On-Garment Packaging Application

**Men's Sportswear Apparel
Proprietary & Exclusive Brand**

Packaging Examples

Paper Labels & Attachers

MASTER BRAND HANGTAG
(TOPS: INTEGRATED)

MASTER BRAND JOKER
(INTEGRATED)

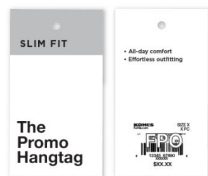**MASTER BRAND / FEATURE HANGTAG**
(TOPS: INTEGRATED)

MASTER BRAND / LEGAL DISCLAIMER
(INTEGRATED)

SHORTS HEM JOKER
(NON-INTEGRATED)

PROMOTIONAL HANGTAG
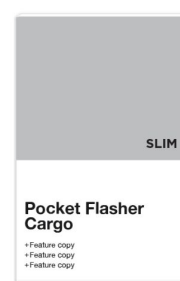(TOPS: INTEGRATED)

PROMO STICKER (TOPS)
(NON-INTEGRATED)

PROMOTIONAL JOKER
(INTEGRATED)

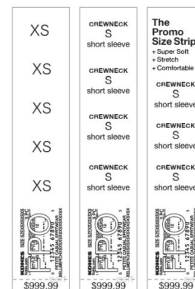**POCKET FLASHER**
(NON-INTEGRATED)

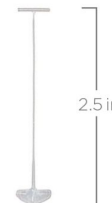**POCKET FLASHER — BUTTON/FLAP**
(NON-INTEGRATED)

GENERIC SIZE STRIP — BOTTOMS
(NON-INTEGRATED)

MASTER BRAND SIZE STRIP — TOPS
(INTEGRATED)

ATTACHER

Notes:
*A swift attacher is used for private brands hangtags.
Use a string and pin for exclusive brands.*
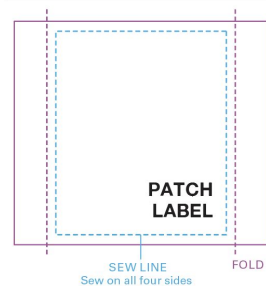
Jokers can either be injected, sewn or swift attached

2.5 in

Packaging Examples
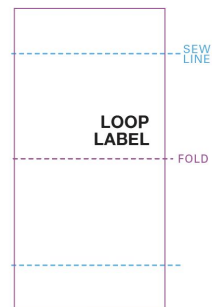
Fabric Labels

ENDFOLD LABEL

SEW LINE

FOLD

MASTER BRAND LOOP LABEL

LOOP LABEL

SEW LINE

FOLD

SIZE LABEL

Made In China

XL

SEW LINE

FOLD

PATCH LABEL

PATCH LABEL

SEW LINE
Sew on all four sides

FOLD

CARE/CONTENT & UPC LABELS

X

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

SEW LINE

UPCXXXXXXXX

SEW LINE

Notes
· Insert loop label into neck/waistband seam, binding edge or back neck tape. See Label Placement slides below.
· Patch labels may be layered over a denim patch
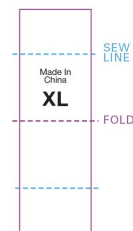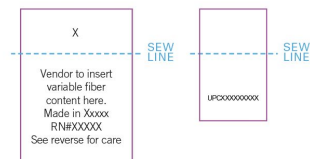
ENDFOLD LABEL WITH SIZE LABEL

SIZE LABEL SEW LINE
Stack beneath endfold label

ENDFOLD LABEL

SEW LINE

FOLD

Made In China

XL

LOOP LABEL WITH SIZE LABEL

SIZE LABEL SEW LINE
Insert into neck seam

1/8 in

SEW LINE

SEW LINE

LOOP LABEL

Made In China

XL

FOLD

FOLD

3

KOHL'S packaging

Packaging Examples

Heat Transfers

CORE HEAT SEAL

M

Made in Xxxxxx
Xxx% Xxxxxxx

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

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

PROMOTIONAL HEAT SEAL

THE PROMO TEE

M

Made in Xxxxxx
Xxx% Xxxxxxx

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

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

Standard Bottoms Folds

1. **Tri-fold**
   Back facing

2. **Tri-fold**
   Front facing

3. **Half-fold**

4. **Shorts or Seasonal Bottom 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. **Size/COP Label:**
   Place 1/8" to the right, on the right side of main label

Attach as indicated by Technical Design

Please use this as a guideline for placement.

See Tech Speck for actual Label placement and execution

1 ———————————————— CORE LOOP LABEL · M

2 ———————————————— CORE LOOP LABEL · M
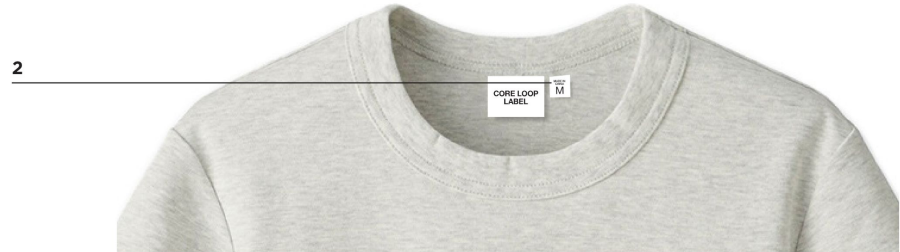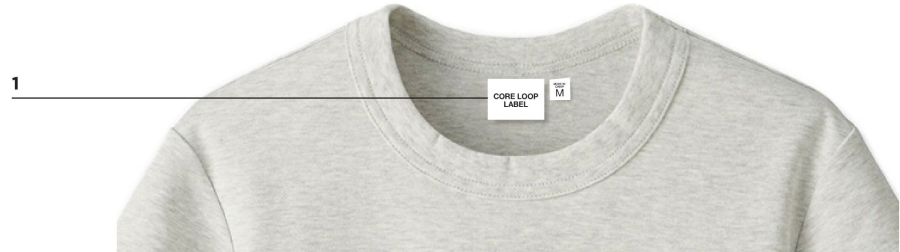
Label Placement

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. **Size/COP Label:**
   Stack beneath and attach to main label

4. **Place fit/program label 1/8" below the core endfold label**

   Attach as indicated by Technical Design

8

KOHL'S
packaging
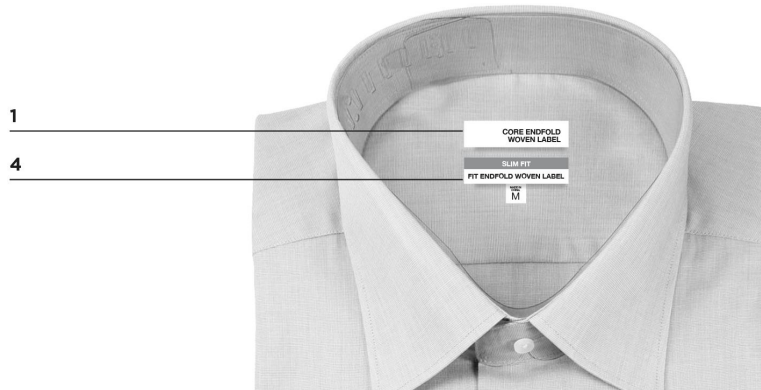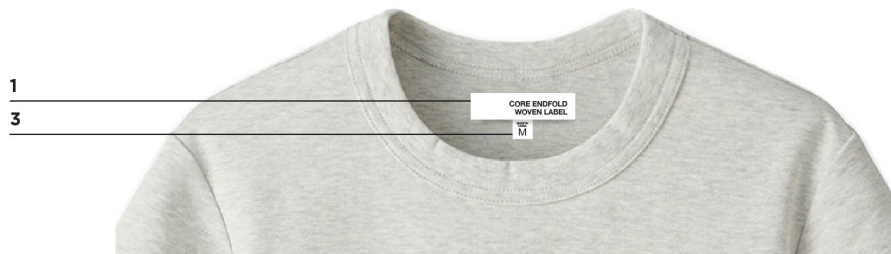
Label Placement

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 Technical Design

1 ——— CORE PATCH WOVEN LABEL
3 ——— M

2 ——— CORE PATCH WOVEN LABEL M
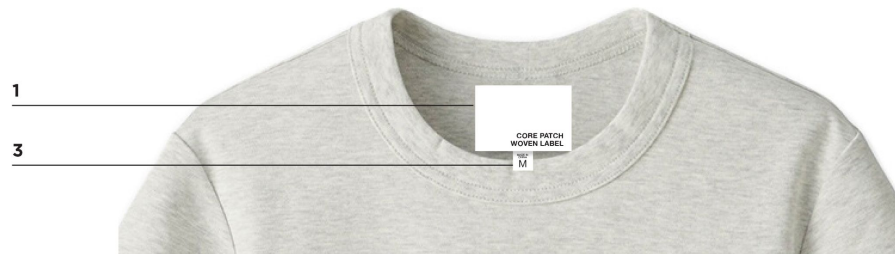
Placement

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.

1

heatseal /
screen print
area
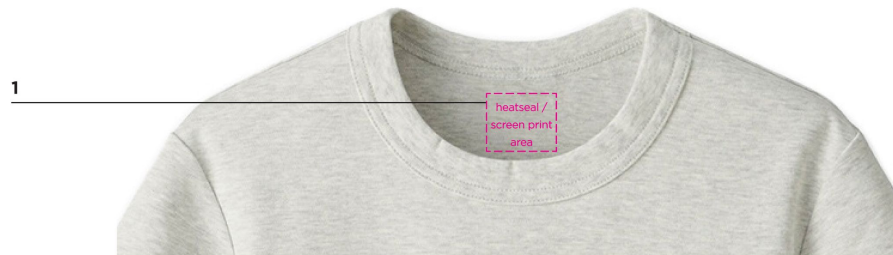
Label Placement

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

3.5 in

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 / heat seal / screen print area

STRAIGHT
MID RISE

MADE IN CHINA
MACHINE WASH COLD
WITH LIKE COLORS.
NON-CHLORINE BLEACH ONLY.
DO NOT IRON.
TUMBLE DRY LOW.

CONTENT	RN NUMBER
100% COTTON	RN#73201

Label Placement

Denim Bottoms

1. **Combined woven label (denim only):**
   Applied to the center waistband

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

Label Placement

Non-Denim Bottoms

1. Waistband core brand endfold label:
Applied to the center waistband with size/COP label attached

2. Waistband Fit woven label
Applied 1.25" to the left of the logo

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

Size/COP label
Stack beneath and attach to main label

2

1

2

SLIM FIT
FIT WOVEN LABEL

CORE
WOVEN LABEL

KOHLS

FPO
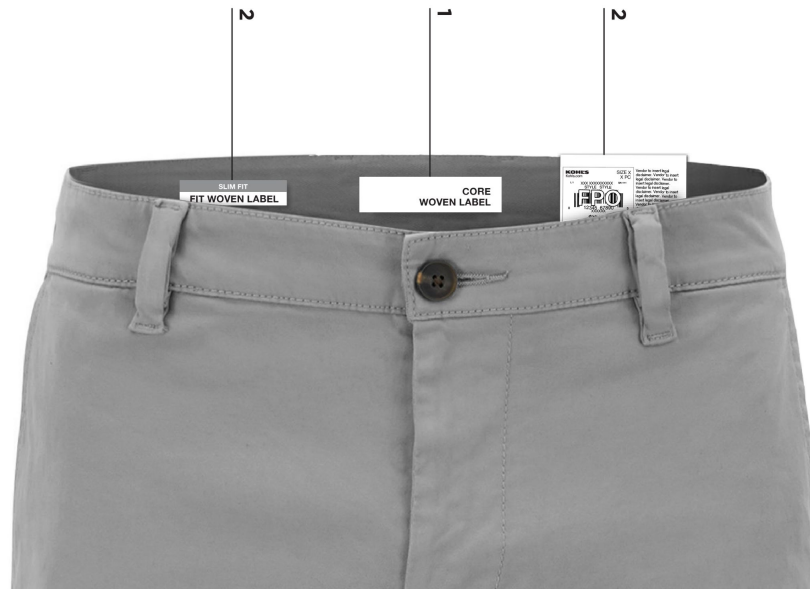
Label Placement

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 Transfer:
  · Logo applied to the center waistband
  · Fit and size applied to the left

1

CORE LOOP LABEL   M

2

heatseal / screen print area

Packaging Application

Men's Tops (hanging and folded)

Men's 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.

label /
heat seal /
screen print
area

1

2

Core
Hangtag

3

Packaging Application

Promotional | Hanging Tops

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

2. **Promotional Hangtag (integrated):**
   applied the through the second buttonhole (promotion 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

1

label / heat seal / screen print area

2

The Promo Hangtag

3

Packaging Application

Exception | 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 (brand facing forward)

1

label /
heat seal /
screen print
area

2

The
Promo
Hangtag

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.

1 ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

label /
heat seal /
screen print
area

2 ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

S

S

S
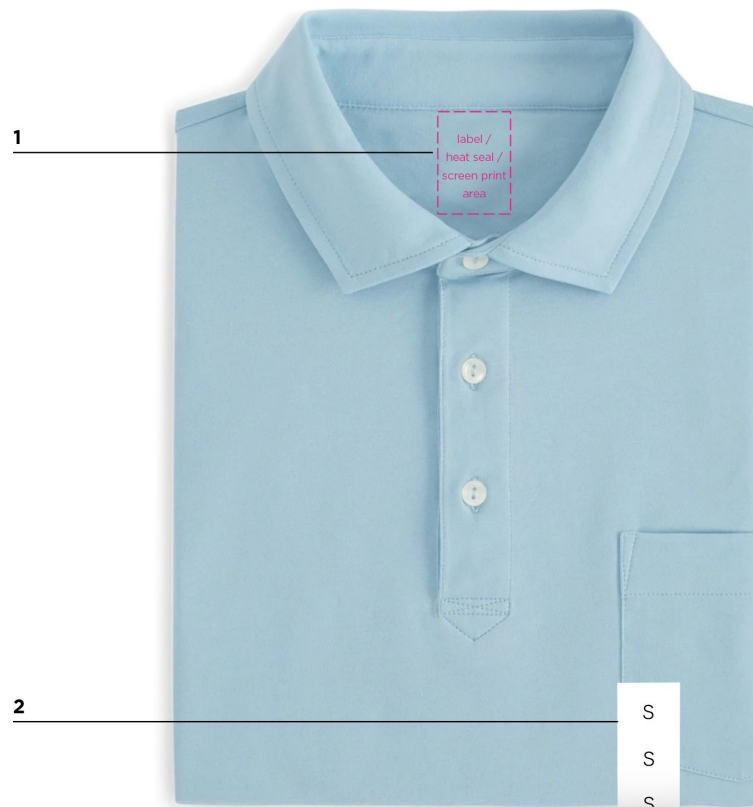
Packaging Application

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

3. **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.

1 — label / heat seal / screen print area

2 — The Promo Sticker
+ Washed for softness
+ Ideal for layering
+ Tag-free comfort

3 — S S S
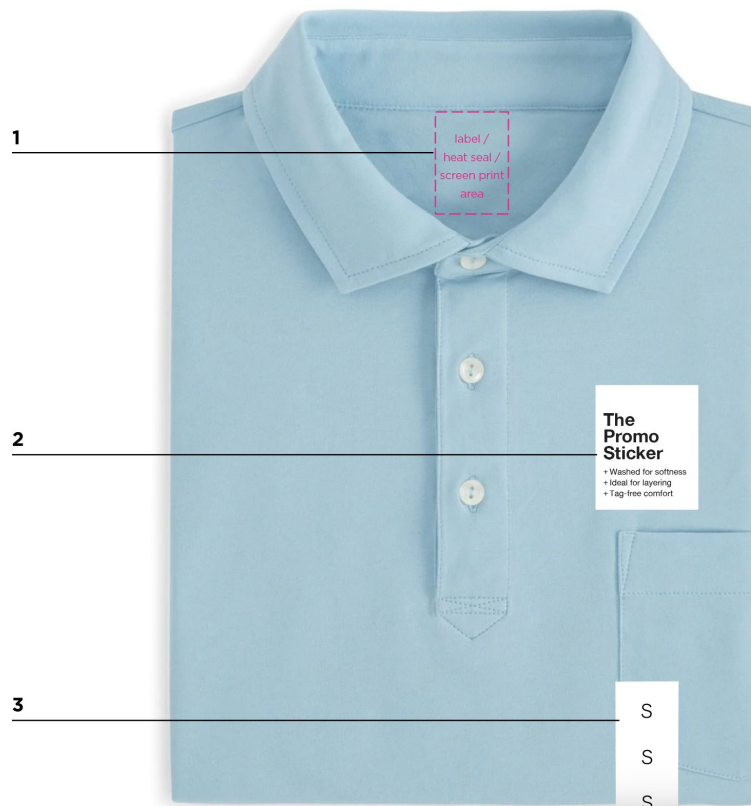
Packaging Application

Exception | Folded Tops Strikepoint / Table and Tower

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

2. **Promotional Size Strip (branded, integrated):**
   Applied to the customer-facing lower right 1" from the right edge of garment, wrap. Do not pair with a hangtag.

   Note: Use for folded programs that move to a hanging position within two months of delivery. This can be applied to any fold type.

1 — label / heat seal / screen print area

2 — The Promo Size Strip
+ Super Soft
+ Stretch
+ Comfortable

CREW
XS | elbow
CREW
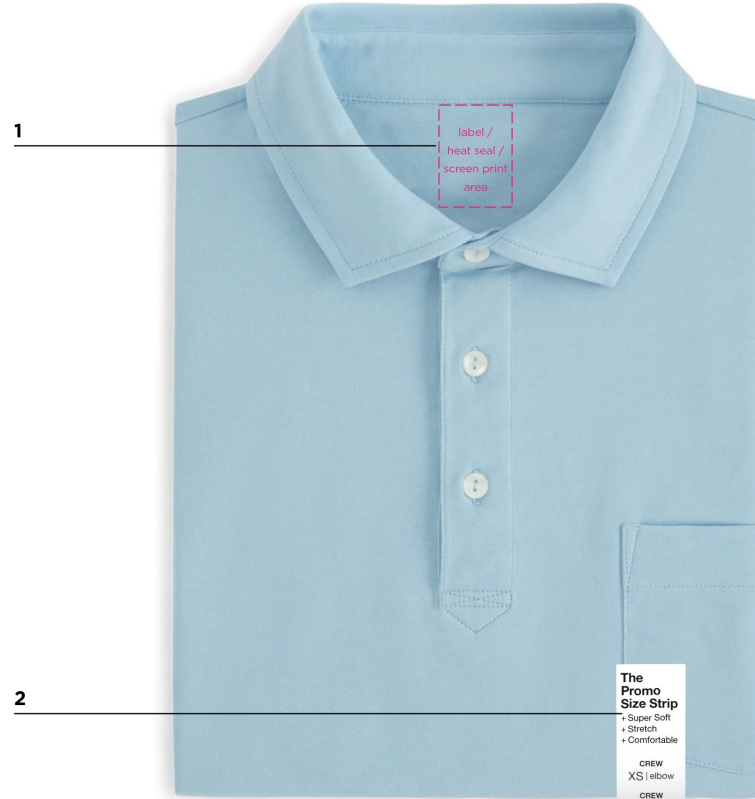
Packaging Application

Exception | Folded Tops Lightweight or Delicate

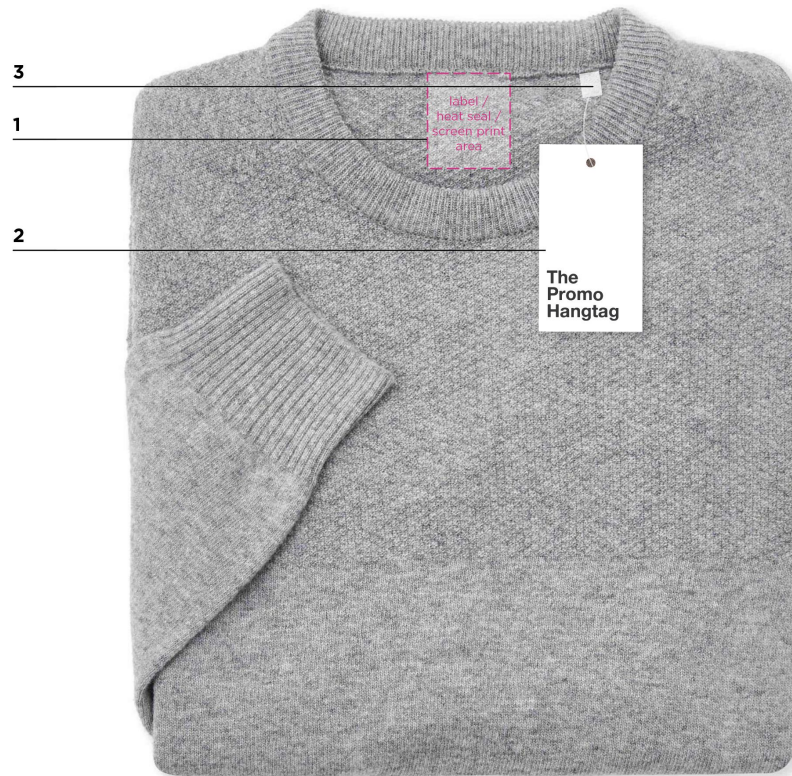1. **Woven Label, Heat Seal or Screen Print:**
   Applied at the back center

2. **Hangtag:**
   Applied through tearaway tab at the back neck to the customer-facing right 3 1/2" to the right of center. Hangtag placed in the interior of garment with the brand facing forward

3. **Tearaway tab**
   This attachment is recommended for hanging product made of lightweight or delicate material

Packaging Application

Standard | Back-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. **Pocket Flasher:**
   Applied to the back pocket below the joker, centered

3. **Generic Size Strip (non-integrated):**
   Applied to the lower leg 1" from the right edge of garment, wrap

Packaging Application

Promotional | Back-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. **Joker (integrated):**
   Applied to the customer-facing back right, 2" from the center with the UPC facing interior of the garment.

3. **Promotional Pocket Flasher:**
   Applied to the back pocket below the joker, centered

3. **Generic Size Strip (non-integrated):**
   Applied to the lower leg 1" from the right edge of garment, wrap

label / heat seal / screen print area

CORE JOKER

32|32

SLIM

The Promo
Pocket Flasher

SKINNY

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 front right, 2" from the center. The joker must be facing out when folded with the UPC facing the interior of the garment

3. **Generic Size Strip (non-integrated):**
   Applied to the lower leg 1" from the right edge of garment, wrap

label / heat seal / screen print area

SLIM

PROMO JOKER

SITS BELOW THE WAIST
SLIM THROUGH HIP & THIGH
SLIM LEG OPENING

32|32

The Promo Pants
•Feature copy
•Feature copy

SKINNY
4 | ankle

Packaging Application

Standard | Front-Facing, Folded Shorts

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. **Shorts Hem (Mini) Joker:**
   Applied to the customer-facing front right bottom hem, 1" from the front fold

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

label / heat seal / screen print area

32
HITS ABOVE KNEE

Packaging Application

Promotional | Front-Facing, Folded 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. **Promotional joker with extender (integrated):**
   Applied to the customer-facing front right, 2" from the center. The joker must be facing out when folded with the UPC facing the interior of the garment

3. **Shorts Hem (mini) Joker:**
   Applied to the customer-facing front right bottom hem, 1" from the front fold

Packaging Application

Standard | Side-Facing, Hanging Shorts

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. **Pocket Flasher:**
   Applied to the back pocket below the joker, centered

4. **Shorts Hem (mini) Joker:**
   Applied to the customer-facing front right bottom hem, 1" from the front fold

label / heat seal / screen print area

CORE JOKER
SLIM
32|32

SLIM
The Promo Pocket Flasher
+Feature copy
+Feature copy
+Feature copy

32
HITS ABOVE KNEE

Packaging Application

Exception | Promotional | Side-Facing, Hanging Cargo 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. **Promotional Pocket Flasher:**
   Applied to the back pocket below the joker, centered

3. **Joker (integrated):**
   Applied to the customer-facing back right, 2" from the center with the UPC facing interior of the garment.

4. **Shorts Hem (mini) Joker:**
   Applied to the customer-facing front right bottom hem, 1" from the front fold

label / heat seal / screen print area