

On-Garment Packaging Application

**Women's Sleepwear & Intimates Apparel
Proprietary & Exclusive Brand**

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Packaging Examples

Paper Labels & Attachers

MASTER BRAND HANGTAG
(INTEGRATED)



MASTER BRAND JOKER
(INTEGRATED)



BRA HANGTAG
(INTEGRATED)



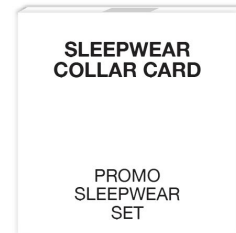
PROMOTIONAL HANGTAG
(INTEGRATED)



PROMOTIONAL JOKER
(INTEGRATED)



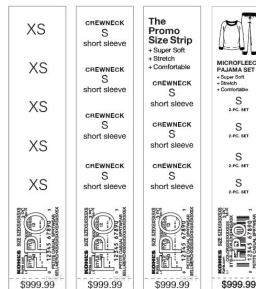
PROMOTIONAL JOKER
(INTEGRATED)



GENERIC SIZE STRIP
(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

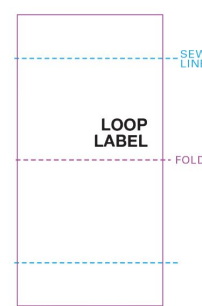
MASTER BRAND ENDFOLD LABEL



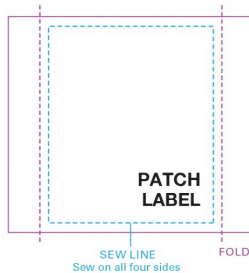
MASTER BRAND MITRE LABEL



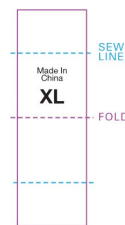
MASTER BRAND LOOP LABEL



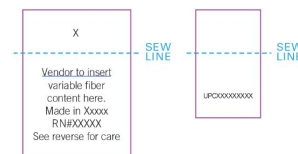
PATCH LABEL



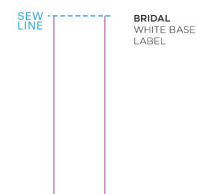
SIZE LABEL



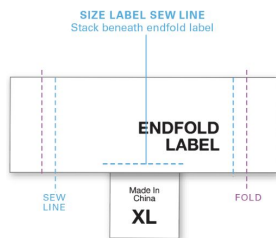
CARE/CONTENT & UPC LABELS



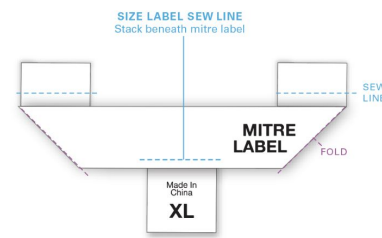
PROMOTIONAL – WOVEN LABEL



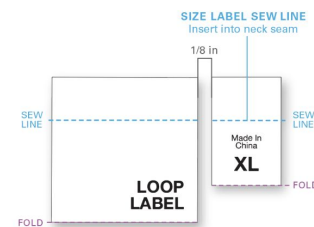
ENDFOLD LABEL WITH SIZE LABEL



MITRE 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

Packaging Examples

Belly Bands

MASTER BRAND ENDFOLD LABEL
(BRANDED, NON-INTEGRATED)



HOLIDAY PROMOTIONAL BELLY BAND WITH HEADCARD
(BRANDED, NON-INTEGRATED)



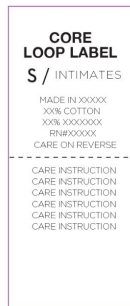
DOORBUSTERS PROMOTIONAL BELLY BAND WITH HEADCARD
(BRANDED, INTEGRATED)



Packaging Examples

Intimates — Tops

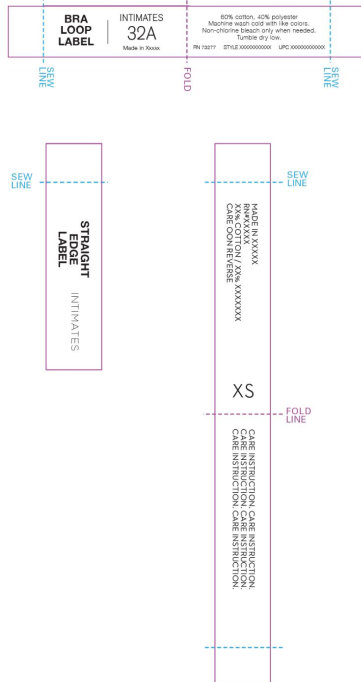
MASTER BRAND LOOP LABEL



MASTER BRAND BRA PAD HEAT SEAL



MASTER BRAND LOOP LABELS



BRA COLLAR CARD (NON-INTEGRATED)



BRA SIZE CLIP



Folding Options

Standard Tops Folds

1. Square fold

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

1



Folding Options

Standard Bottoms | Front-Facing Folds

1. Tri-fold, front facing
2. 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:

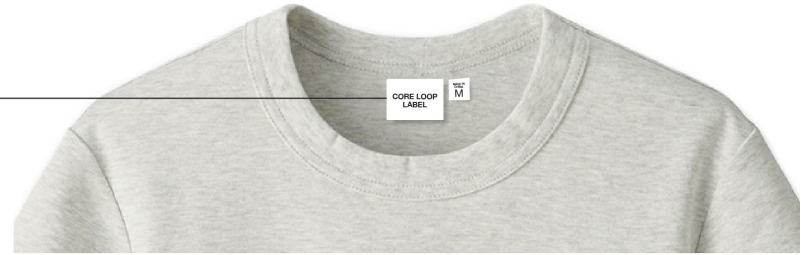
Place 1/8" to the right, on the right side of main label

Attach as indicated by PM

Please use this as a guideline for placement.

See PM/Design team for actual placement

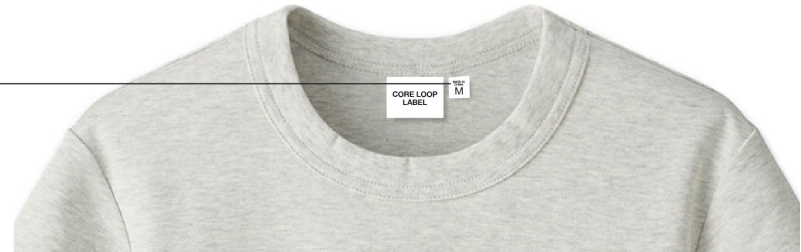
1



2



3



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

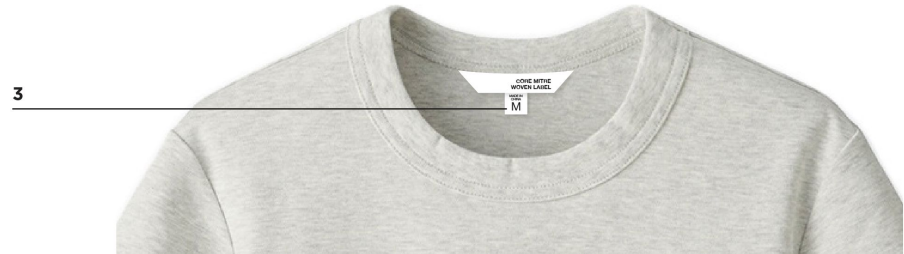
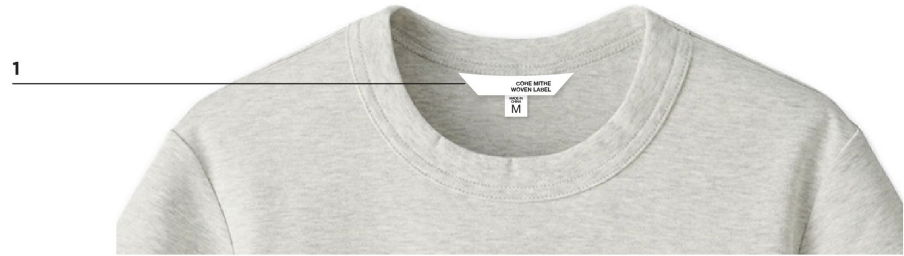
2. If there is a center back detail:

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 PM



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.

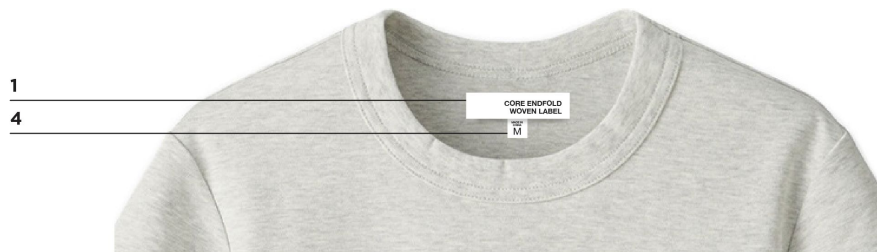
3. If there is center back detail (zipper, seam, etc.):

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 PM



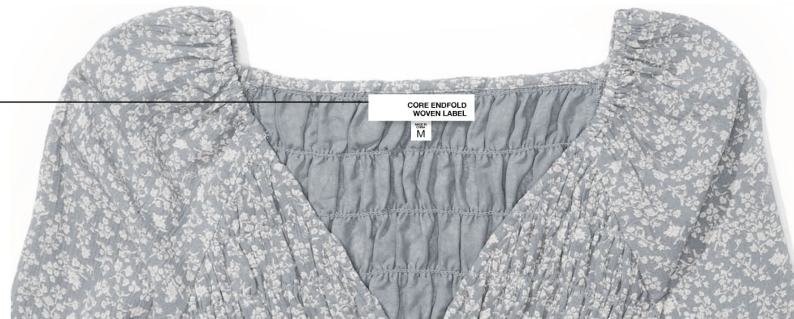
Label Placement

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

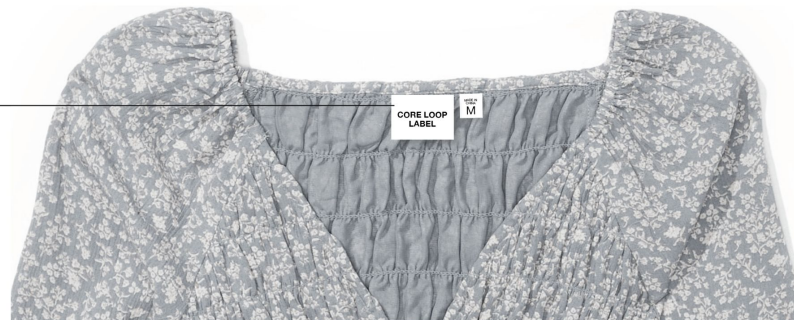
1



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 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



Placement

Intimates: Woven Label & Heat Transfer/Print (Heat Seal)

1. Woven Label (horizontal):

Place into the seam of the bra eye fabric in the back of the bra, on the wearer's left side

2. Heat Seal (horizontal):

Use only if there is a non textured/flat surface bralette with enough room to fit a heat seal.

Place inside back of the bra on the wing/band, beneath the underarm, next to the eye fabric on the wearer's left side

A. Wing/band seam

B. Eye fabric



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

Elastic Waistband

1. Core woven label; Endfold:

- 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. Waistband Heat Seal:

- 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



Label Placement

Intimates: Woven Label

1. Waistband 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.

2. Exception:

place where trim lace and body lace meet if there is a center back seam



Label Placement

Intimates: Heat Transfer/Print (Heat Seal)

- 1. If there is a clean back:**
Place heat seal 1/2" below the center back.
- 2. If there is center back detail (zipper, seam, etc.):**
Place 1/2" from the center back, on wearer's left



Packaging Application

Women's Sleepwear & Intimates Tops
(hanging and folded)

Women's Sleepwear & Intimates Bottoms
(hanging and folded)

Packaging Application

Standard | Hanging Tops & Sets

- 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 string and safety pin or swift attacher.



Packaging Application

Exception | Hanging Tops Lightweight, Delicate, or No Back; Polyester/Spandex

- 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)



Packaging Application

Exception 2 | Hanging Tops Lightweight, Delicate, or No Back; Satin

1. Woven label:

Applied at the back center with Size/COP attached below (centered)

2. Master brand / feature hangtag (integrated):

Applied through size tab label when fabric is satin. Hangtag placed in the interior of garment with the brand facing forward



Packaging Application

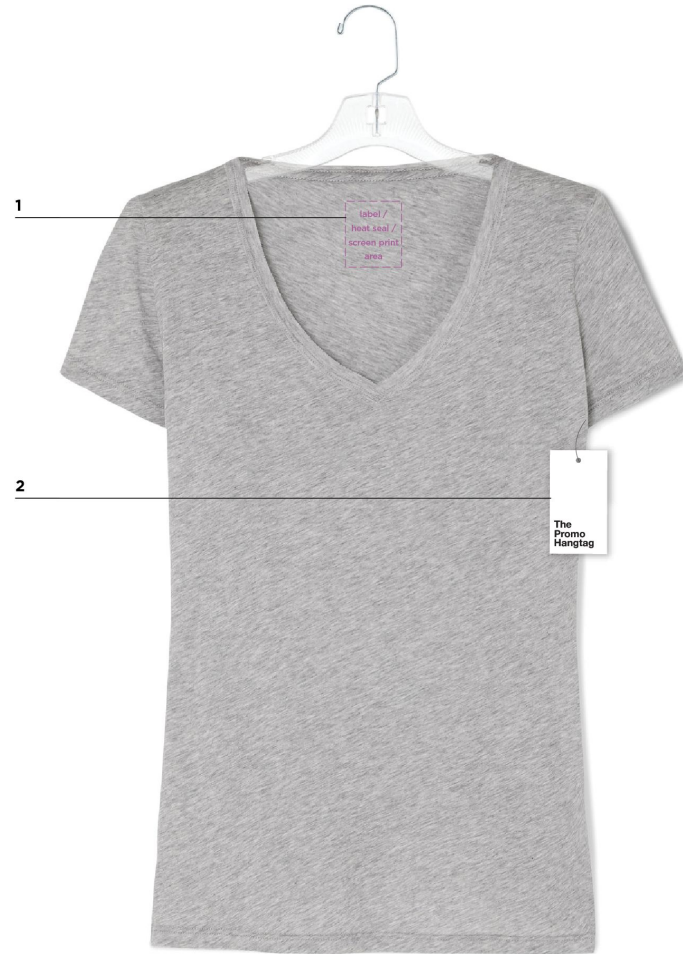
Promotional | Hanging Tops

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

Applied at the back center

2. Promotional Hangtag (integrated):

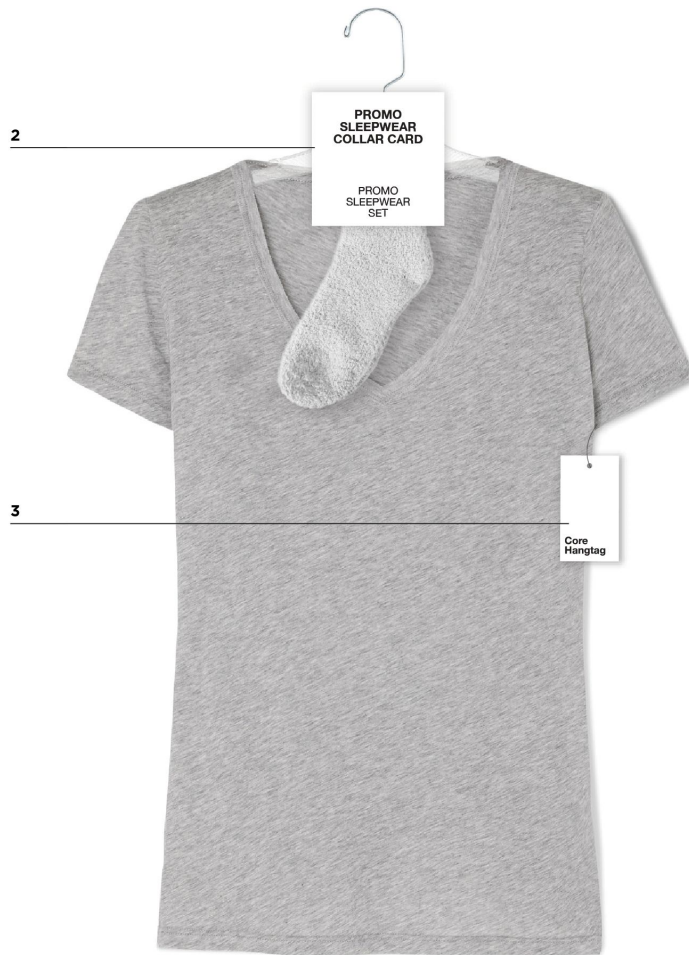
Applied at the customer-facing right underarm with the promotion facing forward



Packaging Application

Promotional | Hanging Set with Socks

- 1. Promotional Woven label, Heat Seal or Screen Print:**
Applied at the back center
- 2. Promotional Collar Card (non-integrated):**
Center hole goes through the top of the hanger. The sock should be attached to the hanging collar card and socks should be placed directly on top of one another so you can only see one sock.
Do not stagger.
- 3. Promotional Hangtag (integrated):**
Applied at the customer-facing right underarm with the promotion facing forward



Packaging Application

Promotional | Hanging One-Piece

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.

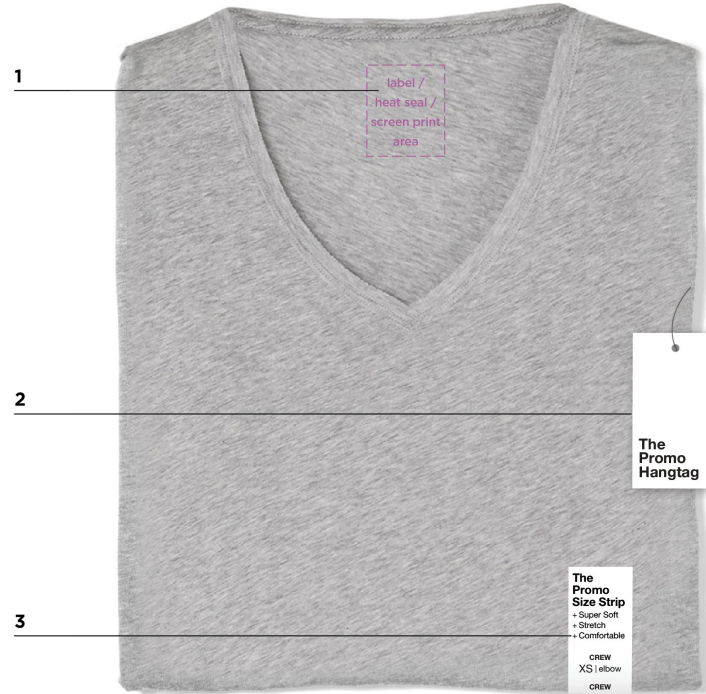


Packaging Application

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

Promotional | Folded Sets

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

Applied at the back center

2. Promotional Belly Band (branded, non-integrated):

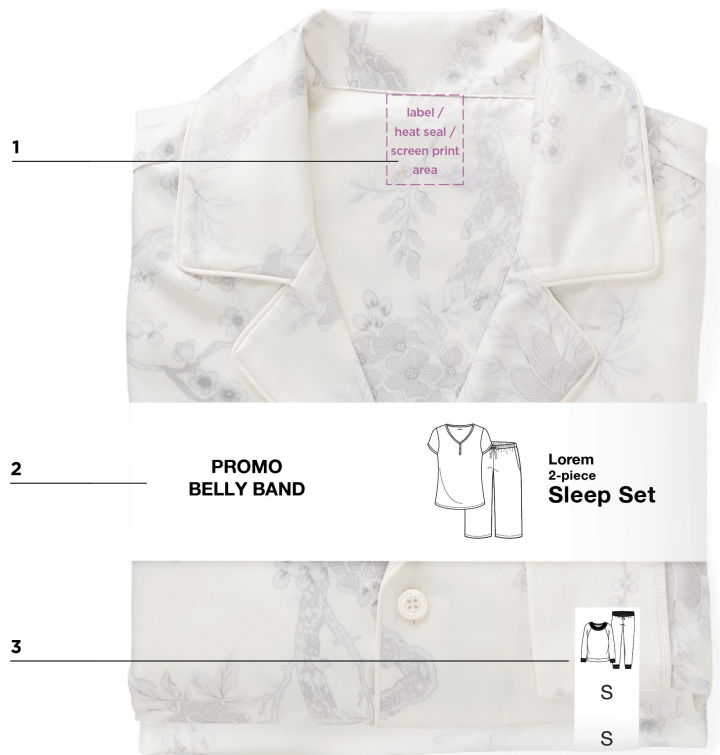
Applied around the entire 2-piece or 3-piece set

3. Core Size Strip (branded, integrated):

Applied to the customer-facing lower right 1" from the right edge of garment, wrap

Exception:

If the top has a graphic, the size strip is wrapped around bottom garment only.



Packaging Application

Promotional Holiday | Folded Sets

- 1. Promotional Woven label, Heat Seal or Screen Print:**
Applied at the back center
- 2. Promotional Belly Band with Header Card (branded, non-integrated):**
Applied around the top and center garments with the header card placed in the center front of the set (as pictured)
- 3. Core Size Strip (branded, integrated):**
Applied to the customer-facing lower right 1" from the right edge of garment, wrap

Exception:

If the top has a graphic, the size strip is wrapped around bottom garment only.



Packaging Application

Promotional Doorbuster | Folded Sets

- 1. Promotional Woven label, Heat Seal or Screen Print:**
Applied at the back center
- 2. Promotional Belly Band with Header Card (branded, integrated):**
Applied around the top and center garments with the header card placed in the center front of the set (as pictured)

Exception:

If the top has a graphic, the size strip is wrapped around bottom garment only.



Packaging Application

Standard | Back-Facing, Hanging Bottoms

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



Packaging Application

Promotional | Back-Facing, Hanging Bottoms

- 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 (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



Packaging Application

Standard | Hanging Intimates Tops

1. Woven label:

Applied into the seam of the bra eye fabric in the back of the bra, on the wearer's left side

1A. Heat Seal or Screen Print:

Applied inside back of the bra on the wing/band, beneath the underarm, next to the eye fabric on the wearer's left side

2. Hanging Collar Card

Center hole goes through the top of the hanger

3. Bra Hangtag:

Applied at the customer-facing right underarm (brand facing forward)

4. Bra Size Clip:

Wraps around the customer-facing right strap with the size facing forward



Packaging Application

Standard | Hanging Intimates Bottoms

- 1. Panty Joker; card or sticker (integrated):**
Applied to the customer-facing front right.
Joker must be facing out when folded;
UPC facing interior of garment
Plastic hanger should not cover joker
- 2. Woven label, Heat Seal or Screen Print:**
Applied at the back center



Packaging Application

Standard | Non-Hanging Intimates Bottoms

- 1. Panty Joker; card or sticker (integrated):**
Applied to the customer-facing front right.
Joker must be facing out when folded; UPC facing interior of garment
Plastic hanger should not cover joker
- 2. Woven label, Heat Seal or Screen Print:**
Applied at the back center



Packaging Application

Standard | Hanging Intimates Bottoms

- 1. Hanging Collar Card (non-integrated):**
Center hole goes through the top of the hanger
- 2. Woven label, Heat Seal or Screen Print:**
Applied at the back center
- 3. Panty Hangtag (integrated):**
Applied at the customer-facing right side seam (brand facing forward)

