

On-Garment Packaging Application

**Accessories; Men's & Boys'
Proprietary & Exclusive Brand**

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Packaging Examples

Paper Labels & Attachers

MASTER BRAND HANGTAG
(INTEGRATED)



MASTER BRAND / FEATURE HANGTAG
(INTEGRATED)



MASTER BRAND / LEGAL DISCLAIMER
(INTEGRATED)



FEATURE STICKER



SUNGLASSES STICKER (INTEGRATED)



BELT WRAP (NON-INTEGRATED)



ATTACHER



Notes:
A swift attacher is used for private brands hangtags. Use a string and pin for exclusive brands.

Jokers can either be injected, sewn or swift attached

HEADER CARDS
(INTEGRATED)



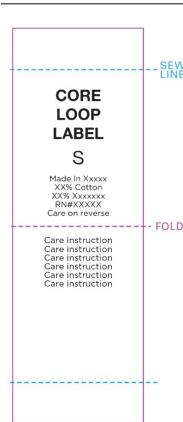
Packaging Examples

Fabric Labels

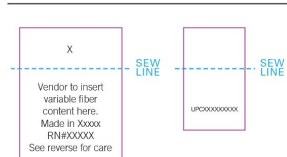
MASTER BRAND ENDFOLD LABEL



MASTER BRAND LOOP LABEL



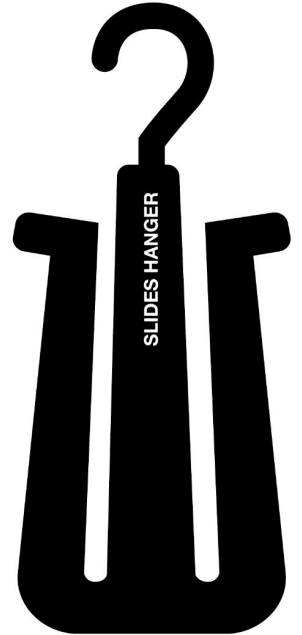
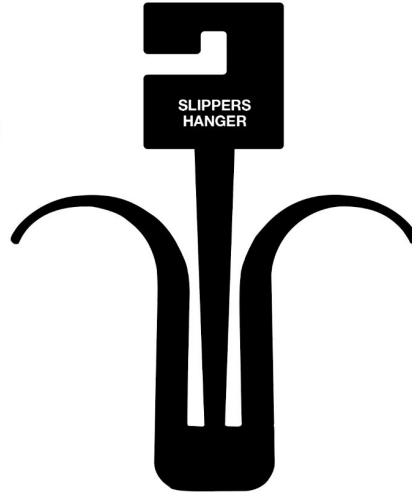
CARE/CONTENT & UPC LABELS



Packaging Examples

Plastic Hangers

PLASTIC HANGERS (NON-INTEGRATED)



Note:

- The hangers are all one piece.
- The heads should align in size across all brands (so all styles hang evenly).
- The tails of the hangers will differ, depending on the silhouette of the garment.

Packaging Application

Men's & Boys Cold Weather Apparel, Footwear, & Accessories

Packaging Application

Standard | Cold Weather; Scarf

- 1. Master Brand Hanger:**
Use a pull through knot, 36" long. Knot of the scarf is loose and the hanger is visible
- 2. Woven Label:**
Sew the loop label to the lower right corner on inside of scarf, 2" from the bottom edge. Place tracking/UPC label underneath master brand label
- 3. Master Brand Accessories Hangtag:**
Applied to the middle of the care label using 3/4" fastener (brand facing forward)

Note:

- The hangers are all one piece.
- The heads should align in size across all brands (so all styles hang evenly).
- The tails of the hangers will differ, depending on the silhouette of the garment.



Packaging Application

Standard | Cold Weather; Gloves

Glove placement: Place wearer's right hand glove on top/front of header card. The wearer's left glove should go underneath the back side of the header card, and underneath the "back of the hand" of the front glove, with the palm facing out.

Exception: Glove placement: follow same placement as other gloves, the back glove should be facing with the top outward.

1. Header card:

Use a pull through knot, 36" long. Knot of the scarf is loose and the hanger is visible

2. Functional Feature Sticker:

Placed on the right corner of the glove, placement 1/4" from the right side edge and 1/4" from sewing seam of cuff.

3. Woven Label:

Applied to the 4th finger side of the left hand glove, 1/4" from side seam. Place tracking/UPC label underneath master brand label

Note: If there is a Thinsulate hangtag, swiftach fastener from the side seam of the front facing glove (which is the wearer's right glove-opposite side of thumb) at wrist level. Also note that the Thinsulate woven label should be included in the exact same placement.



Packaging Application

Standard | Cold Weather; Gloves Multi-Pack

Glove placement:

- Place wearer's right hand glove on top/front of header card. The wearer's left glove should go underneath the back side of the header card, and underneath the "back of the hand" of the front glove, with the palm facing out.
- The front facing glove (PD communicates to vendor which pair of gloves should be the front facing glove, depending on design), should have the back of the hand facing outward, with the prominent functional feature sticker on the wrist.
- The back pair of gloves has a clear plastic round insert, so that the fastener does not get "lost" in the gloves or un-attach easily.

1. Functional Feature Sticker:

Placed on the right corner of the glove, placement 1/4" from the right side edge and 1/4" from sewing seam of cuff

2. Master Brand Accessories Hangtag:

Applied along with the plastic J-hook in between the two sets of gloves (brand facing forward)

3. Woven Label:

Applied to the 4th finger side of the left hand glove, 1/4" from side seam. Place tracking/UPC label underneath master brand label



Packaging Application

Standard | Cold Weather; Hat

1. Header Card:

Applied to the front of the hat (above the crown of the hat), with fasteners through the top layers of the hat, both sides (front & back) so that the customer can still try the hat on.

2. Woven Label:

Applied on the inside wearers left side hem of the hat, toward the top (about 2" from the "crown" of the hat). Place tracking/UPC label underneath master brand label, inside each hat.

Exception:

Labels may be placed on the wearer's left side, inside the hat about 2" from the bottom of the hat.

Note: If there is a Thinsulate hangtag, it will be placed about 2" down the crown of the hat, swiftach fasteners to the front, only through the first layer of the hat, on the wearer's right side.



Packaging Application

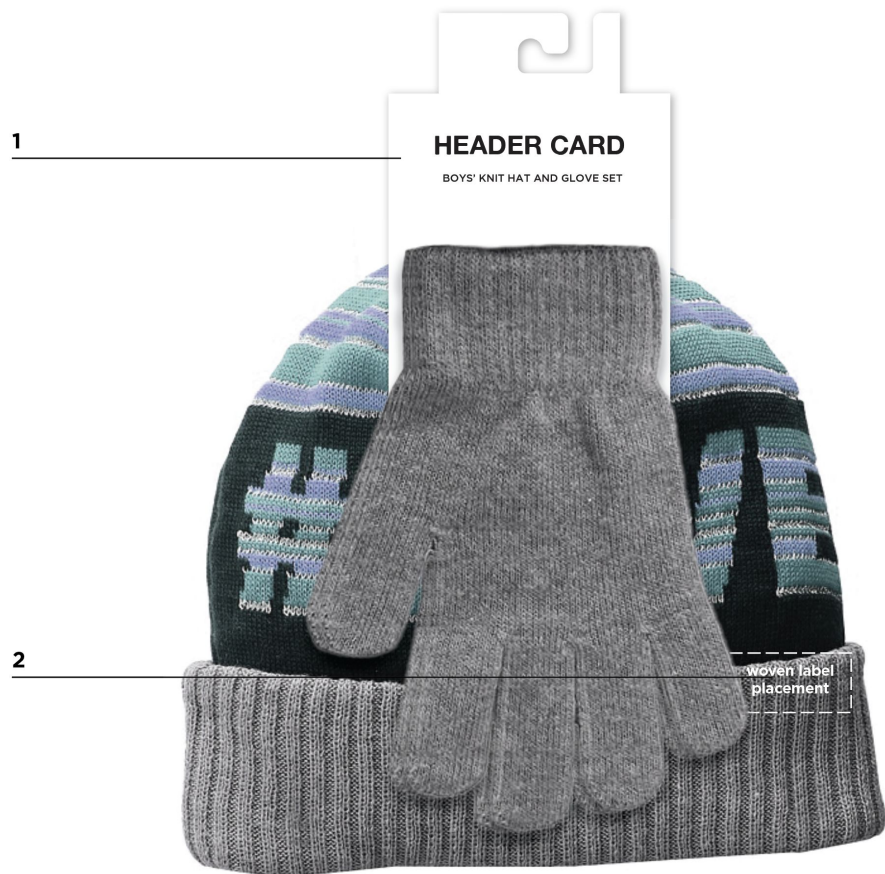
Standard | Cold Weather; Hat & Glove Set

1. Header Card:

- Applied between the hat and the gloves, with fasteners through all pieces
- The gloves should be placed on the front of the header card, and only have the fastener through one layer of the top glove, so that the customer can try the outer facing glove on.
- The outer facing glove is the wearer's right hand glove, with the inner palm of the glove facing outward, so that the customer can see the design/gripper on the palm.
- Both the back facing of the glove hands should be against each other when attached.

2. Woven Label:

Applied on the wearer's left side, inside the hat about 2" from the bottom of the hat.



Packaging Application

Standard | Cold Weather; Neck Gaiter

1. Header Card:

Applied between the two layers of the gaiter and swiftach fasteners through both ends of the gaiter and header card

Placement should be 1/2" down from the top using 1 3/8" fasteners. Make sure that the integration on the back of the header card is showing/scanable from the back, and product is not covering it.

2. Woven Label:

Applied to the inside, back, 1" from bottom/sewing edge on the back seam. Place tracking/UPC label underneath master brand label



Packaging Application

Standard | Balaclavas & 4-In-1 Hoods

1. Header Card / Foldover Card:

Swiftach fastener through both layers of the "hat" and the header card. Place 2" down from the top, using a 3/4" fastener

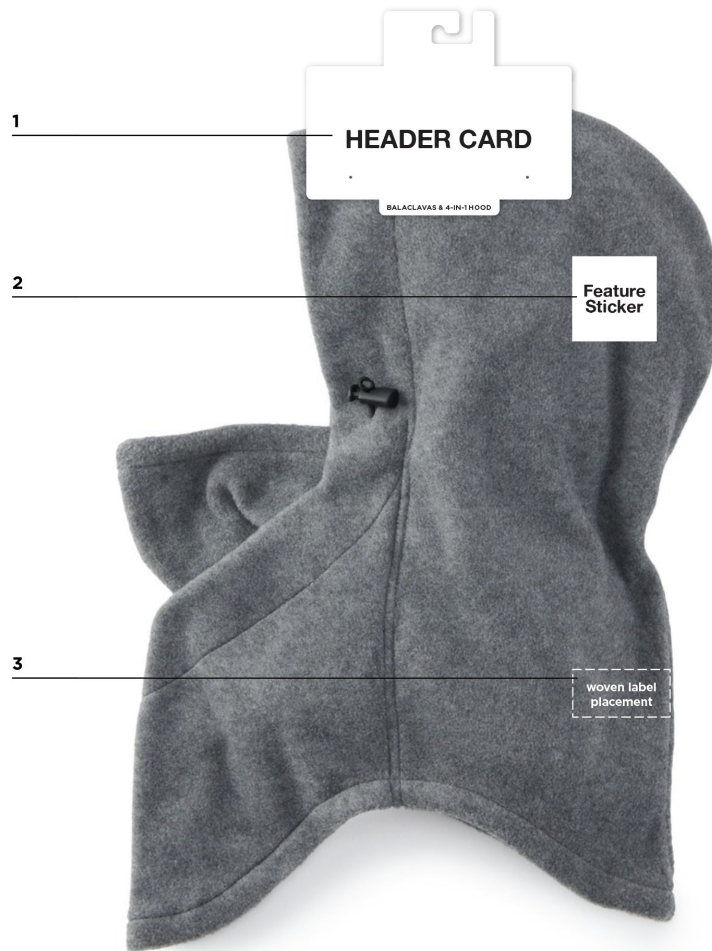
Placement should be 1/2" down from the top using 1 3/8" fasteners. Make sure that the integration on the back of the header card is showing/scanable from the back, and product is not covering it.

2. Functional Feature Sticker:

Applied to the front right side, about 1.5" below the header card

3. Woven Labels, Care/content and UPC/tracking labels:

Applied to the back seam of the inside of the back neck, about 5" from the bottom base of the hem.



Packaging Application

Standard | Footwear; Sandals

1. Master Brand Hanger:

Inject hanger in front of the sandals, slides, or flip flops

2. Master Brand Accessories Hangtag:

Applied to the wearer's left shoe, connected by a swiftatched fastener.

Depending on the silhouette of the sandal, the fastener may loop through the very left side of the wearers left sandal, on the lowest part of the sandal (for example, if there are two straps, the hangtag would go through the strap closest to the heel).

3. Clear Country of Origin (COO) Sticker:

Placed in the center on back side of both left and right sandals

Notes:

- Attach white elastic cord to both sandals and the hanger, so they do not lose the matching sandal.
- The hangers are all one piece.
- The heads should align in size across all brands (so all styles hang evenly).
- The tails of the hangers will differ, depending on the silhouette of the garment.



Packaging Application

Standard | Footwear; Sandals

- 1. Master Brand Hanger:**
Inject hanger in front of the sandals, slides, or flip flops
- 2. Master Brand Accessories Hangtag:**
Applied to the wearer's left shoe, connected by a swiftatched fastener.

Depending on the silhouette of the sandal, the fastener may loop through the very left side of the wearers left sandal, on the lowest part of the sandal (for example, if there are two straps, the hangtag would go through the strap closest to the heel).

- 3. Clear Country of Origin (COO) Sticker:**
Placed in the center on back side of both left and right sandals



Packaging Application

Standard | Footwear; Sandals

- 1. Master Brand Hanger:**
Inject hanger in front of the sandals, slides, or flip flops
- 2. Master Brand Accessories Hangtag:**
Applied to the wearer's left shoe, connected by a swiftatched fastener.

Depending on the silhouette of the sandal, the fastener may loop through the very left side of the wearers left sandal, on the lowest part of the sandal (for example, if there are two straps, the hangtag would go through the strap closest to the heel).

- 3. Clear Country of Origin (COO) Sticker:**
Placed in the center on back side of both left and right sandals



Packaging Application

Standard | Footwear; Slippers

- 1. Master Brand Hanger:**
Inject hanger in front of the slipper toward the back heels
- 2. Woven Label:**
Place generic white label (containing UPC#, tracking information, care, content, RN#, size) inside the wearer's left slipper on the inner wall of the slipper (right side- by the inner arch (general area))
- 3. Master Brand Accessories Hangtag:**
Applied to wearer's right slipper along the seam of the outside arch connected by a swiftatched fastener

Note: Swiftach fastener through the inside heel wall of both slippers. Fastener also lays over the hanger to keep everything "tight" together.



Packaging Application

Standard | Fashion; Hats

1. Woven Label:

Applied to the inside of the hat, upside down (so they are "sticking up" into the hat, pointing toward the crown of the hat, so that when worn, the labels are not showing from under the hat).

The UPC/tracking label is placed underneath the care/content label.

2. Master Brand Accessories Hangtag:

Applied at the back end rim of the hat (swiftach fastener through the sweatband inside of the hat, or at the very brim of the hat). This is also where the plastic J-hook is placed.



Packaging Application

Standard | Fashion; Sunglasses

1. Lens Label/Cling:

Placed on wearer's left lens

2. Sunglasses Hangtag:

Integrated label placed on wearer's right.

Security label placed on wearer's right behind the integrated label.

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Packaging Application

Standard | Fashion; Belts

1. Master Brand Hanger:

Loop the tail of the belt hanger through the buckle of the belt. If the belt contains a prong, then the prong is pierced through an opening on the tail of the belt hanger.

2. Belt Wrap/Tear-Away Wrap:

Connects to the back of the belt (behind the buckle). The back of the wrap elongates up into the sewn edge of the belt, so that the front view of the wrap is visibly clean and does not cover any of the buckle.

Notes:

- The hangers are all one piece.
- The heads should align in size across all brands (so all styles hang evenly).
- The tails of the hangers will differ, depending on the silhouette of the garment.



Packaging Application

Standard | Thermal Tops & Bottoms

Placement:

- Shirt collar hanging forward with heat seal exposed
- Pant front waistband hanging forward

1. Wrap:

The garment is folded through the loop of the hanger with the proper front facing. The header card goes through the loop of the hanger, and folds/flaps down over the garment, and over the bottom half of the hanger. The sides of the header card fold into each other, enclosing the header card around the hanger and the garment. There are clear round stickers placed over the sides of the header card where the flaps are folded together, to ensure that the product stays in place.

2. Heat Seal or Screen Print:

Applied at the back center

