

On-Garment Packaging Application

Women's Apparel
Proprietary & Exclusive Brand

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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)



PROMOTIONAL HANGTAG
(TOPS: INTEGRATED)



PROMOTIONAL JOKER
(INTEGRATED)



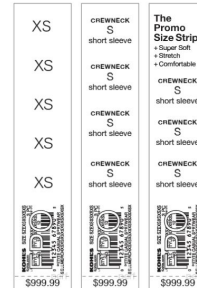
POCKET FLASHER
(NON-INTEGRATED)



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

Packaging Examples

Fabric Labels

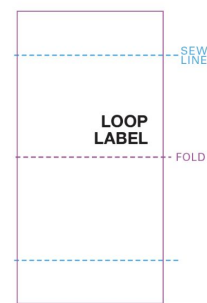
MASTER BRAND ENDFOLD LABEL



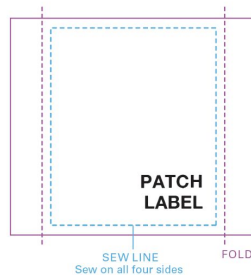
MASTER BRAND MITRE LABEL



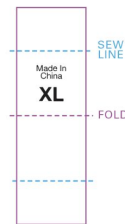
MASTER BRAND LOOP LABEL



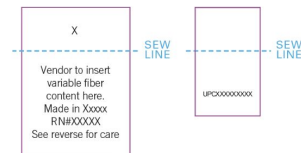
PATCH LABEL



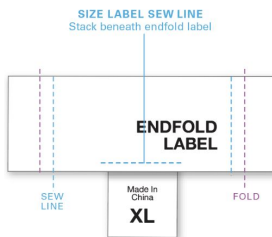
SIZE LABEL



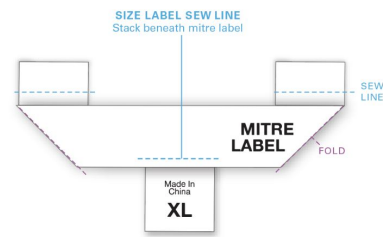
CARE/CONTENT & UPC LABELS



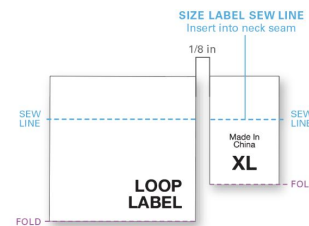
ENDFOLD LABEL WITH SIZE LABEL



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 sweaters or elastic waistbands.
- Patch labels may be layered over a denim patch

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

Exception can be executed as front fold

2. Tri-fold

3. 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. If there is a center back detail:

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

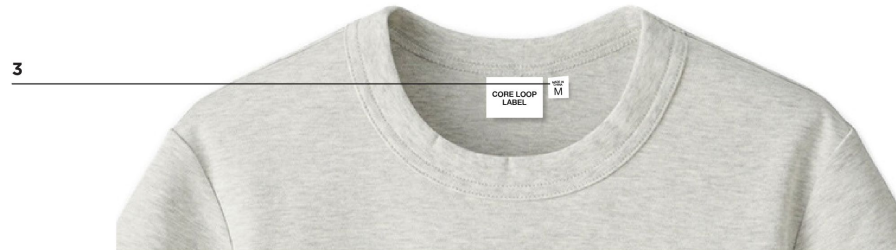
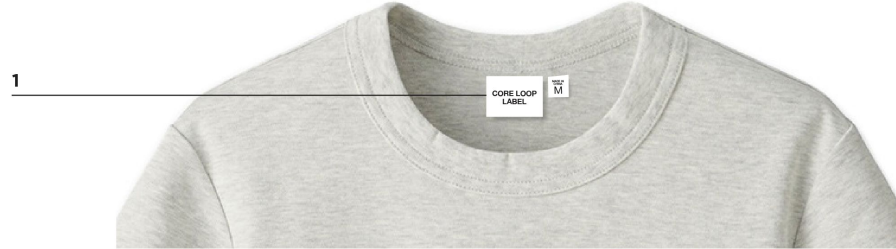
3. Size/COP Label:

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 mitred 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

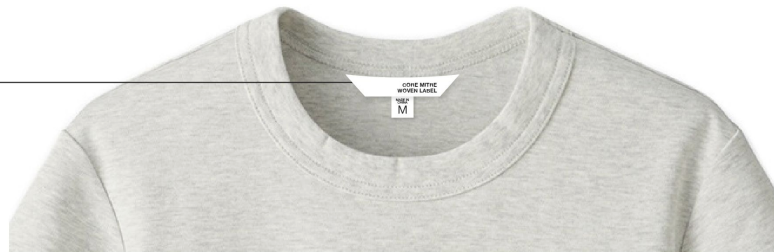
3. Size/COP Label:

Stack beneath and attach to main label

Exception: Mitre labels should not be
applied to sweaters

Attach as indicated by Technical Design

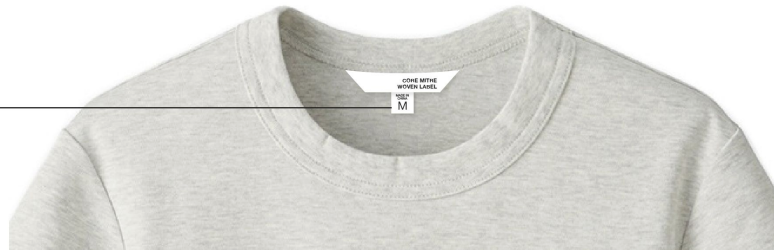
1



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.

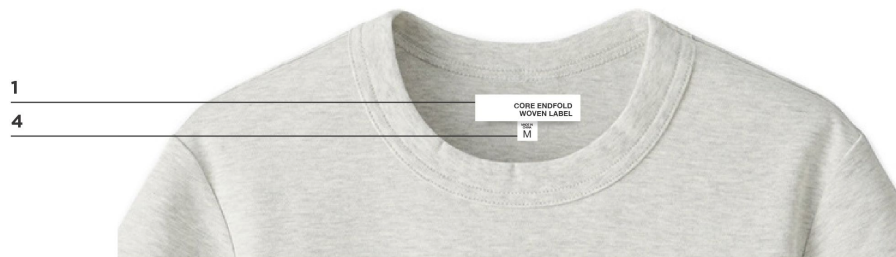
3. If there is center back detail (zipper, seam, etc.):

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, binding edge, or back neck tape.

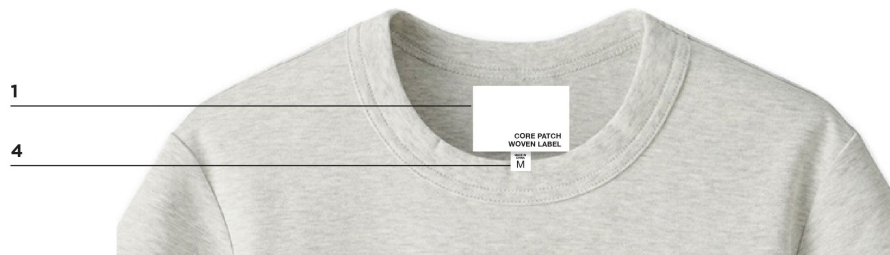
3. If there is center back detail (zipper, seam, etc.):

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



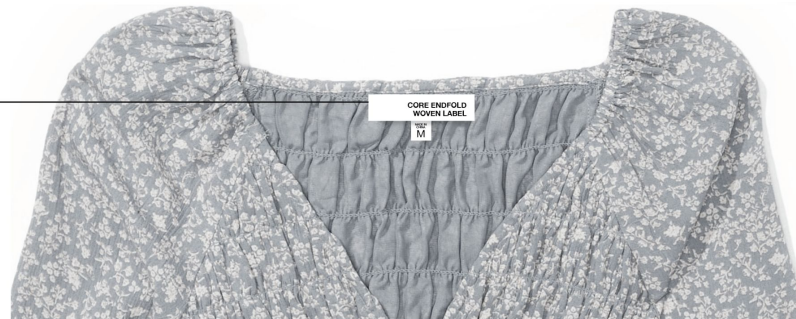
Label Placement

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

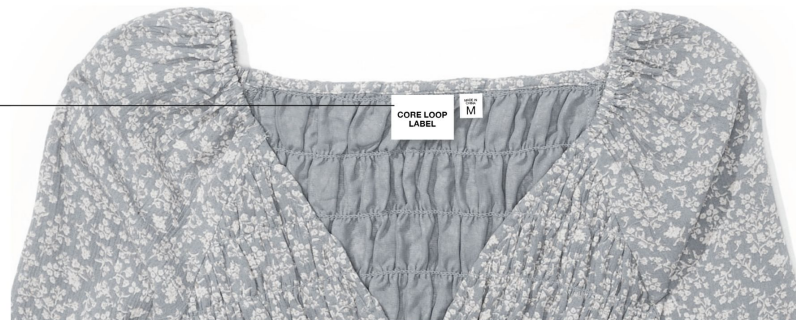
1



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

2



Attach as indicated by Technical Design

Placement

Heat Transfer/Print (Heat Seal)

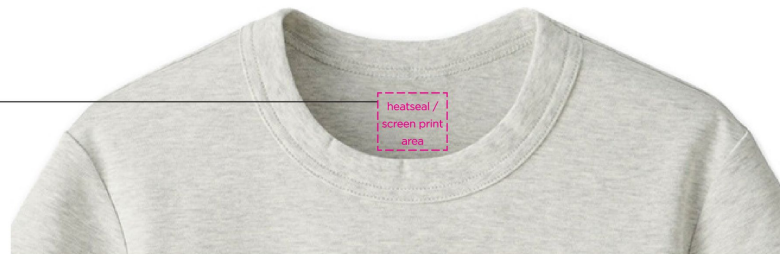
1. If there is a clean back:

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.

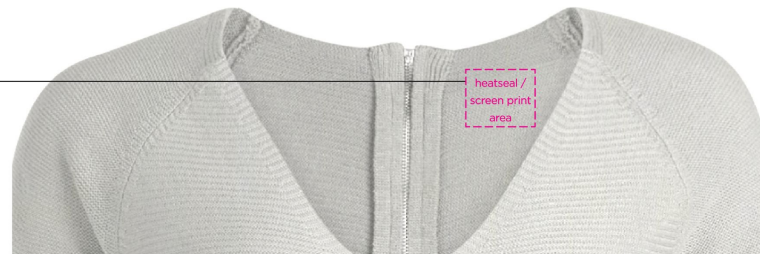
2. If there is center back detail (zipper, seam, etc.):

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. 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

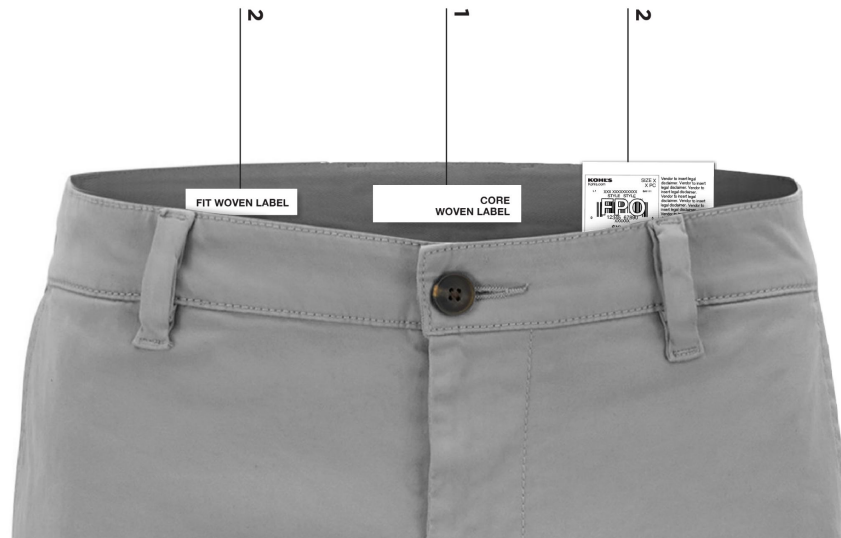
Applied 1.25" to the left of the logo

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



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



Packaging Application

Women's Tops (hanging and folded)

Women's Bottoms (hanging and folded)

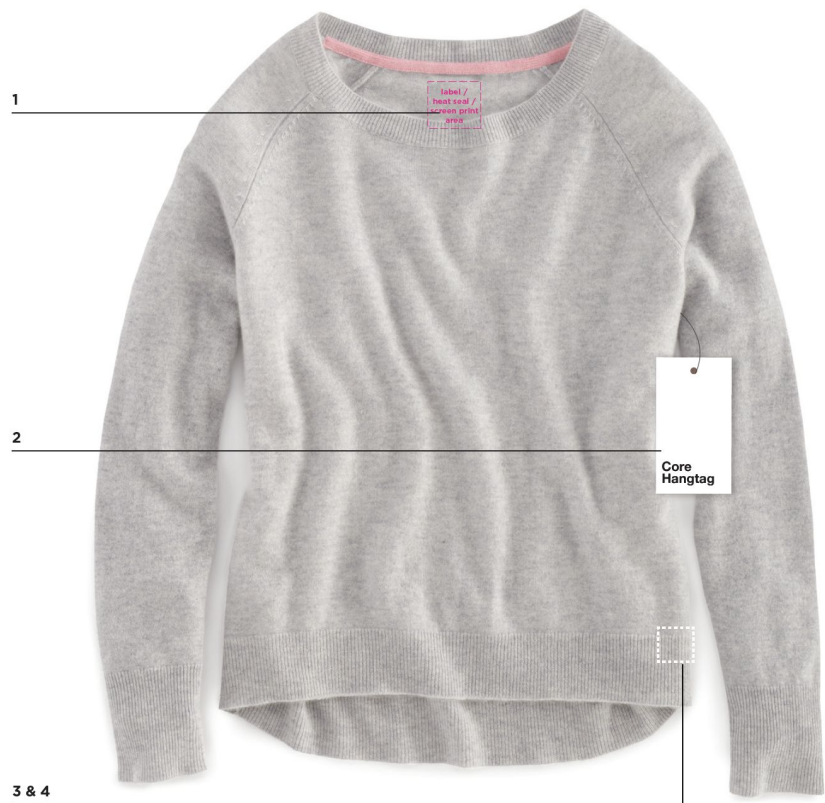
Packaging Application

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
- 4. UPC label**
Applied behind care & content label

This attachment is recommended for hanging product

Hangtags may be attached with the brand standard string and safety pin or swift attacher.



Packaging Application

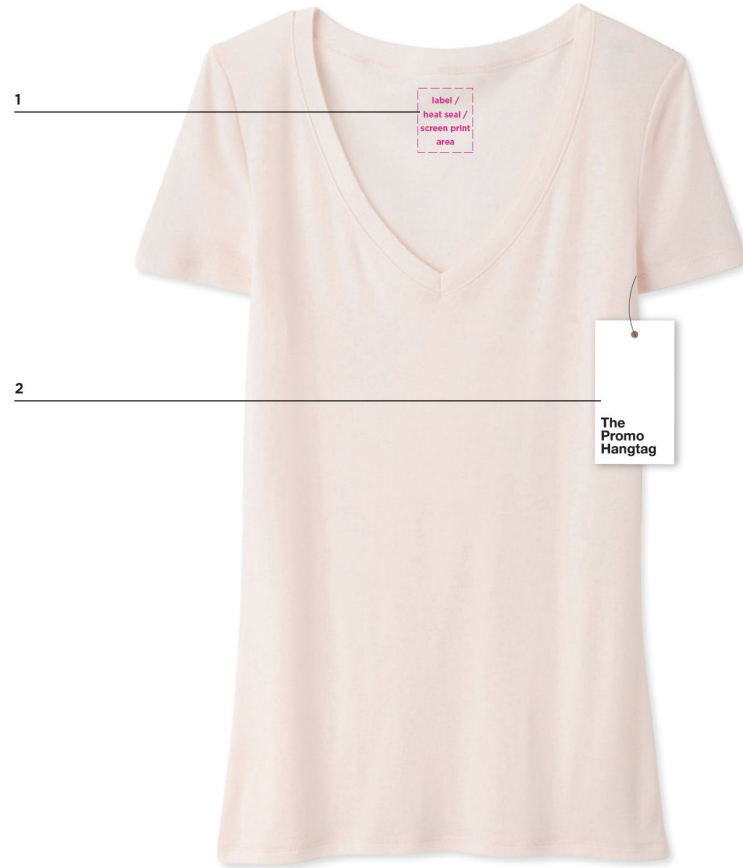
Promotional | Hanging Tops

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

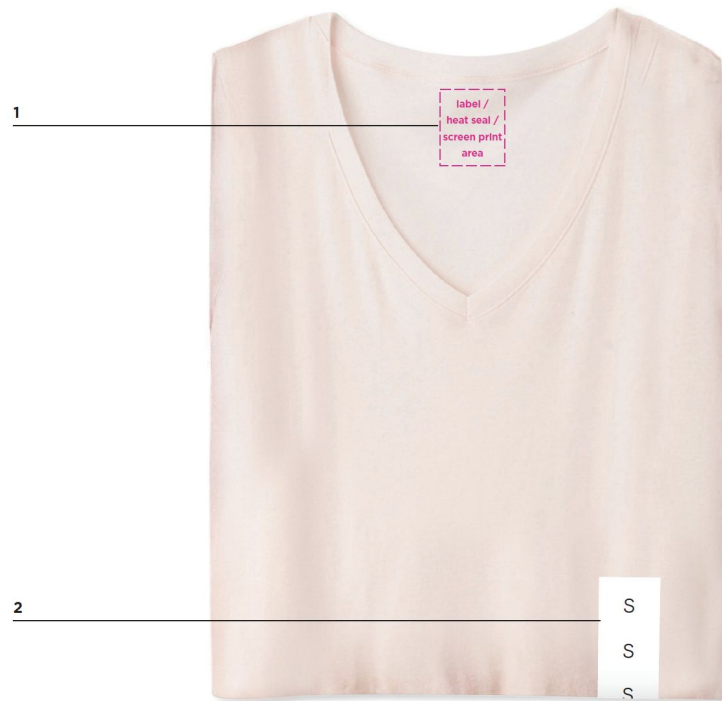
1. Woven label, Heat Seal or Screen Print:

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

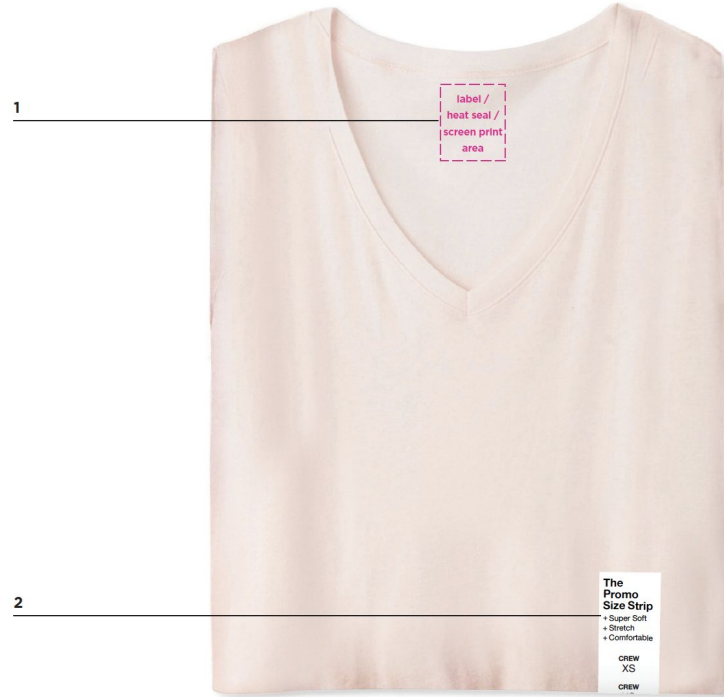
1. Promotional Woven label, Heat Seal or Screen Print:

Applied at the back center

2. 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.

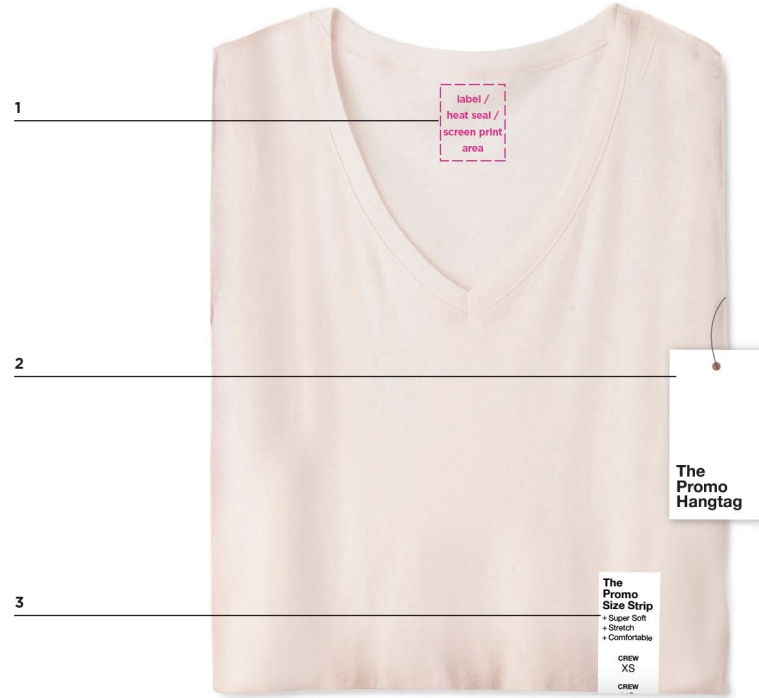


Packaging Application

Exception | Folded Tops Strikepoint / Table and Tower

- 1. Promotional Woven label, Heat Seal or Screen Print:**
Applied at the back center
- 2. Promotional Hangtag (branded, integrated):**
Applied to the customer-facing right underarm with the promotion facing forward
- 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 that move to a hanging position within two months of delivery. 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. Master brand / feature hangtag (non-integrated):

Applied at the customer-facing front right waistband loop or 2" from the front center without a loop; brand facing forward

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



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 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



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



Packaging Application

Promotional | Back-Facing, Folded with Pockets

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

4. Generic Size strip (non-integrated):

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



Packaging Application

Exception: Promotional | Back-Facing, Folded No Pockets

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. Generic 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. Use combined woven labels for denim. Use brand, size/COP and fit woven labels for non-denim

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 at the customer-facing front right waistband loop or 2" from the front center without a loop; brand facing forward

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



Packaging Application

Maternity | 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. Use combined woven labels for denim. Use brand, size/COP and fit woven labels for non-denim

2. Maternity Pocket flasher:

Applied to the back pocket, centered.

3. Hangtag (non-integrated):

Applied at the customer-facing front right waistband loop or 2" from the front center without a loop; brand facing forward

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

