

**COLONY BRANDS, INC.  
PACKAGE LABELING**

**COLONY BRANDS, INC.  
包装标签要求**

Ashro  
Country Door  
Ginny's  
Monroe & Main  
Midnight Velvet  
Montgomery Ward  
Seventh Avenue

- ❖ Why is the package labeling so specific?
  - ❖ Colony Brands, Inc. Recommended Package Label Provider
  - ❖ Label Approval
  - ❖ Unit PLN Labels
  - ❖ Master Carton Labels
  - ❖ Mixed Master Cartons Labels
  - ❖ Single Unit Re-shipper Labels
- 
- ❖ 为何包装 Label 如此特殊？
  - ❖ Colony Brands, Inc. 推荐的标签供应商
  - ❖ 标签审批
  - ❖ 邮购盒 PLN Label
  - ❖ 外箱 Label
  - ❖ 混合外箱 Label
  - ❖ 使用外箱包装的单个产品

# WHY IS THE PACKAGE LABELING SO SPECIFIC? 为何包装 LABEL 如此特殊？

## ■ High Efficiency Sun Prairie Warehouse

### ■ Proper Labeling Helps...

- Improve receiving and shipping efficiencies
- Reduce excessive handling and processing issues
- Improve the accuracy of customer order fulfillment
- Avoid delays in customer order shipping

## ■ 高效的森普雷里仓库

### ■ 合适的标签能给我们的帮助...

- 帮助提高接收和出运的效率
- 减少多余的处理手续和环节
- 提高用户订单完成的精确度
- 避免用户订单延误交付

# RECOMMENDED LABEL PROVIDER

- In order to avoid and reduce future breakdowns in our supply chain due to bad or poor quality bar code and label scans we have selected Label Interactive Technologies as our authorized/preferred package label provider. We highly recommend using them.
  - **Label-It** has facilities in the **USA, Hong King and China**. They are able to provide label shipping world-wide.
  - **Label-It guarantees** that all package labels printed meet the Colony Brands, Inc. compliance guidelines or they pay the fines and penalties associated with each label.
    - Note: this guarantee does not include label placement on your packaging or typographical errors in your order entry.
  - When registering please choose **COLONY BRANDS NON-FOOD** as your trading partner and include your primary Colony Brands, Inc. vendor number.

The image shows a registration form with the following fields and options:

- Fax: [Empty text box]
- Trading Partner: [Select Trading Partner dropdown menu]
- Vendor Number: [Empty text box]

The dropdown menu for 'Trading Partner' is open, showing the following options:

- Select Trading Partner
- CVS
- Dollar General
- Family Dollar
- Home Shopping Network (HSN)
- Kohls
- LTD Commodities
- Norm Thompsons
- Rite Aid
- Seventh Avenue
- Walgreens

The option 'Seventh Avenue' is circled in red. To the right of the dropdown menu, there is a link that says '+4500 to add more Trading Partners' and a phone number '+852-2690 5293'.

# 推荐的标签提供者

- 为了避免及减少供应商环节因不良的条码及标签带来的故障，我们选择**Label Interactive Technologies**公司作为我们授权的包装标签供应商。我们强烈推荐使用它们。
  - **Label-It**公司在美国，香港及中国都有分支机构，有能力提供全球范围内的标签制作
  - **Label-It**公司保证其标签制作符合**Colony Brands Inc.** 的要求，否则其愿意承担相关标签的罚款及处罚
    - 注：此保证不包括由于张贴引起的错误及在录入订单系统时产生的印刷错误。
  - 登陆注册时请选择**Colony Brands NON - Food**的供应商，并包含供应商的编号

The image shows a screenshot of a web form with the following fields and content:

- Fax:** [Empty text input field]
- Trading Partner:** A dropdown menu with the following options:
  - Select Trading Partner
  - CVS
  - Dollar General
  - Family Dollar
  - Home Shopping Network (HSN)
  - Kohls
  - LTD Commodities
  - Norm Thompsons
  - Rite Aid
  - Seventh Avenue
  - WalgreensThe 'Rite Aid' option is circled in red.
- Vendor Number:** [Empty text input field]

On the right side of the dropdown menu, there is a link: [Click here to add more Trading Partners](#) and a phone number: +852-2690 5293.

# HOW TO CONTACT LABEL-IT

**LabelItUS.com & LabelItUS.com/zh-cn/**

Website and forms are available in both **English** and **Mandarin**

**LIT USA** - Serves: North & South America, Europe, Pakistan, and United Arab Emirates

**USA contact: Cameron Guinn - [info@labelitus.com](mailto:info@labelitus.com)**

Label Interactive Technologies Inc.

10660 Gandy Blvd

St Petersburg, FL 33716

727.546.4500

Fax: 727.546.4555

**LIT Asia** - Serves the Pacific Rim: Hong Kong, China, Taiwan, Malaysia, Indonesia, Vietnam, and India

**Hong Kong contact: Kitty Cheung - [info@labelithk.com](mailto:info@labelithk.com)**

Label Interactive Technologies Asia

Unit G3, 11/fl Valiant Industrial Centre

No 2-12 Au Pui Wan St.

Fo Tan NT, Hong Kong

Tel: +85226905292

Fax: +85226905297

# 如何联系 LABEL-IT

LabelItUS.com & **LabelItUS.com/zh-cn/**  
网站及格式能同时支持中英文

**LIT USA** - 服务地区：北美，南美，欧洲，巴基斯坦及阿联酋

**美国联系方式:** Cameron Guinn - [info@labelitus.com](mailto:info@labelitus.com)

Label Interactive Technologies Inc.

10660 Gandy Blvd

St Petersburg, FL 33716

727.546.4500

Fax: 727.546.4555

**LIT Asia** - 服务地区：中国，香港，台湾，马来西亚，印尼，越南及印度

**亚洲联系方式:** Kitty Cheung - [info@labelithk.com](mailto:info@labelithk.com)

Label Interactive Technologies Asia

Unit G3, 11/fl Valiant Industrial Centre

No 2-12 Au Pui Wan St.

Fo Tan NT, Hong Kong

Tel: +85226905292

Fax: +85226905297

# LABEL APPROVAL

## 标签审批

- If you purchase your package labels from Label-It you do not need to obtain approval from Seventh Avenue or Ashro.
- Label-It also offers label approval services for a nominal fee if you choose to generate your own labels.
  - You may find this to be quicker if you are not located in the US.
- If you are generating labels yourself you need to begin the approval process a minimum of 30 days prior to your expected ship date.
  - Review the Label Specification Document located on the Vendor Website.
    - <http://www.colonybrands.com/seventh-avenue-vendors/>
    - <http://www.colonybrands.com/ashro-vendors/>
- 如果您从 Label-It 公司购买了标签，则无需同7A或ASHRO 进行再确认。
- Label-It 公司也同时提供服务为您生成自有的标签，同时只收取工本费。
  - 如果您不在美国的话，您会发现这会更快捷。
- 如果您需要生成自有的标签，您需要至少提前于船期的30 天进行申请。
  - 请阅读在 以下网站上相关标签的说明文件：
    - <http://www.colonybrands.com/seventh-avenue-vendors/>
    - <http://www.colonybrands.com/ashro-vendors/>



# LABEL APPROVAL (CONTINUED)

## 标签认证 ( 续 )

- **Create a template for each label style following the detailed requirements in the Label Specification Document.**
  - Prepare a template for your Master carton label and a template for your Unit PLN label
- **Print your samples for approval on the label media you will be using**
  - Non-Label stock samples will be refused
- **Fill out the Label Review Request Form**
  - This form is found on the vendor web page and in the label specification document
- **Mail the label original samples and request form to:**

ATTN: NON-FOOD PACKAGING DEPARTMENT LABEL REVIEW  
COLONY BRANDS, INC.  
1112 7<sup>TH</sup> AVE  
MONROE WI 53566
- **The Packaging Department will reply to you via email with your approval or corrections**
  - If corrections are needed a new printed hard copy will need to be mailed per the above instructions.
- **根据标签说明文件中的具体要求为各类标签类型建立模板。**
  - 为外箱标签及各销售单元的PLN 标签准备模板
- **在您要使用的标签材料（如纸张）上打印好需要确认的标签**
  - 非标签储运产品会被拒绝
- **完成标签审核申请表**
  - 此表格可在供应商网站页面的标签说明文件中找到
- **将原始标签样本和申请表一并寄往指定地址：**

ATTN: NON-FOOD PACKAGING DEPARTMENT LABEL REVIEW  
COLONY BRANDS, INC.  
1112 7<sup>TH</sup> AVE  
MONROE WI 53566
- **包装部门会通过电邮形式通知您标签被接受或需改进**
  - 根据上述指示要求，如需改进情况下，新的打印标签需寄送进行再次确

# LABEL APPROVAL (CONTINUED)

- **Template approvals are done only once per factory**
  - NOT with every shipment, every PLN or new PO
  - Repeat submissions will be refused.
- **Label approval will help avoid chargebacks to your company.**
- **NOTE:** Via email the packaging department will only validate that you have used the correct barcode format and that the required human readable text is present. No approval will be given without a printed hard copy.
  
- **模板确认只针对于每次一个工厂**
  - 不适用每次装运，每个PLN 或每个新PO
  - 反复确认会被拒绝
- **标签确认有助于避免罚款**
- **注意：**通过邮件形式，包装部门仅能对您使用的条码格式是否正确以及人工读取文字是否符合要求进行确认，除非使用打印的样本否则还无法提供更多确认。

**Label questions can be emailed to (标签问题可以发送邮件至):**  
**[7APkgLabels@sccompanies.com](mailto:7APkgLabels@sccompanies.com)**

# SINGLE UNIT LABELS

## 单个销售单元标签

# SINGLE UNIT LABEL REQUIREMENTS

This information is required on your Unit PLN Labels

## ■ Human Readable Text of PLN#

- “PLN 6741210” or “6741210”
  - The PLN number for your item can be found on your Purchase order
    - **Incorrect PLN number used can result in a chargeback.**

PLN # / Item #	Description	Line Status for Line # 01: OPEN					
6741210 / AB1QW	92-058-008 NATURAL LED PUMPKIN						
Line/Release #	Status	Release Qty	Balance Due	In House Due Date	Unit Price	UM	Extended Price
01001	NEW	700	700	07/05/2016	13.10000	EA	\$9,170.00
PRODUCT WT.: - RESHIPPER INCLUDED PRODUCT SPECIFICATION #105327							

## ■ Recommended label size

- Minimum label size should be: 1.5” x 1.5” (39 MM x 39MM)
  - Labels may be larger, up to 3” x 3” (77 mm x 77 mm) maximum.

## ■ Toy Lot Code

- Toy Lot Codes for children’s items are no longer required on your Colony Brands, Inc. required Master Carton or Single Unit Labels
  - They ARE still required by US Federal law to be permanently adhered to the item and on the package.
    - You can find additional information in the vendor manual under “Lot Tracking” or by visiting the CPSIA website
    - **Missing toy lot codes on product or packaging will result in a chargeback.**

# 单位PLN标签要求

如下信息需要在您的销售单元标签中体现：

- 人工可读取 PLN 的文字信息：
  - “PLN6741210”或“6741210”
    - 您可于订单中找到 PLN 号码
      - 错误的PLN 号码可能会导致扣款

PLN # / Item #	Description	Line Status for Line # 01: OPEN					
6741210 / AB1QW	92-058-008 NATURAL LED PUMPKIN						
Line/Release #	Status	Release Qty	Balance Due	In House Due Date	Unit Price	UM	Extended Price
01001	NEW	700	700	07/05/2016	13.10000	EA	\$9,170.00
PRODUCT WT.: - RESHIPPER INCLUDED PRODUCT SPECIFICATION #105327							

- 推荐的标签尺寸
  - 最小尺寸为：1.5 英寸x1.5 英寸（39 毫米x39 毫米）
    - 标签可能较大，达3×3英寸（77毫米×77毫米）最大。
- 玩具批次编号
  - 儿童产品的玩具批号不再作为Colony Brands, Inc. 外箱标及PLN标的要求。
    - 但是根据联邦法律要求，玩具批号任然需要被永久性粘贴在产品上或包装上。
      - 你可以在供应商手册中的“Lot Tracking”章节中或访问CPSIA 网站找到相关内容
      - 相关产品或包装上缺失玩具批号将收到罚款

# SINGLE UNIT PLN LABEL REQUIREMENTS (CONTINUED)

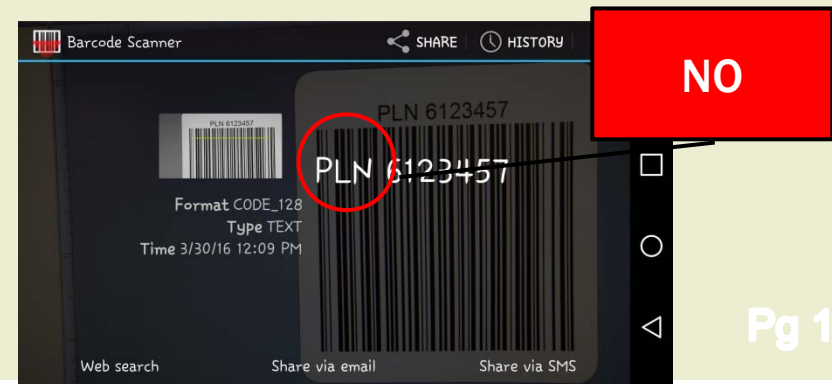
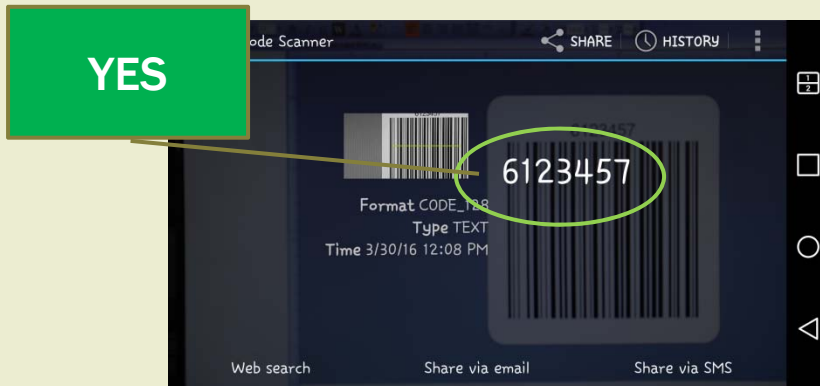
## 单位PLN标签要求 (继续)

### Barcode

- Required Format: CODE 128 (subset A, B or C are accepted)
  - The use of any other barcode format on your Seventh Avenue & Ashro labeling, including formats such as UPC, EAN, Codabar or Code 39, **will result in a chargeback.**
- Barcode Size
  - MINIMUM 1.25" wide x 0.75" high (32MM wide x 20MM high).
    - Note: Do not confuse this with the suggested minimum label size.
    - Unusable Barcodes smaller than this will result in a chargeback.**
- Barcode Embedded Data Content
  - When the barcode is scanned it should return the PLN number only
    - No text, check digits or other special characters
    - Incorrect number or miscellaneous data in the barcode will result in a chargeback.**

### 条码

- 格式要求：Code128 (子集A, B或C都可被接受)
  - 如在7A及ASHRO的产品中使用其他种类的条码格式如：UPC, EAN, Codabar或Code 39将会有扣款。
- 条码尺寸
  - 最小尺寸：1.25英寸宽度x0.75英寸高度(32毫米x20毫米)
    - 注意：不要混同于所要求的最小标签尺寸。
    - 并且由于过小导致条码不可读取时，将会产生扣款。**
- 条码内含的数据信息内容
  - 当扫描条码时，应仅显示为PLN的数字信息
    - 不允许出现文字，确认性数字或其他特殊符号
    - 条码中不正确的显示数字或混入数据将导致扣款**



# SINGLE UNIT PLN LABEL REQUIREMENTS (CONTINUED)

## 单位PLN标签要求（继续）

### Label Placement on Single Unit Package

- The single unit label must be placed in the center of the largest flat surface of the single unit package.
  - The single unit package can be a corrugated carton, plastic carton, clamshell or bubble pack, polybag, jewelry box, retail sleeve, etc.
  - Note this label is not placed directly on the item it is placed on the package.
- **Incorrect placement of the single unit label will result in a chargeback.**



### 单个销售单元中标签的位置

- **PLN 标签的位置必须位于单个销售单元最大平面的中间位置。**
  - 单个销售单元可以是瓦楞纸箱，塑料箱，蛤壳状或气泡包装，胶袋，珠宝盒，零售袖套状包装等等。
  - 注意：此标签不是直接贴在产品上，而是贴于包装上。
- **非正确粘贴 PLN 标位置将可能导致扣款。**

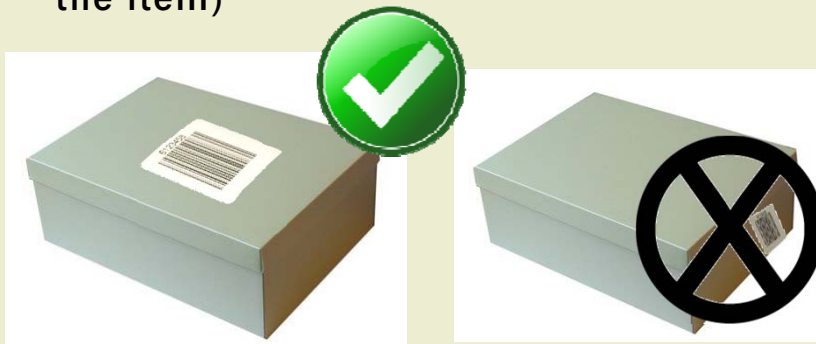


# SINGLE UNIT LABEL REQUIREMENTS (CONTINUED)

## 单位PLN标签要求 (继续)

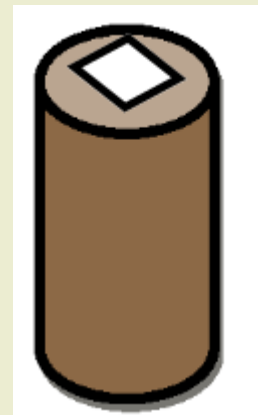
### ■ Special Circumstances Single Unit Label Placements

- **Shoe Boxes** - TOP center
- **Very Small items** - If the unit package is too small for the minimum size barcode (such as jewelry or cosmetics) then you must put it in a polybag, seal the bag and put the label on the center of the polybag.
- **Cylinder Shaped Packages** - Place the label on the flat lid or bottom
- **Clothing on hanger** - Place on the upper right shoulder (when looking at the item)



### ■ 特殊形状的单個單元上的 PLN 标签位置

- **鞋盒** - 顶部正中
- **过小的产品** - 如产品包装过小无法满足最小PLN 标签的要求，应当将包装放入塑料袋中，并于袋子中间贴上PLN 标签。
- **圆柱体包装** - 将标签贴于顶盖或底部平面
- **使用衣挂的衣服** - 面对产品，将标签贴于右上肩部位置





# MASTER CARTON LABELS

外箱标签

# MASTER CARTON LABEL REQUIREMENTS

This information is required on your Master Carton Labels

- **Purchase Order Number**
  - If the PO Number is missing or incorrect you will receive a chargeback.
- **Package Label Number**
  - 6 or 7 digit number found on your purchase order
  - If the PLN number is missing or incorrect you will receive a chargeback.
- **Item Description**
  - Also found on your PO
  - This can be abbreviated or expanded

PLN # / Item #	Description	Line Status for Line # 01: OPEN					
6741210 / AB1QW	92-058-008 NATURAL LED PUMPKIN						
Line/Release #	Status	Release Qty	Balance Due	In House Due Date	Unit Price	UM	Extended Price
01001	NEW	700	700	07/05/2016	13.10000	EA	\$9,170.00
PRODUCT WT.: - RESHIPPER INCLUDED							
PRODUCT SPECIFICATION #105327							

- **Case Quantity**
  - Quantity of units packed inside the master carton/case
- **Master Carton Sequence**
  - Sequential number and Total number of master cartons shipped for this PO
    - MC 1 of 25, MC 2 of 25, MC 3 of 25...

# 外箱标签要求

## 以下为对于外箱标签的要求

- **订单号**
  - 如果 PO 号码缺失或错误将导致扣款。
- **PLN 号码**
  - 可于订单中发现的6-7 位数字
    - 如PLN 号缺失或错误将导致扣款。
- **产品描述**
  - 同样可以于PO 中找到
  - 此信息可以为缩写或者带有扩展内容

PLN # / Item #	Description	Line Status for Line # 01: OPEN					
6741210 / AB1QW	92-058-008 NATURAL LED PUMPKIN						
Line/Release #	Status	Release Qty	Balance Due	In House Due Date	Unit Price	UM	Extended Price
01001	NEW	700	700	07/05/2016	13.10000	EA	\$9,170.00
PRODUCT WT.: - RESHIPPER INCLUDED PRODUCT SPECIFICATION #105327							

- **外箱中的数量**
  - 外箱中所含销售单元的数量
- **外箱序列号**
  - 序列号及所有 PO 的总外箱数
    - 如：1 of 25 ; 2 of 25 ; 3 of 25

## MASTER CARTON LABEL REQUIREMENTS (CONTINUED)

### ■ **Recommended label size**

- Recommended label size should be: 3" wide x 4" high (77 MM x 102MM)
  - Labels may be larger

### ■ **Barcode**

- **Required Format: CODE 128 (subset A, B or C are accepted)**
  - The use of any other barcode format on your Seventh Avenue & Ashro labeling, including formats such as UPC, EAN, Codabar or Code 39, will result in a chargeback.
- **Barcode Size**
  - MINIMUM 2.5" wide x 2" high (64MM wide x 51MM high)
- **Barcode Embedded Data Content**
  - When the barcode is scanned it should return the PLN number only
    - No text, check digits or other special characters
    - Incorrect number or miscellaneous data in the barcode will result in a chargeback.
      - See Barcode examples on page 10

### ■ **NOTE: Inner Masters**

- If you package products with inner smaller masters note that these inner masters (that contain 2 or more units) do not require any additional labeling.

# 外箱标签要求 ( 续 )

## ■ 推荐的标签尺寸

- 推荐标签尺寸为：3 英寸宽x4 英寸高 ( 77 毫米x102 毫米 )
  - 标签尽量大些

## ■ 条码

### ■ 格式要求：128码 ( 子集A, B或C被接受 )

- 如在7A 及ASHRO 的产品中使用其他种类的条码格式如：UPC, EAN, Codabar 或Code 39 将会有扣款。

### ■ 条码尺寸

- 最小尺寸：2.5 英寸宽度x2 英寸高度 ( 64 毫米x51 毫米 )

### ■ 条码内含的数据信息内容

- 当扫描条码时，应仅显示为PLN 的数字信息
  - 不允许出现文字，确认性数字或其他特殊符号
  - **条码中不正确的显示数字或混入数据将导致扣款。**
    - 参见第10页上的条码的例子

## ■ 注意：内盒

- 如果在包装中有使用内盒的情况 ( 此内盒中装有 2 个及以上的销售单元 ) ，则内盒上不需添加任何标签。

## MASTER CARTON LABEL REQUIREMENTS (CONTINUED)

### ■ Placement

- The master carton label should be placed on the largest flat surface, in the upper right corner, with as many labels facing out as possible on the pallet.
- If you **print carton markings directly onto the carton** you may print it anywhere on the carton
  - You will need to add a white barcode label meeting the barcode size and format required on the upper right of the largest flat side.
  - When printing information directly on the carton only **1 (one)** side is required. You may include this information on more than one side, but it is NOT required.

Master Carton



### ■ 外箱标签的位置

- 外箱标应粘贴于最大面的右上角，使用托盘时，要露出尽可能多的外箱标。
- 外箱唛头可以印刷于外箱的任何位置
  - 应另加一个符合尺寸要求的白色外箱标贴于外箱的右上角
  - 当只要求对外箱其中一个面进行直接印刷，你可以将信息多印几个面，但非强制

Master Carton Printed Directly on Carton



# MIXED MASTER CARTON LABELS

混合外箱标签

# MIXED MASTER CARTON LABELS

- When you have shipments that have a few of each PLN left over you may combine into a “mixed master case”.
- You may have only 1 (one) mixed master per shipment
- Your master carton label should look similar to this example:
  - Your barcodes are allowed to be smaller on this master carton label only. They may be as small as 1.25” L x 0.75” H.
  - Each PLN must represent the correct quantity of that PLN in this master carton.
  - Your master carton quantity on this label is the total of all PLN # units inside this master carton.
  - Mark the label or carton with “Mixed Master Case”





# 混合型外箱标签

- 当你的货物装箱时有多余，并分属几个不同的PLN，你可以把它们合并成一个“混合外箱”。
- 但是对于每次出货，你只能有一箱“混合外箱”
- 你的外箱必须与示例一致：

- “混合外箱”上可以允许使用较小条码，最小尺寸为1.25 英寸宽度x0.75 英寸高度
- 每个 PLN 号码都必须显示，同时指明在“混合外箱”中相应的数量
- 该标签上的主箱量占总这个主箱内部的所有PLN#总和。
- 在标签上或外箱上标明“混合外箱”的字样



# SINGLE UNIT RE-SHIPPER LABELS

**单个包装单元的标签**

# SINGLE UNIT RE-SHIPPER LABELS

## 单个包装单元的标签

- For Single unit re-shippers (remailers) and single unit masters please follow the Single Unit Label instructions
  - Please place a single unit label on the center of the largest flat surface
    - **Note:** these single unit cartons do NOT require a master carton label, only the Unit PLN Label.
  - You may also print other information directly on the carton such as PO #, Description, Weight, etc, but this is not mandatory.
  - Any markings required by customs or other government required markings are your responsibility.
    - You are expected to know your product and follow any laws associated with it.
- 对于单件包装单元和单件包装外箱产品（即一件一装）请遵循单个销售单元的PLN 标签要求
  - 请将 PLN 标置于最大面的中间
    - 注意：单件包装单元不要求粘贴外箱标签只需要PLN标签。
  - 你也可以同时将相关信息印刷到箱子上，如PO 号，产品描述，重量，但是非强制。
  - 你有责任提供用户需要的标志及政府要求标志。
    - 对于生产产品，你有必须有了解并使之符合相关法律法规。

QUESTIONS:

[NONFOODPKGLABELS@COLONYBRANDS.COM](mailto:NONFOODPKGLABELS@COLONYBRANDS.COM)

BECKY KALLAS – [BECKY.KALLAS@COLONYBRANDS.COM](mailto:BECKY.KALLAS@COLONYBRANDS.COM)

Detailed Packaging Information can be found in the Colony Brands, Inc. Supplier Compliance Manuals.

You will also want to be sure to view the Package Testing Guidelines for Small and Large Packages

And the Package Label Specifications

These can all be found by starting on our main supplier website:

[www.colonybrands.com](http://www.colonybrands.com)

**Thank You!**