Hello & Welcome to Lane Bryant’s Cacique Vendor Trim Manual!

Lane Bryant’s Trim & Marketing is an important part of the business as it is a guest-facing, ease-of-shopping tool that enhances the retail experience. In order to deliver and execute the highest quality product for our guest, Lane Bryant has a network of nominated suppliers for our trim and packaging goods.

This manual explains Lane Bryant’s requirements for on-garment marketing trims, trim ordering details, placement guidelines and approved suppliers. Please reference this manual for information concerning:

• Garment Labels
• Heat Seals
• Hangtags
• Jokers
• Packaging
• Accessories Carding and Hangers
• Trim Supplier Contact Information

In addition to this manual, a Trim Manual is sent out quarterly to our vendors that provides trim codes, approved suppliers and pricing. If you need the most updated version of our Trim Manual, please send your vendor number and Lane Bryant Sourcing Contact directly to Amy Lee-Shank, Trims Manager, at the email address provided below.

We look forward to a productive partnership!

Trims Manager
Amy Lee-Shank
Amy.Lee-Shank@lanebryant.com
General Information

Nominated Trim Suppliers/Contact Info:

**LABELS:**

**AVERY DENNISON**
Fanly Chung - Customer Service Supervisor
Fanly.Chung@averydennison.com
Office: 852 3146 8709
Kennis Yip - Customer Service Manager
Kennis.Yip@ap.averydennison.com
Office: 852 3146 9263
Retail Branding and Information Solutions | Avery Dennison
15/F, Octa Tower, 8 Lam Chak Street, Kowloon Bay, Kowloon, Hong Kong

**CHECKPOINT SYSTEMS, INC.**
Julie Doherty - Customer Service Representative
8170 Washington Village Drive, Dayton OH 45458
Office: 937-866-1908 x327
Website: https://checknet.checkpt.com

**NATCO GLOBAL**
Julie Arslanian - Account Manager
Julie.Arslanian@natcoglobal.com
346 W. Cerritos Ave., Glendale CA 91204
Office: 818-409-0019 x229
Website: www.gmp.natcoglobal.com

**R-PAC**
Kevin Pulcini - Global Account Executive
kevin.pulcini@r-pac.com
132 West 36th Street, New York, NY 10018
646-256-8158
Website: www.r-pac.com

**SML**
Margo Stankus - Sales Executive
MargoStankus@sml.com
5 Penn Plaze, 15th Floor, New York NY 10001
Office: 212-736-8800 x245
Website: https://ep.sml.com

**METAL HARDWARE:**

**TAT FAI ZIPPER COMPANY LIMITED**
Michael Lau - Key Account Manager
Michael@tat-zipper.com
Unit 1107 11/F Global Gateway Tower No.63 Wing Hong Street, Cheung Sha Wan Kowloon HK
Office: 852-3583 2278

**METAL HARDWARE/PACKAGING:**

**TALON INTERNATIONAL**
Chris Roberts - VP Sales and Marketing
5870 Zarley Street, Suite A, New Albany OH 43054
Office: 614-289-4100
Website: www.talonzippers.com
Terms & Conditions:

The following terms and conditions apply to all trim used in Lane Bryant Merchandise. All trim is the exclusive property of Lane Bryant and may only be used as prescribed herein.

Any development and/or enhancements may only be developed and approved by Lane Bryant's Marketing Department, World Headquarters, Columbus Ohio.

Duties & Fees:

Vendors are responsible for all duty import fees, cartage and taxes associated with receiving the labels into the country of manufacture.

The actual cost of the labels will be incurred by the manufacturer.

Costs:

All Costs associated with the labels, tickets and hangtags are the responsibility of the vendor. This includes the cost of the label/trim plus any incurred freight, duties, fees, etc. The designated Lane Bryant trim suppliers will invoice the vendors.

NOTE: All vendors must meet their financial obligations with our trim and label suppliers in a timely manner. All invoices not paid in the allowable period will be brought to the attention of Lane Bryant and will be used as part of that vendor's performance rating.

All Lane Bryant issued purchase orders assume all label/trim costs are calculated into the quotes from our vendors.

Order Cancellations:

All merchandise cancelled or rejected for quality defects or for overruns must have all Lane Bryant labels removed prior to resale or disposal to any third party.

Additionally, Lane Bryant must approve resale of any merchandise carrying its label. (Please refer to Lane Bryant's sell-off policy in the Quality Manual.)

Trademark:

All trademarks, trade names and other information contained in the labels is proprietary to Lane Bryant and may not be used for any other purposes.

No Lane Bryant labels may be used on merchandise sold to any other party.

Timing:

The Vendor must allow enough lead time to get appropriate trim in factory to meet delivery dates. Some items are inventoried, some are made-to-order and require significant lead time.

If lead times are known and required they are noted in the manual. However, as soon as you get your PO it is good practice to contact the Supplier to ensure you will obtain trim on your schedule.

Exceptions Procedure:

This manual contains instructions for placement of marketing trim on garments. LB Marketing and Merchants have made every attempt to include all necessary directions.

If a Vendor must clarify placement please contact Vendor Compliance. If the Vendor must make an adjustment to placement of trim, the Vendor must contact the merchant. If the merchant approves the change, the merchant must notify Vendor Compliance and the Marketing Trim Manager to avoid chargeback to vendor and include updates in the next trim manual release.

Manual Updates:

Manuals are updated once a quarter and posted online in February, May, August and November of every fiscal year. Vendors should sign up to be notified of new postings.

Often changes will be made to the manual prior to the release date. If a change will effect your order you will receive communication from Lane Bryant.

CONTENTS: This manual ONLY details Supplier contacts for trim, ticket and labels as well as placement of trim.

There are other manuals online you may need to consult regarding hanging, folding, quality and shipping instructions. Any questions should be directed to your merchant contact at Lane Bryant.
Label Delivery Standards

Labels:

All Merchandise shipped to Lane Bryant/Cacique is required to have a logo label permanently affixed and free from loose threads. Label placement on a garment often varies per style. Label placement instructions will be located in the PDM (Product Development Manual) if they differ from the manual. If there are no label instructions in the PDM, follow the general directions for label placement in the last pages of this manual. Failure to attach the logo garment label, will result in refusal of merchandise at the vendor's expense or a charge back. In two-piece garments, which are sold as a set, Lane Bryant/Cacique requires that the logo and price ticket be in both pieces. The legal information (country of origin, size, care instructions and fiber composition) needs to be in both pieces. In general, no stitching used to attach labels should be visible on the outside of the garment. Attach all labels in a manner which eliminates raw edges on the label that may fray/unravel. Labels must be stitched with matching thread and monofilament nylon thread is unacceptable.

Timing:

All orders for main and care/content labels should be placed by the vendor upon receipt of a Lane Bryant purchase order.
- Average lead time for heatseal is 7-10 business days
- Average lead time for woven main/labels is as needed as they are stocked and available for call outs.
- Average lead time for woven care/content labels is 10-12 business days.
- Average leadtime for printed care/content is 7-10 business days.

LEAD TIME INDICATED ABOVE APPLIES TO PRODUCTION. VENDORS NEED TO CALCULATE FOR SHIPPING TIME TO ENSURE THEY GET ORDERS IN FACTORY ON SCHEDULE.

Care/Content Information:

All care/content labels will be color-coordinated to the main label. All care/content labels must be ordered from the appropriate Lane Bryant-authorized label suppliers or you will receive chargebacks for non-compliance. The format for the care/content label will include the country of origin statement (“Made in...”). Refer to the Ascena Quality Assurance Manual for information regarding the washing-and-care instructions on the care/content labels.

To order the labels, vendors need to specify the following information to the authorized label suppliers, longer care instructions may require a longer label.
- Main Label Name and Code
- Quantity by Size
- Size Information
- Fabric Content
- Country of Origin
- Care Instructions

Heat Seal Labels - Application directions and Troubleshooting

The key to successful performance of this product is proper application to the substrate. There are four critical variables that contribute to the success: temperature, time, pressure, and peeling. We do not allow hang irons to be used when applying this product. The heat seal transfers should be stored in a cool, dry area at room temperatures no higher than 90F / 32C. The application settings recommended are: temperature at 300-400F / 149-177C, dwell time is 3-4 seconds and pressure is 30-50 psi (medium).

Below are some common problems and solutions for heat seals:

If the transfer edges are lifting up, the probable cause is improper handling of the garment. The garment should remain flat.

If the fabric color is bleeding through, the probable cause is too much pressure, heat or dwell time. Try reducing the pressure, heat or dwell time.

If the transfers are not sticking to the garment, the probable causes are not enough dwell time, heat or pressure and could be a defective bottom pad or heating element. Check the dwell time, temperature and pressure or replace the bottom pad. You can check the heating element by using a pyrometer to check the actual temperature. The problem could also be a dirty platen.

If a halo appears around the letters, you can try applying more pressure or increase the temperature.
Price Tickets

General Instructions:

All orders for price tickets will be placed by the factory. All costs associated with price tickets will be the responsibility of the vendor. The earlier you order your tickets the more likely it would be necessary that they would be reordered due to changes in the Purchase Order. The ship method, ship to location, and quantity can all be adjusted for each order. Be sure when ordering all information matches the PO assigned. If there are any discrepancies contact the Merchandise Assistant. All new factories should login to the websites so that they can fill out the appropriate forms to be registered so they may be prepared to order when needed. Please be sure to keep your accounts in good standing.

Only use authorized price tickets:

Do not use unauthorized or altered price tickets. Failure to attach authorized price tickets will result in refusal of merchandise at the vendor’s expense or a charge back.

In the event you are shipped incorrect tickets, new tickets cannot be applied over old tickets. Tickets must be attached to garments through the ticket hole on the SKU side of ticket only.

Verify the price ticket information matches the purchase order. The color code must match the color of the merchandise. Contact the Merchandise Assistant IMMEDIATELY if:

A. You have not received a sufficient quantity of price tickets to correctly ticket each garment/accessory.
B. The price ticket information does not match the purchase order information.

All contact must be made in time to allow tickets/marketing to be delivered - please notify Lane Bryant one month prior to X-Date if you still need tickets or marketing material.

Swiftacks:

Bras will use a 3/4" CLEAR swiftack.

Sleepwear will use 2" CLEAR swiftack.

Swiftacks may be ordered from Avery Dennison Fastener Division.
- US: phone 800-225-5913, fax 800-848-2169
- HK: phone 852-2555-9441, fax 852-2565-9414

Price Ticket Lead time & Supplier Contacts:

Avery Dennison, Checkpoint, NATco, r-pac and SML supplied price tickets: average lead time is 3-10 business days (does not include shipping). Rush orders might be accommodated - contact the Supplier.

Placement (all Garments & Accessories):

Unless otherwise instructed, all merchandise is to be pre-ticketed. In two-piece garments, which are sold as a set, Lane Bryant requires that the ticket be in both pieces. Unless specified differently by the PDM (Product Development Manual) please follow directions as specified:

Sleepwear, Corsets and Camis: affix price ticket through the printed main label.
Panties: (without joker tags): affix to wearer's left side seam when garment is flat.
Shapewear Bottoms: affix 5" from center front of the garment when it is flat on the wearer's left side.
Shapewear: (with removable straps): affix 1" from wearer's left seam.
Bras: place price ticket behind bra hangtag. NOTE: have Cacique logo facing up on hangtag and price showing up on price ticket. Place on wearer's left side at seam of strap and cup (Illustration of placement is on page 6).
Strapless Bras: affix to wearer's left side wing through the elastic on the inside of the garment. The tag should hang in front of the price ticket on the outside both facing front.
Swim tops: attach to wearer's left side through seam of the garment. The tag should hang in front of the price ticket on the outside both facing front (Illustration of placement is on page 6).
Swim bottoms: attach to printed or woven main label at center back of the garment. The tag should hang in front of the price ticket on the outside both facing front (Illustration of placement is on page 6).

Extra Buttons:

Packages containing extra buttons should be attached behind the price ticket on the same swiftack.

Joker Tag Placement, Lead time & Supplier Contacts:

Machine tacked over the front of the waistband, 2.5 inches from wearer’s left side seam - 1 thread (except on adhesive joker, no threads) 3/4” inch up from the bottom of the joker tag, in white and centered. If panty is going on a hanger: first hang panty and then place joker 2” in from the fold on wearer’s left side.

Joker average lead time is 10 business days (does not include shipping). Rush orders might be accommodated - contact the Supplier.

Ticket Placement for Garments with Heat Seal Only:

Styles with sleeves: on the wearer’s left side attach ticket inside through the shoulder seam selvage where it meets the neck seam.
Sleeveless styles: on the wearer’s left side attach ticket inside through side seam selvage under the arm opening seam.

Styles with shoulder straps: on the wearer’s left side attach the price ticket inside through where the back strap joins the garment.
Pants: through the center back seam selvage attach price ticket inside the garment at the center back, where it meets the waist band seam.
Hang Tags

Timing

All orders for hangtags should be placed by the vendor upon receipt of a Lane Bryant purchase order. Hangtags might be held in inventory and readily available, however we advise you contact the Supplier when you receive the PO. If new hangtags need to be produced this will require a lead time of 10-12 business days. It is important that you contact the specified supplier to be sure you are set up with the printer.

Placement

Unless specified differently by the PDM (Product Development Manual), please follow directions for hangtag and price ticket placement. Hangtags should be affixed with a 3/4" inch CLEAR swiftac:

Shapewear bottoms: attach 5" from center front of the garment when it is flat on the wearer’s left side.

Shapewear (with removable straps): attach 1" from wearer’s left seam.

Bra: attach price ticket behind bra hangtag so that price and Cacique logo face customer. Place on wearer’s left side at seam of strap and cup. See photo below for placement reference.

Strapless bra: attach to wearer’s left side wing through the elastic on the inside of the garment. The hangtag should hang in front of the price ticket on the outside both facing front.

Swim tops: attach to wearer’s left side through seam of the garment. The hangtag should hang in front of the price ticket on the outside both facing front.

Swim bottoms: attach to printed or woven main label at center back of the garment. The hangtag should hang in front of the price ticket on the outside both facing front.

Order Information

To order the marketing attachments, vendors need to specify the following information to the authorized suppliers:
- Item Description and Code
- Total Quantity
- Garment Style Information (if applicable)
All orders should be placed via the appropriate printers website. Look under Hangtag section of the manual for contact information.
Label Placements for Intimates

Intimates 1:
Main label is top sewn, attached at the center back.

Intimates 2:
Main label is top sewn, attached at the center back.

Intimates 3:
The main label is top sewn, placed 1" left of center on the wearer's left front for styles without a center back.

Intimates 4:
Main label is top sewn, placed 1" left of center on the wearer's left back.

Intimates 5:
Main label is left side sewn, placed on wearer's left of the hook and eye tape, 1" below the top edge.

Intimates 6:
Main label is left side sewn, placed on wearer's left of the hook and eye tape, centered on the bra band.

Intimates 7:
The heat seal is placed centered on the back waistband (but not positioned over factory sizing code).

Intimates 8:
Heat seal is centered on the back below the waistband.

Intimates 9:
The heat seal is placed on wearer's left of the hook and eye tape, centered on the bra band.
Label Placements for Intimates

**Intimates 10:**
Main label is top sewn, attached at the center back. Care/content label is top sewn and attached to garment at center back, stacked under main label.

**Intimates 11:**
Main label is side sewn on both ends, attached 1” below top neckline edge at center back. Care/content label is top sewn attached at the top of the main label or to the garment, stacked under main label.

**Intimates 12:**
Heat seal with the top edge placed 1” below neck seam at center back.

**Intimates 13:**
Main label is top sewn attached at the center back, tucked under waistband. Care/content label is top sewn and attached to garment at center back, stacked under main label.

**Intimates 14:**
Main label is top sewn attached at the center back. Care/content label is top sewn and attached to garment at center back, stacked under main label under waistband.

**Intimates 15:**
Side Seam Care Label Tops: Label is side sewn 3” up from bottom edge into the wearer’s left side seam.

**Intimates 16:**
Side Seam Care Label Bottoms: Label is side sewn 2” below bottom of waistband, into the wearer’s left side seam.

**CAMIS:**
Main label is top sewn, attached to the garment at the center back.
Label Placements for Swim

**Swim 1:**
Main label is left side sewn, placed on wearer’s left of the hook and eye tape.

**Swim 2:**
Main label is left side sewn, placed on wearer’s left of the knot/tie-back seam.

**Swim 3:**
For styles with no center back seam, main label should be left side sewn into wearer’s left side seam.

**Swim 4:**
Main label is sewn into center back waistband seam.