



US Dual Ticketing Guidelines

Dual Ticketing is the requirement that a PO include both the URBN Retail Ticket/Label and Direct SKU Label. This requirement is defined by [PO Sell Channel](#), Brand, and Product Category.

Please note, the Dual Ticketing Examples provided are for reference only and do not include every product category.

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US Direct PO Dual Ticketing

Please refer to the **below** table to identify if your product requires Dual-Ticketing for **Direct** POs. Please consult your Buyer/Production Partner if your product is not defined within the below categories.

	DIRECT Pre-Ticketing			
	URBAN OUTFITTERS	ANTHROPOLOGIE	FREE PEOPLE	TERRAIN
APPAREL	D + R	D + R	D + R	D + R
INTIMATES	D + R	D + R	D + R	-
OUTERWEAR	D + R	D + R	D + R	-
SWIMWEAR	D + R	D	D + R	-
RENEWAL	D + R	-	-	-
SHOES	D + R	D *	D + R	-
FURNITURE	D	D		D
RUGS	D + R	D		D + R
KITCHEN, SERVEWARE, GLASSWARE, DINNERWARE	D + R	D	-	D + R
BEDDING, PILLOWS & TABLE LINENS	D + R	D	-	D + R
BATH TEXTILES	D + R	D	-	-
DECORATIVE ACCESSORIES, ORNAMENTS	D + R	D	D + R	D + R
HOME FRAGRANCE	D + R	D	D + R	D + R
STATIONERY	D + R	D	-	D + R
BOOKS	D	D	D + R	D + R
ACCESSORIES	D + R	D + R	D + R	D + R
BEAUTY	D + R	D	D + R	D + R
VINYL	D	-	-	-
KIDS	D + R	D	-	-

D + R	Direct SKU Label AND Retail Ticket/Label
D	Direct SKU Label ONLY
-	Product Category not applicable

* Anthropologie Slippers [Class 4318] require dual-ticketing, application of Direct SKU Label and Retail Ticket/Label

1) All Anthropologie Weddings is **excluded** from Dual Ticketing, unless otherwise instructed by the Buyer.

Please ensure ALL tickets/labels are released from the Service Bureau – Vendors are not permitted to replicate & print their own Tickets/Labels



US Retail PO Dual Ticketing

Please refer to the **below** table to identify if your product requires Dual-Ticketing for **Retail** POs. Currently, only specific Anthropologie categories require Dual-Ticketing for **select** Product Classes. Effective August 2023, UO product no longer requires Retail Dual-Ticketing.

	RETAIL Pre-Ticketing			
	URBAN OUTFITTERS	ANTHROPOLOGIE	FREE PEOPLE	TERRAIN
APPAREL	R	R	R	R
INTIMATES	R	R	R	-
OUTERWEAR	R	R	R	-
SWIMWEAR	R	R	R	-
RENEWAL	R	-	-	-
SHOES	R	R	R	-
FURNITURE	R	R		R
RUGS	R	R		R
KITCHEN, SERVEWARE, GLASSWARE, DINNERWARE	R	R	-	R
BEDDING, PILLOWS & TABLE LINENS	R	D + R *	-	R
BATH TEXTILES	R	D + R *	-	-
DECORATIVE ACCESSORIES, ORNAMENTS	R	R	-	R
HOME FRAGRANCE	R	R	R	R
STATIONERY	R	R	-	R
BOOKS	UPC/GTIN	R	R	R
ACCESSORIES	R	R	R	R
BEAUTY	R	R	R	R
VINYL	R	-	-	-
KIDS	-	R	-	-

D + R	Direct SKU Label AND Retail Ticket/Label
R	Retail Ticket/Label ONLY
UPC/GTIN	Vendor UPC/GTIN Accepted on Books
-	Product Category not applicable

* Some but not all classes within the category will require dual-ticketing

- 1) Any PO raised to include a PPK (Prepack) SKU will **require** the 3x3 PPK Label. Polybags may be required to accommodate the 3x3 PPK Label. Please refer to US Prepack Ticketing Guidelines.
- 2) Effective August 2023, Urban Outfitters Product shipping to a Retail DC **no longer** requires dual-ticketing.

Please ensure ALL tickets/labels are released from the Service Bureau – Vendors are not permitted to replicate & print their own Tickets/Labels



US Omni PO Dual Ticketing

Please refer to the **below** table to identify if your product requires Dual-Ticketing for **OMNI** Purchase Orders. If not otherwise listed/communicated, product shipping to an **OMNI** Facility will require both a 3x3 Direct Label and Retail Ticket/Label. Please consult your Buyer/Production Partner if your product is not defined within the below categories.

	OMNI Pre-Ticketing			
	URBAN OUTFITTERS	ANTHROPOLOGIE	FREE PEOPLE	TERRAIN
APPAREL	D + R	D + R	D + R	D + R
INTIMATES	D + R	D + R	D + R	-
OUTERWEAR	D + R	D + R	D + R	-
SWIMWEAR	D + R	D	D + R	-
RENEWAL	D + R	-	-	-
SHOES	D + R	D *	D + R	-
FURNITURE	D	D	-	D
RUGS	D	D	-	D + R
KITCHEN, SERVEWARE, GLASSWARE, DINNERWARE	D + R	D	-	D + R
BEDDING, PILLOWS & TABLE LINENS	D + R	D + R	-	D + R
BATH TEXTILES	D + R	D	-	D + R
DECORATIVE ACCESSORIES, ORNAMENTS	D + R	D	D + R	D + R
HOME FRAGRANCE	D + R	D	D + R	D + R
STATIONERY	D + R	D	-	D + R
BOOKS	UPC/GTIN	D + R	D + R	D + R
ACCESSORIES	D + R	D + R	D + R	D + R
BEAUTY	D + R	D	D + R	D + R
VINYL	R	-	-	-
KIDS	-	D	-	-

D + R	Direct SKU Label AND Retail Ticket/Label
D	Direct SKU Label ONLY
UPC/GTIN	Vendor UPC/GTIN Accepted on Books
R	Retail Ticket/Label ONLY
-	Product Category not applicable

* Anthropologie Slippers [Class 4318] require dual-ticketing, application of Direct SKU Label and Retail Ticket/Label

1) All Anthropologie Weddings is **excluded** from Dual Ticketing, unless otherwise instructed by the Buyer.

Please ensure ALL tickets/labels are released from the Service Bureau – Vendors are not permitted to replicate & print their own Tickets/Labels

Frequently Asked Questions

→ What is Dual-Ticketing?

Dual Ticketing is the requirement that **Direct, Omni,** and *select Retail* Purchase Orders include both the Retail Ticket/Label and 3x3 Direct SKU Label.

→ Do Retail Orders need to be Dual-ticketed?

Select Retail POs require Dual Ticketing.

- Please refer to the Retail PO Dual Ticketing section of the [Pre-Ticketing Requirements](#) page for instructions.

→ How do I order these labels?

Vendor will be required to **order** the Retail Ticket/Label and Direct SKU Label from [Fineline](#) or [Checkpoint](#). Vendors are not permitted to print their own.

→ How do I apply each label?

Vendor will be required to **apply** the Retail Ticket/Label and Direct SKU Label.

- By using the [Pre-Ticketing Requirements](#) page, please refer to the below sections for Retail and Direct Placement:
 - **Retail Ticket/Label Placement Instructions** by Brand
 - **Note:** All existing vendor barcodes must be covered with the URBN Retail Label or a plain white sticker if the URBN Retail Label is not large enough to completely conceal.
 - **Direct SKU Label Placement Instructions**
 - **Note:** The Direct SKU Label should always be centered on a polybag or product whenever possible.
 - Specific Pre-ticketing Instructions by Product/Brand are also available on this page.

→ Do you have examples of Dual-Ticketed items?

Please refer to the following **US** Dual Ticketing Guidelines for placement instructions of the Direct SKU Label and Retail Ticket/Label.

- Please note, the following pages are for reference only and do not include examples of all product categories.
- It is **critical** that the Retail Ticket/Label not show through the polybag on the same side as the direct label and/or that it should be applied on the opposite side of the product.

→ 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** slide for additional guidance.

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

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.



Woven Label Specs for Ownbrand Apparel are outlined in the individual Style tech pack. For detailed information regarding purchasing/applying Woven Care/Content + Size labels, please refer to the [URBN Product Marking Requirements](#).

Apparel cont.

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.



Woven Label Specs for Ownbrand Apparel are outlined in the individual Style tech pack. For detailed information regarding purchasing/applying Woven Care/Content + Size labels, please refer to the [URBN Product Marking Requirements](#).

Intimates + Swimwear

BIKINI TOPS

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.

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.



MENS UNDERWEAR

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



Woven Label Specs for Ownbrand Apparel are outlined in the individual Style tech pack. For detailed information regarding purchasing/applying Woven Care/Content + Size labels, please refer to the [URBN Product Marking Requirements](#).

BRACELETS

Retail Barbell Sticker 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 jewelry card. Direct SKU Label applied to polybag on the opposite side.



RINGS

Retail Barbell Sticker 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 jewelry card.

Jewelry cont.

NECKLACES

Retail Barbell Sticker 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 to be placed around clasp at the back of necklace. Direct SKU Label applied to polybag on the opposite side.



Jewelry Carding may be required – the URBN Buying Team will advise if needed. Please refer to the [URBN Jewelry and Accessory Requirements](#).

Accessories

HAIRCLIPS

Retail Barbell Sticker 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 around pony elastic.

HEADBANDS

Retail Barbell Sticker to be secured with loop tag and placed around headband. Direct SKU Label applied to polybag on the opposite side.



Accessories cont.

SUNGLASSES

Retail Barbell Sticker 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.

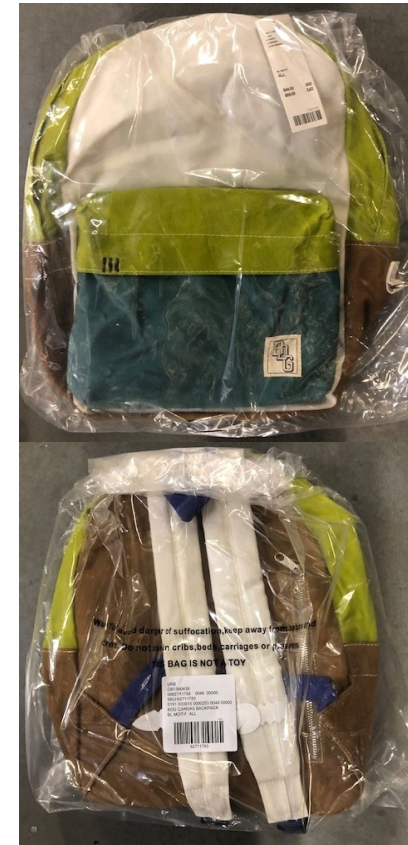
HANDBAGS

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 cont.

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

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.

Shoes

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 center bottom of box. Fabric tie to be looped around box.



NOTE: Please do not secure shoebox with clear tape or rubber bands.

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.



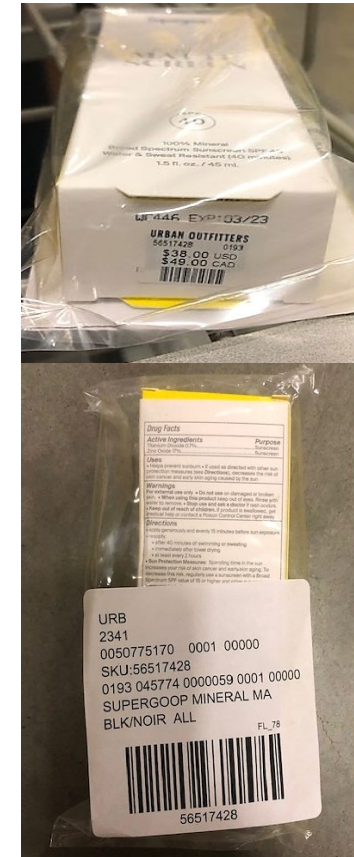
HAIR TOOLS (IN PACKAGING)

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



SKINCARE (IN PACKAGING)

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

Beauty cont.

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

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.

Please refer to the [Beauty Pre-ticketing/Labeling Requirements](#) for additional Ticketing and Packaging guidelines.



Stationery + Books

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 center front.



BOOKS (ANTHRO)

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

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.



Bedding + Kitchen

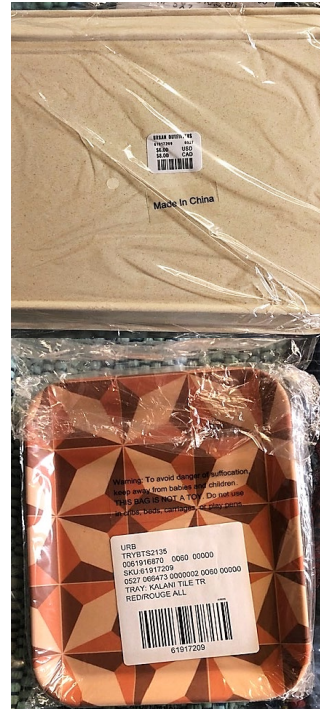
PILLOWS/CUSHIONS

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



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.

Product Packaging Examples

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 center 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.

Fragile Items

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. A decorative box will need to be polybagged if the Direct SKU Label will cover any product information.



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. A decorative box will need to be polybagged if the Direct SKU Label will cover any product information.



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.



Do's and Don'ts

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.
- **DO NOT:** Attempt to duplicate any of the URBN Tickets or labels.



DO:

- **DO:** Cover the existing barcode with the Retail Sticker, whenever possible.
- **DO:** Place the 3x3 Direct label on the center of the product/polybag.

3x3 label should be applied above or below Polybag suffocation warning, if applicable.

- **DO:** Review [US Product Packaging Requirements](#) before applying your tickets/labels.
- **DO:** Apply Retail Ticket/label and 3x3 Direct label on opposite sides of the product.

