APPAREL AND GENERAL MERCHANDISE

Format & Symbol Placement for the Electronic Product Code (EPC)

ADDENDUM TO GS1 APPAREL GUIDELINES

R1.1 — AUG 01 2014

THE GLOBAL LANGUAGE OF BUSINESS
CONTENTS

1 Introduction .................................................................................................................................................. 5
  1.1 Preface.................................................................................................................................................. 5
  1.2 Problem Statement / Business Need ................................................................................................. 5
  1.3 Mission................................................................................................................................................ 5
  1.4 Scope................................................................................................................................................... 5
  1.5 Audience ............................................................................................................................................ 5

2 General Placement Guidelines .................................................................................................................. 6
  2.1 Bi-directional Conversations to Ensure Successful EPC Rollout ...................................................... 6
  2.2 General Intent to Leverage Current U.P.C. Tag Placement .............................................................. 6
  2.3 General Placement to Optimize Readability ....................................................................................... 6

3 About the EPC Tag ...................................................................................................................................... 7
  3.1 EPC Tag Types .................................................................................................................................... 7
  3.2 Required Information on the EPC Tag.............................................................................................. 7

4 Placement Guidelines by Category of Merchandise .................................................................................. 8
  4.1 Pants, Slacks, Jeans, Shorts - Folded ................................................................................................. 8
  4.2 Pants, Slacks, Jeans, Shorts - Hanging .............................................................................................. 8
  4.3 Overalls, Shortalls, Rompers - Hanging ............................................................................................ 9
  4.4 Skirts .................................................................................................................................................. 9
  4.5 Vests................................................................................................................................................... 9
  4.6 Men’s Sport Coats, Blazers, Suits, Tuxedos, Outerwear Coats and Jackets .................................. 10
  4.7 Poncho, Parka .................................................................................................................................. 10
  4.8 Women’s Sport Coats, Blazers, Suits, Tuxedos, Outerwear Coats and Jackets ........................... 11
  4.9 Dresses with Sleeves ....................................................................................................................... 11
  4.10 Dresses, Sleeveless ......................................................................................................................... 12
  4.11 Tops, Long Sleeve - Hanging .......................................................................................................... 12
  4.12 Tops, Short Sleeve - Hanging ......................................................................................................... 12
  4.13 Tops, Sleeveless - Hanging ............................................................................................................. 13
  4.14 Tops - Folded ................................................................................................................................... 13
  4.15 Robes ................................................................................................................................................. 14
  4.16 Bras - Hanging ............................................................................................................................... 14
  4.17 Camisoles, Teddies, Crop Tops, Slips, One Piece Swimwear, Bodywear, Dancewear - Hanging .. 15
  4.18 Panties, Control Garments - Hanging ............................................................................................ 16
  4.19 Swimwear, Two Piece .................................................................................................................... 16
  4.20 Banded Apparel .............................................................................................................................. 16
  4.21 Boxed Apparel - Flap ....................................................................................................................... 17
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.22</td>
<td>Boxed Apparel - Lid</td>
<td>17</td>
</tr>
<tr>
<td>4.23</td>
<td>Carded Apparel - Flap</td>
<td>17</td>
</tr>
<tr>
<td>4.24</td>
<td>Flat Packed Apparel</td>
<td>18</td>
</tr>
<tr>
<td>4.25</td>
<td>Plastic Packaged Apparel</td>
<td>18</td>
</tr>
<tr>
<td>4.26</td>
<td>Shirts - Packaged</td>
<td>18</td>
</tr>
<tr>
<td>4.27</td>
<td>Backpacks</td>
<td>19</td>
</tr>
<tr>
<td>4.28</td>
<td>Belts</td>
<td>19</td>
</tr>
<tr>
<td>4.29</td>
<td>Bibs</td>
<td>19</td>
</tr>
<tr>
<td>4.30</td>
<td>Caps, Visors</td>
<td>20</td>
</tr>
<tr>
<td>4.31</td>
<td>Hats</td>
<td>20</td>
</tr>
<tr>
<td>4.32</td>
<td>Hats, Knit</td>
<td>20</td>
</tr>
<tr>
<td>4.33</td>
<td>Neckwear</td>
<td>21</td>
</tr>
<tr>
<td>4.34</td>
<td>Cummerbunds</td>
<td>21</td>
</tr>
<tr>
<td>4.35</td>
<td>Dickies, Collars</td>
<td>21</td>
</tr>
<tr>
<td>4.36</td>
<td>Footwear - Open</td>
<td>22</td>
</tr>
<tr>
<td>4.37</td>
<td>Glasses</td>
<td>22</td>
</tr>
<tr>
<td>4.38</td>
<td>Gloves, Mittens</td>
<td>22</td>
</tr>
<tr>
<td>4.39</td>
<td>Handbags - Hinged</td>
<td>23</td>
</tr>
<tr>
<td>4.40</td>
<td>Handbags, Purses</td>
<td>23</td>
</tr>
<tr>
<td>4.41</td>
<td>Luggage, Briefcase</td>
<td>23</td>
</tr>
<tr>
<td>4.42</td>
<td>Wallets</td>
<td>24</td>
</tr>
<tr>
<td>4.43</td>
<td>Loose Watches</td>
<td>24</td>
</tr>
<tr>
<td>4.44</td>
<td>Watches Displayed in a Box or Case</td>
<td>24</td>
</tr>
<tr>
<td>4.45</td>
<td>Jewelry - Carded</td>
<td>25</td>
</tr>
<tr>
<td>4.46</td>
<td>Jewelry - Loose</td>
<td>25</td>
</tr>
<tr>
<td>4.47</td>
<td>Key Chain</td>
<td>25</td>
</tr>
<tr>
<td>4.48</td>
<td>Scarves and Shawls</td>
<td>26</td>
</tr>
<tr>
<td>4.49</td>
<td>Suspenders, Braces</td>
<td>26</td>
</tr>
<tr>
<td>4.50</td>
<td>Sweatbands</td>
<td>26</td>
</tr>
<tr>
<td>4.51</td>
<td>Loose Umbrellas</td>
<td>27</td>
</tr>
<tr>
<td>4.52</td>
<td>Packaged Umbrellas</td>
<td>27</td>
</tr>
</tbody>
</table>
ABOUT GS1

GS1® is a neutral, not-for-profit, global organization that develops and maintains the most widely-used supply chain standards system in the world. GS1 Standards improve the efficiency, safety, and visibility of supply chains across multiple sectors. With local Member Organizations in over 110 countries, GS1 engages with communities of trading partners, industry organizations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards. GS1 is driven by over a million user companies, which execute more than six billion transactions daily in 150 countries using GS1 Standards.

ABOUT GS1 US

GS1 US, a member of the global information standards organization GS1®, brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 Standards. Nearly 300,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code (EPC)-enabled RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). [www.GS1US.org](http://www.GS1US.org)
1 INTRODUCTION

1.1 RELEASE 1.1 SUMMARY
This release has been revised solely to reflect that the materials herein are proprietary to GS1 US following the merger of GS1 US with Voluntary Interindustry Communication Standards® (VICS®) in 2012 and does not contain any other material changes.

1.2 PREFACE
The GS1 US Apparel and General Merchandise Item Level RFID Working Group is providing these guidelines for the implementation of the Electronic Product Code (EPC®) as a service to the industry.

Since 2003, GS1/EPCglobal® has been developing hardware and software standards for radio frequency identification (RFID) technology. The standards that support the identification, capturing, and sharing of data about physical objects are known as the GS1 EPCglobal Standards Architecture.

In 2010, as RFID technology was taking hold in the apparel industry, VICS organized a committee to develop guidelines which would assist in the rollout of RFID. The committee was comprised of suppliers, retailers, as well as technology and service providers. In June 2010, the VICS Board approved the use of GS1® Apparel Guidelines: Format and Symbol Placement and VICS’ Voluntary Guidelines for Floor-Ready Merchandise as the foundation and starting points for the RFID standards and guidelines in this document.

1.3 PROBLEM STATEMENT / BUSINESS NEED
RFID technology is taking hold in the apparel industry. To help suppliers comply with EPC standards and remain efficient within their supply chains, it is imperative that retailers agree on a set of guidelines. Adherence to a set of guidelines should enable suppliers and retailers to improve the value of products delivered to the consumer with the potential of increasing profit.

Obviously, the best economics will be obtained when there is a consistency of a given service and the EPC application happens simultaneously with the item tagging or labeling process, usually at point of manufacture. Understanding that not all companies are ready to tag at point of manufacture, these guidelines offer a number of tag placement options.

1.4 MISSION
Provide suppliers, retailers, technology providers, and service providers with guidelines for the efficient identification, serialization and placement of EPC Tags.

1.5 SCOPE
The initial scope will focus on Apparel, Footwear and General Merchandise categories. The Addendum will have future revisions. Discussions continue regarding the use of EPC woven labels, the presence of the ISO seal, placement options for items that are purposefully RFID opaque, and items sold as sets or in pairs.

1.6 AUDIENCE
This document is designed to be used by suppliers, retailers, technology providers, and service providers.
2 GENERAL PLACEMENT GUIDELINES

2.1 BI-DIRECTIONAL CONVERSATIONS TO ENSURE SUCCESSFUL EPC ROLLOUT

Best practices require bidirectional communication between supplier and retailer during EPC implementation to determine optimal EPC type and placement with the goal to minimize work effort and keep implementation costs low.

Although the guidelines ask that retailers mandate these placement options, it is important that the supplier confers with the retailer prior to implementation.

2.2 GENERAL INTENT TO LEVERAGE CURRENT U.P.C. TAG PLACEMENT

The general intent is to use the current Universal Product Code tag (U.P.C.) placement guideline as a starting point. There is no intention to override or change the U.P.C. marking or placement standards. As such, the EPC Tag should be placed on or imbedded into the U.P.C. tag, media, trim, or packaging that is attached to the garment itself and is removable by the customer after purchase. Alternatively, the EPC Tag could be affixed separately, close to the U.P.C. It is possible that the same category of merchandise might have different placements between men’s, women’s, and children’s.

2.3 GENERAL PLACEMENT TO OPTIMIZE READABILITY

For optimal readability there are certain placement options that should be avoided:

- Avoid placing the EPC Tag where the hanger clips might go
- Avoid contact with metal
- Avoid folding the EPC Tag
- Avoid attaching the tag directly to the hanger
- Avoid inserting a dry inlay loosely within a package
3 ABOUT THE EPC TAG

3.1 EPC TAG TYPES

- A combined EPC/U.P.C. ticket where the inlay is sandwiched (encapsulated) between tag layers. This could be a hangtag or a sticker
- Wet inlay, more specifically, an inlay that is affixed on the back of existing media/packaging/trim
- A secondary tag that has EPC functionality. This could be a hangtag or a sticker.

3.2 REQUIRED INFORMATION ON THE EPC TAG

The EPC seal is to be visible on the human-readable side of media, packaging or trim that has the tag. Note that both the front and back of a hangtag are considered human-readable. The human-readable serialized Global Trade Item Number® (sGTIN) is acceptable, but not deemed necessary for this guideline.
4 PLACEMENT GUIDELINES BY CATEGORY OF MERCHANDISE

4.1 PANTS, SLACKS, JEANS, SHORTS - FOLDED

This category includes items such as denim, twill, woven, fleece, and knit pants, slacks, and jeans with either a constructed, elastic, or drawstring waistband that are intended to be folded.

GS1 US Guidelines suggest U.P.C. is affixed on left rear waistband.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

Environmental/Display Considerations
Metal shelving will effect readability.

4.2 PANTS, SLACKS, JEANS, SHORTS - HANGING

This category includes items such as denim, twill, woven, fleece, and knit pants, slacks, jeans, shorts, swim trunks, bike shorts, and boxer shorts with either a constructed, elastic, or drawstring waistband that are intended to be hanging.

GS1 US Guidelines suggest U.P.C. is affixed on either the left rear waistband or left side waist seam.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

Environmental/Display Considerations
Do not place the EPC Tag where a hanger clips might go.
4.3 OVERALLS, SHORTALLS, ROMPERS - HANGING

This category includes items such as fabrications of bib and sku overalls, shortalls, and rompers.

GS1 US Guidelines suggest U.P.C. is affixed on the left side waistband seam. There is no alternate location.

EPC Placement Options
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.

4.4 SKIRTS

This category includes items such as denim, twill, woven, fleece, and knit skirts with either a constructed, elastic, or drawstring waistband.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) on the left side waistband seam or (alternate) on the left rear waistband seam.

EPC Placement Options
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.

Environmental/Display Considerations
Do not place the EPC Tag where a hanger clips might go.

4.5 VESTS

This category includes items such as vests for men’s women’s boys, and girls.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) through the lower left arm hole seam or (alternate) to the front lower panel of the vest.

EPC Placement Options
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.
4.6 MEN’S SPORT COATS, BLAZERS, SUITS, TUXEDOS, OUTERWEAR COATS AND JACKETS

This category includes items such as men’s and boys’ sport coats, blazers, two-piece and three-piece suits and tuxedos, trench coats, overcoats, raincoats, ski jackets, leather jackets, bombers, quilted flannel shirts, wind breakers, and ponchos.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) on the left sleeve cuff of jacket or (alternate) to the left-sleeve seam of jacket.

**EPC Placement Options**

Preferred: Incorporate EPC into/onto U.P.C. tag  
Alternate: Incorporate EPC into/onto current media  
Alternate: Incorporate EPC into/onto current trim  
Alternate: Affix separate EPC Tag close to the U.P.C.

---

4.7 PONCHO, PARKA

This category includes pullover outerwear without waistbands such as ponchos and parkas.

GS1 US Guidelines suggest U.P.C. is affixed through the manufacturer label or care label.

**EPC Placement Options**

Preferred: Incorporate EPC into/onto U.P.C. tag  
Alternate: Incorporate EPC into/onto current media  
Alternate: Incorporate EPC into/onto current trim  
Alternate: Affix separate EPC Tag close to the U.P.C.
4.8 WOMEN’S SPORT COATS, BLAZERS, SUITS, TUXEDOS, OUTERWEAR COATS AND JACKETS

This category includes items such as women’s and girls’ blazers and suits.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) to the left-sleeve seam of jacket or (alternate) to the left sleeve cuff of jacket.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.9 DRESSES WITH SLEEVES

This category includes all length of dresses that have a constructed. If the dress has an outer jacket, the sleeve of the jacket is considered part of the dress for symbol placement purposes.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) to the left sleeve hem or (alternate) inside the collar through the manufacturer label or care label.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.10 DRESSES, SLEEVELESS

This category includes items such as dresses that have no constructed sleeves.

GS1 US Guidelines suggest U.P.C. is affixed on (preferred) the left arm hole seam or (alternate) inside the collar through the manufacturer label or care label.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.11 TOPS, LONG SLEEVE - HANGING

This category includes items such as woven and knit long sleeve shirts, sweaters, turtlenecks, and blouses that are intended to be merchandised hanging.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) inside the collar through the manufacturer label or care label or (alternate) to the left cuff seam.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.12 TOPS, SHORT SLEEVE - HANGING

This category includes items such as woven and knit short sleeve shirts, sweaters, polos, and blouses that are intended to be merchandised hanging.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) inside the collar through the manufacturer label or care label or (alternate) to the left-sleeve seam.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.13 TOPS, SLEEVELESS - HANGING

This category includes items such as woven and knit sleeveless shirts, blouses, tank tops, sweater vests, and halter tops that are intended to be merchandised hanging.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) inside the collar through the manufacturer label or care label or (alternate) to the left armhole seam.

**EPC Placement Options**
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.14 TOPS - FOLDED

This category includes all sleeve lengths of tops, such as woven or knit skirts, blouses, sweaters, and turtlenecks that are intended to be folded merchandise.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) inside the collar through the manufacturer label or care label or (alternate) looped through the center button hole on the back of the folded shirt.

**EPC Placement Options**
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.15 ROBES

This category includes items such as pajamas, bathrobes, housecoats, and nightgowns.

GS1 US Guidelines suggest U.P.C. is affixed on (preferred) the left-sleeve cuff seam or (alternate) inside the collar through the manufacturer label or care label.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.16 BRAS - HANGING

This category includes items such as bras intended to be merchandised on hangers.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) through the left side seam or (alternate) through the front left strap.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

Don’ts
Do not place the EPC Tag on external packaging that could get separated from the garment itself. For example, do not affix the EPC Tag to media that is attached to the hanger.
4.17 CAMISOLES, TEDDIES, CROP TOPS, SLIPS, ONE PIECE SWIMWEAR, BODYWEAR, DANCEWEAR - HANGING

This category includes items such as camisoles, teddies, crop tops, slips, and one piece swimwear, bodywear, and dancewear.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) through the top left side (arm hole) seam or (alternate) through the manufacturer label or care label.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

Don’ts
Do not place the EPC Tag on external packaging that could get separated from the garment itself. For example. Do not affix the EPC Tag to media that is attached to the hanger.
**4.18 PANTIES, CONTROL GARMENTS - HANGING**

This category includes items such as panties, briefs, and girdles intended to be merchandised on hangers.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) through the left side seam or (alternate) through the manufacturer label or care label.

**EPC Placement Options**
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.

**Don’ts**
Do not place the EPC Tag on external packaging that could get separated from the garment itself. For example, Do not affix the EPC Tag to media that is attached to the hanger.

**4.19 SWIMWEAR, TWO PIECE**

This category includes items such as bathing swimwear sold as a two piece set.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) through the top left side seam or (alternate) through the back of the top.

**EPC Placement Options**
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.

**Environmental/Display Considerations:**
Do not place the EPC Tag where a hanger clips might go

**4.20 BANDED APPAREL**

This category includes such as packaged socks, with labels placed around the product. Items in this category do not have an outer cover or package.

GS1 US Guidelines suggest U.P.C. is affixed on the center back portion of the label. There is no alternate location.

**EPC Placement Options**
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Affix separate EPC Tag close to the U.P.C.
4.21 BOXED APPAREL - FLAP

This category includes apparel packaged in boxes with a flap lid that are to be merchandised with the product, such as men’s underwear and slippers.

GS1 US Guidelines suggest U.P.C. is affixed on (preferred) the top right quadrant of the package or (alternate) on the front upper-right corner of the box.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Affix separate EPC Tag close to the U.P.C.

4.22 BOXED APPAREL - LID

This category includes apparel packaged in boxes with a removable lid, such as shoes.

GS1 US Guidelines suggest U.P.C. is affixed on the side of the box next to the size identification. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Affix separate EPC Tag close to the U.P.C.

4.23 CARDED APPAREL - FLAP

This category includes merchandise that is affixed to a cardboard for display purposes.

GS1 US Guidelines suggest U.P.C. is affixed on the face of the card. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Affix separate EPC Tag close to the U.P.C.
4.24 FLAT PACKED APPAREL

This category includes product packages that are thin and have no sides, such as women’s hosiery.

NOTE: If metal dividers are used for display purposes, placement that may occur on the back of the package should be affixed next the top of the package to avoid direct contact with metal. This will affect tagged item performance and readability of the product.

GS1 US Guidelines suggest U.P.C. is affixed on the front upper-right corner of the package. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Affix separate EPC Tag close to the U.P.C.

4.25 PLASTIC PACKAGED APPAREL

This category includes merchandise wrapped in plastic that may or may not include cardboard inserts, such as packages of underwear or socks.

NOTE: If metal dividers are used for display purposes, placement that may occur on the back of the package should be affixed next the top of the package to avoid direct contact with metal. This will affect tagged item performance and readability of the product.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) on the front upper-corner of the package, (also preferred) on the back of the package, or (alternate) in a location that is easily discernable and readable by the consumer.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Affix separate EPC Tag close to the U.P.C.

4.26 SHIRTS - PACKAGED

This category includes woven shirts with an outer packaging to be merchandised with the shirt.

GS1 US Guidelines suggest U.P.C. is affixed on back lower-right corner. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Affix separate EPC Tag close to the U.P.C.
4.27 BACKPACKS

This category includes items such as backpacks, knapsacks, and fanny packs.

GS1 US Guidelines suggest U.P.C. is affixed through the left strap buckle. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.28 BELTS

This category includes items such as belts.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) inside the base of the buckle or (alternate) through the buckle.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.29 BIBS

This category includes items such as free-hanging infant bibs.

GS1 US Guidelines suggest U.P.C. is affixed through the left-hand seam. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.30 CAPS, VISORS

This category includes items such as caps that do not have a full brim or headband such as baseball caps, berets, visors, and beanies.

GS1 US Guidelines suggest U.P.C. is affixed through the outside center back seam or center of the headband. There is no alternate location.

**EPC Placement Options**
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.

4.31 HATS

This category includes items such as hats with or without a brim such as cowboy hats, straw hats, fedoras, pillbox hats, felt hats, and dressy hats.

GS1 US Guidelines suggest U.P.C. is affixed inside the hat through the headband. There is no alternate location.

**EPC Placement Options**
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.

4.32 HATS, KNIT

This category includes items such as unconstructed hats with no brim or headband such as knit hats and ski masks.

GS1 US Guidelines suggest U.P.C. is affixed through the outside top of the hat. There is no alternate location.

**EPC Placement Options**
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.
4.33 NECKWEAR

This category includes items such as unknotted ties, clip-on ties, and bow ties of all fabrication.

GS1 US Guidelines suggest U.P.C. is affixed through the manufacturer label. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.34 CUMMERBUNDS

This category includes items such as non-packaged cummerbunds.

GS1 US Guidelines suggest U.P.C. is affixed adjacent to the fastening device. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.35 DICKIES, COLLARS

This category includes items such as dickies and collars.

GS1 US Guidelines suggest U.P.C. is affixed through the manufacturer label or care label. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
 Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.36 FOOTWEAR - OPEN

This category includes items such as sandals, slippers, athletic shoes, or other footwear that is banded together and intended to be sold loose or unboxed.

GS1 US Guidelines suggest U.P.C. is affixed to the connecting string. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.37 GLASSES

This category includes items non-prescription eyeglasses such as sunglasses or pre-made readers.

GS1 US Guidelines suggest U.P.C. is affixed around the left arm of the glasses. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.38 GLOVES, MITTENS

This category includes items such as gloves and mittens.

GS1 US Guidelines suggest U.P.C. is affixed through the connecting string of the gloves or mittens. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.39 **HANDBAGS - HINGED**

This category includes items such as clutches, coin purses, and dop kits.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) through an outside hinge joint or (alternate) to the inside of a main compartment.

**EPC Placement Options**
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.40 **HANDBAGS, PURSES**

This category includes purses and cinch sacks.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) around the main outside strap, handle, zipper, or frame joint or (alternate) to the inside of a main compartment.

**EPC Placement Options**
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.41 **LUGGAGE, BRIEFCASE**

This category includes items such as briefcases, suitcases, garment bags, and duffle bags.

GS1 US Guidelines suggest U.P.C. is affixed around the main carrying handle. There is no alternate location.

**EPC Placement Options**
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.42 WALLETs

This category includes items such as wallets, billfolds, and trifolds.

GS1 US Guidelines suggest U.P.C. is affixed to the inside of the bill compartment. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.43 LOOSE WATCHES

This category includes items such as watches and pocket watches.

GS1 US Guidelines suggest U.P.C. is affixed to the base of the wristwatch or the stem of the pocket watch. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.44 WATCHES DISPLAYED IN A BOX OR CASE

This category includes items such as watches and pocket watches.

GS1 US Guidelines suggest U.P.C. is affixed to the base of the wristwatch or the stem of the pocket watch AND an additional symbol on the bottom of the box. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.45 JEWELRY - CARDED

This category includes items jewelry that is sold attached to a card such as earrings, pins, broaches, charms, hair clips, tie tacks, cuff links, and studs.

GS1 US Guidelines suggest U.P.C. is affixed (preferred) to the back of card or (alternate) to the bottom of the box if the card is mounted in a box.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.46 JEWELRY - LOOSE

This category includes items such as necklaces, chains, bracelets, bangles, and rings.

GS1 US Guidelines suggest U.P.C. is affixed through the item. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.47 KEY CHAIN

This category includes items such as key chains.

GS1 US Guidelines suggest U.P.C. is affixed around the key ring. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.48 SCARVES AND SHAWLS

This category includes items such as winter scarves, silk scarves, and shawls.

GS1 US Guidelines suggest U.P.C. is affixed through the manufacturer label or care label. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.49 SUSPENDERS, BRACES

This category includes items such as suspenders and braces.

GS1 US Guidelines suggest U.P.C. is affixed to the inside seam of the rear clip or button loop. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.

4.50 SWEATBANDS

This category includes items such as sweatbands, headbands, wrist bands, and ankle bands.

GS1 US Guidelines suggest U.P.C. is affixed through the middle of the band. There is no alternate location.

EPC Placement Options
Preferred: Incorporate EPC into/onto U.P.C. tag
Alternate: Incorporate EPC into/onto current media
Alternate: Incorporate EPC into/onto current trim
Alternate: Affix separate EPC Tag close to the U.P.C.
4.51 LOOSE UMBRELLAS

This category includes items such as umbrellas.

GS1 US Guidelines suggest U.P.C. is affixed around the base of the handle. There is no alternate location.

**EPC Placement Options**
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.

4.52 PACKAGED UMBRELLAS

This category includes items such as packaged umbrellas.

GS1 US Guidelines suggest U.P.C. is affixed at the handle end of the package. There is no alternate location.

**EPC Placement Options**
- Preferred: Incorporate EPC into/onto U.P.C. tag
- Alternate: Incorporate EPC into/onto current media
- Alternate: Incorporate EPC into/onto current trim
- Alternate: Affix separate EPC Tag close to the U.P.C.
PROPRIETARY STATEMENT

This document contains proprietary information of GS1 US. Such proprietary information may not be changed for use with any other parties for any other purpose without the expressed written permission of GS1 US.

IMPROVEMENTS

Improvement and changes are periodically made to publications by GS1 US. All material is subject to change without notice. Please refer to GS1 US website for the most current publication available.

DISCLAIMER:

Except as may be otherwise indicated in specific documents within this publication, you are authorized to view documents within this publication, subject to the following:

1. You agree to retain all copyright and other proprietary notices on every copy you make.

2. Some documents may contain other proprietary notices and copyright information relating to that document. You agree that GS1 US has not conferred by implication, estoppels or otherwise any license or right under any patent, trademark or copyright (except as expressly provided above) of GS1 US or of any third party.

This publication is provided “as is” without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Any GS1 US publication may include technical inaccuracies or typographical errors. GS1 US assumes no responsibility for and disclaims all liability for any errors or omissions in this publication or in other documents which are referred to within or linked to this publication. Some jurisdictions do not allow the exclusion of implied warranties, so the above exclusion may not apply to you.

Several products and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies. GS1 US does not, by promulgating this document on behalf of the parties involved in the creation of this document, represent that any methods, products, and/or systems discussed or recommended in the document do not violate the intellectual property rights of any third party. GS1 US has not performed a search to determine what intellectual property may be infringed by an implementation of any strategies or suggestions included in this document. GS1 US hereby disclaims any liability for any party’s infringement of intellectual property rights that arise as a result of any implementation of strategies or suggestions included in this document.

This publication may be distributed internationally and may contain references to GS1 US products, programs and services that have not been announced in your country. These references do not imply that GS1 US intends to announce such products, programs or services in your country.

NO LIABILITY FOR CONSEQUENTIAL DAMAGE

In no event shall GS1 US or anyone else involved in the creation, production, or delivery of the accompanying documentation be liable for any damages whatsoever (including, without limitation, damages for loss of business profits, business interruption, loss of business information, or other loss) arising out of the use of or the results of use of or inability to use such documentation, even if GS1 US has been advised of the possibility of such damages.