

# ON-GARMENT PACKAGING APPLICATION

MEN'S SLEEP APPAREL, PROPRIETARY BRAND

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**KOHL'S**  
packaging

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# PACKAGING EXAMPLES

Paper & Labels

# PACKAGING EXAMPLES | apparel, paper labels

MASTER BRAND HANGTAG  
(integrated)



MASTER BRAND / FEATURE HANGTAG  
(integrated)



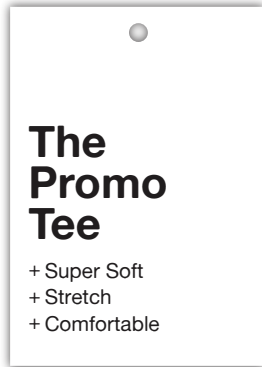
SPECIAL SIZING HANGTAG  
(integrated)



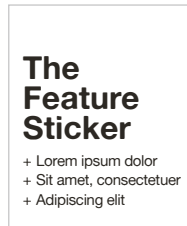
MASTER BRAND / LEGAL DISCLAIMER  
(integrated)



PROMOTIONAL HANGTAG  
(integrated)



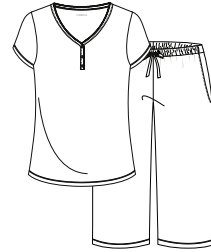
FEATURE STICKER



BELLYBAND

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**PROMO  
BELLY BAND**



**Lorem  
2-piece  
Sleep Set**

PACKAGING EXAMPLES | apparel, paper labels

SIZE STRIP – TOPS & SETS  
(branded, integrated)

S	HENLEY S   elbow	<b>The Promo Tee</b> + Super Soft + Stretch + Comfortable  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow	 2-Piece Sleep Set Top & Capri  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow  HENLEY S   elbow
S	HENLEY S   elbow		
S	HENLEY S   elbow		
S	HENLEY S   elbow		
S	HENLEY S   elbow		
KOHL'S SIZE SIZESXSXS Kohl's.com L1 COLOR:SKSXSXSXS 3,PC STYLE:SKSXSXSXS 12345 67890 5 BELMIEHCASUALSPRTWEAR SKSXSXSXSXSXSXSXS	\$999.99		

SIZE STRIP – BOTTOMS  
(generic, non-integrated)

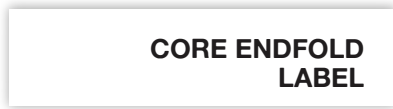
S	STRAIGHT 4	STRAIGHT 4   ankle
S	STRAIGHT 4	STRAIGHT 4   ankle
S	STRAIGHT 4	STRAIGHT 4   ankle
S	STRAIGHT 4	STRAIGHT 4   ankle
S	STRAIGHT 4	STRAIGHT 4   ankle
S	STRAIGHT 4	STRAIGHT 4   ankle
S	STRAIGHT 4	STRAIGHT 4   ankle
S	STRAIGHT 4	STRAIGHT 4   ankle

ATTACHER

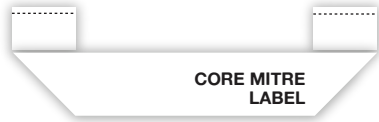


**PACKAGING EXAMPLES | apparel, fabric labels**

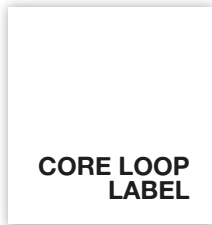
MASTER BRAND —  
TOPS (WOVEN LABELS)



ENDFOLD



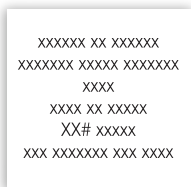
MITRE



LOOP



SIZE / COP



COUNTRY OF ORIGIN /  
CARE & CONTENT



UPC LABEL

MASTER BRAND —  
TOPS (HEAT SEAL / SCREEN PRINT)



**CORE HEAT SEAL**

**M**

100% COTTON | MADE IN CHINA

WASH WITH LIKE COLORS.  
WARM IRON ONLY.

PROMOTIONAL —  
TOPS (HEAT SEAL / SCREEN PRINT)



**PROMOTIONAL  
HEAT SEAL**

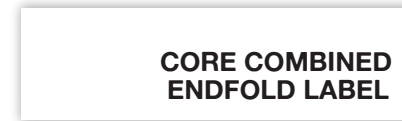
**PROMO HEAT SEAL**

**M**

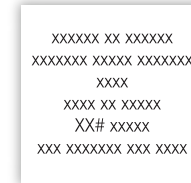
100% COTTON | MADE IN CHINA

WASH WITH LIKE COLORS.  
WARM IRON ONLY.

MASTER BRAND —  
BOTTOMS (WOVEN LABELS)



**CORE COMBINED  
ENDFOLD LABEL**



COUNTRY OF ORIGIN /  
CARE & CONTENT



UPC LABEL

MASTER BRAND —  
BOTTOMS (HEAT SEAL)



**4S**

**JOGGER**

**CORE WAISTBAND  
HEATSEAL**

# LABEL PLACEMENT

Folding Options

Label Placement



## FOLDING OPTIONS | men's sleep tops

### STANDARD TOPS FOLDS

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1 Quarter-fold. Wearer's left or right up can be requested

2 Half-fold lengthwise. Wearer's left or right up can be requested

3 Half-fold widthwise

4 Square fold

5 Rectangular fold (11" x 14")

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



## FOLDING OPTIONS | men's sleep bottoms

### STANDARD BOTTOMS FOLDS

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- 1 Half-fold. Shown as back fold. Exception can be executed as front fold
- 2 Tri-fold
- 3 Shorts Fold

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



## LABEL PLACEMENT | men's sleep tops

### LOOP LABEL

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- 1 If there is a clean center back:
  - a. Insert label into neck seam, binding edge or back neck tape
  - b. Center from left to right on garment
- 2 Vendor to use one of the following placements for Size/COP label:
  - a. Stack beneath main label
  - b. Place .125" to the right, on the right side of label
  - c. Center at bottom edge of main labelAttach as indicated by PM
- 3 If applicable, place logo label to left side of main label.

*Please use this as a guideline for placement  
See PM/Design team for actual placement*

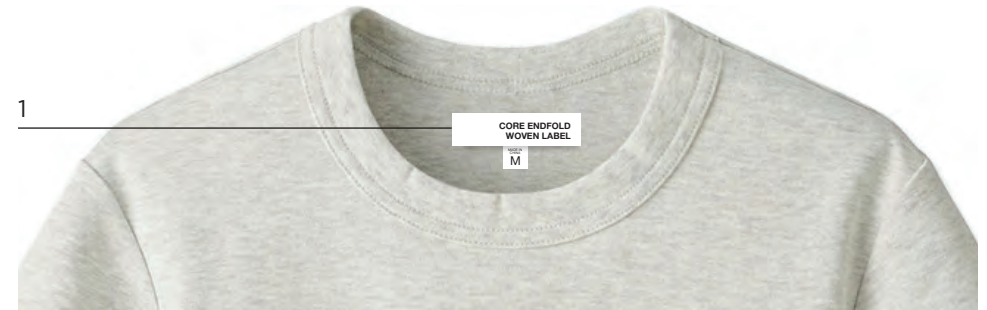


## LABEL PLACEMENT | men's sleep tops

### ENDFOLD LABEL

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- 1 Place label .5" 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 or binding edge



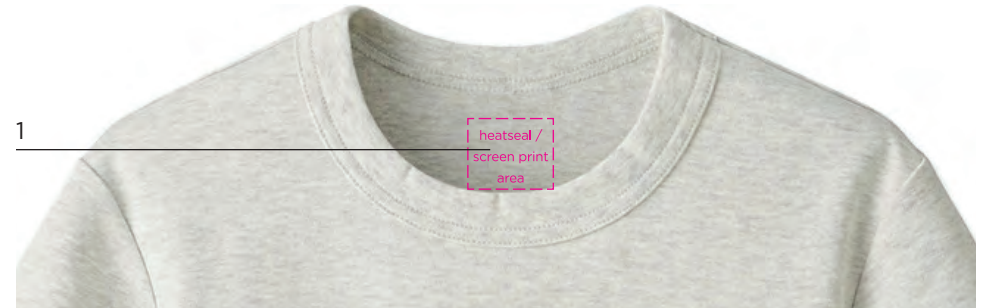
## LABEL PLACEMENT | men's sleep tops

### HEAT TRANSFER/PRINT (HEAT SEAL)

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- 1 Place heat seal .5" below the center back neck seam, binding edge, or back neck tape

Center the heat seal from left to right on garment



## LABEL PLACEMENT | men's sleep tops

### SIDE SEAM LABEL

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- 1 For tops, the care & content label should be inserted 3.5" above the finished hem, sweep seam, or top of the side vent
- 2 If applicable, place all other labels beneath label



# LABEL PLACEMENT | bottoms

## CORE ENDFOLD & HEAT SEAL

- 1 Size/Fit heat seal: center vertically on waistband on wearer's left side
- Main/Brand endfold label: center vertically on waistband at center back

## COUNTRY OF ORIGIN / CARE & CONTENT

- 2 Woven label: apply to the customer-facing front right of the waistband (3.5" from the center; satin PFL)
- Apply UPC label behind care & content label
- 3 Heat seal: apply to upper left-hand corner on wearer's left pocket bag above pocket facing stitch line (Preference for exclusive brands)

## UPC LABEL

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

- 1 Main/Brand endfold Label
- 2 Country of origin / care & content - woven label
- 3 Country of origin / care & content - heat seal
- 4 UPC label
- A Center back seam
- B Side seam



## LABEL PLACEMENT | men's sleep bottoms

### ELASTIC WAISTBAND

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- 1 Waistband label: insert loop label and UPC label into waistband seam, binding edge, or back waist elastic

Center from left to right on garment

- 2 Waistband heat seal: logo applied to the center waistband

Fit and size applied to the left

- 3 Waistband label: insert endfold label into waistband seam, binding edge, or back waist elastic



- 1 / 3 Core woven label— brand  
Size tab

- 2 Waistband heat seal/screen print— brand, fit, size



# PACKAGING APPLICATION

Tops (hanging and folded)

Bottoms (hanging and folded)

**PACKAGING APPLICATION** | men's sleep tops & robes | hanging

STANDARD

- 1 Woven label, heat seal or screen print: applied at the back center with Size/COP attached below (centered)
- 2 Hangtag: applied at the customer-facing right underarm (brand facing forward)
- 3 UPC label: applied behind care & content label

This attachment is recommended for hanging product



- 1 Woven label, heat seal or screen print  
Woven loop label — size, COP
- 2 Master brand / feature hangtag (integrated)
- 3 Care & content label and UPC label

## PACKAGING APPLICATION | men's sleep sets | hanging

### STANDARD

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1 Woven label, heat seal or screen print: applied at the back center with Size/COP attached below (centered)

2 Hangtag: applied at the customer's left underarm

A generic hangtag will be attached to the waistband woven label of the bottoms

This attachment is recommended for hanging product



1 Woven label, heat seal or screen print

Woven loop label — size, COP

2 Master brand / feature hangtag (integrated)

3 Care & content label and UPC label

**PACKAGING APPLICATION | men's sleep tops | hanging**

PROMOTIONAL

- 1 Promotional woven label, heat seal or screen print: applied to the back center
- 2 Promotional hangtag: applied to the customer-facing right underarm with the promotion facing forward

This attachment is recommended for hanging product



- 1 Promotional woven label, heat seal or screen print — brand, size, COP, care & content
- 2 Promotional hangtag (integrated)
- 3 UPC label

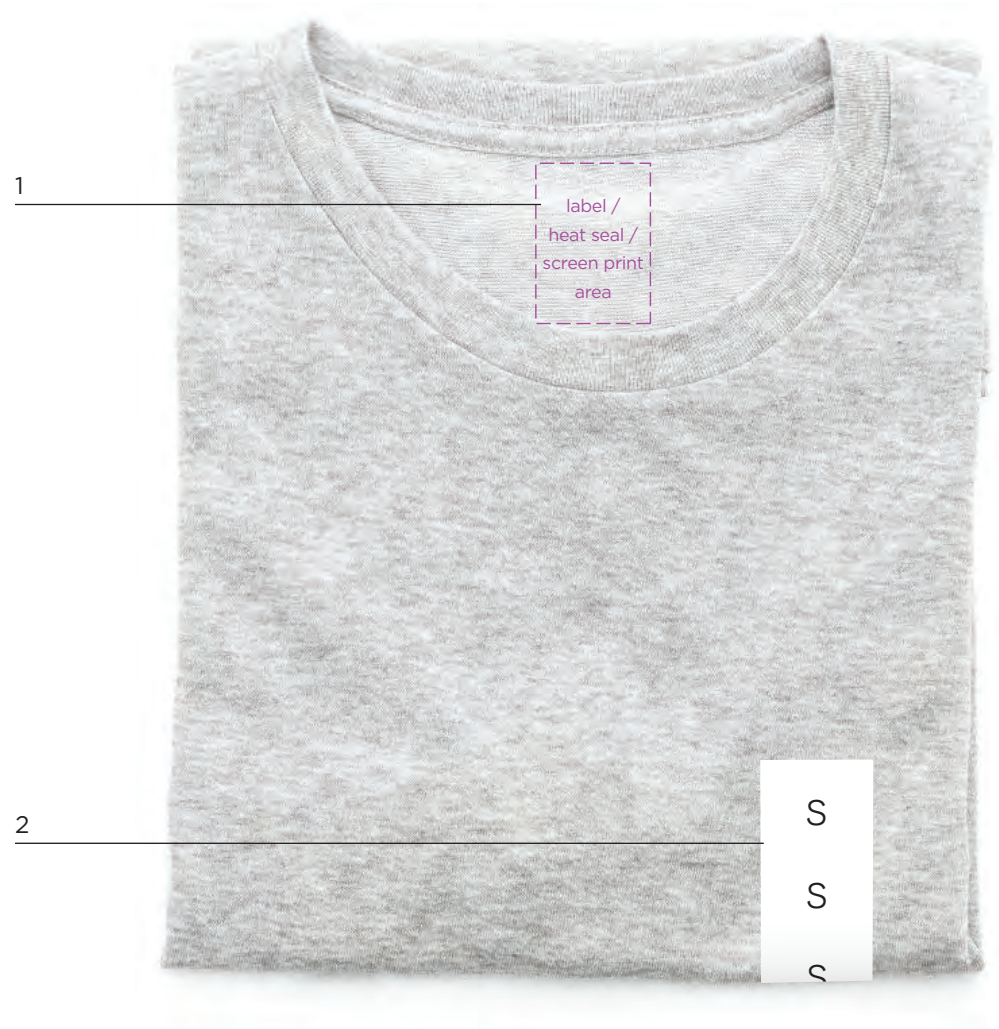
## PACKAGING APPLICATION | men's sleep tops | folded

### STANDARD

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- 1 Woven label, heat seal or screen print: applied to the back center
- 2 Size strip: 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



- 1 Woven label, heat seal or screen print—brand, size, COP, care & content
- 2 Size strip (branded, integrated)

## PACKAGING APPLICATION | men's sleep tops | folded

### PROMOTIONAL

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- 1 Promotional woven label, heat seal or screen print: applied to the back center
- 2 Promotional sticker: applied to the customer facing right above size strip
- 3 Size strip: 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



- 1 Woven label, heat seal or screen print — brand, size, COP, care & content
- 2 Promotional sticker
- 3 Size strip (branded, integrated)

# PACKAGING APPLICATION | men's sleep tops | folded

## PROMOTIONAL

- 1 Promotional woven label, heat seal or screen print: applied to the back center
- 2 Promotional bellyband: applied to the center, centered between neckline and above size strip, on shirt
- 3 Size strip: applied to the customer-facing lower right 1" from the right edge of garment, wrap



- 1 Woven label, heat seal or screen print — brand, size, COP, care & content
- 2 Promotional bellyband
- 3 Size strip (branded, integrated)

**PACKAGING APPLICATION** | men's sleep bottoms | front-facing, hanging

STANDARD

- 1 Woven label, heat seal or screen print: applied to the back center
- 2 Hangtags: applied on side seam on customer's left; brand facing forward
- 3 Promotional sticker: applied to the customer's left, 2" below hanger and 2" from the side seam



- 1 Woven label, heat seal or screen print —brand, fit, size
- 2 Master brand hangtag (integrated)
- 3 Promotional sticker



**PACKAGING APPLICATION** | men's sleep bottoms | side-facing, hanging

STANDARD

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- 1 Woven label, heat seal or screen print: applied to the back center
- 2 Hangtag: applied on side seam customer facing right, brand facing forward



- 1 Woven label, heat seal or screen print —brand, fit, size
- 2 Master brand hangtag (integrated)

**PACKAGING APPLICATION** | men's sleep bottoms | side-facing, hanging

PROMOTIONAL

---

- 1 Woven label, heat seal or screen print: applied to the back center
- 2 Promotional hangtag: applied on side seam customer facing right; brand facing forward



- 1 Woven label, heat seal or screen print —brand, fit, size
- 2 Promotional hangtag (integrated)