KOHL'S

Label Application

Execution Standards

November 2022

GSPS

Technical Design

Why are we here?

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)
- **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)
- **CTD** uploads Label Approval page doc into Attachments page of the TP

At PP Approval: (proper label application is verified)
- **CTD** verifies proper label application

At Pre-Production Meeting: (transparency before production)
- Label Approval page is reviewed for production expectations

During Production: (proper application is executed)
- 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

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 (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

INTERIOR IMAGE

EXTERIOR IMAGE

TEMPLATE

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Process

Label Approval

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
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EXAMPLE

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Label Application Requirement in OnePLM

- - **Label Application Requirement page is uploaded into OnePLM Attachments page**

Refer to <u>On Garment Apparel Packaging</u> on K-Link for general label placement & application per apparel category.

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**

LOOP LABEL WITH SIZE LABEL

SIZE LABEL SEW LINE
Insert into seam

1/8 in

- **Entire top edge must be caught in seam**

SEW LINE — — — SEW LINE

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FOLD

- **Both layers of label must align**

LOOP LABEL

FOLD

- **Label text must be visually straight not slanted on the garment**

Knit Tops - Loop Label

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 Label

Correct

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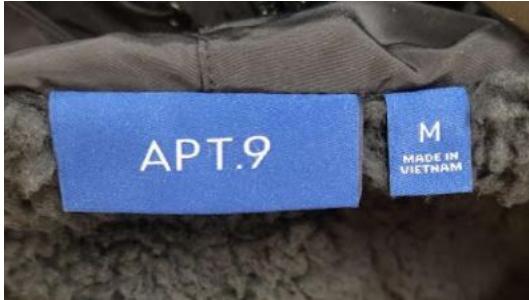- Brand is visible

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
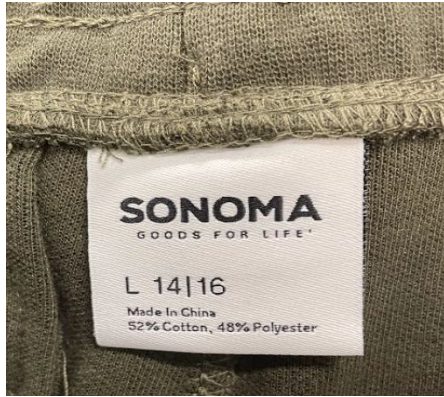- Label edges are not wavy

Incorrect

- Size label should have been placed next to loop label

Knit Bottoms - Loop Label

Correct

Incorrect

- Label is tilted, not centered and too low.

- Size label should be set to the side of the main label

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

Woven Bottoms - Loop Label

TECHNICAL DESIGN, QUALITY ASSURANCE & PRODUCT INTEGRITY @KOHL'S

Correct Execution

Incorrect Execution

- Label is tilted and wording is cut off.

- Label is not centered at seam

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

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 WITH SIZE LABEL

SIZE LABEL SEW LINE
Stack beneath mitre label

- **Label end must be inserted/enclosed in seam, no raw edges showing**

SEW LINE

MITRE LABEL

FOLD

- **3/16"- 1/8" clearance between seam and top of label**

- **Top edge must not be sewn into the seam**

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- **Center Size label on bottom edge of main label.**

- **Size label is attached with text evenly spaced top to bottom**

- **Label text must be visually straight not slanted on the garment**

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
- Size label sewing extends across entire bottom edge of label
- Endfold label would have been better label selection

- Too much space between bottom edge of mitre label and size on size label
- Endfold label would have been better label selection

- Top edge of label must be caught in neck seam, with no raw edges showing
- Size label sewing extends across entire bottom edge of label

- Top and bottom of label edges are wavy
- Size label setting is not parallel to the miter label
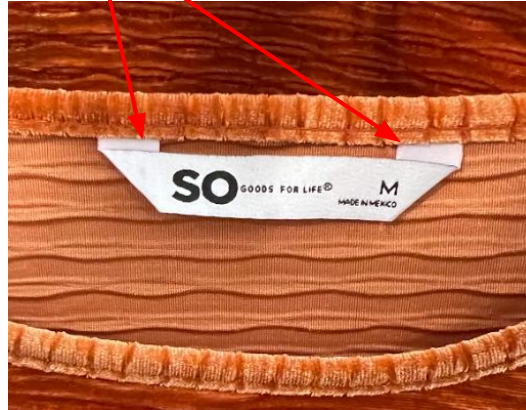
Knit Tops - Mitre Label

Correct

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

Incorrect

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

- Loop label or end fold label would have been better label selection

Woven Tops - Mitre Label

TECHNICAL DESIGN, QUALITY ASSURANCE & PRODUCT INTEGRITY @KOHL'S

Correct

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

Incorrect

- Top and bottom of the label edges are wavy

- Top of mitre is too far from the seam
- Loop or Endfold label would have been better label selection

- Stitching for size label extends too far beyond edges of size label

Bottoms - Mitre Label

Correct

Incorrect

No Mitred labels should be used in Bottoms

Endfold or Loop label should be used instead

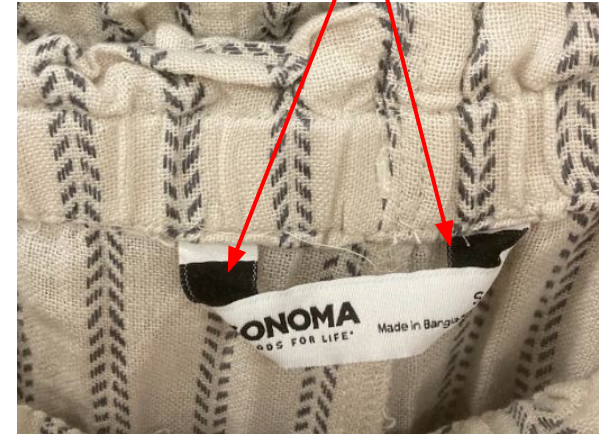- Incorrect label choice.
- Label risk coming out / raw edge.

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

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

Sweaters - Mitre Label

Correct

Incorrect

No Mitred labels on Sweaters

Endfold labels should be used

- Incorrect label selection.
- Endfold label should be used

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**

ENDFOLD LABEL WITH SIZE LABEL

SIZE LABEL SEW LINE
Stack beneath endfold label

ENDFOLD LABEL

SEW LINE

FOLD

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- **Label text must be visually straight not slanted on the garment**

- **Center Size label on bottom edge of main label.**

- **Size label is attached with text evenly spaced top to bottom**
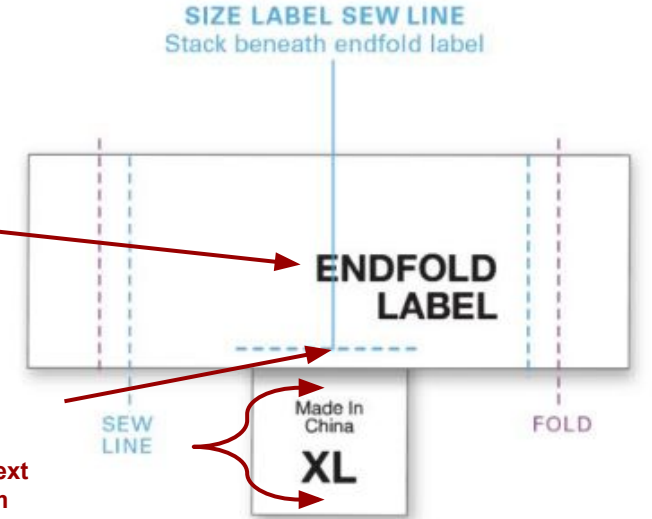
Knit Tops - End Fold

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

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

- Incorrect label
- Heat seal label should have been used

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

- Broken stitches
- Size label sewing extends across entire bottom edge of label

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

- 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 of label
- Size label incorrectly attached to Endfold label. Size label should be attached at bottom edge of Endfold label not at top edge of label

- 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

- Label placement incorrect. Label should be attached on body not collar
- Size label sewing extends across entire bottom edge of label

Woven Tops - End Fold

Correct

Incorrect

- Label should be set flat for Brand to be easily visible

- 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

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

- Label should be set flat for Brand to be easily visible

- Stitch should not extend onto the garment

Knit Bottoms - End Fold Label

Correct

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
- Size label sewing extends across entire bottom edge of label

- Incorrect label
- Loop label should have been used

- 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

Woven Bottoms - End Fold

Correct

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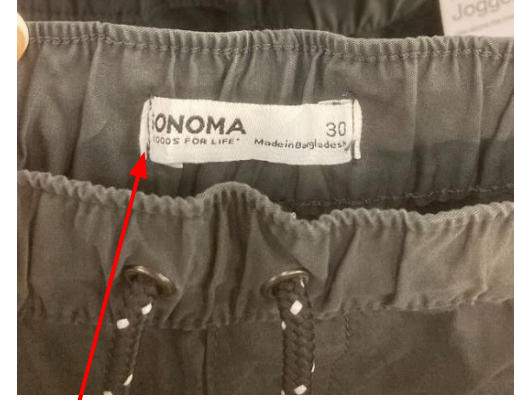- Label placement is per On-Garment guide
- Brand is visible

Incorrect

- Blue tint from wash
- Messy stitching

- Size label is not set evenly and is not centered

- 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
- Size label sewing extends across entire bottom edge of label

Incorrect

- Poor quality label

- Size label should be stitched to main label (not into waistband)

- Label should be set flat for Brand to be easily visible

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**

PATCH LABEL

SEW LINE
Sew on all four sides

PATCH LABEL

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XL

FOLD

- **Label text must be visually straight not slanted on the garment**

- **Center Size label on bottom edge of main label.**

- **Size label is attached with text evenly spaced top to bottom**
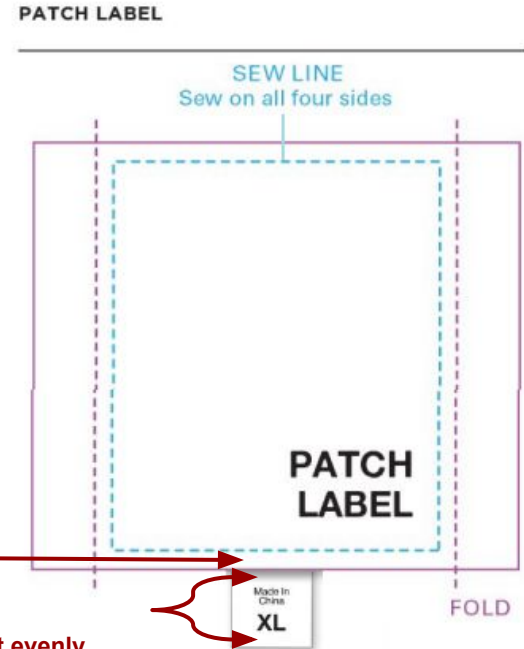
Patch Labels with Mount

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**

  - **Center Size label on bottom edge of main label**

  - **Size label is attached with text evenly spaced top to bottom**

FABRIC MOUNT

PATCH LABEL

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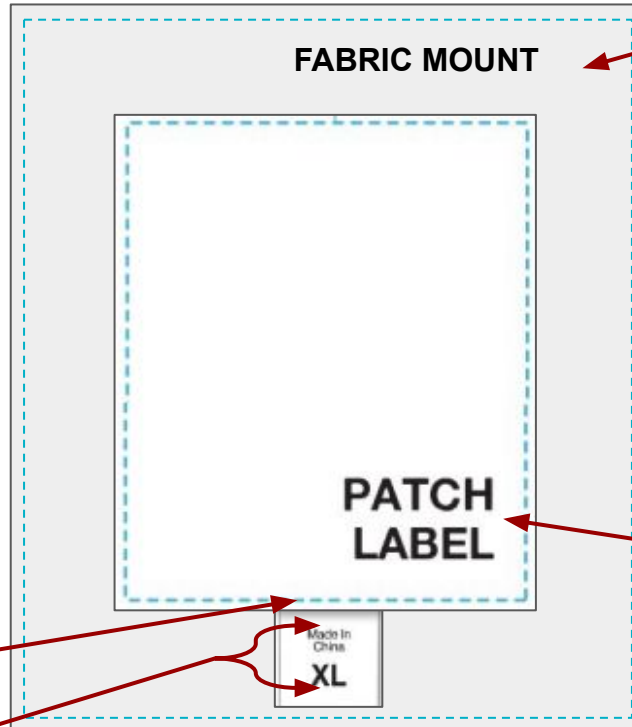
- **Fabric Mount should be same Fabric Grain direction as per body panel it's sewn to**

- **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 ½" bigger around the edge**

Label text must be visually straight not slanted on the garment

Outerwear Tops - Patch Label

Correct

Incorrect

- Turn back edges of fabric mount are exposed at outer edges

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

- 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

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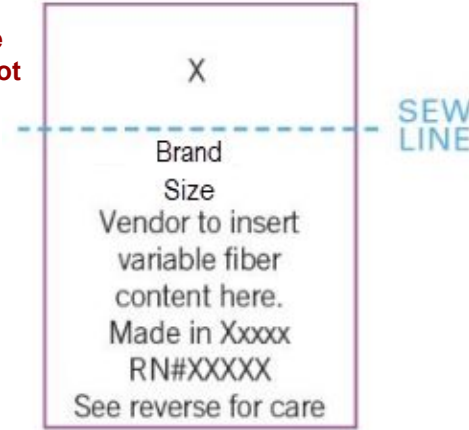- Turn back edges of fabric mount are exposed at outer edges

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

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**

TEAR AWAY INTEGRATED BRAND, SIZE CARE/CONTENT LABELS

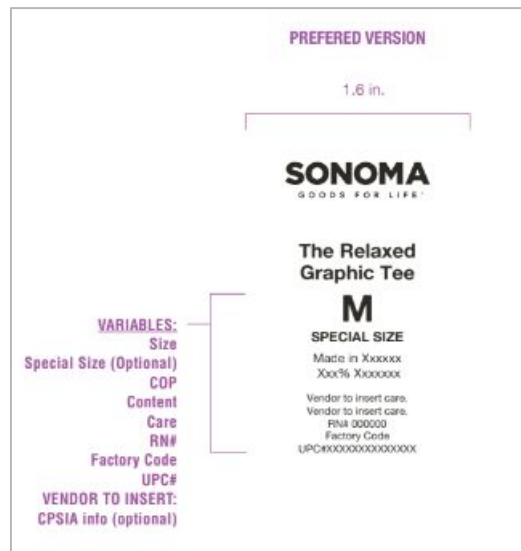**Label text must be visually straight not slanted on the garment**

X

Brand
Size
Vendor to insert
variable fiber
content here.
Made in Xxxxx
RN#XXXXX
See reverse for care

SEW LINE

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**

PREFERED VERSION

1.6 in.

SONOMA
GOODS FOR LIFE

The Relaxed
Graphic Tee

M

SPECIAL SIZE

Made in Xxxxxx
Xxx% Xxxxxxx

Vendor to insert care.
Vendor to insert care.
RN# 000000
Factory Code
UPC#XXXXXXXXXXXXXX

VARIABLES:
Size
Special Size (Optional)
COP
Content
Care
RN#
Factory Code
UPC#
VENDOR TO INSERT:
CPSIA info (optional)

MASTER BRAND HEAT SEAL — TOPS

CORE HEAT SEAL

M

Made in Xxxxxx
Xxx% Xxxxxxx

Vendor to insert care.
RN# 000000
Factory Code
10/21
UPC#XXXXXXXXXXXXXX

MASTER BRAND WAISTBAND HEAT SEAL — BOTTOMS

BOOTCUT   **4S**   **CORE WAISTBAND HEATSEAL**

Heat Transfer/Seal Labels

Correct

Incorrect

Color is bleeding thru

Heat Transfer/Seal Labels

Heat Transfer Process

Garment Vendor sends each fabric & colorway to label supplier	Label supplier performs heat transfer testing	Label supplier determines correct heat transfer quality	Garment Vendor applies heat transfer to garments to mitigate quality concerns	Label supplier proceeds with bulk production
STEP 1	**STEP 2**	**STEP 3**	**STEP 4**	**STEP 5**

Knit Tops - Heat Set Label

TECHNICAL DESIGN,
QUALITY ASSURANCE
& PRODUCT INTEGRITY
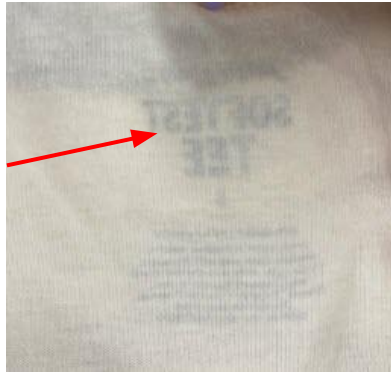@KOHL'S

Correct

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

Incorrect

- Label is set too low

- Label is causing puckering on the right side of the garment

- Label is grinning through to the right side of the garment

- Brand is not visible
- Mitre label should have been used

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
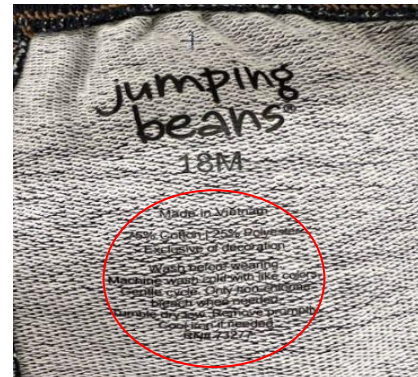
Knit Bottoms - Heat Set Label

Correct

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

Incorrect

- Label is set too close to waistband

- Label placed inconsistently between two colorways

- Label is peeling off of garment

Woven Bottoms - Heat Set Label

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

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

Next Steps

Fit and PP Approved but not in production - SP23

- CTD is to send KTD Label Application Requirement page prior to uploading into OnePLM

In Development - SU/BTS23

- KTD to start reviewing on garment when fit/PP sample is received
    - CTD uploads Label Application Approval page into OnePLM once approval is given by KTD

New Development - starting FA/HO23

- Follows above process from the start

NOTE:

Non-CTD supporters product - KTD creates and uploads Label Application Approval page into OnePLM