

On-Garment Packaging Application

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

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Asset ID: 7499207

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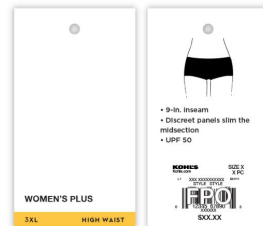
Packaging Examples

Paper Labels & Attachers

MASTER BRAND HANGTAG
(INTEGRATED)



MASTER BRAND FEATURE HANGTAG
(INTEGRATED)



ATTACHER



Notes:

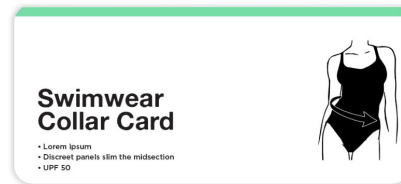
A swift attacher is used for private brands hangtags. Use a string and pin for exclusive brands.

Jokers can either be injected, sewn or swift attached

PROMOTIONAL HANGTAG
(INTEGRATED)



PROMOTIONAL HANGER CARD
(NON-INTEGRATED)



Packaging Examples

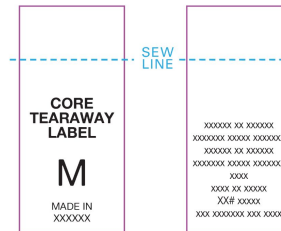
Heat Transfers & Fabric Labels

MASTER BRAND HEAT SEAL



M
100% COTTON | MADE IN CHINA
WASH WITH LIKE COLORS.
WARM IRON ONLY.

MASTER BRAND TEAR-AWAY STRAIGHT LABEL



FRONT

BACK

Label Placement

Tear-Away Label

- 1. Sew into soft cups with elastic band:**
Sew on the wearer's left side seam, 1/4" under bra elastic
- 2. Molded cups / removable cups (bras):**
Sew at wearer's left cup seam, centered in between yoke

Attach as indicated by PM

Please use this as a guideline for placement.

See PM/Design team for actual placement



Label Placement

Exception | Tear-Away Label

1. Underwire Tops (bra cups):

Place label at center to wearer's right side seam of tunnel

2. Triangle tops:

Sew in the center of the wearer's left side seam



Label Placement

Tear-Away Label

1. Bottoms waistband:

Insert tear-away 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

1



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

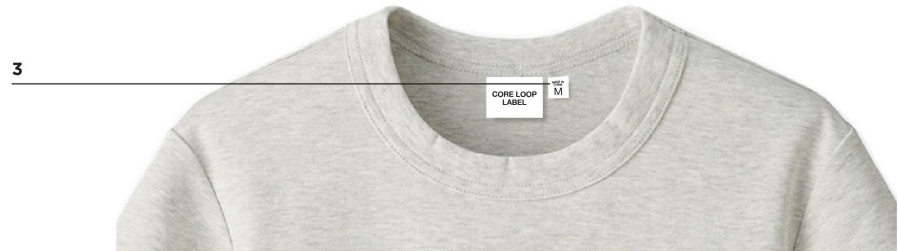
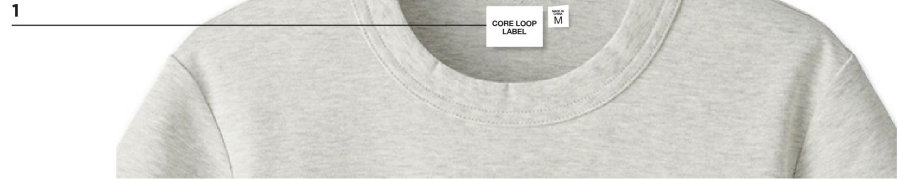
3. Size/COP Label:

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



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.

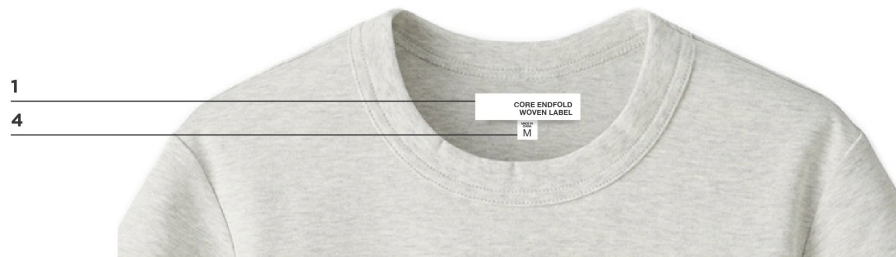
3. If there is center back detail (zipper, seam, etc.):

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



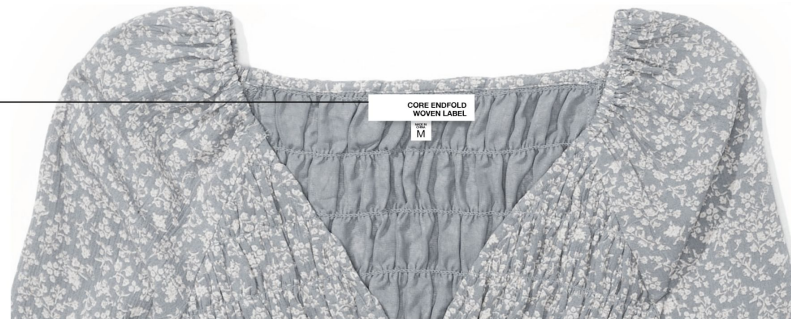
Label Placement

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

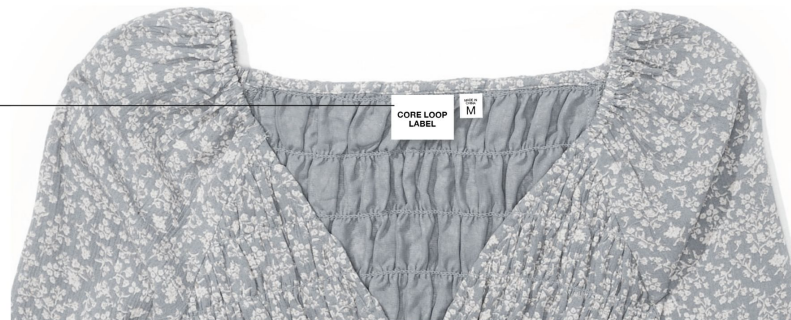
1



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

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; Loop:

- Insert 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



Packaging Application

Women's Swimwear Tops (hanging)

Women's Swimwear Bottoms (hanging)

Packaging Application

Standard | Hanging Tops

1. Hangtag:

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

Tear-Away Label:

- Sew into soft cups with elastic band, sew on the wearer's left side seam, 1/4" under bra elastic
- Molded cups / removable cups (bras): sew at wearer's left cup seam, centered in between yoke



Packaging Application

Exception | High Neck Style Tops

1. Hangtag:

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

Tear-Away Label:

- Sew into soft cups with elastic band, sew on the wearer's left side seam, 1/4" under bra elastic
- Molded cups / removable cups (bras): sew at wearer's left cup seam, centered in between yoke

NOTE: High neck styles should be hung upside down



Packaging Application

Promotional | Hanging Tops

- 1. Hanging Collar Card (non-integrated):**
Center hole goes through the top of the hanger
- 2. Promotional Hangtag (integrated):**
Applied at the customer-facing right underarm (brand facing forward)

Tear-Away Label:

- Sew into soft cups with elastic band, sew on the wearer's left side seam, 1/4" under bra elastic
- Molded cups / removable cups (bras): sew at wearer's left cup seam, centered in between yoke



Packaging Application

Standard | Bottoms

1. Tear-Away Label:

Insert tear-away label into waistband seam, binding edge, or back waist elastic

2. Hangtag:

Applied on side seam customer facing right; brand facing forward



Packaging Application

Standard | Coverup 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 string and safety pin or swift attacher.



Packaging Application

Standard | Coverup 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. Hangtag (integrated):

Applied on side seam customer facing right; brand facing forward

