

On-Garment Packaging Application

Men's Active Apparel
Proprietary & Exclusive Brand

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Packaging Examples

Paper Labels & Attachers

MASTER BRAND HANGTAG
(INTEGRATED)



MASTER BRAND JOKER
(INTEGRATED)



FEATURE STICKER
(NON-INTEGRATED)



PROMOTIONAL HANGTAG
(INTEGRATED)



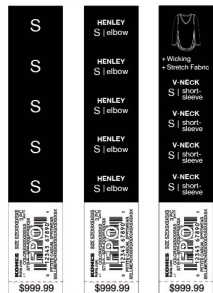
PROMOTIONAL JOKER
(INTEGRATED)



MINI SHORTS JOKER
(NON-INTEGRATED)



SIZE STRIPS
(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

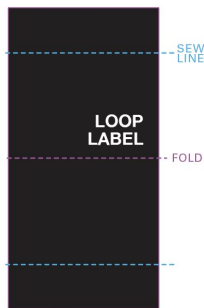
Packaging Examples

Fabric Labels

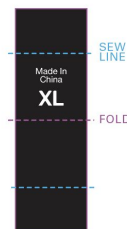
MASTER BRAND ENDFOLD LABEL



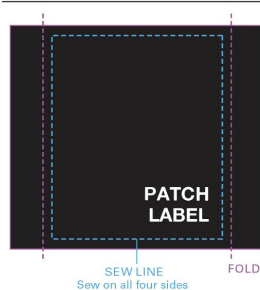
MASTER BRAND LOOP LABEL



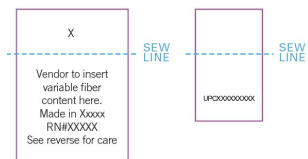
SIZE LABEL



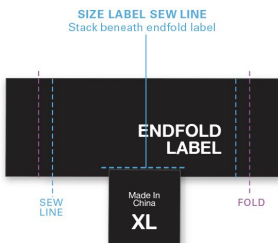
PATCH LABEL



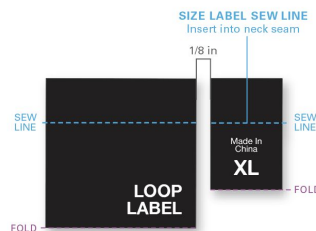
CARE/CONTENT & UPC LABELS



ENDFOLD LABEL WITH SIZE LABEL



LOOP LABEL WITH SIZE LABEL



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. Square fold

1



Folding Options

Standard Bottoms Folds

1. Half-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

1. If there is a center back detail:

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

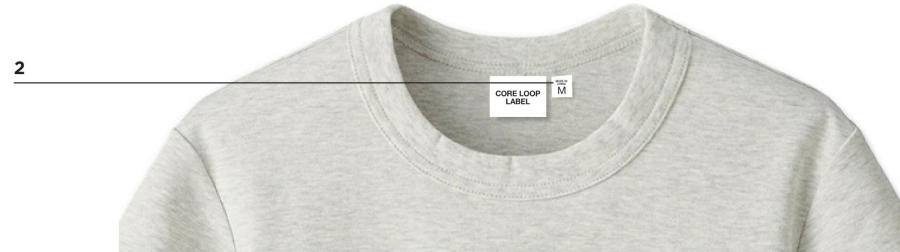
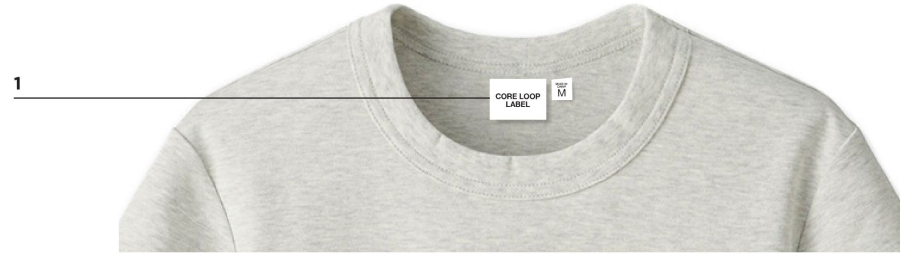
2. Size/COP Label:

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

Patch Label

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

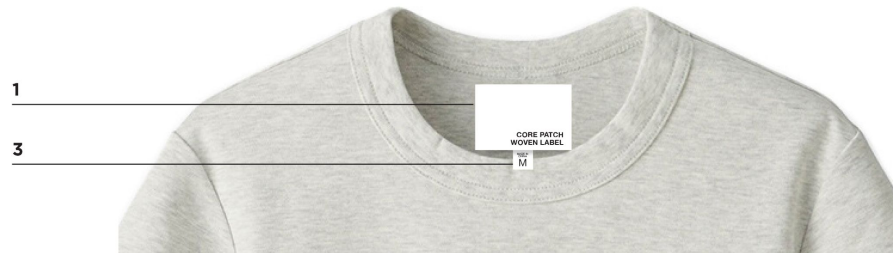
Center from left to right on the garment

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

3. Size/COP Label:

Stack beneath and attach to main label

Attach as indicated by PM



Placement

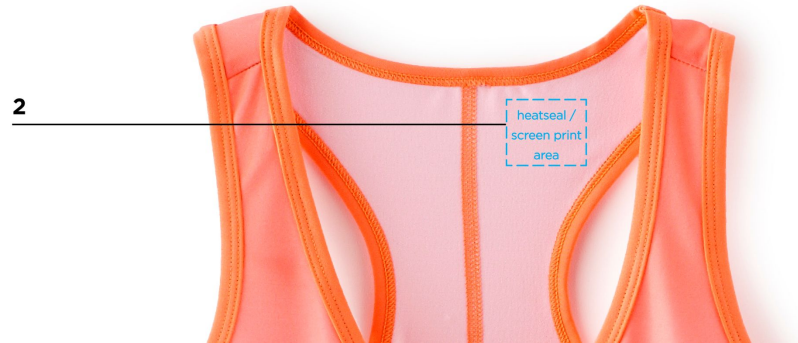
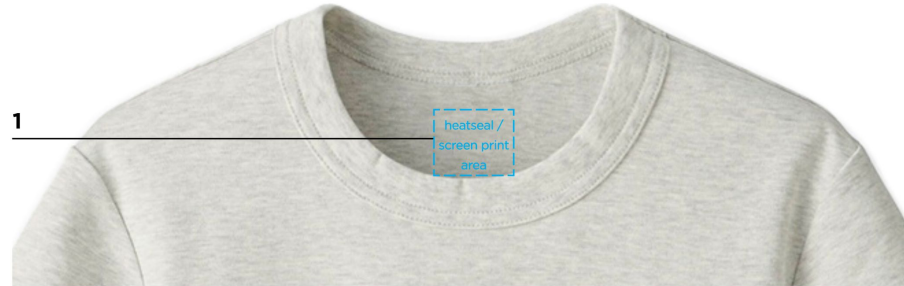
Heat Transfer/Print (Heat Seal)

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



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.

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

Elastic Waistband

1. Core woven label; Mitre:

- Insert mitered 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: Stack beneath and attach to main label



2. 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



3. Waistband heat seal:

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



Packaging Application

Men's Active Tops (hanging and folded)

Men's Active Bottoms (hanging and folded)

Packaging Application

Standard | Hanging Tops

- 1. Woven Label, Heat Seal or Screen Print:**
Applied at the back center
 - 2. Hangtag:**
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:** 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



Packaging Application

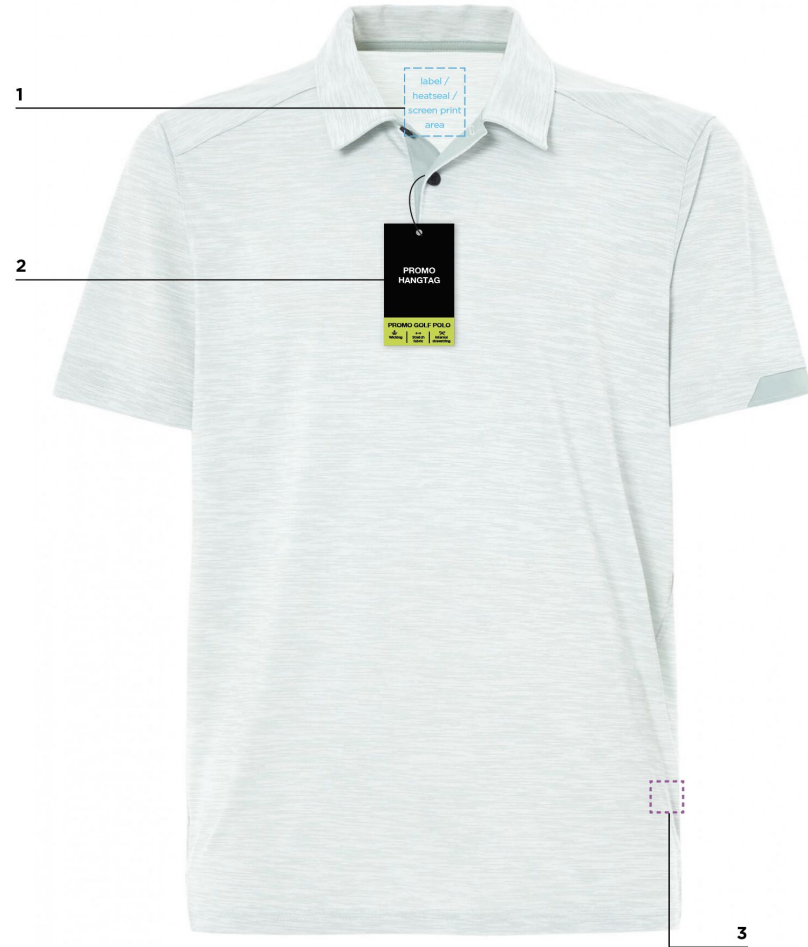
Promotional | Hanging Tops

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

Applied at the back center

2. Promotional Hangtag (integrated):

Applied through the second buttonhole with the promotion facing forward

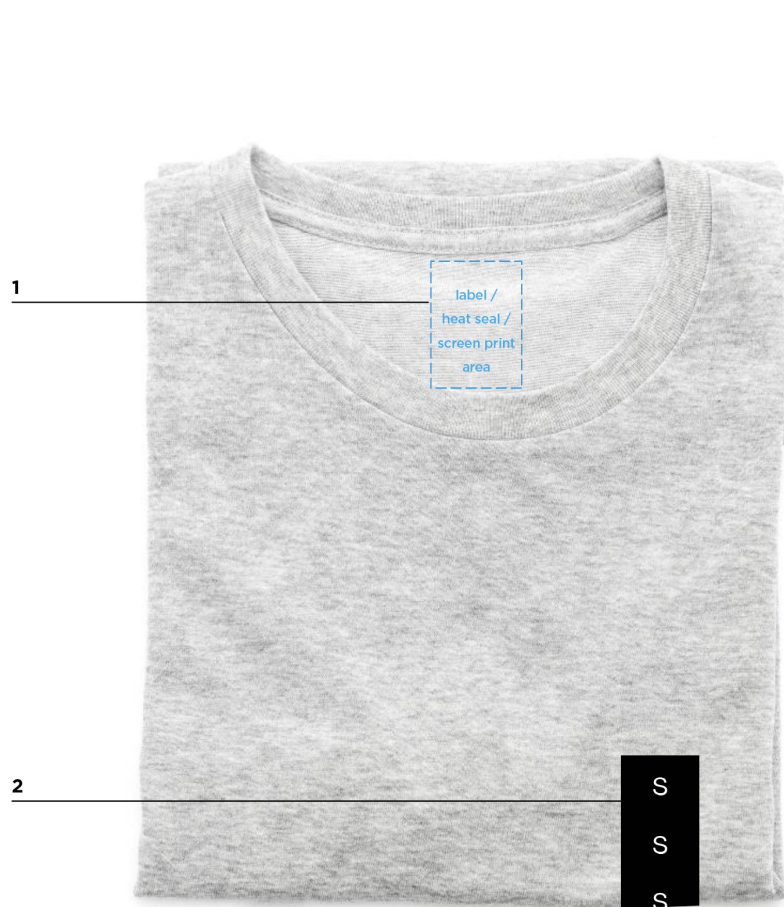


Packaging Application

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

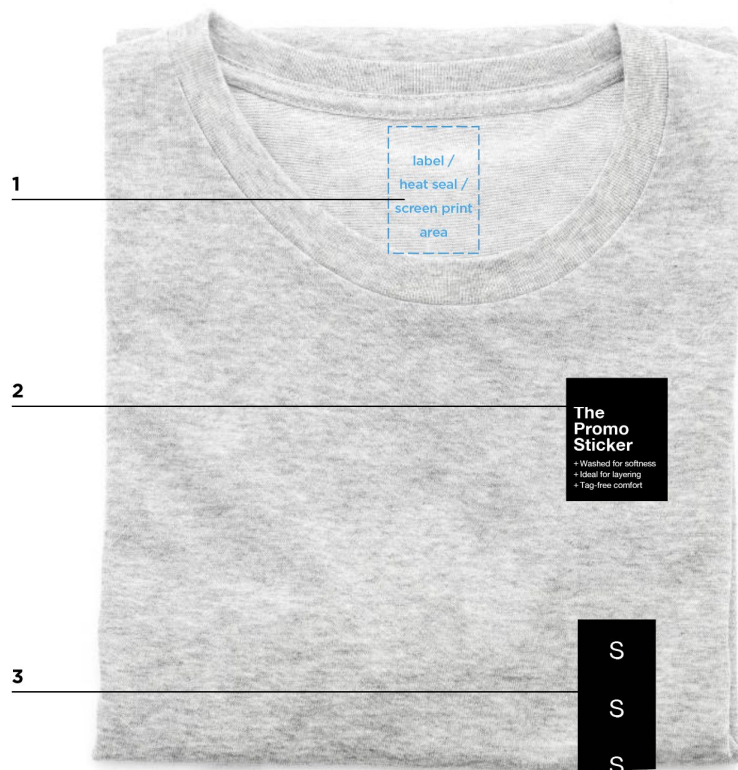
2. Promotional Sticker:

Applied to the customer facing right above size strip

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

Standard | Side-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. Master Brand 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. Master brand / feature Hangtag (non-integrated):

Applied to side seam customer facing right; brand facing forward



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. Master Brand 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



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. Size Strip (non-integrated):

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



Packaging Application

Promotional | Side-Facing, Hanging Shorts

- 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. Master Brand 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. Promotional Hangtag (non-integrated):**
Applied on side seam customer facing right; brand facing forward
- 4. Shorts Hem (Mini) Joker:**
Applied to the customer-facing front right bottom hem, 1" from the front fold

