

## Printing on Brown Kraft Paper

Brown Kraft bags can be really attractive and can form a big part of your marketing campaign and message. There is however one thing that is often overlooked when designing artwork for a brown kraft bag, and that is colour.

When printing on a brown material, the brown will ultimately affect the colour you print. A bright blue will print out as a dull brown blue colour, similarly a grey will print as a darker brown. It is very important that you are aware of the change in ink colours when you start designing a bag.

Below are a few examples of how colours change when printed onto brown.



Pantone 2726 chosen to print on brown kraft



Pantone 2726 when printed onto brown kraft



Pantone 144 chosen to print on brown kraft



Pantone 144 when printed onto brown kraft



Pantone 368 chosen to print on brown kraft



Pantone 368 when printed onto brown kraft

If you need your pantone colour to be an exact match, you need to consider printing on a white kraft bag as this will ensure that your pantone match is true. Depending on the printing method used (please ask your account manager) it is sometimes possible to print a flash base on to a brown bag to allow your colour to be closer to the pantone.

If it is the brown bag look you are after and the printing method does not allow for flash print, another option worth considering would be to print the bag 100% brown around your artwork to give the effect that it is indeed a brown bag. The downsides to this would be the increase in cost (for printing 100%) and the inside of the bag will remain white.