibrant graphics.

Broadway's bags are offered in white/bleached, kraft/brown paper and food-safe paper options. All bags are manufactured at our SQF certified facility. Some markets use coated or colored papers for their products.



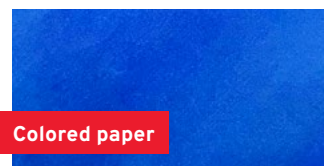
White paper



Kraft paper



Coated paper



Colored paper

### PRINT OPTIONS

Depending on the program and bag type, options for unprinted, stock printed, custom printed and digital printed bags (patent pending) are available.



Unprinted Bags

Features an unprinted surface.



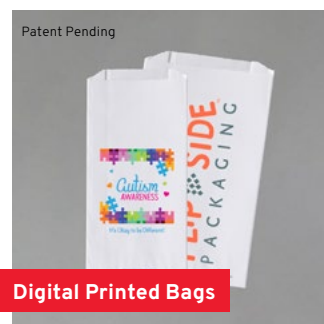
Stock Printed Bags

Features one of our house brand logos, created for mass appeal and use.



Custom Printed Bags

Features unique print, usually incorporated with a company's brand.



Digital Printed Bags

Features digitally printed custom or imprinted stock bags. Allows for small runs, high-quality graphic prints, and vibrant colors.

*NOTE: This guide only includes the options currently available from Broadway Industries. Please contact us for custom requests.*



## HOW TO MEASURE A BAG

To properly measure a paper bag, follow this formula:



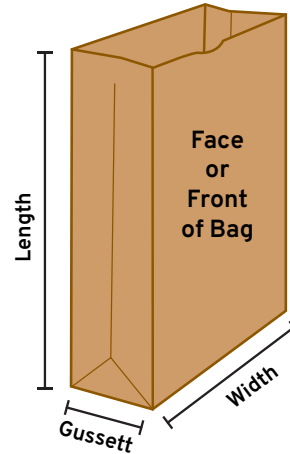
**Width**= The horizontal measurement of the face/front of a bag.

**Gusset**= The total measurement of the paper on the side of a bag when fully expanded.

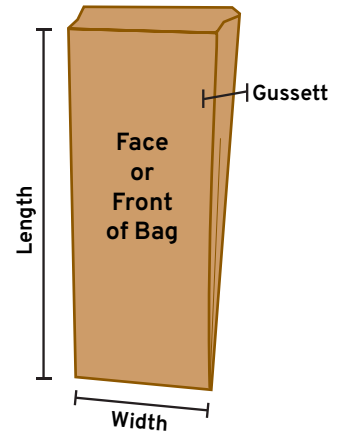
*Please note: Not all paper bags have gussets.*

**Length**= The measurement from the bottom of the face/front of the bag to the lower lip/top of the bag.

### Flat Bottom Bag



### Pinch Bottom Bag



## BASIS WEIGHT

The weight in pounds of a 500-sheet ream of paper cut to a standard size. A paper bag with a higher basis weight can hold heavier items than one with a lower basis weight.

### Measuring Basis Weight

Different paper grades can reference different “ream” sizes when defining their basis weights. Because of this, it can be difficult to compare basis weights between items and manufacturers accurately. Grams per square meter (GSM) is the only universal comparison applicable because it does not vary with sheet size.

Our standard basis weight varies between 24lb.-70lb. Paper, depending on bag size and style. The bag function typically determines the “right” basis weight. There are industry standards that eliminate most of the guesswork. However, it is best to check bag capacity before use if there are questions concerning bag requirements.

BROADWAY INDUSTRIES TYPICAL BAG USE	BASIS WEIGHT (LBS.)	BASIS WEIGHT (GSM)
Pinch Bottom Bag <i>Prescription (Rx)</i>	20-33	33-55
Pinch Bottom Bag <i>Food/Merchandise/OTC</i>	30-35	50-60
Flat Bottom Bag <i>Food/Carryout/Delivery/Retail/Rx</i>	30-40	50-65
Flat Bottom Bag <i>Carryout/Food/Grocery</i>	50-70	80-115
Flat Bottom Bag With Handles <i>Carryout/Delivery/Food/Retail</i>	60-70	100-115



## PAPER CALIPER

The thickness of a single sheet of paper.



# Bag Types & Styles

Broadway Industries manufactures two main types of paper bags: **pinch bottom** and **flat bottom**. Both types of bags are available in a variety of styles.

The pinch bottom paper bag is made by being “pinched” or glued at one end, creating a strong bottom and a back seam running the length of the bag. The opposite end is left open for easy loading. These bags offer maximum flexibility and save space by lying flat when not in use and expanding when filled. They are most suitable for small- to medium-sized weighted products or as separators in larger bags.



## Pinch Bottom Paper Bags

### Other Names

Envelope Bag

### Available Colors



### Styles



With Gusset



Without Gusset

#### What is a Gusset?

Gussets connect the front and back of a paper bag and are located on the sides. Gussets lay flat when not in use and expand when in use. Bags with gussets offer more holding capacity than those without.

### Common Industries

Healthcare & Pharmacy, Food Service, Retail/Delivery

### Common Names By Industry

Flat Bag, Card Bag, Merchandise Bag, Prescription Bag, Bread Bag, Sub Bag, Sandwich Bag, Carryout Bag to name a few.



# Bag Types & Styles

Flat bottom bags are made by having four sides joined together, creating side gussets, to form a flat bottom with a seam running the length of the bag. These bags are powerhouses for transporting goods. Known for their durability and practicality, they are ideal for holding medium to heavy weighted items.



## Flat Bottom Paper Bags

### Other Names

Box, Self-Opening Sacks (SOS), Square Bottom Bag

### Available Colors



### Styles



With Handles



Without Handles

### Common Industries

Healthcare & Pharmacy, Food Service, Grocery, Retail/Delivery

### Common Names By Industry

Carryout Bag, Delivery Bag, Take-Out Bag, Shopping Bag, Grocery Bag or Sack, Lunch Bag to name a few.



# Handle Options

Flat bottom paper bags with or without handles come in multiple styles and sizes.



## Without Handles

Flat bottom paper bags without handles are among this category's most economical and popular styles. Eco-friendly, versatile, and easy to open and load, these bags offers more than a wide selection to choose from.



## Twist Handle

The twist handle bag offers consumers and businesses practicality and security with style. This bag boasts a high-end look and transports heavy items without sacrificing comfort. The handle is mass-produced by twisting recycled paper fibers that are machine glued onto the inside of the bag. The twist handle bag offers premium durability and sustainability, making it an excellent alternative to plastic bags.



## Flat Handle

The flat handle bag provides an economical, compact, and lighter-weight option for carrying goods over a short period. The handle is made by folding paper into a strip, which is folded into the handle's shape. The handle is machine glued to the outside or inside of a paper bag. This style bag stacks flat, saving storage or counter space and is a cost-effective alternative to plastic.



## Die Cut Handle

Die cut handle bags are gaining traction across various industries, including food service, carryout, delivery and pharmacy. Due to the handles' integration into the bag, die cut handles boast strength. Punching opposing round or rectangular pieces at the top of each side of the paper bag produces the handles. The die cut handle bag is multifunctional, sturdy and a sustainable alternative to plastic.

# Industries We Serve

## Healthcare & Pharmacy

### Bag Types & Styles



### Colors



### Size & Weight Range

- Small to Large Items
- Light to Heavier Weight Items

Privacy is critical when transporting medications safely from one place to another. With online ordering, private information and prescription medications are “on the move” now more than ever.



Healthcare and Pharmacy bags have evolved past their traditional sizes and use. With 15+ sizes and styles, we can provide a secure, compliant, sustainable solution for ALL your store needs.



Privacy and quality are non-negotiable. HIPPA-compliant, high-quality and made from 100% recyclable and reusable material, these bags are a sustainable solution from the front end to the pharmacy.



Styles include pinch bottom bags (with and without a gusset), called Rx bags and flat bags. Flat-bottom paper bags are offered in various sizes and used for prescriptions and OTC items.



Twist handle paper bags make carrying easy. They work well for large or heavy items, deliveries or as an alternative to single-use plastic T-sacks.

## Food Service

### Bag Types & Styles



### Colors



### Size & Weight Range

- Medium to Large Items
- Medium to Heavier Weight Items

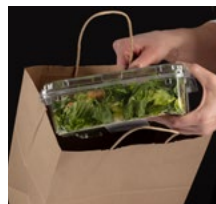
Eco-friendly, economical, and designed to keep food safe, protected and intact during transit, our food service bags, wraps and liners provide businesses with many packaging and food-safe options to choose from.



Our pinch bottom and flat bottom bags are available in a variety of styles, colors and sizes. Pinch bottom bags are commonly used for subs, sandwiches, bakery items, candies, etc.



Flat bottom carryout bags are staples in the Food Service Industry. Easy to open and versatile, these bags exude practicality and are often customized due to their large print surfaces.



Handled bags provide businesses with superior packing and takeout/delivery options. Moreover, customers receive a high-end experience that offers easy carrying, separation of items within the bag, and reusability.



Bags intended for direct food contact must be made from food-safe paper and comply with stricter regulations. Examples include, foil-lined and grease-resistant paper.

# Industries We Serve

## Retail/Delivery

### Bag Types & Styles



### Colors



### Size & Weight Range

- Medium to Large Items
- Light to Heavier Weight Items

Also Known as “To Go”, “Take Out”, or “Check-Out” bags, the “Carryout” Bag is functional, flexible, and in demand.



The rapid growth of online ordering, in-store pick-up and delivery services has propelled the rapid expansion of the retail/delivery bag market.



Popular among QSR (quick service restaurants), retail stores, and delivery service businesses, carryout bags are an eco-friendly and practical solution to meet their business needs.



A variety of pinch bottom bags are available for OTC and retail items, including gum, magazines, and drinks. This style of bag stacks well, saving space, is easy to load, and acts as a barrier within larger bags.



Flat bottom paper bags offer premium durability and large print surface. Available with or without a handle, this bag style is perfect for carrying heavy items and an excellent alternative to plastic bags.

## Grocery

### Bag Types & Styles



### Colors



### Size & Weight Range

- Small to Large Items
- Light to Heavier Weight Items

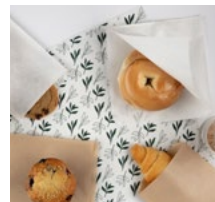
From the front end to the bakery to the pharmacy, Grocery bags are a combination of multiple industries under one roof.



Given the demand for sustainable products from consumers and the changing regulatory environment, each department has different needs. We have the knowledge and products to meet those needs.



Starting with the front end, we offer flat bottom paper bags with and without handles. These bags provide premium protection with maximum sustainability during checkout, pick up or delivery.



Our food service bags, wraps and liners help keep bakery or produce items fresh and protected. Available in various pinch bottom and flat bottom paper bag sizes and styles.



Lastly, filling a prescription with our HIPPA-compliant Healthcare and Pharmacy bags is convenient. Our paper bags are 100% recyclable and reusable, and we offer 15+ styles.

# RESHAPING

## THE BAG MARKET

USE-A-BAG™  
Designed with a cleaner future in mind.™

ALL BAGS  
**100%**  
RECYCLABLE  
REUSABLE

KRAFT BAGS  
**40%**  
POST-CONSUMER  
RECYCLED  
MATERIAL



Producing eco-friendly products at affordable prices without sacrificing quality



Crafted from premium, food-safe papers and Made in the USA at our SQF-certified facility, Sage Packaging combines quality and reliability with a commitment to sustainability – using renewable materials in an effort to reduce environmental impact.



Serving customers with integrity and responsiveness



Protective Practices  
that Move

We are committed to building a culture of protective practices that MOVE our people, our customers, and our planet towards a healthier future.

Partner with us and make an impact today!



Protective Packaging that Moves



Learn More:

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