



EU Pre-Ticketing + Packaging Requirements

Dual Ticketing is the requirement that a PO include **both** the URBN Retail Ticket/Label and Direct SKU Label. Please refer to the EU Pre-Ticketing + Packaging by Brand/Category overview for specific requirements. Unless otherwise noted, **ALL** Purchase Orders shipped to an EU DC will require **both** the Retail Ticket/Label and Direct SKU label.

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Please note, the requirements outlined in this document **differ** from those required for US Purchase Orders. Please refer to the [US Vendor Website](#) for Pre-ticketing/Packaging Requirements for US POs.



Pre-Ticketing + Packaging Requirements

All POs, regardless of PO Channel (Retail, Direct, Omni) will require Dual-ticketing unless otherwise specified in the below chart. Please refer to the [below](#) chart to identify if your product requires **Dual-Ticketing**. Please also refer to specific **Product Packaging Requirements** on **PG 6** to ensure goods meet protective packaging requirements.

KEY	
✘	Not Required
✓	Required
✓*	Glass, Fragile, or unpackaged Pump items require extra protection

URBAN OUTFITTERS EU + ANTHROPOLOGIE EU + FREE PEOPLE EU

	RETAIL TICKET/LABEL	PROTECTIVE PACKAGING (BUBBLE WRAP, KRAFT PAPER)	POLYBAG or BOX	3X3 DIRECT LABEL	3X3 PPK LABEL (PREPACKS ONLY)	ADDITIONAL REQUIREMENTS
APPAREL	✓	✘	✓	✓		
RENEWAL APPAREL	✓	✘	✓	✘		3x3 Direct Label not required for Renewal POs, unless Buyer advised.
INTIMATES	✓	✘	✓	✓		
OUTERWEAR	✓	✘	✓	✓		
SWIM WEAR	✓	✘	✓	✓		
SHOES	✓	✘	✓	✓		
ACCESSORIES	✓	✓*	✓	✓		
BEAUTY	✓	✓*	✓	✓		Labeling MUST NOT cover Beauty Safety Warnings
BEAUTY TESTERS	✘	✘	✓	✓		TRY ME sticker required on all UQ Beauty Testers
HOME GOODS	✓	✓	✓	✓		Polybags required for packaging that cannot fit 3x3 Direct Label
FRAGILE HOME GOODS	✓	✓	✓	✓		
HOME TEXTILES	✓	✘	✓	✓		
FURNITURE	✘	✓	✓	✓		Coloured Picture of furniture required on outside of Master Carton
PACK TYPE = PREPACK	✓	<i>If applicable by category</i>	<i>If applicable by category</i>	✘	✓	3X3 Prepack Label will be applied to <u>EACH</u> Prepack, not unit

URBAN OUTFITTERS WHOLESALE + FREE PEOPLE WHOLESALE

For **Wholesale** POs, please refer to the below chart. Urban Outfitters Wholesale POs will follow RETAIL Ticket/Label application. Free People Wholesale POs will follow [Free People Wholesale Ticketing Guide](#).

	RETAIL TICKET/LABEL	PROTECTIVE PACKAGING (BUBBLE WRAP, KRAFT PAPER)	POLYBAG or BOX	WHOLESALE LABEL	ADDITIONAL REQUIREMENTS
INTIMATES	✓	✘	✓	✓	<p>For UO Wholesale Ticket application, please refer to RETAIL guidelines.</p> <p>For Free People Wholesale Ticket application, refer to Free People Wholesale Guidelines.</p>
OUTERWEAR	✓	✘	✓	✓	
SWIM WEAR	✓	✘	✓	✓	
SHOES	✓	✘	✓	✓	
ACCESSORIES	✓	✓*	✓	✓	

➤➤➤ Refer to **PG 8** for additional Wholesale Pre-Ticketing information ◀◀◀

Please ensure ALL tickets/labels are released from Fineline, Checkpoint or Elite – Vendors are not permitted to create their own or deselect ticket/label items on the PO transmitted to the Service Bureau. **Labeling must not cover safety warnings!**



Retail Ticket / Label Placement

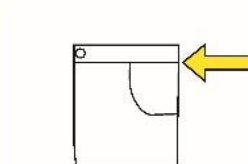
Follow the below guidelines for applying the URBN Retail Ticket/Label by Product Type. Please also ensure **each** unit meets the following requirements:

- Tickets are to be attached to the product using a plastic swift tack fastener, unless otherwise instructed by your Buyer
- Remove existing Vendor Barcodes / Hangtags, unless approved by Buyer
- All vendor tags containing Manufacturer's Suggest Retail Price (MSRP) must be removed
- If applying the URBN Retail Price Sticker over an existing barcode, please ensure original barcode is completely concealed
- **Do not cover warning, safety or important product information (including Country of Origin)**
- **Barbell Sticker** used by Anthropologie and Free People **only**.

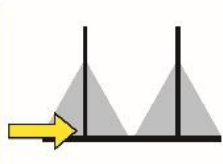
APPAREL



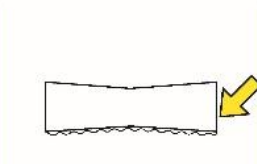
Tops + Dresses
On label at back of neck so ticket can be tucked in. If no label on back of neck, in wearer's left armhole.



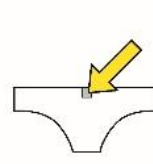
Bottoms
All bottoms should be ticketed on wearer's left side seam at the bottom of the waistband (except when product will be damaged by doing so).



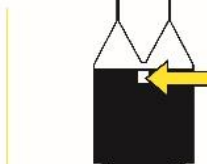
Bras with Straps
On the left wearing side, where strap meets armhole.



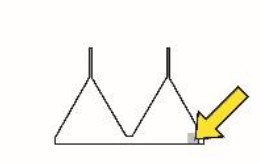
Bras w/o Straps (i.e. Tube, Bandeau, Etc.)
At top left wearing side seam, swift tack always 1" clear.



Undies/Swimsuit Bottoms
Place ticket on inside care label.

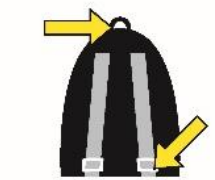


Swimsuit-1 Piece
On inside care label so ticket can be tucked in.

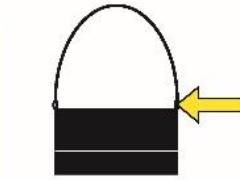


Swimsuit-2 Piece
On inside care label of bathing suit top so ticket can be tucked in.

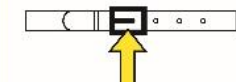
ACCESSORIES



Backpacks
Loop through bottom buckle or around top loop per the buyer's preference.



Bags/Handbags
Loop tags should be used to secure tickets around the handle of the bag.



Belts
Loop tags should be used to secure tickets around the buckle of the belt.

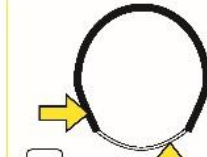


Glasses
Place barbell sticker on the right arm near hinge. Remove all hang tags.

UO Apply to Carding

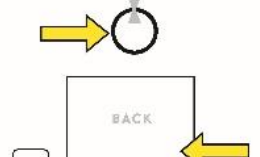


Gloves
Gloves should be secured together with tickets on the inner wrist.



Headbands
Use barbell for security and hanging purposes.

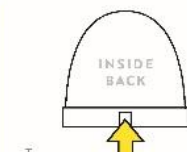
UO Apply to Carding



Ponies
Place pony elastic through fold of barbell when sold individually. Place label on back of package when sold in a pack.



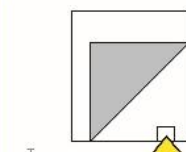
Barrette
Place barrette through fold of barbell when sold individually. Place label on back of package when sold in a pack.



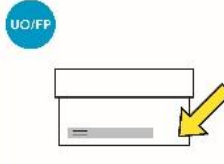
Hats
Hats should be ticketed on the label located at the back of the hat. If no label, ticket on the inside back so ticket can be tucked in.



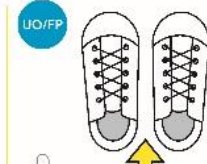
Jewelry
Apply security tags to back of card. Then place label on top of tag.



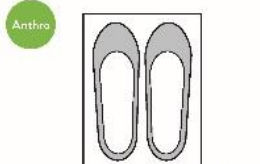
Scarves
Scarves should be ticketed on the label located on the edge of the scarf.



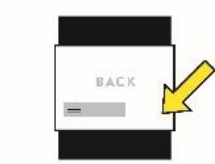
Shoes-Boxed
Tag the shoe box with a sticky label next to size information on end of box. All shoebox cartons should contain an additional marking provided by the vendor with the size, color information and style of the merchandise.



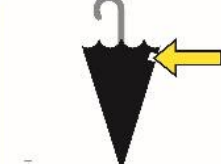
Shoes-Outstocked
Join right and left shoe with loop tag containing price ticket. Add connector loop to shoes if there is no existing way to attach them.



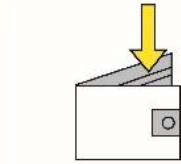
Shoes
Place label on the outside end of the shoe box. All shoes, slippers, and sandals should be placed in a box. Shoebox cartons should contain an additional marking provided by the vendor with the size, color information, and style of the merchandise.



Socks + Tights
All socks should be labeled on back side of band or hang card. Do not cover up care, content or size information.



Umbrellas
Umbrellas should be ticketed on the label of the umbrella or through the label on the holder.



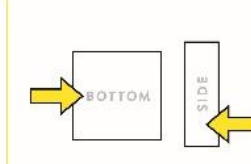
Wallets
Place ticket in inside compartment of wallet, so visible when opened.



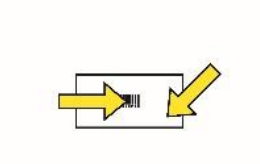
Watches-Outboxed
Wrap barbell label through the clasp.



Bath/Beauty Products with Handle (i.e. bath brush, loofah)
Place on handle.

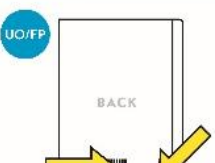


Bath/Beauty Products (i.e. lip balms, jewelry box, perfume)
Bottom of merchandise, or side if will not fit on bottom.



Cosmetics
Cover all existing barcodes with label from Checknet. If no previous barcode, place label on bottom of merchandise, unless otherwise indicated on the PO.

HOME



Books
Back cover. Label should cover the barcode, or if no barcode on the back cover, place label in lower right hand corner.



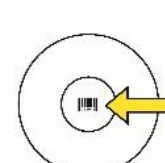
Books
Place on inside of the back cover, bottom right.



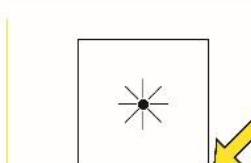
Candles
Bottom of merchandise.



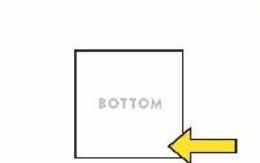
Christmas Ornaments
Wrap J-Label on hanger unless supplied with Urban Outfitters hang tag, then place label on hang tag.



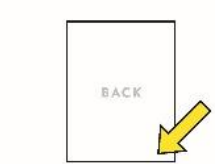
Kitchen Dishes, Glassware, Mugs, Boards, Etc.
Place on bottom of merchandise.



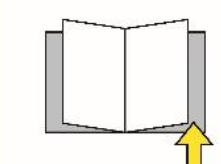
Decorative Pillows
Hang ticket on bottom right hand corner of merchandise.



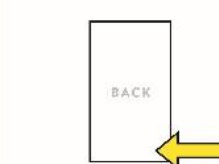
Boxed Novelties
Bottom of merchandise.



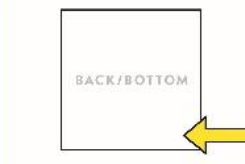
Boxed Paper/Stationery
Back right lower.



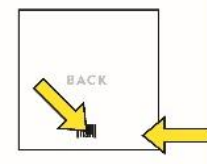
Notebooks, Address Books, Organizers, Journals, Photo Album
Inside back cover on bottom right side.



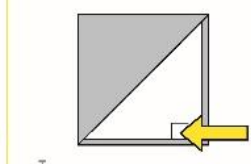
Cases (Computer, Phone, Tablet, Etc.)
Place on back of box or on hanging product label.



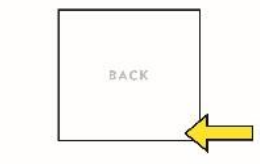
Headphones
Place on lower right corner on the back or bottom of the box.



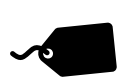
Vinyl
Item is to be shrink-wrapped with the label placed on the shrink-wrap, making sure to cover the stock barcode on back of product. If there is no stock barcode, place label on the bottom right corner of the product.



Unpackaged Linens
Next to care label.



Packaged Linens
Label on back of packaged product.



Retail Ticket / Label Placement

Follow the below guidelines for applying the URBN Retail Ticket/Label by Product Type. Please also ensure **each** unit meets the following requirements:

- Tickets are to be attached to the product using a plastic swift tack fastener, unless otherwise instructed by your Buyer
- Remove existing Vendor Barcodes / Hangtags, unless approved by Buyer
- All vendor tags containing Manufacturer's Suggest Retail Price (MSRP) must be removed
- If applying the URBN Retail Price Sticker over an existing barcode, please ensure original barcode is completely concealed
- **Do not** cover **warning**, safety or important product information (including Country of Origin)
- **Barbell Sticker** used by Anthropologie and Free People **only**.

Candles

Candelabra/Candlesticks Ticket around narrow part of the base.	Fabric Bag Attach to fabric.
Candle Holders with Base Ticket narrow part near base.	Hanging Lantern Around chain.
Candle Holders with Legs Ticket top of leg near holder, if possible.	Single Taper Wrap around bottom of merchandise.
Double Taper Wrap around wick.	Snuffer Around arm.
Drawstring Bag Wrap around drawstring	Wall Sconce On back, if possible.

Housewares/Home

Aprons Hang ticket on bottom right hand corner of merchandise next to care label.	Flatware Caddy Outside edge.	Pot Holder/Oven Mitt Hang ticket on bottom right hand corner of merchandise next to care label.
Beaded Trivets Hang ticket on bottom right hand corner of merchandise.	Measuring Spoons Wrap around the connector.	Seat Cushions Hang ticket on bottom right hand corner of merchandise.
Clocks Bottom right back.	Napkin Rings Place on inside of ring.	Small Kitchen Gadgets Wrap around item.
Dish Drainer Outside edge.	Napkins Hang ticket on bottom right hand corner of merchandise next to care label.	Utensils Wrap Around Handle.
Dishtowels Hang ticket on bottom right hand corner of merchandise next to care label if sold individually; hang label from wrapping if sold as a set.	Placemat, Table Covers/Linens Hang ticket on bottom right hand corner of merchandise next to care label.	Wine Rack Ticket on bottom right edge.
	Plate Rack/Stand Wrap around metal.	

Christmas

Stockings/Garlands Hang ticket on top left hand corner of merchandise.
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Food

Food Place on bottom of merchandise.
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Garden Accessories

Baskets Hang around handle or top rim.	Flyswatters Wrap around the handle.
Garden Pots, Bird Baths, Bird Houses Place at bottom of merchandise.	

Plush/Toys

Packaged (Boxed) Toys Place at bottom of merchandise.
Plush Place on existing vendor label.

UO Apply Retail label to Jewellery/Accessory Carding **instead** of barbell

See Page 11 for Jewellery/Accessory Carding

Music & Electronics

Cameras Place on bottom of box or item.
Film Place on bottom of item – Fuji film should receive poly bag with direct label on outside.
Radios, Record Players/ Turn Tables Place on lower right corner on the back or bottom of the box.

Paper/Stationery

Gift Bags Bottom.
Gift Wrap Near vendor label.
Memo Pads/Sticky Notes Outside back cover – lower right corner.
Ribbon Near vendor label.

Pets

Dog Beds Place near zipper opening.
Leashes/Collars Place near buckle.
Loose Toys Place on existing vendor label.
Sweaters Place at inside collar.
Treats Place at bottom of merchandise.

Need Help?

If you do not see your product category or seek additional assistance, please contact **EU Vendor Support** (vrsupport.eu@urbn.com) for assistance.

FREE PEOPLE and UO Wholesale RFID Requirements

Free People and UO Wholesale POs require RFID Retail Tickets/Labels. **RFID** (Radio Frequency Identification) applied to product provides item tracking capabilities and supports Retail initiatives. The RFID circuit will be embedded in the Ticket/Label. Please refer to the [RFID Handling Guidelines](#) to ensure RFID Tickets/Labels are not damaged during application.

Please ensure **ALL** tickets/labels are released from Finline, Checkpoint or Elite – Vendors are **not** permitted to create their own or deselect ticket/label items on the PO transmitted to the Service Bureau. **Labeling must not cover safety warnings!**



3x3 Direct Label Placement

Per the **Pre-Ticketing + Packaging Requirements** on **PG 2**, POs shipped to an EU DC will require both the Retail Ticket/Label and 3x3 Direct label. Please follow the below 3x3 Direct label guidelines for placement. Please also review **Dual-Ticketing Examples** on PG 9 onwards for a complete sampling of product labeled with both the Retail Ticket/Label and 3x3 Direct label.

3x3 Direct Label

URBN Brand will be listed at the **top** of the 3x3 Direct label:

- **UO** = Urban Outfitters UK
- **ANT** = Anthropologie UK
- **FRE** = Free People UK



URBN SKU will be listed on line 3 of the Label. Please ensure SKU on 3x3 Direct label matches PO SKU.

Top of Package



1 Unit per Package
(Inner Carton)

Front of Polybag



Additional Requirements:

- The Direct SKU label measures 3" x 3"
- Apply the 3x3 Direct label associated with the PO#
- 3x3 Direct labels differ between US and EU POs, it's critical **only** EU 3x3 Direct labels be applied to EU POs
- Remove or cover existing Vendor Barcodes on product / packaging
- For items packed in a polybag, the label must be placed on the **centre back** of the individual polybag
- Please ensure that all packaging has a surface area that will accommodate the size of this label
- If the item is packed in an individual box that does not require a polybag, the SKU label should be placed on the centre bottom of the box.
- If the packaging is too small to accommodate the SKU label, it is permitted to fold the label for it to fit the largest side of the package. Do not fold barcode.
- Boxed items **MUST** be placed in a polybag if the SKU label will obscure ANY images or product information contained on the box.
- For tubular shaped products, such as posters and maps, the label must be placed with the barcode running lengthwise with the tube.
- For all home product packaged in an individual box, the direct SKU label needs to be placed on the top of the packaging (inner carton), so that the label is facing up when conveyed.
- For large home product or housewares where 1 unit is packed per Master Shipping Carton, apply the 3x3 Direct label to the front facing side of the Shipping Carton.
- **Do not** cover **warning**, safety or important product information (including Country of Origin)
- **Do not** cover Polybag suffocation warning (if applicable)

Please ensure ALL tickets/labels are released from Finline, Checkpoint or Elite – Vendors are not permitted to create their own or deselect ticket/label items on the PO transmitted to the Service Bureau. **Labeling must not cover safety warnings!**

Product Packaging Requirements

1 Protective Packaging (Bubble Wrap, Kraft Paper) Requirements

- All fragile items must be bubble wrapped *before* being polybagged or boxed.
- All ceramics, glassware and other fragile items are required to be tested to ensure that the packaging will meet the drop test requirements without negatively affecting the condition of the product.
- **Each Unit** must be securely protected and polybagged/boxed unless item is a PREPACK (See PPK Guidelines)
- In lieu of plastic, vendors may opt to use a sustainable option so long as item is securely protected. Please contact EU Compliance for approval of sustainable alternatives.

Bubble Wrapped + Polybagged Product



2 Polybag + Box Requirements

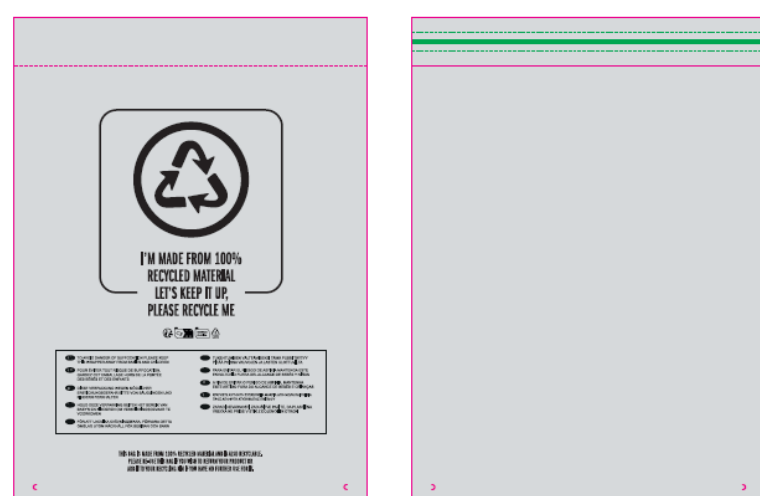
- All Vendors are required to polybag their products using recyclable/recycled plastics where possible
- **Urban Outfitters & Anthropologie EU** Vendors should order their polybags from URBN Partner, **Mainetti** (per below)
- All items must be placed in a Polybag or Box unless item is already sufficiently packaged
- Vendors are responsible for sourcing their own box if needed – item should fit snug inside of box
- Shoes must be packaged in an individual shoe box or polybag – all Shoebox lids must be secured using an elastic band.
- Polybag must be securely sealed in a way that will prevent the item from falling out of the bag.
- Bags may be sealed by clear tape or zip lock closure. Staples are not permitted.
- Product should fit snug inside the polybag to minimize any excess space.
- Polybag must be clear in color.
- **Suffocation Warning Required** on ALL Polybags with an opening greater than 380mm.
 - *Sheet thickness must not be less than 0.038mm and must not have drawstring closing*
 - *Thickness requirement does not apply to shrunk-on film or perforated film bags*
 - **WARNING: risk of suffocation. Keep away from young children.**

Urban Outfitters & Anthropologie EU Recycled Polybag Supplier :

Urban Outfitters and Anthropologie EU

Vendors are asked to order recycled polybags to ensure that URBN and its suppliers work steadily towards eliminating single use plastic from packaging. Please place orders for the recycled polybag with URBN's partner, **Mainetti**. Vendors are asked not to source their own polybags or their own version of this artwork.

[MAINETTI ORDERING INSTRUCTIONS](#)



Please Note: In the interest of sustainability, we actively encourage all vendors to use recyclable and recycled packaging.

Pre-Pack Requirements

Pre-Packs (PPK) refers to the Pack Type of a SKU on the Purchase Order. POs can include both LOOSE and PREPACK Units. PREPACK SKUs will receive a 3x3 Prepack Label to apply to the outside of the Prepack (*not individual unit*). Vendors will also follow the Retail Ticket/Label Placement Guidelines (PG 3) for applying the Retail Ticket/Label to each unit of the PPK.

3x3 Prepack Label

URBN Brand will be listed at the **top** of the 3x3 Direct label:

- **UO** = Urban Outfitters UK
- **ANT** = Anthropologie UK
- **FRE** = Free People UK



URBN PREPACK SKU will be listed on line 3 of the Label. Please refer to PPK SKU # listed on PO Print **prior** to application.

PACK TYPE = PPK	TOTAL PPK QTY	# OF UNITS IN PPK											
Row No	Pack Type	Vendor Style	Item Number	Color	Size	SKU	Qty	Qty UM	Pack Qty	Total Units	Unit Retail	Unit Cost	Extended Cost
1	PPK	46476 0533	0533-35530-0476-100-9834-0476-100-9834	CLEAR WITH WHITE		0036759124	200	PPK	6	1,200	18.00	5.00	6,000.00
	Components:				ALL	0033625971							

1 PREPACK SKU: Refers to the URBN SKU# associated with the Prepack

2 LOOSE (COMPONENT) SKU: Refers to the URBN SKU # associated with the individual Unit

TOTAL UNITS: Prepack Quantity multiplied by the # of Units per PPK. [200 QTY x 6 PACK QTY = 1200 Total Units]

Hardgoods Prepack Example:



1 Retail Price Label applied to individual Unit



2 6 Units packed in Inner Carton (Prepack)



3 3x3 Prepack Label applied to outside of Inner Carton (Prepack)

Apparel Prepack Example:

1 Apply Retail Price Ticket to individual unit.

2 Polybag each individual unit.



3 Master Polybag **ALL** Units in Prepack

4 Apply 3x3 Prepack Label to outside of Master Pack

Wholesale Requirements

Wholesale POs are defined by the **PO Channel** listed on the Purchase Order (below). Wholesale POs will receive a Wholesale Polybag label, *different* from the 3x3 Direct and 3x3 Prepack Label.

- Application of the Wholesale Polybag Label will follow Dual-Ticketing Guidelines.
- Application of the **Urban Outfitters Retail Ticket/Label** will follow Retail Pre-Ticketing Instructions on **PG 3**
- Application of the **Free People Retail Ticket** will follow the [Free People Wholesale Ticketing Guide](#)

Purchase Order: 0003701877

Brand = FREE PEOPLE or URBAN EU

Overview Details Change Tracking 2

Purchase Order Overview

Refresh Add to Favorites Vendor Accept PO

Order Id	Order Information	Order Attributes
Purchase Order: 0003701877	Pass Date: 10/05/2021	Brand: FREE PEOPLE
Bulk PO:	Ship Date: 01/14/2022	Sub Brand:
Channel: WHOLESALE	IncoTerms: FOB	IP Class: 8313
Buyer: 523493	Ship Mode: AIR	Commodity: ACCESSORIES
	Deliver To: GFC URBAN GAP ...	Delivery Group:
	Pay Terms: LETTER OF CREDIT	Last Revised: 01/06/2022
	URBN Status: REVISED	Pre-ticket: Y
	Vendor Status: URBAN REVISION	
	Total FOB: 11,730.00	

PO Channel = WHOLESALE

UO Wholesale Label

URBAN OUTFITTERS → Brand

123456 → UO PO#

RB1516JK → Vendor Style #

3697328

STARLA DISHTOWEL-LOVE → Description

9902 Very Black → Color

32 L → Size

Barcode → GTIN #

153677880574

FP Wholesale Label

FP WHOLESALE → Brand

FP 123456 → FP PO#

F023X108 → Vendor Style #

UK → Label Code

Hooded sweatshirt Zip front → Description

0010 → Color Code

Very Black → Color Name

-32A → Size

Barcode → GTIN #

7058219847578290

DO NOT Place the Retail Price Ticket/Label and Wholesale Polybag Label on the same side of the product. Application must be on opposite sides.

Dual-Ticketing Examples

All POs, regardless of PO Channel (Retail, Direct, Omni) will require **Dual-ticketing** unless otherwise specified on **PG 2**. Dual Ticketing refers to the application of the URBN Retail Ticket/Label and 3x3 Direct Label or 3x3 Prepack Label.

Apparel

DRESSES

Retail Ticket to be applied at back of neck. Direct SKU Label applied to polybag on the opposite side.



JACKETS

Retail Ticket to be applied at back of neck. Direct SKU Label applied to polybag on the opposite side.



SWEATERS

Retail Ticket to be applied at back of neck. Direct SKU Label applied to polybag on the opposite side.



TOPS/BLOUSES

Retail Ticket to be applied at back of neck. Direct SKU Label applied to polybag on the opposite side.



TOPS/BLOUSES (Rolled)

Retail Ticket to be applied at back of neck. Direct SKU Label applied to polybag on the opposite side.



BOTTOMS

Retail Ticket to be applied at waistband. Direct SKU Label applied to polybag on the opposite side.



Intimates + Swimwear

BIKINI TOPS

Retail Ticket to be applied to Care Label. Direct SKU Label applied to polybag on the opposite side.



BRA WITH STRAPS

Retail Ticket to be applied on left wearing side. Direct SKU Label applied to polybag on the opposite side.



WOMENS UNDERWEAR BIKINI BOTTOMS

Retail Ticket to be applied to Care Label. Direct SKU Label applied to polybag on the opposite side.



NOTE: The above instructions also apply to 1 Piece Swimsuits.

MENS UNDERWEAR

Retail Label to be applied to Packaging. Direct SKU Label applied to polybag on the opposite side.



BRACELETS

Retail Barbell Sticker (Anthro + FP only) to be placed around clasp at the back of bracelet. Direct SKU Label applied to polybag on the opposite side.



EARRINGS

Retail Label to be placed on the back of Jewellery card. Direct SKU Label applied to polybag on the opposite side.



RINGS

Retail Barbell Sticker (Anthro + FP only) to be placed around ring. Direct SKU Label applied to polybag on the opposite side.



NOTE: For Ring Sets, Retail Label to be placed on the back of jewellery card.

NECKLACES

Retail Barbell Sticker (Anthro + FP only) to be placed around clasp at the back of necklace. Direct SKU Label applied to polybag on the opposite side.



NECKLACES WITH HANGERS

Necklace to be placed on hanger. Retail Barbell Sticker (Anthro + FP only) to be placed around clasp at the back of necklace. Direct SKU Label applied to polybag on the opposite side.



Jewellery Carding

Jewellery Carding may be required – the URBN Buying Team will advise if needed.

For **Anthropologie Orders**, please refer to the US Site: [URBN Jewellery and Accessory Requirements](#).

For **UO Orders**, please refer to the EU/UK Site: [Jewellery Carding](#).

Accessories

HAIRCLIPS

Retail Barbell Sticker (Anthro + FP only) to be placed around clip. Direct SKU Label applied to polybag on the opposite side.



HAIRTIES

Retail Label to be placed on the back of package. Direct SKU Label applied to polybag on the opposite side.



NOTE: When sold individually, apply Retail Barbell Sticker (Anthro + FP only) around pony elastic.

HEADBANDS

Retail Barbell Sticker (Anthro + FP only) to be secured with loop tag and placed around headband. Direct SKU Label applied to polybag on the opposite side.



SUNGLASSES

Retail Barbell Sticker (Anthro + FP only) to be placed on the right arm near hinge. Direct SKU Label applied to polybag on the opposite side.



NOTE: For unboxed Sunglasses, place product in polybag with protective packaging and apply Direct SKU Label to polybag.

HANDBAGS

Retail Ticket to be secured with loop tag and placed around the handle of bag. Direct SKU Label applied to polybag on the opposite side.



BACKPACKS

Retail Ticket to be secured with loop tag and looped through bottom buckle or around top loop (per the Buyer's preference). Direct SKU Label applied to polybag on the opposite side.



Accessories

STRUCTURED HATS

Retail Ticket to be applied to inside product's woven label. Direct SKU Label applied to polybag on the opposite side.



BEANIES

Retail Ticket to be applied to back of hat. Direct SKU Label applied to polybag on the opposite side.



BELTS

Retail Ticket to be secured with loop tag and placed around the buckle of belt. Direct SKU Label applied to polybag on the opposite side.



NOTE: All Belts must be rolled first and then placed inside of polybag.

Accessories

Shoes

SOCKS + TIGHTS

Retail Label to be placed on backside of band or hang card. Direct SKU Label applied to polybag on the opposite side.



NOTE: Retail Label must not cover up care, content or size information.

OUTSTOCK SHOES

Join right and left shoe with loop tag containing the Retail Ticket. Add connector loop to shoes if there is no existing way to attach them. Direct SKU Label applied to polybag on the opposite side.



SHOES IN BOX

Retail Label to be placed on outside end of shoebox. Direct SKU Label applied to centre bottom of box. Fabric tie to be looped around box.



NOTE: Please do not secure shoebox with clear tape.

Please include additional markings with size, color and style information.

Beauty

COSMETICS (IN PACKAGING)

Retail Label to be placed on the bottom or side of packaging if it will not fit on bottom. Direct SKU Label applied to polybag on the opposite side.



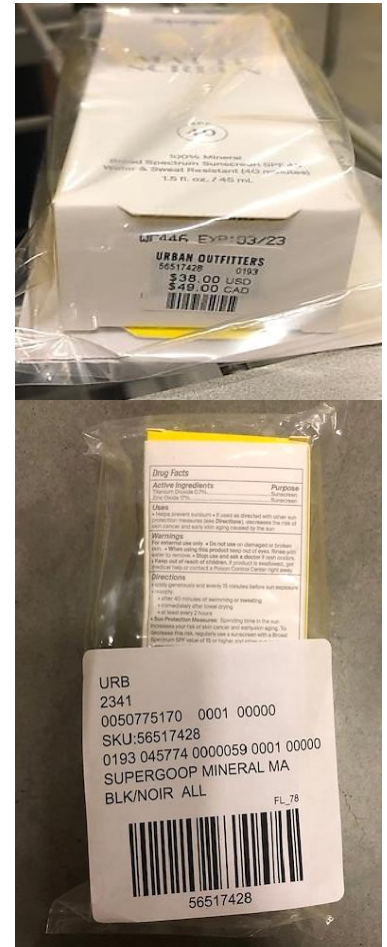
HAIR TOOLS (IN PACKAGING)

Retail Label to be placed on the end of the packaging. Direct SKU Label applied on back side of packaging.



SKIN CARE (IN PACKAGING)

Retail Label to be placed on the end of packaging. Direct SKU Label applied on back side of polybag.



FRAGRANCE

Retail Label to be placed on the bottom of product, or side if will not fit on bottom. Direct SKU Label applied to polybag on the opposite side.



NAIL POLISH, ETC.

Retail Label to be placed on side of product. Direct SKU Label applied to polybag on the opposite side.



INGESTIBLES & FOOD

Retail Label to be placed on the back or bottom. Direct SKU Label applied to polybag on the opposite side.



NOTE: Do not cover critical product information with the Retail Label or 3x3 Direct SKU Label. All items that cannot accommodate the 3x3 Direct SKU Label must be placed in a polybag.

STATIONERY

Retail Label to be placed on back lower right corner of product. Direct SKU Label applied to polybag on the opposite side.



BOOKS (UO + FP)

Retail Label to be placed on back cover over existing barcode. If there is no existing barcode, place on back in lower right corner. Direct SKU Label applied to shrink wrap on centre front.



BOOKS (ANTHRO)

For Anthropologie Books, apply the Retail Label to the inside back cover, bottom right.

KITCHEN DISHES

Retail Label to be placed on bottom of product. Direct SKU Label applied to polybag on the opposite side.



NOTE: Vendors must comply with protective packaging procedures for all fragile items.

SMALL ITEMS IN DECORATIVE PACKAGING

Retail Label to be placed on back lower right corner of product. Direct SKU Label applied to polybag on the opposite side.



LARGER ITEMS IN DECORATIVE PACKAGING – NO POLYBAG

Retail Label to be placed on the end of the product packaging. Direct SKU Label applied to the centre bottom of box.



LARGER ITEMS IN DECORATIVE PACKAGING - POLYBAGGED

Retail Label to be placed on the bottom of the product packaging. Direct SKU Label applied to polybag.



NOTE: Do not cover critical product information with the Retail Label or 3x3 Direct SKU Label. All items that cannot accommodate the 3x3 Direct SKU Label must be placed in a polybag.

PHONE CASES

Retail Label to be placed on back of packaging. Direct SKU Label applied to polybag on opposite side.



PILLOWS

Retail Label to be placed on bottom right-hand corner. Direct SKU Label applied to polybag on the opposite side.



CAMERAS

Retail Label to be placed on bottom of packaging. If the bottom contains any product information, place on back. Direct SKU Label applied to polybag on opposite side.



FRAGILE ITEMS

Apply the Retail Label to the bottom of the product. Fragile Items (glass, ceramic, etc.) must be bubble wrapped and individually boxed. The Direct SKU Label can be applied directly to a non-decorative box.



SEMI-FRAGILE ITEMS

Apply the Retail Label to the bottom of the product. Semi-fragile items should either be bubble wrapped or individually boxed for an added level of protection. Apply the Direct SKU Label to the polybag or non-decorative box.



NOTE: Do not cover critical product information with the Retail label or 3x3 Direct SKU label. All items that cannot accommodate the 3x3 Direct SKU label must be placed in a polybag.

Dual – Ticketing Do's and Don'ts

PLEASE DO:

- **DO:** Cover the existing barcode with the Retail Sticker, whenever possible.
- **DO:** Place the 3x3 Direct label on the centre of the product/polybag.
3x3 label should be applied above or below Polybag suffocation warning, if applicable.
- **DO:** Apply Retail Ticket/label and 3x3 Direct label on opposite sides of the product.



PLEASE DO NOT:

- **DO NOT:** Place both Retail + Direct Label on the same side of the product.
- **DO NOT:** Conceal product information with the Retail or Direct Label
If Product Surface/Packaging cannot accommodate 3x3 Direct label, item must be polybagged.
- **DO NOT:** Fold the 3x3 Direct SKU Label on barcode.
- **DO NOT:** Attempt to duplicate any of the URBN Tickets or labels.



Frequently Asked Questions

- **What is Dual-Ticketing?**
Dual Ticketing refers to the application of the URBN Retail Ticket/Label and 3x3 Direct Label or 3x3 Prepack Label.
- **Do Retail Orders for EU need to be Dual-ticketed?**
YES! All POs, regardless of Channel, require Dual-Ticketing for the EU unless otherwise specified on PG 2.
- **How do I order these labels?**
Vendor will be required to **order** the Retail Ticket/Label and Direct SKU Label from one of our nominated [Service Bureaus](#). Vendors are **not** permitted to print their own Tickets/Labels.
- **How do I apply each label?**
Refer to the Retail and 3x3 Direct label or 3x3 Prepack Label requirements for application guidance.
- **Do you have examples of Dual-Ticketed items?**
Please refer to PAGE 9 -16 for placement instructions of the Direct SKU Label and Retail Ticket/Label.
- **What happens if I don't comply with this requirement?**
Failure to comply with the Dual Ticketing requirements outlined in this Guideline may result in a [Chargeback](#). Please refer to the **Do's and Don'ts** for additional guidance.
- **What are URBN's RFID requirements?**
(Applicable to Free People and UO Wholesale POs Only)
RFID (Radio Frequency Identification) applied to product provides item tracking capabilities and supports Retail initiatives. The RFID circuit will be embedded in the Ticket/Label. Please refer to the [RFID Handling Guidelines](#) to ensure RFID Tickets/Labels are not damaged during application.

For specific product questions on where to apply the Tickets/Labels, please contact [Vendor Relations](#).