

KOHL'S

Label Application + Execution Standards

KOHL'S TECHNICAL DESIGN | Sept 2026

Agenda

Label Approval Process

[Process](#)

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Label Execution by Label Type:

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[Endfold Labels](#)

[Patch Labels](#)

[Tear Away Labels](#)

[Heat Transfer/Seal Labels](#)

[CTD & KTD Expectations](#)

Label Approval Process

Label Approval Process

At Style Hand Off: (correct label selected)

- **Production** selects label choice and adds codes to BOM
- **KTD** confirms label based on garment construction
 - Placement follows [On-Garment Marketing doc](#)
- **Vendors** reference [On-Garment Marketing doc](#) for Counter Sample placement

ASHO: (correct label confirmed)

- **KTD** reconfirms label based on garment construction, post Cost & Counter changes
 - Note: Production may need to update code in BOM

At 1st Fit: (proper label application confirmed on garment)

- **KTD** reviews and provides feedback on Label application and execution
 - Note: If sample is approved but label application is not, CTD submits visual for virtual approval for KTD approval prior to PP submit

At Fit Approval: (proper label application is captured in the TP)

- **KTD** reviews and provides feedback on Label application and execution on garment
- **CTD** uploads Label Approval page doc into Attachments page of the TP ([template here](#))
 - Note: In cases where label *does not follow standard placement* or *does not fit* (ie back yoke, small sizes) CTD must partner with KTD as **individual Label Approval pages may be needed**

At PP Approval: (proper label application is finalized & verified)

- **CTD** confirms the garment label is applied correctly and matches Label Approval page in TP
 - Note: Special Sizes may use the same Label Approval page if applicable/consistent with Regular Size
 - Note: For carryovers with no changes, the previously approved Label page can be reused

At Pre-Production Meeting & During Production:

- Label Approval page is reviewed for production expectations
- Label Approval page is placed at operators station and QA checkpoint

Post Production/QA/Final Random Audit: (proper application is validated)

- Label Approval page is give to auditors

Label Approval Template

CHOOSE WHICH LABEL TYPE AND DELETE THE OTHER OPTIONS

TOP APPLIED LABELS (Endfold, Patch)

- Label should lay smooth/flat
- No wavy edges
- Label set with 1/16" SN/LS - Backstitch @ start & stop for 3-4 stitches
- Label SPI = 8-10
- Thread
 - Needle: DTM to Label
 - Bobbin: DTM to shell fabric
 - No Monofilament/clear thread
- NO Thread nests or untrimmed threads on exterior garment

INSERT LABELS (Loop, Miter)

- Label should lay smooth/flat
- No wavy edges
- Label is secured in garment construction
- Thread
 - No Monofilament/clear thread
- NO Thread nests or untrimmed threads on exterior garment

HEAT TRANSFER LABELS (Heat Seal)

- Label text must be visually straight not slanted on the garment
- Print must not be visible from garment exterior
- Heat transfer process must not leave color shading or permanent mark on garment exterior
- Heat seal label must be tested on each fabrication/wash/color for durability according to [Kohl's Appearance Evaluation Requirements Procedures](#)

TEMPLATE

INSERT INTERIOR IMAGE

INTERIOR

INSERT EXTERIOR IMAGE

EXTERIOR

Disclaimer: Refer to the training document on K-link for further assistance

Label Approval Example

TOP APPLIED LABELS (Endfold, Patch)

- Label should lay smooth/flat
- No wavy edges
- Label set with 1/16" SN/LS - Backstitch @ start & stop for 3-4 stitches
- Label SPI = 8-10
- Thread
 - Needle: DTM to Label
 - Bobbin: DTM to shell fabric
 - No Monofilament/clear thread
- NO Thread nests or untrimmed threads on exterior garment

EXAMPLE



INTERIOR



EXTERIOR

Label Application Requirement in OnePLM

Label Application Requirement page is uploaded into OnePLM Attachments page

Overview Design Intent Constructions Instructions POM Samples BOM Attachments Indicators Events >>							
☐ Sort	Attachment No	Attachment Type	Description		Attached By	Date Attached	
☐	4	IMG8 --Select--	 L R VER			2022-10-26 10:02:32	
☐		--Select--	 C				

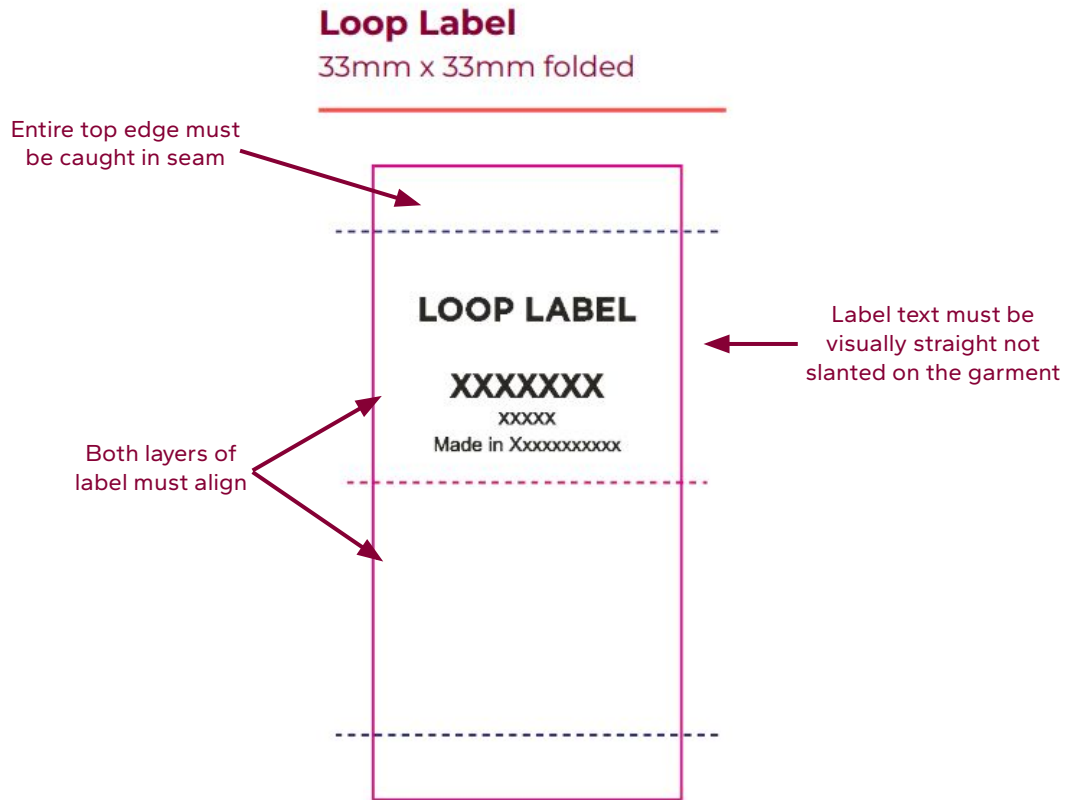
Refer to [On Garment Apparel Packaging](#) on K-Link for general label placement & application per apparel category.

Loop Labels

Loop Labels

Key Requirements:

- Label should lay smooth/flat
- No wavy edges
- Label is secured in garment construction
- Label SPI follows garment construction
- Thread
 - No Monofilament/clear thread
- No thread nests or untrimmed threads on exterior garment



Knit Tops - Loop Labels

Correct



- Label lays flat
- Label edges are not wavy
- Label inserted evenly
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



- Incorrect label for fabrication & neckline finish
- [Endfold label](#) should have been used

Woven Tops - Loop Labels

Correct



- Label lays flat
- Label edges are not wavy
- Label inserted evenly
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



- Loop label distorted by shirring and should be set flat

Outerwear/Jackets Tops - Loop Label

Correct



- Label lays flat
- Label placement is per On-Garment guide
- Brand is visible
- Label edges are not wavy

Incorrect

Knit Bottoms - Loop Label

Correct



- Label lays flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



Labels are tilted, not centered, and/or too low

Woven Bottoms - Loop Label

Correct



- Label lays flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



- Labels are tilted and/or wording cut off
- Labels are off center

Mitred Labels

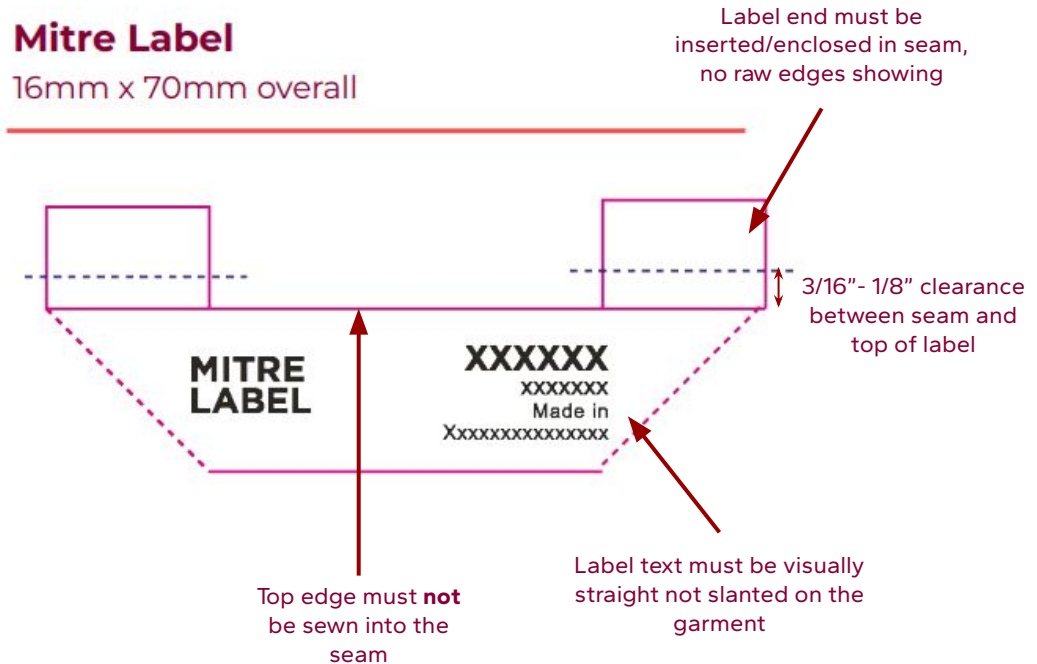
Mitred Labels

Key Requirements:

- Label should lay smooth/flat
- No wavy edges
- Label is secured in garment construction
- Size Label set with 1/16" SN/LS
- Backstitch @ start & stop for 3-4 stitches
- Label SPI = 8-10
- Thread
 - Needle: DTM to Label
 - Bobbin: DTM to Label
 - No Monofilament/clear thread
- No thread nests or untrimmed threads

Mitre Label

16mm x 70mm overall



Knit Tops - Mitre Label

Correct



- Label lays flat
- Label edges are not wavy
- Label inserted evenly
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



- Label edge must be parallel to seam
- Top edge of label caught in coverstitch
- Endfold label would have been better label selection



Endfold label would have been better label selection



- Top edge of label must be caught in neck seam, with no raw edges showing



Top and bottom of label edges are wavy

*Disclaimer: separate size labels removed as of May 2025

Knit Tops - Mitre Label

Correct



- Label lays flat
- Label edges are not wavy
- Label inserted evenly
- Label placement is per On-Garment guide
- Brand is visible



Label distance from neck seam is not even from side to side



Incorrect

[Loop label](#) or [end fold label](#) would have been better label selection



Woven Tops - Mitre Label

Correct



- Label lays flat
- Label edges are not wavy
- Label inserted evenly
- Label placement is per On-Garment guide
- Brand is visible



Top and bottom of the label edges are wavy

Incorrect

- Label should be set flat for Brand to be easily visible
- Consider alternate label and/or placement



- Top of mitre is too far from the seam
- [Loop](#) or [Endfold label](#) would have been better label selection



Bottoms - Mitre Label

Correct

**Do Not Use for
Bottoms**

Use Endfold or
Loop Labels



- Incorrect label choice.
- Label risk coming out / raw edge.

Incorrect



- Incorrect label choice
- Label is not flat, distorted in sewing



- Incorrect label choice.
- Label is not flat, distorted in sewing.

**Disclaimer: separate size labels removed as of May 2025*

Sweaters - Mitre Label

Correct

**Do Not Use for
Sweaters**

Use Endfold
Labels



Incorrect



- Incorrect label selection
- Endfold label should be used

Endfold Labels

Endfold Labels (2-side sew)

Key Requirements:

- Label should lay smooth/flat
- No wavy edges
- Label set with 1/16" SN/LS
- Backstitch @ start & stop for 3-4 stitches
- Label SPI = 8-10
- Thread
 - Needle: DTM to Label
 - Bobbin: DTM to shell fabric
 - No Monofilament/clear thread
- NO Thread nests or untrimmed threads on exterior garment

Label text must be
visually straight not
slanted on the garment

Endfold Label - Tops & Bottoms

16mm x 52mm overall



Knit Tops - End Fold

Correct



- Label lays flat
- Label edges are not wavy
- Label inserted evenly
- Label placement is per On-Garment guide
- Brand is visible

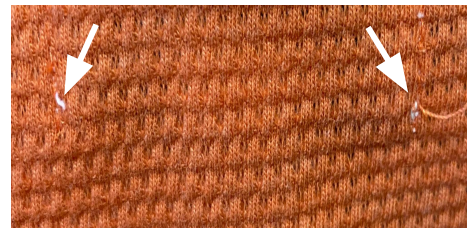


- Endfold label incorrectly attached to garment. Label should be attached at side edges, not at the top edge of label



- Incorrect label
- [Heat seal label](#) should have been used

Incorrect



- No thread nests or untrimmed threads allowed on exterior garment at start/stop of sewing



- Broken stitches

Woven Tops - End Fold

Correct



- Stitching is clean and 2-side sew
- Labels lay flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



- Wavy edges
- Label should be a 2 side sew (all 4 sides are sewn)



- Label should be set flat for Brand to be easily visible
- Consider alternate label and/or placement

- Incorrect label
- [Loop label](#), [miter label](#) or [heat seal](#) should be used



Woven Tops - End Fold

Correct



- Stitching is clean and 2-side sew
- Label lays flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible

Incorrect

- Incorrect label used. Should be a [loop label](#)
- Or label should be set flat on body



- Endfold label incorrectly attached to garment. Label should be attached at side edges, not at the top edge
- Label should be set flat for Brand to be easily visible



Endfold label incorrectly attached to garment. Label should be attached at side edges, not at the top edge of label



Label placement incorrect. Label should be attached on body not collar



Woven Tops - End Fold

Correct



- Stitching is clean and 2-side sew
- Label lays flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



Label should be set flat for Brand to be easily visible

Sweaters - End Fold

Correct



- Stitching is clean and 2-side sew
- Label lays flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible

Incorrect

Label applied with too much tension



Label not applied straight on the garment



Stitch should not extend onto the garment



Label should be set flat for Brand to be easily visible



Knit Bottoms - End Fold Label

Correct



- Stitching is clean and 2-side sew
- Label lays flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible

Incorrect

Poor stitching
workmanship & low SPI



- Label should be set flat for Brand to be easily visible
- Endfold label stitching not parallel to edges of label



- Incorrect label
- Loop label should have been used

*Disclaimer: separate size labels removed as of May 2025

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Woven Bottoms - End Fold

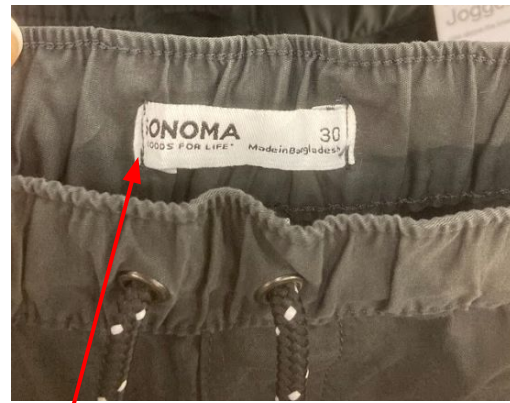
Correct



- Stitching is clean and 2-side sew
- Label lays flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible

Incorrect

- Blue tint from wash
- Messy stitching

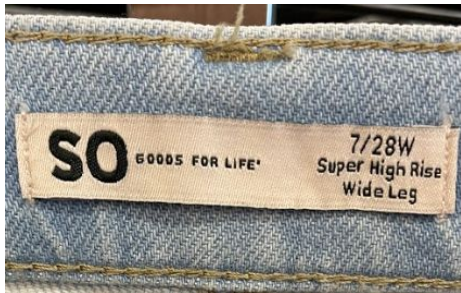


Label should be set flat for Brand to be easily visible



Woven Bottoms - End Fold Label

Correct



- Stitching is clean and 2-side sew
- Label lays flat
- Label edges are not wavy
- Label placement is per On-Garment guide
- Brand is visible



Stitching is uneven



Incorrect

Poor quality label



Label should be set flat for Brand to be easily visible



*Disclaimer: separate size labels removed as of May 2025 **KOHL'S**

Patch Labels

Patch Labels (4-side sew)

Key Requirements:

- Label should lay smooth/flat
- No wavy edges
- Label set with 1/16" SN/LS
- Backstitch @ start & stop for 3-4 stitches
- Label SPI = 8-10
- Thread
 - Needle: DTM to Label
 - Bobbin: DTM to shell fabric
 - No Monofilament/clear thread
- NO Thread nests or untrimmed threads on exterior garment

Label text must be
visually straight not
slanted on the garment

Patch Label - Denim & Jackets Only

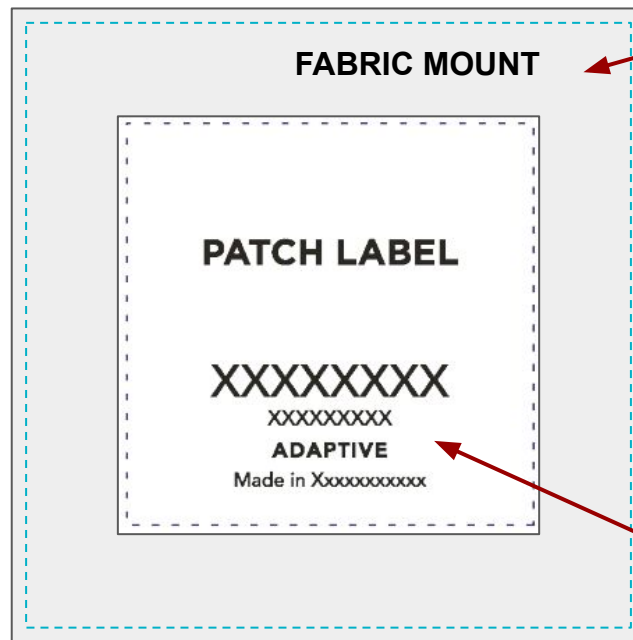
50mm x 50mm overall



Patch Labels with Mount

Key Requirements:

- Fabric Mount & Label should lay smooth/flat
- No wavy edges
- Fabric Mount & Label set with 1/16" SN/LS
- Backstitch @ start & stop for 3-4 stitches
- Label SPI = 8-10
- Thread
 - Needle: DTM to Label
 - Bobbin: DTM to shell fabric
 - No Monofilament/clear thread
- No thread nests or untrimmed threads on exterior garment



- Fabric Mount should be same Fabric Grain direction as per body panel it's sewn to
- All four sides of fabric must be folded under and stitched along all 4 sides (no raw edges)
- Mount must be straight, not slanted
- Label must be centered on Mount
- Mount is 1/2" bigger around the edge
- Label text must be visually straight not slanted on the garment

Outerwear Tops - Patch Label

**Disclaimer: separate size labels removed as of May 2025*

Correct



- Stitching is clean and 4-side sew
- Label lays flat
- Label placement is per On-Garment guide
- Brand is visible

Incorrect

Turn back edges of fabric mount are exposed at outer edges



- Patch label incorrectly attached to mount patch. Label should be attached on all 4 sides
- Patch label & fabric mount are not flat & not evenly shaped at edges
- Fabric mount is cut on bias, should be cut on grain



- Patch label incorrectly attached to garment.
- Label should be attached on all 4 sides, not at 2 sides only



- Label attach SPI count is too small
- Fabric mount edges are not straight
- Turn back edges of fabric mount are exposed at outer edges



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Tear Away Labels

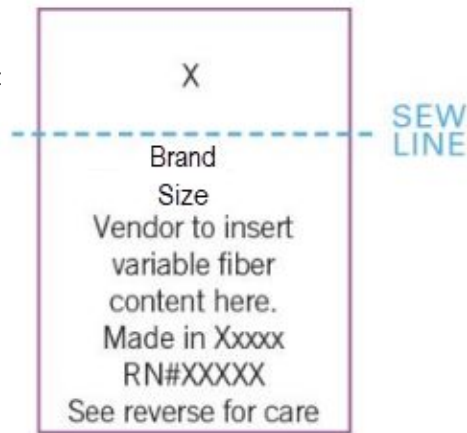
Printed Tear Away Labels

Key Requirements:

- Label should lay smooth/flat
- No wavy edges
- Label is secured in garment construction
- Label SPI follows garment construction
 - Thread
 - No Monofilament/clear thread
- No thread nests or untrimmed threads on exterior garment

Label text must be visually straight not slanted on the garment

TEAR AWAY INTEGRATED BRAND, SIZE CARE/CONTENT LABELS



Heat Transfer/Seal Labels

Heat Transfer/Seal Labels

Key Requirements:

- Label text must be visually straight not slanted on the garment
- Print must not be visible from garment exterior
- Heat transfer process must not leave color shading or permanent mark on garment exterior
- Heat transfer label must be tested on each fabrication/wash/color for durability according to [Kohl's Appearance Evaluation Requirements Procedures](#)

Vertical Heat Seal: Tops & Bottoms

HEAT SEAL

XX

Xxxxxxxxxxxxxxxxxx

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

Made in Xxxxxxxxxxxxxxxxxx

Horizontal Heat Seal: Bottoms

XXXXXXX XXXXXX
ADAPTIVE
Made in Xxxxxxxxxxxxxxxxxx

**HEAT
SEAL**

XXXXXXXXXXXXXX
XXXXXXXXXXXXXX

Pocket Bag Heat Seal or Screen Print Denim & Overalls only

POCKET BAG HEAT SEAL

XX% XXXXXXXX | XX% XXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

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XX XXXXXXXXXX XXXX XXXXXX



Heat Transfer/Seal Labels

Correct



Incorrect



Color is
bleeding thru

KOHL'S

Heat Transfer/Seal Labels

Heat Transfer Process



Garment
Vendor sends
each fabric &
colorway to
label supplier

STEP 1



Label
supplier
performs
heat
transfer
testing

STEP 2



Label
supplier
determines
correct heat
transfer
quality

STEP 3



Garment
Vendor applies
heat transfer to
garments to
mitigate quality
concerns

STEP 4



Label supplier
proceeds with
bulk
production

STEP 5

Knit Tops - Heat Set Label

Correct



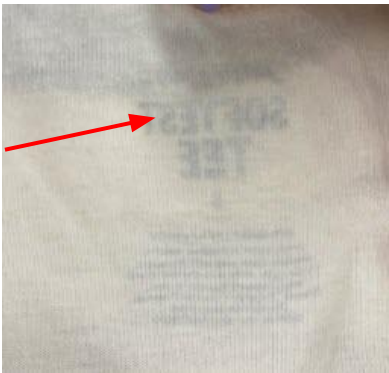
- Label is properly applied
- Label placement is per On-Garment guide
- Brand is visible

Incorrect

Label is set too low



Label is grinning through to the right side of the garment



Label is causing puckering on the right side of the garment



- Brand is not visible
- [Mitre label](#) should have been used



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Knit Tops - Heat Set Label

Correct



- Label is properly applied
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



Label is set off center



Outline of heat transfer is visible



- Label color is blending in with the background
- [Mitre label](#) would have been better label selection

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Knit Bottoms - Heat Set Label

Correct

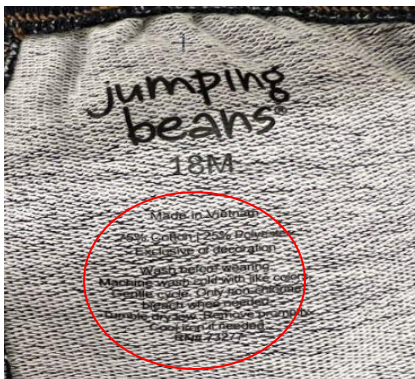


- Label is properly applied
- Label placement is per On-Garment guide
- Brand is visible

Label is set too close to waistband



Label is peeling off of garment



Incorrect



Label placed inconsistently between two colorways

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Correct



- Label is properly applied
- Label placement is per On-Garment guide
- Brand is visible

Incorrect



Heat Seal is peeling



- Heat Seal size and fit callout are not centered over the width of the waist band
- Logo should be centered over center back

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CTD & KTD Expectations

Expectations

VENDOR EXPECTATIONS:

- ❑ Follow On-Garment guide for label placement
- ❑ Include correct label, placement and execution in samples during development stage
- ❑ Be proactive if Label is not suitable for garment construction
- ❑ Upload Approved Label page into OnePLM
- ❑ Cover Label application during PP meeting
- ❑ Provide sewing operator with Label Approval page
- ❑ Inspect proper Label execution at DUPRO and Final Inspection

KOHL'S EXPECTATIONS:

- ❑ TD and Production collaborate at SHO to make sure that proper label is selected based on garment construction
- ❑ Confirm correct label at ASHO
- ❑ TD to provide feedback and approval on proper label applications during Development

Thank You

KOHL'S

Technical Design Training & Standards Team

PD-TD_Training@kohls.com

Change Tracking

Nov 2022	Original Publish Date
June 2025	Updated to Official Kohl's Tech Design Presentation Format Label Graphics from Marketing Team Updated Added disclaimers throughout regarding the exit of separate size labels
Sept 2026	Added correct example of endfold label on smocking
Sept 2026	Slide 4 : Added clarity that KTD reviews label application on garment during Fit Added instructions for non-standard placements or small sizes Added clarity during PP that CTD reviews on garment and ensures Label Page in TP matches Added clarity on special sizes & carryovers