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

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.

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

- Potential lost sales due to stock downtime

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1. DEFINITIONS OF DIFFERENT LABELS

ARTICLE LABELING

Label placed on Article hang tag/sticker AND on the packaging
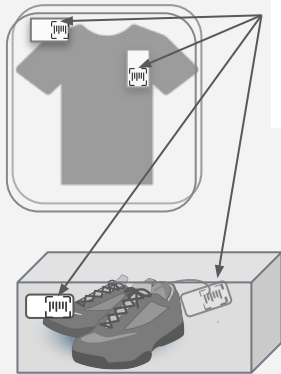
DELIVERY NOTE

The delivery note contains the information necessary for the shipment to be accepted in the Warehouse

PALLETS & PARCELS LABELS
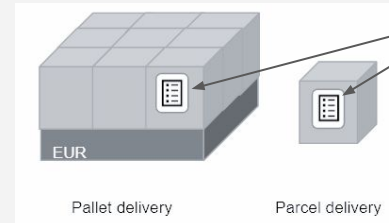
The pallet or parcel label is needed to identify which shipment it belongs to

2. ARTICLE LABEL 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 and returned to you.

What is it?
We sell your articles on EU international marketplaces, therefore at least one EU size chart is required. The european 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. Additionally, the sizing displayed on the label must align with the sizing information in our system.

Unique Article Number

EAN/GTIN

Colour Description or Colour Code

Size Chart
at least 1 EU size chart

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?
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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3. 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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4. TYPE OF 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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5. 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:
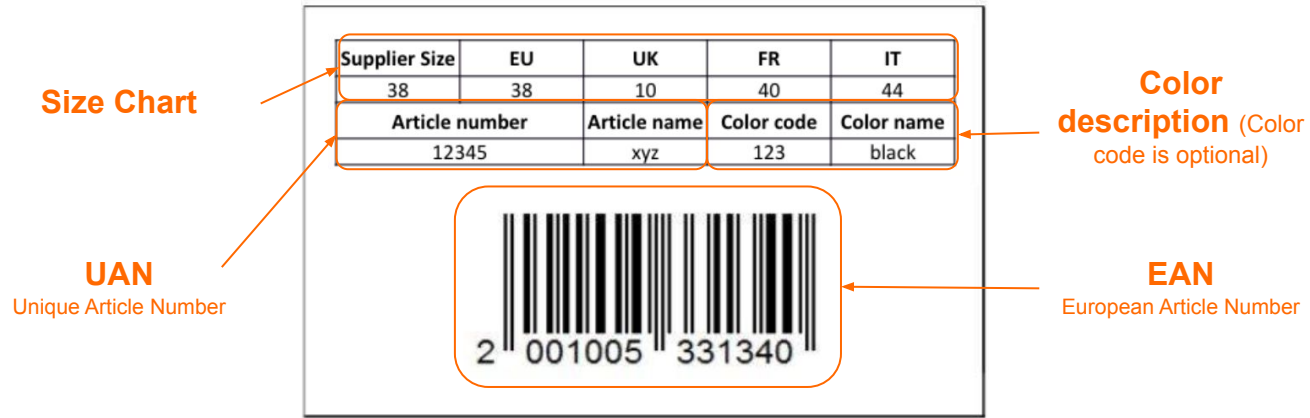

Size Chart

Color description (Color code is optional)

UAN
Unique Article Number

EAN
European Article Number

Supplier Size	EU	UK	FR	IT
38	38	10	40	44

Article number	Article name	Color code	Color name
12345	xyz	123	black

2 001005 331340

Image 1: Correct Article Label

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5. 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.

5. DESIGN OF THE ARTICLE LABEL - CORRECT EXAMPLES

5   056213 676841

EU:38 FR:38
IT:42 UK:10
CLK21T00I – H110010000   orange
10

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

2   001626 242551

EU:52   FR:52
IT:52   UK:M
S0051L01W – F110006000 gold
6
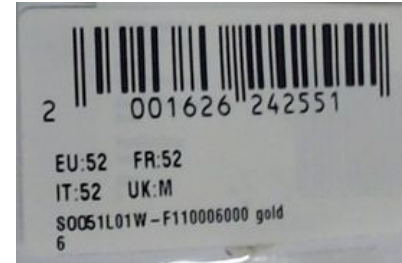
Image 3: Correct Article Label for **Accessories**

EU / IT	UK / US	FR	Supplier Size	
size in cm	size in m/y*	size in m/a**	XY	
Article number	Article name		Color code	Color name
123456	xyz		123	black

2   001005 331340

*m = months
*y = years
**m = mois
**a = ans

Image 4: Correct Article Label **Kids**

3   173531 245954

EU:36 FR:36
IT:36 UK:3
L1411A03A – Q110360000 schwarz
36

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

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5. 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:
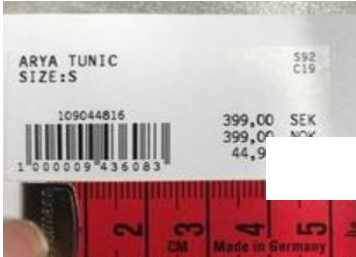

Image 6: Barcode size too small

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

6. 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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DISCLAIMER