

On-Garment Packaging Application

Kids' Apparel

Proprietary & Exclusive Brand

(baby, toddler, boys up to size 7, & girls up to size 6)

Modified: 1/20/2022

Asset ID: 7499207

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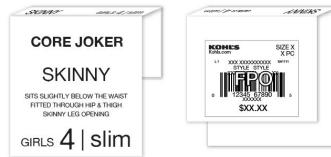
Packaging Examples

Paper Labels & Attachers

MASTER BRAND HANGTAG
(INTEGRATED)



MASTER BRAND JOKER
(INTEGRATED)



FEATURE STICKER
(NON-INTEGRATED)



PROMOTIONAL HANGTAG
(INTEGRATED)



PROMOTIONAL JOKER
(INTEGRATED)



ATTACHER

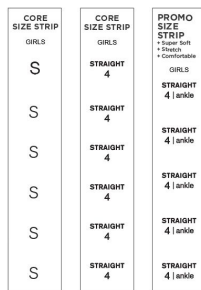


Notes:

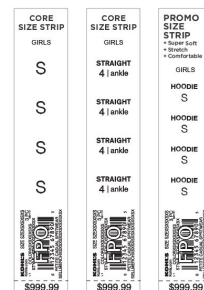
A swift attacher is used for private brands hangtags. Use a string and pin for exclusive brands.

Jokers can either be injected, sewn or swift attached

GENERIC SIZE STRIP
(NON-INTEGRATED)



SIZE STRIPS
(INTEGRATED)



SHOULDER SIZE STRIPS
(INTEGRATED)



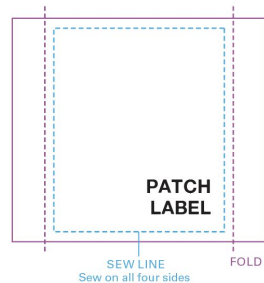
Packaging Examples

Fabric Labels

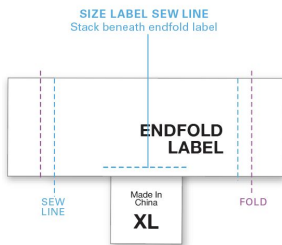
MASTER BRAND ENDFOLD LABEL



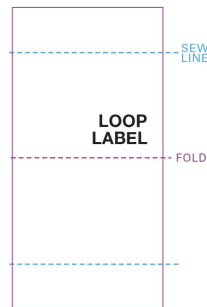
PATCH LABEL



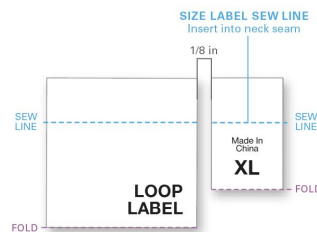
ENDFOLD LABEL WITH SIZE LABEL



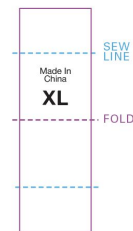
MASTER BRAND LOOP LABEL



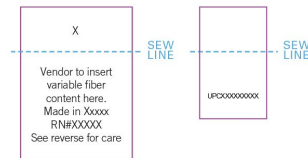
LOOP LABEL WITH SIZE LABEL



SIZE LABEL



CARE/CONTENT & UPC LABELS



Note: Insert mitered or loop label into neck/waistband seam, binding edge or back neck tape/ back waistband elastic. See Label Placement slides accordingly.

Packaging Examples

Heat Transfers

MASTER BRAND HEAT SEAL – TOPS

CORE HEAT SEAL

M

Made in Xxxxxx
Xxx% XXXXXXX
Vendor to insert care.
FNN# 00000
Factory Code
1021
UPC#XXXXXXXXXXXXXXXXXX

PROMOTIONAL HEAT SEAL – TOPS

PROMOTIONAL
HEAT SEAL

THE PROMO TEE

M

Made in Xxxxxx
Xxx% XXXXXXX
Vendor to insert care.
FNN# 00000
Factory Code
1021
UPC#XXXXXXXXXXXXXXXXXX

MASTER BRAND WAISTBAND HEAT SEAL – BOTTOMS

BOOTCUT

4S

CORE WAISTBAND
HEATSEAL

PROMOTIONAL WAISTBAND HEAT SEAL – BOTTOMS

BOOTCUT

4S

PROMOTIONAL
WAISTBAND HEATSEAL

THE PROMO PANT

Folding Options

Standard Tops Folds

1. Quarter-fold

Wearer's left or right up can be requested

2. Half-fold widthwise

Wearer's left or right upper can be requested

3. Half-fold widthwise

4. Square fold



Folding Options

Exception | Tops Folds

1. Hoodie Fold
2. Backwards fold



Folding Options

Standard Bottoms | Front-Facing Folds

1. Tri-fold, front facing
2. Quarter fold, front facing
3. Ankle detail half fold, front facing
4. Ankle detail quarter fold, front facing
5. Shorts or Seasonal Bottom Fold

Note: All label placement should follow the same guidelines as outline on the bottoms pages.



Folding Options

Standard Bottoms | Back-Facing Folds

1. Half fold

Exception can be executed as front fold

2. Tri-Fold

Note: All label placement should follow the same guidelines as outline on the bottoms pages.



Label Placement

Loop Labels

1. If there is a clean center back:

Insert label into neck seam, binding edge or back neck tape.

Center from left to right on garment

2. If there is a center back detail:

Insert 1/2" from center back, on wearer's left

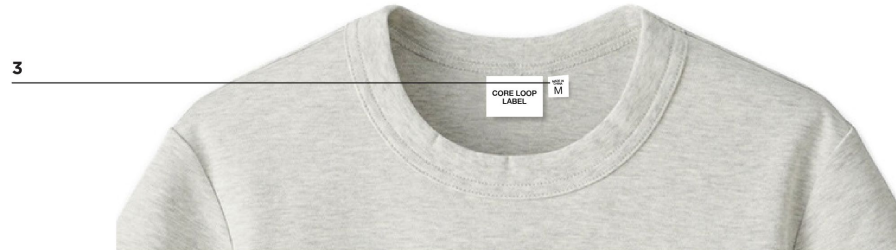
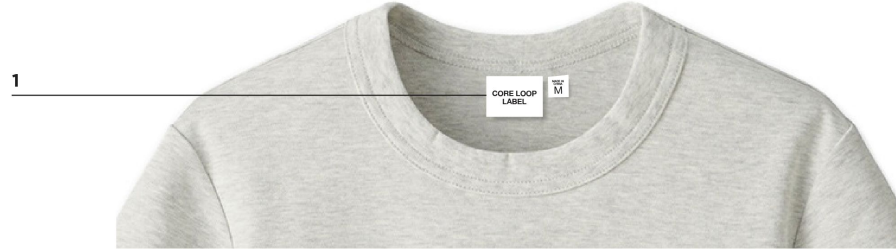
3. Size/COP Label:

Place 1/8" to the right, on the right side of main label

Attach as indicated by PM

Please use this as a guideline for placement.

See PM/Design team for actual placement



Label Placement

Endfold Label

1. Place label 1/2" below the center back neck seam, binding edge, or back neck tape.

Center from left to right on the garment

2. Place label at the center back neck seam, binding edge, or back neck tape.

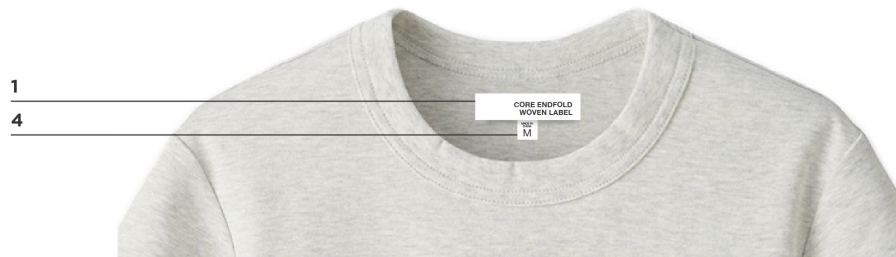
3. If there is center back detail (zipper, seam, etc.):

Place 1/2" below the back neck and 1/2" from the center back, on wearer's left

4. Size/COP Label:

Stack beneath and attach to main label

Attach as indicated by PM



Label Placement

Patch Label

1. Place label 1/2" below the center back neck seam, binding edge, or back neck tape.

Center from left to right on the garment

2. Place label at the center back neck seam, binding edge, or back neck tape.

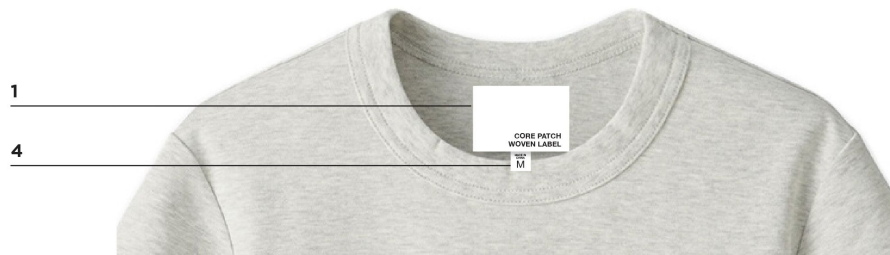
3. If there is center back detail (zipper, seam, etc.):

Place 1/2" below the back neck and 1/2" from the center back, on wearer's left

4. **Size/COP Label:**

Stack beneath and attach to main label

Attach as indicated by PM



Label Placement

Smocked Tops

1. Core woven label; Endfold:

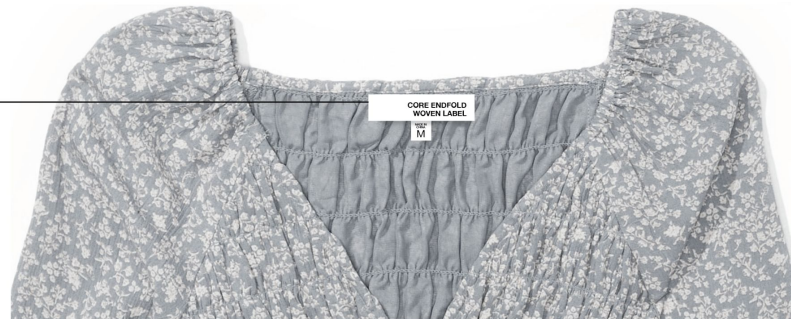
- Set endfold label flat under top seam, binding edge or back elastic
- Center from left to right on the garment.
- Set the label flat and do not leave an expansion allowance.
- Size/COP Label: Stack beneath and attach to main label

2. Core woven label; Loop:

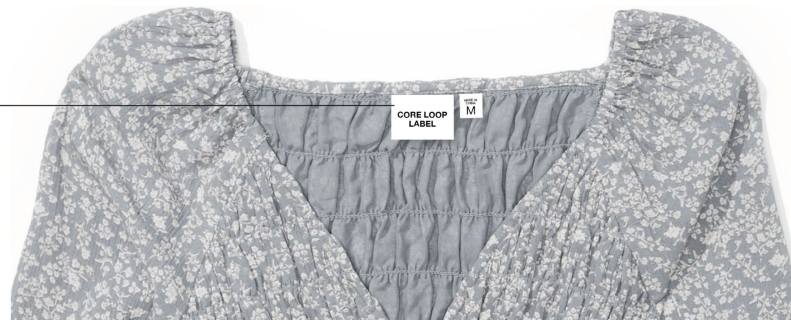
- Set loop label flat under top seam, binding edge, or back elastic.
- Center from left to right on the garment.
- Set the label flat and do not leave an expansion allowance.
- Size/COP Label: Place 1/8" to the right, on the right side of main label

Attach as indicated by PM

1



2



Placement

Heat Transfer/Print (Heat Seal)

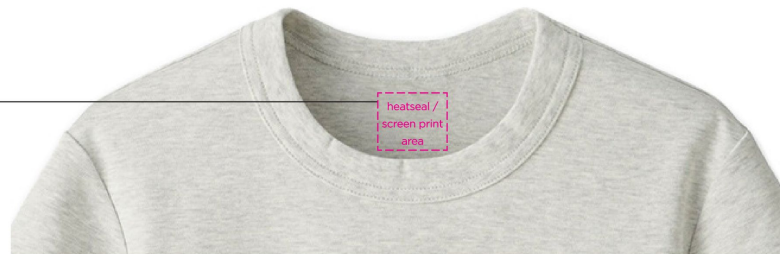
1. If there is a clean back:

Place Heat Seal 1/2" below the center back neck seam, binding edge, or back neck tape. Center the Heat Seal from left to right on garment.

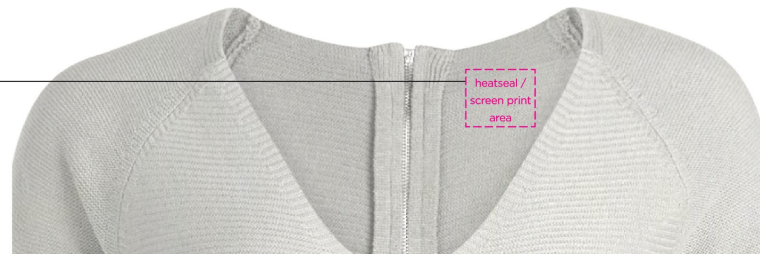
2. If there is center back detail (zipper, seam, etc.):

Place 1/2" from the center back, on wearer's left

1



2



Label Placement

Side Seam Label

1. For tops:

The care & content label should be inserted 3 1/2" above the finished hem, sweep seam, or top of the side vent.

2. For dresses & skirts:

The care & content label should be centered between the hip and bottom hem.

If applicable, place all other labels beneath label



Label Placement

Bottoms

- 1. Heat Seal with size/fit:** Center vertically on waistband. Logo is centered with fit/size 1.25" to the left of logo

Endfold label: Center vertically on waistband at center back

- 2. Country of Origin / Care & Content Label**

Apply to the customer-facing front right of the waistband (3 1/2" from the center; Satin PFL)

Apply UPC label behind care & content label

- 3. UPC Label**

Topstitch label to wearer's left side seam allowance at pocket facing stitch line
(Preference for exclusive brands)

4. Center back seam
5. Side seam



Label Placement

Denim Bottoms

- 1. Combined Woven Label (denim only):**
Applied to the center waistband
- 2. Waistband Heat Seal:**
 - Logo applied to the center waistband
 - Fit and size applied to the left



Label Placement

Elastic Waistband

1. Core Woven Label; Loop:

- Insert loop label into waistband seam, binding edge, or back-waist elastic.
- Center from left to right on garment.
- Set the label flat and do not leave an expansion allowance.
- Size/COP Label: Place 1/8" to the right, on the right side of main label

2. Waistband Heat Seal:

- Logo applied to the center waistband
- Fit and size applied to the left



Packaging Application

Kids' Tops (hanging and folded)

Kids' Bottoms (hanging and folded)

Packaging Application

Standard | Hanging Tops

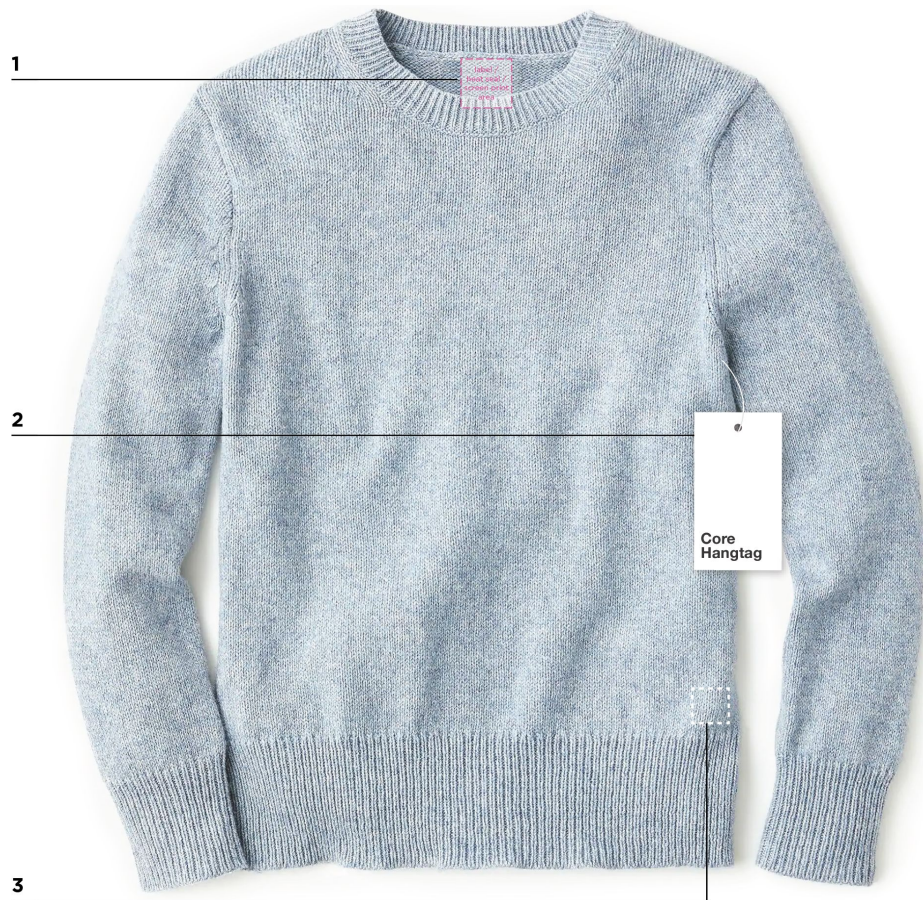
- 1. Woven Label, Heat Seal or Screen Print:**
Applied at the back center
- 2. Hangtag (integrated):**
Applied at the customer-facing right underarm (brand facing forward)
- 3. Care & Content label:**
Insert 3 1/2" above the finished hem, sweep seam, or top of the side vent

UPC label

Applied behind care & content label

This attachment is recommended for hanging product

Hangtags may be attached with the brand standard swift attacher.



Packaging Application

Standard | Hanging Top & Bottom Set

- 1. Woven Label, Heat Seal or Screen Print:**
Applied at the back center
- 2. Hangtag (integrated):**
Applied at the customer-facing right underarm (brand facing forward)
- 3. Care & Content label:**
Insert 3 1/2" above the finished hem, sweep seam, or top of the side vent

UPC label

Applied behind care & content label

This attachment is recommended for hanging product

Hangtags may be attached with the brand standard swift attacher.



Packaging Application

Promotional | Hanging Tops

1. Promotional Woven Label, Heat Seal or Screen Print:

Applied at the back center

2. Promotional Hangtag (integrated):

Applied at the customer-facing right underarm with the promotion facing forward



Packaging Application

Standard | Folded Tops

- 1. Woven Label, Heat Seal or Screen Print:**
Applied at the back center
- 2. Size Strip (branded, integrated):**
Applied to the customer-facing lower right
1" from the right edge of garment, wrap

Note: Use for folded programs when the permanent merchandise position is on a table. This can be applied to any fold type.



Packaging Application

Promotional | Folded Tops

1. Promotional Woven Label, Heat Seal or Screen Print:

Applied at the back center

2. Feature sticker with functional call outs:

Applied at the customer-facing front right, directly above size strip

3. Promotional Size Strip (branded, integrated):

Applied to the customer-facing lower right 1" from the right edge of garment, wrap

Note: Use for folded programs when the permanent merchandise position is on a table. This can be applied to any fold type.



Packaging Application

Standard | Back-Facing, Hanging

1. Woven Label, Heat Seal or Screen Print:

Applied to the center/customer-facing back left of the waistband. Logo is centered with fit/size 1.25" to the left of logo

2. Joker (integrated):

Applied to the customer-facing back right, 2" from the center with the UPC facing interior of the garment. Plastic hanger should not cover joker

3. Feature sticker with functional call outs:

Applied at the customer-facing front right, below the pocket



Packaging Application

Standard | Front-Facing, Folded

1. Woven Label, Heat Seal or Screen Print:

Applied to the center/customer-facing back left of the waistband. Logo is centered with fit/size 1.25" to the left of logo

2. Joker (integrated):

Applied to the customer-facing back right, 2" from the center with the UPC facing interior of the garment.

3. Size Strip:

Applied to the lower leg 1" from the right edge of garment, wrap



1

2

3

25

Packaging Application

Promotional | Front-Facing, Folded

1. Promotional Woven Label, Heat Seal or Screen Print:

Applied to the center/customer-facing back left of the waistband. Logo is centered with fit/size 1.25" to the left of logo

2. Promotional joker with extender (integrated):

Applied to the customer-facing back right, 2" from the center. The joker must be facing out when folded with the UPC facing the interior of the garment.

3. Feature sticker with functional call outs:

Applied at the customer-facing front right, directly above size strip

4. Promotional Size Strip:

Applied to the lower leg 1" from the right edge of garment, wrap

