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# ZFS Labelling Guide

# ZFS LABELING GUIDE

- Articles which are delivered from the Partner to Zalando have to comply with certain **labeling conditions**

- This guide helps you to clarify if your current label is accepted or not from Zalando

1. **Article Label Requirements**
2. **Location of the Article Label on Article and Packaging**
3. **Type of the Article Label**
4. **Design of the Article Label, Key Checks and Examples**
5. **Product EU Labeling requirements**
6. **FAQs**

You can download the full [Delivery Terms for Zalando Fulfillment Solutions (ZFS) Partners here](). Paragraph 4 is fully dedicated to the Individual Article Packaging and Labeling.
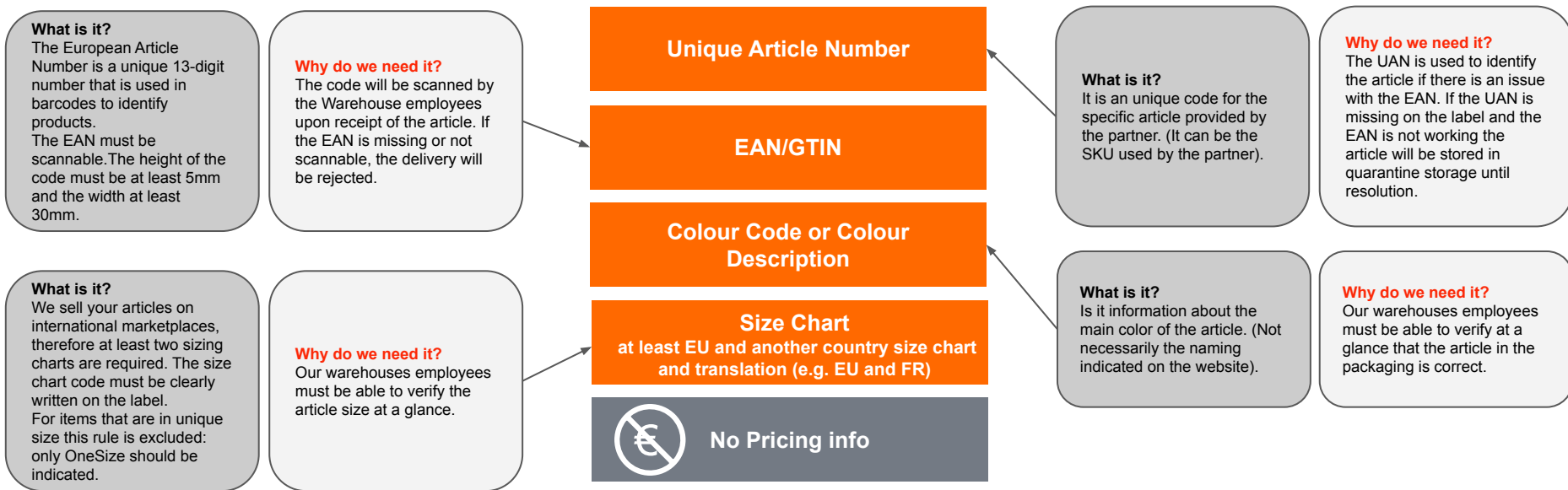
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**IMPACT OF WRONG ARTICLE LABELS**

- Delay in Time to Online (TTO) for stock

- Poor end customer experience

- Value Added Service (VAS) cost of relabelling will be applied

- Potential for goods to be returned from quarantine storage

- Added costs and lost sales time, in addition to return shipping and potential lost sales due to stock downtime

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# 1. LABELLING REQUIREMENTS

- Articles which are delivered from partners to Zalando must comply with certain labeling conditions.

- Each article and packaging must have a label with the **all** of the following information:

**What is it?**
The European Article Number is a unique 13-digit number that is used in barcodes to identify products.
The EAN must be scannable.The height of the code must be at least 5mm and the width at least 30mm.

**Why do we need it?**
The code will be scanned by the Warehouse employees upon receipt of the article. If the EAN is missing or not scannable, the delivery will be rejected.

**Unique Article Number**

**EAN/GTIN**

**Colour Code or Colour Description**

**Size Chart**
**at least EU and another country size chart and translation (e.g. EU and FR)**

**No Pricing info**

**What is it?**
It is an unique code for the specific article provided by the partner. (It can be the SKU used by the partner).

**Why do we need it?**
The UAN is used to identify the article if there is an issue with the EAN. If the UAN is missing on the label and the EAN is not working the article will be stored in quarantine storage until resolution.

**What is it?**
We sell your articles on international marketplaces, therefore at least two sizing charts are required. The size chart code must be clearly written on the label.
For items that are in unique size this rule is excluded: only OneSize should be indicated.

**Why do we need it?**
Our warehouses employees must be able to verify the article size at a glance.

**What is it?**
Is it information about the main color of the article. (Not necessarily the naming indicated on the website).

**Why do we need it?**
Our warehouses employees must be able to verify at a glance that the article in the packaging is correct.

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# 2. LOCATION OF THE ARTICLE LABEL

Labeling information on the article packaging (polybag or box) has to match the labeling information which might be attached to the article itself. We ask you to label the article and the packaging for the following reason: when an article is returned by the customer, it is not mandatory to return the polybags, therefore we need the article to be labeled. This is used to identify the article and repackage it.

The following table illustrates the various options for applying the article description (containing the article number, color code/description, size, EAN/GTIN).

| Type of packaging | Box | | Polybag | |
|---|---|---|---|---|
| **Labeling on** | **Packaging** | **Article** | **Packing** | **Article** |
| Textiles and Accessories | x | x | x | x |
| Shoes | x | o | x | o |
| Set and Multi-packs | x | x | x | x |

Table 1: Location of the Article Description, where **x** = compulsory and **o** = highly recommended

**For example:** A boot has a unique label on the packaging (shoe box) and, if possible, on the article.

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# 3. TYPE OF THE ARTICLE LABEL

The following table illustrates the different possibilities of article label types.

| Type of packaging | Box | | Polybag | |
|---|---|---|---|---|
| **Labeling on** | **Packaging** | **Article** | **Packing** | **Article** |
| Textiles | Sticker/ Print on box | Hangtag | Sticker/ Print on Polybag | Hangtag |
| Set and Accessories | Sticker/ Print on box | Sticker/ Hangtag | Sticker/Print on Polybag | Sticker/ Hangtag |

**Table 2:** Type of Article Label

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# 4. DESIGN OF THE ARTICLE LABEL

When designing the article label, **both for hangtag on an article and sticker or print on a box**, partners can use the following example as a guide for best practice:



**Size Chart**

**Color code or description**

**UAN**
Unique Article Number

**EAN**
European Article Number

**Image 1:** Correct Article Label

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# 4. DESIGN OF THE ARTICLE LABEL

KEY CHECKS

✓ Location of the label
- The label on the article must face outwards and clearly visible

✓ Contrast and Color
- The contrast between EAN/GTIN and background must be at least 40% difference
- The color combination black (EAN/GTIN) on white (paper) is optimal

✓ Quality of the Print
- The print needs to be clean (e.g. exact border line, no streaks) in order to not disturb the scanning process
- The EAN/GTIN on the article label must be scannable

✓ Minimum size EAN/GTIN
- The height of the EAN/GTIN code must be at least 5mm and the width at least 30mm.

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# 4. DESIGN OF THE ARTICLE LABEL - CORRECT EXAMPLES



**Image 2:** Correct Article Label for **Textile**



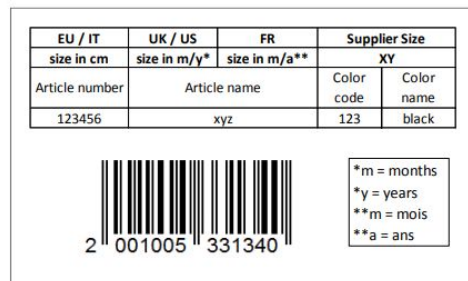**Image 3:** Correct Article Label for **Accessories**



**Image 4:** Correct Article Label **Kids**



**Image 5:** Correct Article Label for **Shoes**

# 4. DESIGN OF THE ARTICLE LABEL - INCORRECT EXAMPLES

For all of these cases, the solution is to **redesign the label** and relabel the article with the correct label version:
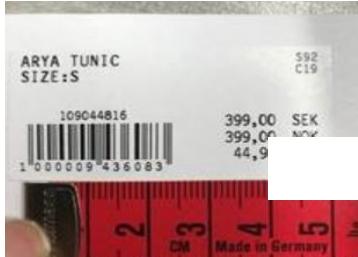


Image 6: Barcode size too small



**Image 7:** Pricing on the label



**Image 8:** Barcode not scannable



**Image 9:** Poor printing quality and no size chart code (e.g. "EU L")



Image 10: Blurry Lines



**Image 11:** Label inside polybag and not scannable



**Image 12:** Missing EAN barcode and no size chart code (e.g. "EU S")



**Image 13:** EAN/Hangtag hidden



**Image 14:** EAN/Hangtag facing inwards

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# Care/Textile Label:  Product EU Labeling requirements

The **Partner name** and **EU address** of the respective EU based economic actor **must** be listed **on each product** on the **textile label** (**care label**) within the article. If it is not possible to list it on the product, the name and address must be listed on a hangtag. If it is not possible to add the EU address as a hangtag (due to the article size or other reasons), we advise you to separate it (as a different hangtag) from the Label requirements for Zalando (EAN, code, sizes, color, UAN).

The name and address could be:

(a) a manufacturer established in the EU or;
(b) an importer established in the EU, where there is no manufacturer established in the EU or;
(c) an authorized representative who has a written mandate from the manufacturer, designating the authorized representative to perform the product compliance obligations on behalf of the manufacturer within the EU.

Please note that this is not a requirement created by Zalando, but coming from the EU Legislation. Check with your legal departments all the different EU requirements that are needed (eg: Material composition, washing instructions…)

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# 5. FREQUENTLY ASKED QUESTIONS

Please find a list of FAQs [here](#).

Do you still have concerns about the content and/or the design of your label?

Take a look at [ZFS Self-Check Labeling](#)! This form will help you to self-check whether your label is correct or not.

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