

On-Garment Packaging Application

**Women's Active Apparel
Proprietary & Exclusive Brand**

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Packaging Examples

Paper Labels & Attachers

MASTER BRAND HANGTAG
(INTEGRATED)



MASTER BRAND JOKER
(INTEGRATED)



SPORTS BRA HANGTAG
(INTEGRATED)



PROMOTIONAL HANGTAG
(INTEGRATED)



PROMOTIONAL JOKER
(INTEGRATED)



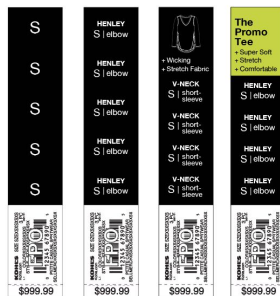
ATTACHER



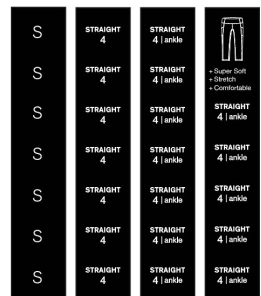
Notes:
A swift attacher is used for private brands hangtags. Use a string and pin for exclusive brands.

Jokers can either be injected, sewn or swift attached

SIZE STRIPS — TOPS
(INTEGRATED)



SIZE STRIPS — BOTTOMS
(NON-INTEGRATED)



Packaging Examples

Fabric Labels

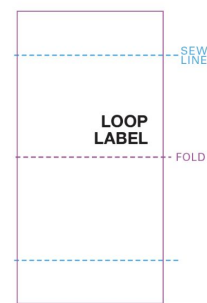
MASTER BRAND ENDFOLD LABEL



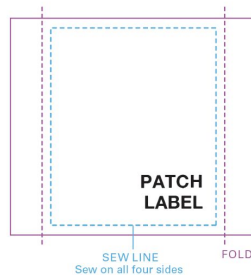
MASTER BRAND MITRE LABEL



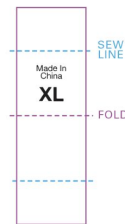
MASTER BRAND LOOP LABEL



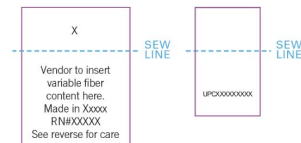
PATCH LABEL



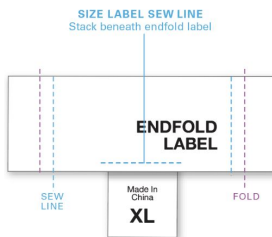
SIZE LABEL



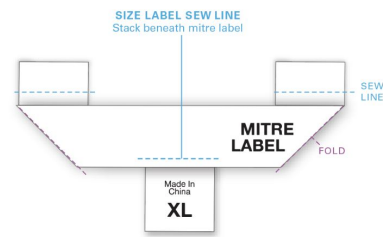
CARE/CONTENT & UPC LABELS



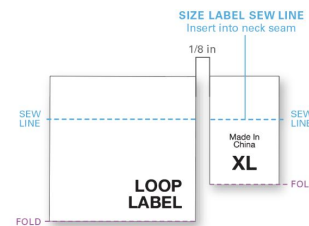
ENDFOLD LABEL WITH SIZE LABEL



MITRE LABEL WITH SIZE LABEL



LOOP LABEL WITH SIZE LABEL



Notes

- Insert mitered or loop label into neck/waistband seam, binding edge or back neck tape. See Label Placement slides below.
- Do not apply mitered labels to elastic waistbands.

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

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

2. If there is a center back detail:

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

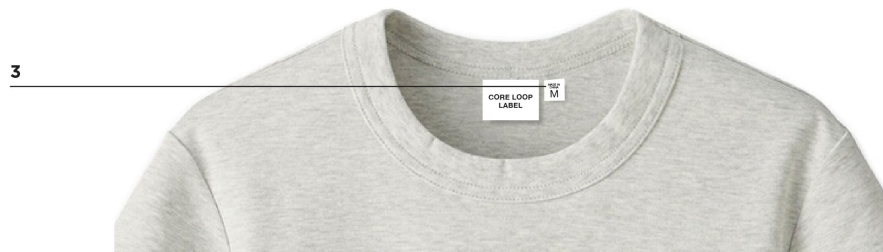
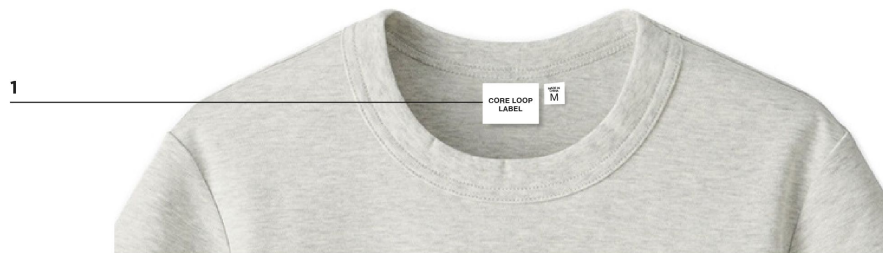
3. Size/COP Label:

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

Attach as indicated by Technical Design

Please use this as a guideline for placement.

See Tech Speck for actual Label placement and execution



Label Placement

Mitred Loop Label

1. If there is a clean back:

Insert mitered 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:

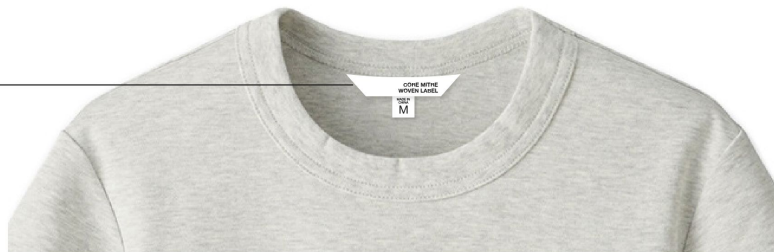
Insert 1/2" from center back, on wearer's
left

3. Size/COP Label:

Stack beneath and attach to main label

Attach as indicated by Technical Design

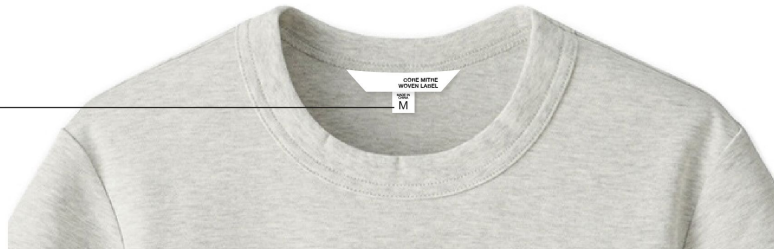
1



2



3



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.

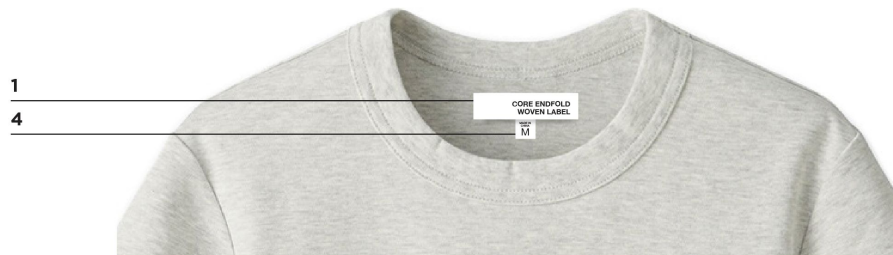
3. If there is center back detail (zipper, seam, etc.):

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 Technical Design



Label Placement

Patch Label

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

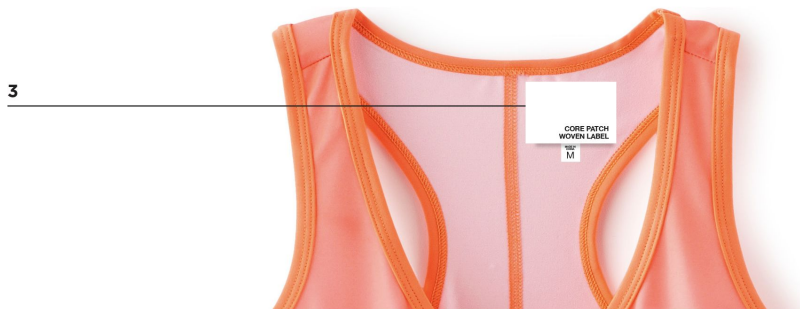
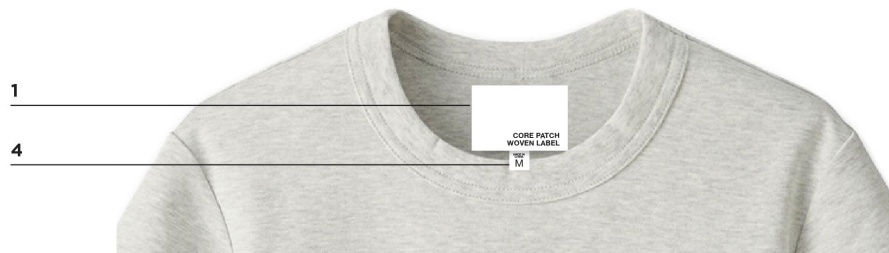
Center from left to right on the garment

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 Technical Design



Label Placement

TearAway 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

Attach as indicated by Technical Design

Please use this as a guideline for placement.

See Tech Spec for actual Label placement and execution



Placement

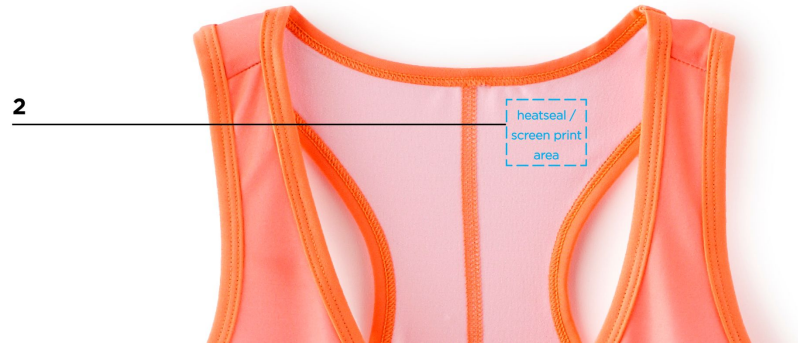
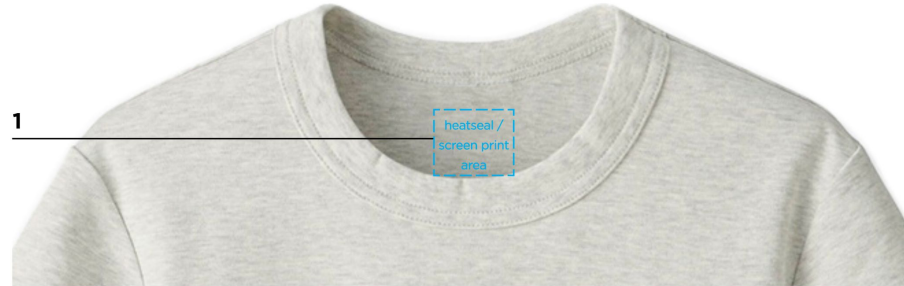
Heat Transfer/Print (Heat Seal)

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.

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

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 (including Maternity):

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

Exception:

Place heat seal below waistband 1/2" from the center back, on wearer's left, if there is a center back seam



Packaging Application

Women's Active Tops (hanging and folded)

Women'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)

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

Standard | Hanging Sports Bras

- 1. Woven label, Heat Seal or Screen Print:**
Applied at the back center
- 2. Sports Bra Hangtag (integrated):**
Applied at the customer-facing right underarm (brand facing forward)



Packaging Application

Exception | Hanging Tops Lightweight, Delicate, or No Back

1. Tearaway tab

This attachment is recommended for hanging product made of lightweight or delicate material

2. Woven label, Heat Seal or Screen Print:

Applied at the back center

3. 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

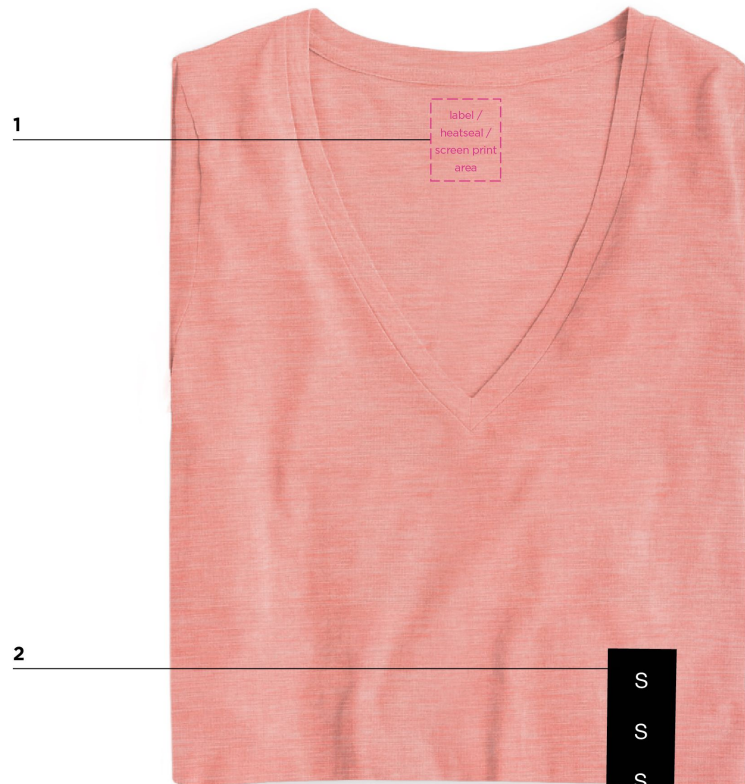


Packaging Application

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

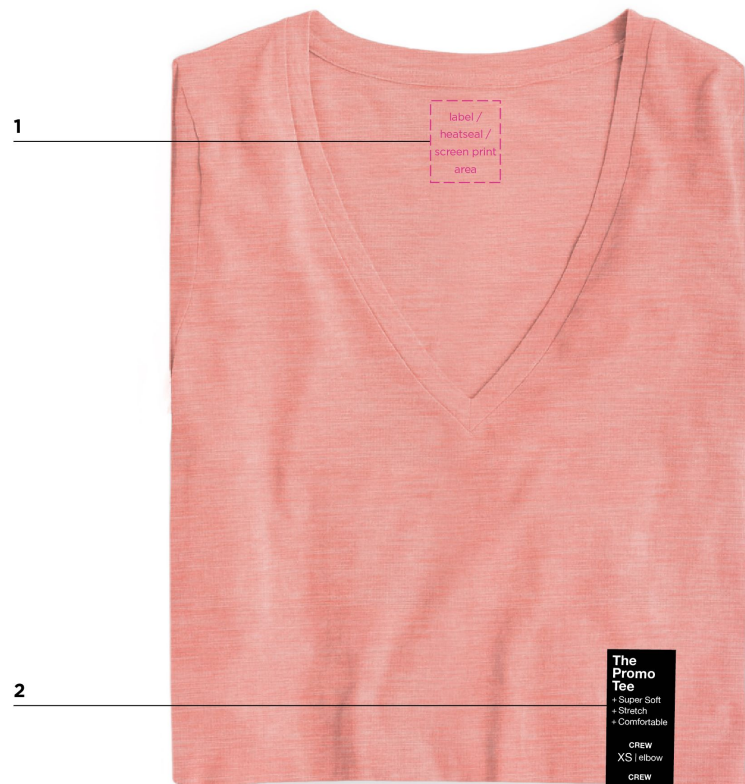
1. Promotional Woven label, Heat Seal or Screen Print:

Applied at the back center

2. Promotional 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:

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. Hangtag (non-integrated):

Applied on side seam customer facing right; brand facing forward



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. Master Brand Joker (integrated):

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



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 front 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:

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 front 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

Women's Plus | Hanging

1. Woven label:

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. Hangtag (non-integrated):

Applied on side seam customer facing right; brand facing forward

