J.C. PENNEY COMPANY, INC.

Private Brand Packaging and Labeling

Private Brand Apparel
Sewn In Label
Guide

J.C. Penney Company, Inc.
6501 Legacy Drive
Plano, TX 75024
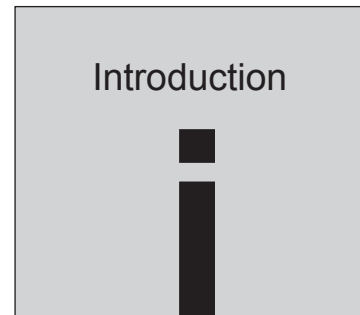Phone 972-431-1000
www.jcpenney.com

Table of Contents

Any questions regarding these guidelines must be addressed with JCPenney Private Brands Division.

Introduction

i

Introduction

This document explains the Company s guidelines regarding sewn in labels for Private Brand merchandise.
The following 3 codes ensure that merchandise is properly labeled.

Package Code

Spec Code   In the following pages, each of these codes are defined and explained.

Care Code

Merchandise Suppliers:

**must follow all government regulations related to labeling when directing their label sources. : go to World Wide Web at www.ftc.gov
also follow requirements by the Cotton Incorporated for the different cotton trademarks: go to www.cottoninc.com**

JCP merchandise division to make final decision on *reversible garment label exemptions* outlined in F.T.C. requirements. (exemptions 423.8) www.ftc.gov

Package Code

Definition

An 8-digit number consisting of 7 numeric characters and 1 alpha character in this sequence:

12-34-567-A

Explanation

JCPenney Private Brand labels are identified by Package Codes.

There are certain other labels designed to precisely match Brand labels that may also be identified by Package Codes if requested by JCPenney Private Brand Divisions.

Some examples are:
   Size Tabs with only size
   Undergarment label with **logo**, size, fiber content, RN#, country of origin, and care.

Origin

Package Codes and the labels they represent are originated and designed by JCPenney Creative Packaging.

Specifications and Artwork are submitted to the Private Brand Packaging-Sourcing Group   for sourcing purposes.

Communication

Package Codes are usually communicated to Merchandise Suppliers via the Product Package Document generated by JCPenney Private Brands Division.

Spec Code

Definition

A 6-digit number consisting of 4 numeric characters and 2 alpha characters
in this sequence:

1 A 2 3 B 4

Explanation

Spec Codes are used to precisely identify sewn in apparel labels.
Refer to the following charts on pages 4 thru 10.

Origin

Spec Codes are originated by JCPenney Private Brand Divisions.

Communication

Spec Codes are usually communicated to Merchandise Suppliers via the
Product Package Document generated by JCPenney Private Brands Division.

Building A Spec Code

1 **A** **2** **3** **B** **4**

LABEL SYSTEM

Determines the number of labels needed per garment.

LABEL CATEGORIES

Determines information included on each label.

LABEL STYLES

Lists sewn in label choices.

LABEL TYPES

Defines woven, printed or heat transfer.

LABEL MATERIALS

Defines a selection of materials to build a label.

LABEL FORMATS

Determines sequence of information appearing on label.

LABEL SYSTEM

Determines the number of labels needed per garment.

THE FIRST 8 LABEL COMBINATIONS ARE ONLY EXAMPLES OF THE POSSIBLE DIFFERENT COMBINATIONS.

1st DIGIT

? A 2 3 B 4

1	2	3	4	5	6	7	8
1 Label	2 Labels	2 Labels	3 Labels	3 Labels	4 Labels	4 Labels	5 Labels

Column 1 (1 Label):
BRAND
SIZE
FIT (IF REQUIRED)
CONTENT
RN#
COUNTRY
CARE
SUPPLIER #
MISC (OPTIONAL)

Column 2 (2 Labels):
Label 1: BRAND / SIZE / FIT (IF REQUIRED) / CONTENT / RN# / COUNTRY
Label 2: CARE / SUPPLIER # / MISC (OPTIONAL)

Column 3 (2 Labels):
Label 1: BRAND
Label 2: SIZE / FIT (IF REQUIRED) / CONTENT / RN# / COUNTRY / CARE / SUPPLIER # / MISC (OPTIONAL)

Column 4 (3 Labels):
Label 1: BRAND
Label 2: SIZE / FIT (IF REQUIRED) / CONTENT / RN# / COUNTRY
Label 3: CARE / SUPPLIER # / MISC (OPTIONAL)

Column 5 (3 Labels):
Label 1: BRAND
Label 2: SIZE / FIT (IF REQUIRED)
Label 3: CONTENT / RN# / COUNTRY / CARE / SUPPLIER # / MISC (OPTIONAL)

Column 6 (4 Labels):
Label 1: BRAND
Label 2: SIZE / FIT (IF REQUIRED)
Label 3: CONTENT / RN# / COUNTRY
Label 4: CARE / SUPPLIER # / MISC (OPTIONAL)

Column 7 (4 Labels):
Label 1: BRAND
Label 2: SIZE / FIT (IF REQUIRED) / CONTENT
Label 3: RN# / COUNTRY
Label 4: CARE / SUPPLIER # / MISC (OPTIONAL)

Column 8 (5 Labels):
Label 1: BRAND
Label 2: SIZE / FIT (IF REQUIRED)
Label 3: CONTENT
Label 4: RN# / COUNTRY
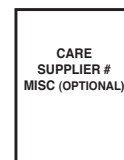Label 5: CARE / SUPPLIER # / MISC (OPTIONAL)

SUPPLIER NUMBER TO BE AN APPROVED NUMBER BY JCPENNEY.

BRAND — Shaded labels are designated by a Package Code and in some cases also a Spec Code and Care Code.

Usually designated by only a Spec Code and Care Code.

Determines information
included on each label.

2nd   DIGIT

1 **?** 2 3 B 4

A   CARE - SUPPLIER #

B   SIZE - CONTENT - RN# - COUNTRY - CARE - SUPPLIER #

C   SIZE - CONTENT - RN# - COUNTRY - SUPPLIER #

D   SIZE

E   CONTENT - RN# - COUNTRY - CARE - SUPPLIER #

F   CONTENT - RN# - COUNTRY - SUPPLIER #

G   SIZE - CONTENT - COUNTRY - SUPPLIER #

H   RN# - COUNTRY

J   CONTENT

K   COUNTRY

L   SIZE - RN# - COUNTRY - SUPPLIER #

M   SIZE AND COUNTRY OF ORIGIN.

N   SIZE - FIT - CONTENT - RN# - COUNTRY - CARE - SUPPLIER #

O   SIZE - FIT - CONTENT - RN# - COUNTRY - SUPPLIER #

P   SIZE - FIT

Q   SIZE - FIT - CONTENT

R   SIZE - FIT - RN# - COUNTRY - SUPPLIER #

S   SIZE - FIT - COUNTRY

NOTE: All sizes indicated are
required JCP standards.

Sew spaces are plus or minus
2 mm, except end folds which
are plus or minus 1 mm.
A = orientation of type/graphics
— — — = sew margin.

3rd ▮ **DIGIT**

1 A **?** 3 B 4

MAX
60 mm

10 mm

A front

A back

1 LOOP

10 mm

A front

A back

2 STRAIGHT CUT

3 mm

A

3 END FOLD

FRONT
OUTSIDE

∀

x

X + 10
mm

A

BACK
OUTSIDE

A

A

FRONT
INSIDE

10 mm

BACK
INSIDE
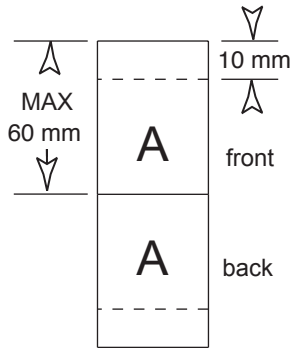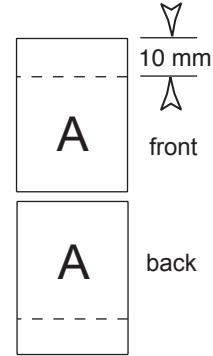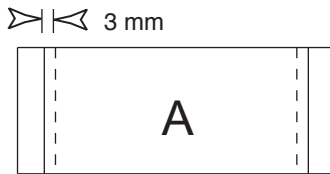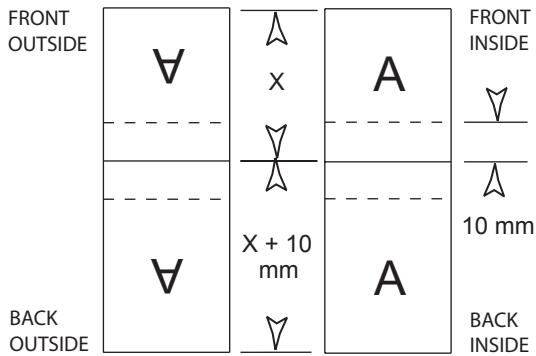
4 BOOKFOLD OR MATCHBOOK

UNEVEN

FRONT
OUTSIDE

∀

x

X + 10
mm

A

BACK
OUTSIDE

FRONT
INSIDE

10 mm

BACK
INSIDE
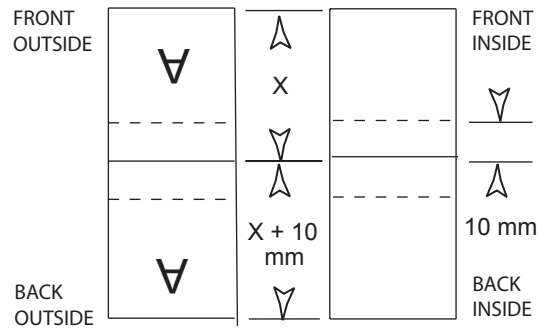
5 BOOKFOLD OR MATCHBOOK

EVEN

LABEL TYPES

Defines woven, printed.

1 A 2 **?** B 4
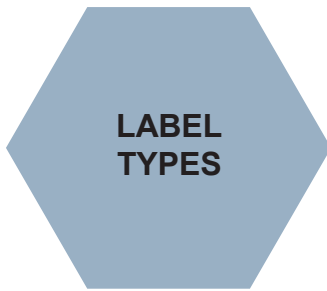
1 WOVEN WORDING

2 PRINTED WORDING
See PDM for printed type font color
if logo has more than one color.

LABEL MATERIALS

Defines a selection
of materials to
build a label.

1 A 2 3 **?** 4

A WOVEN LABELS ONLY - WOVEN TO MATCH MAIN BRAND
LABEL USING SAME YARNS, SAME END COUNT.

B PRINTED SINGLE FACE SATIN - DYED TO MATCH BRAND.

C PRINTED SINGLE FACE SATIN - BLACK TAPE.

D PRINTED SINGLE FACE SATIN - WHITE TAPE.

E TAFFETA - DYED/ WOVEN TO MATCH BRAND.

F TAFFETA - BLACK TAPE.

G TAFFETA - WHITE TAPE.

H PRINTED COATED POLY / COTTON - WHITE GROUND.

J PRINTED COATED NYLON - WHITE GROUND.

K PRINTED DOUBLE FACE SATIN - DYED TO MATCH BRAND.

L PRINTED DOUBLE FACE SATIN - BLACK TAPE.

M PRINTED DOUBLE FACE SATIN - WHITE TAPE.

NOTE: see page __ for specific colors.   8

Determines sequence of information appearing on label.

6th DIGIT

1 A 2 3 B **?**

1 VERTICAL LAYOUT - A

* **BRAND LOGO**

SIZE / SPANISH

FIT / SPANISH

CONTENT / SPANISH

RN#

COUNTRY OF ORIGIN / SPANISH

CARE / SPANISH

SUPPLIER #

MISCELLANEOUS (OPTIONAL)

EXAMPLE

34 X 32
TALL/ALTO
60% COTTON / 60% ALGODON
40% POLYESTER / 40% POLIESTER
RN#
MADE IN BANGLADESH
HECHO EN BANGLADESH

MACHINE WASH COLD. GENTLE CYCLE WITH
LIKE COLORS. USE ONLY NON-CHLORINE
BLEACH WHEN NEEDED. TUMBLE DRY LOW.
IRON ON LOWEST SETTING AS NEEDED.
LAVAR EN LAVADORA CON AGUA FRIA.
CICLO DELICADO CON COLORES SIMILARES.
USAR SOLAMENTE BLANQUEADOR SIN
CLORO CUANDO SE NECESITE. SECAR
EN SECADORA CICLO LENTO. USAR PLANCHA
EN MINIMA TEMPERATURA SI SE NECESITA.
XXXXX-X
LOT#XXX-XXXX

2 HORIZONTAL LAYOUT - A

* **BRAND LOGO**   **SIZE / SPANISH**

CONTENT / SPANISH   **FIT / SPANISH**

RN#

COUNTRY OF ORIGIN / SPANISH

CARE / SPANISH

SUPPLIER #

MISCELLANEOUS (OPTIONAL)

EXAMPLE

100% MICROFIBER POLYESTER/POLIESTER DE MICROFIBR RN# 12345 MADE IN CHINA/HECHO EN CHINA MACHINE WASH COLD. GENTLE CYCLE WITH LIKE COLORS. USE ONLY NON-CHLORINE BLEACH WHEN NEEDED. TUMBLE DRY LOW. IRON ON LOWEST SETTING AS NEEDED. LAVAR EN LAVADORA CON AGUA FRIA. CICLO DELICADO CON COLORES SIMILARES. USAR SOLAMENTE BLANQUEADOR SIN CLORO CUANDO SE NECESITE. SECAR EN SECADORA CICLO LENTO. USAR PLANCHA EN MINIMA TEMPERATURA SI SE NECESITA. XXXXX-X LOT#XXX-XXXX	**34 X 32** **TALL/ALTO**

This page illustrates the sequence of information only, not any particular style of label but rather vertical or horizontal arrangement of information.

Label is based on manufacturer's ordering information, following sequence of order.

Country of Origin must appear on front of label.

Miscellaneous # (optional): Cut, Style, Production, Catalog (or Cat.), Sub, Lot.

* Brand logo only on package coded labels.

LABEL FORMATS

Determines sequence of information appearing on label.

1 A 2 3 B **?**

3 VERTICAL LAYOUT - B

ENGLISH

BRAND LOGO

SIZE

FIT

CONTENT

RN#

COUNTRY OF ORIGIN

CARE

SUPPLIER #

MISCELLANEOUS (OPTIONAL)

SPANISH

SIZE

FIT

CONTENT

COUNTRY OF ORIGIN

CARE

EXAMPLE

S
60% COTTON
40% POLYESTER
RN#
MADE IN BANGLADESH
XXXXX-X

CH
60% ALGODON
40% POLIESTER
RN#
HECHO EN BANGLADESH

4 HORIZONTAL LAYOUT - B

BRAND LOGO	**SIZE / SPANISH**
CONTENT / SPANISH	**FIT / SPANISH**
COO / SPANISH	
CARE / SPANISH	
	RN#
	SUPPLIER #
	MISCELLANEOUS (OPTIONAL)

EXAMPLE

100% MICROFIBER POLYESTER/POLIESTER DE MICROFIBR	**34 X 32**
MADE IN CHINA/HECHO EN CHINA	**TALL/ALTO**
MACHINE WASH COLD. GENTLE CYCLE WITH LIKE COLORS.	
USE ONLY NON-CHLORINE BLEACH WHEN NEEDED.	
TUMBLE DRY LOW. IRON ON LOWEST SETTING AS NEEDED.	
LAVAR EN LAVADORA CON AGUA FRIA.	
CICLO DELICADO CON COLORES SIMILARES.	
USAR SOLAMENTE BLANQUEADOR SIN CLORO CUANDO SE NECESITE.	RN# 12345
SECAR EN SECADORA CICLO LENTO.	XXXXX-X
USAR PLANCHA EN MINIMA TEMPERATURA SI SE NECESITA.	LOT#XXX-XXXX

ThIs page illustrates the sequence of information only, not any particular style of label but rather vertical or horizontal arrangement of information.

Label is based on manufacturer's ordering information, following sequence of order.

Country of Origin must appear on front of label.

Miscellaneous # (optional): Cut, Style, Production, Catalog (or Cat.), Sub, Lot.

LABEL FORMATS

DO:

* Center justify all copy on vertical labels.

* Left justify all copy on Horizontal Layout A, except size. See page 9.

* Left justify all copy on Horizontal Layout B, except right justified lines. See page 10.

* Spell out size: SMALL/CHICO   MEDIUM/MEDIANO   LARGE/GRANDE

* Use alpha size letters if space is tight: S/CH   M/M   L/G   XL/XG

* Put size (numeric or alpha) on front of label.

* Use 8 - 10 point font for size.

* Use 6 point minimum font for all other copy information on printed labels or heat transfers.

* Use 7 point minimum font for all other copy information on woven labels.

* Use both English and Spanish for all information on label, except registered trademarks.

* Put RN Number (RN#) on front of label if space allows. Otherwise put on back of label.
    Federal Trade Commission (FTC) requirements:
    Private Brand JCPPC *Direct Imports*
    Direct import suppliers should be using J.C. Penney Purchasing RN # 93677.

    Private Brand *Indirect Imports*
    Indirect suppliers should be using ***their own*** RN number or WPL number.

* Put approved JCPenney Supplier number (00000-0) 6-digits only, on label after care instructions - except Horizontal Layout B, where it will go under RN#.

* Put miscellaneous numbers (Cut, Style, Production, Catalog or Cat., Sub & Lot) below supplier number if required by Product Development.

* Contact JCPenney's Research and Technology Lab (RTL) for questions regarding the use of "Exclusive of Decoration" or "Ornamentation".   (Link_____)

DO NOT:

* Do not use the word "size".

* Do not use lower case fonts on woven labels.

* Do not use "see reverse for care" / "Ver al dorso para cuidado".

Care Code

Definition

A 7-digit number consisting of 6 numeric characters and 1 alpha character in this sequence:

1 2 3 4 5 6 A

Explanation

Care Codes are used to communicate the care instructions which are to be applied to various labels.

They are explained by using the JCPenney Care Code Grid and Special Instructions. Click here to link the grid.

Origin

Care Codes are generated by the Merchandise Supplier by using the Care Code grid and Special Instructions.

Communication

The Merchandise Supplier communicates Care Codes to Label Suppliers via Label Order Forms. (page 13 through 15)
Care Codes are included in the Product Package Document generated by JCPenney Private Brands Division.

Contacts

JCPenney Private Brands Division

Contact JCPenney Private Brands Division -

> **>** responsible for the Brand in question regarding Product Package Documents, Codes, and comments concerning content of this manual.

> **>** to obtain Spanish translations for other items that appear on labels such as size and country of origin.

Research and Technology Laboratories

Contact RTL -

> **>** regarding care instructions wording and label testing via e-mail:
> **mrchtest@jcpenney.com**
> **or Supplier Web site for Private Brands Division and Quality Assurance.**

Label Order Forms

Explanation

The forms found on the following pages are provided for the Merchandise Suppliers who may use them to order sewn in labels from their label sources or the sources designated by JCPenney Private Brand Packaging- Sourcing Group.

It is the Merchandise Suppliers' responsibility to supply their label sources with this Guide and the JCPenney Care Code Grid and Special Instructions for proper understanding of the Codes involved.

Communication

JCPenney Private Brands Division will communicate to the Merchandise Suppliers any updates to this Guide and/or the JCPenney Care Code Grid.

JCPenney Label Order Form- General - Leather 13/14 pages - Outerwear 13/15 pages

(Use one order form for each label being ordered.) For Leather and Outerwear Apparel use second corresponding page with this page.

Buyer Information: **P.O.#** _____

Merchandise Mfg.: _____   Contact Name: _____

Shipping Address: _____   Billing Address: _____

_____   _____

Air Courier: _____   International Air Courier Acct#: _____

Phone #: _____ Fax #: _____   Ship Via: _____

(JCP Direct Imports Only) Contract Number: _____

Label Information:

PACKAGE CODE	☐ ☐ - ☐ ☐ - ☐ ☐ ☐ - ☐
SPEC CODE	☐ ☐ ☐ ☐ ☐ ☐ ☐
CARE CODE	☐ ☐ ☐ ☐ ☐ ☐ ☐

(Provide either a Package Code # or a SPEC CODE and a CARE CODE.)

JCPenney Brand Name _____ **Sub.** _____ **Lot#** _____ (Provide for all orders)

Division: Men s _____   Women s _____   Children s _____

Provide the following information as appropriate for the label being ordered.
  • If the label being ordered is to contain size only, fill out the size grid only.
  • If the label being ordered is to contain size and content, fill out both the size and content grids.
  • If the labeling being ordered is to contain content, country and RN# / WPL#, fill out content, country of origin and RN# / WPL#.
  • If the label being ordered is to contain the 'Cotton Incorporated's Trademark' then go to www.cottoninc.com for required details.

Special Finish Needs: (circle one)
  Acid wash   Stone wash   Garment dyed   Enzyme wash   Oven cured   (Other) _____

Special Sew Margin Needs - Margins provided will be as in GUIDE unless purchaser specifies otherwise.
  Four side sew _____   Non-standard top sew _____ mm   Non-standard side sew _____ mm   Non-standard _____ mm

Right side _____   Left side _____

SIZE	FIT (IF NEEDED)	QUANTITY / SIZE
	TOTAL ORDER	

%	Fiber (in descending order)	CONTENT

Check One: ____ RN# 93677 (JCPPC Import)   JCP SUPPLIER # _____ | **COUNTRY**

____ WPL# or RN# (Merchandise Supplier as the Importer of Record)

Made In:

Assembled In:

Knitted In:

Finished In:

Lot #	Catalog #	Cut #	**OPTIONAL**
SKU #	Style #	Part #	
Label #	Date Code:	Other:	

Apparel Supplier('s) Agent: _____   Date: _____

Print or Type Name _____   (Signature) _____

REVISED DRAFT 12/09

JCPenney Label Order Form - Leather Page 2 P.O.# _____

Exterior

USA Content: _____

Spanish Content : _____

GARMENT PART		%	ANIMAL ORIGIN*	FINISH**
SHELL	Complete			
	Body Only			
	Sleeves Only			
	Front Only			
	Back Only			
	Collar Only			
	Trim Only			
OTHER				

* INDICATE STEER / COW / SHEEP / LAMB / PIG / GOAT / KID / DEER ETC.
**INDICATE NAPPA / SPLIT / SUEDE ETC.

Interior:

GARMENT PART		%	ANIMAL ORIGIN*	FINISH**
SHELL	Complete			
	Body Only			
	Sleeves Only			
FILL	Complete			
	Body Only			
	Sleeves Only			
OTHER				

GARMENT PART		%	FIBER	%	FIBER
SHELL	Complete				
	Body Only				
	Sleeves Only				
	Front Only				
	Back Only				
LINING	Complete				
	Body Only				
	Sleeves Only				
FILL	Complete				
	Body Only				
	Sleeves Only				
TRIM	All				
	Cuffs Only				
	Waist Only				
	Collar Only				
OTHER					

FOR EXTRA SPACE OR CLARITY, USE SPACE PROVIDED BELOW.