

# GLOBAL BEAUTY TICKETING & PACKAGING GUIDELINES

## 1. TICKETING GUIDELINES

### a. US RETAIL ORDERS

- Most products will require a small retail price sticker (0.7" x 0.9") uploaded to Checknet/Fineline. Attach this sticker directly to the item on bottom or side of the product (please reference the **Retail Ticket/Label Placement** instructions for exact placement)
  - Labels are to be attached to the product, not to the packaging of the product, unless the product will be displayed in the packaging in stores.
  - If the product is packed in a decorative display box or packaging, the label should be placed on the back, lower right corner of the box or on the bottom of the box.
  - Retail tickets must not cover any important information on the product, such as Country of Origin, ingredients, instructions, etc.
  - Please be sure to cover any existing barcodes on the product, as these interfere with our scanners.

### b. US UO and FP DIRECT ORDERS and ALL UK/EU ORDERS (RETAIL AND DIRECT)

- All US Urban Outfitters and Free People direct orders and UK/EU retail and direct orders require a small retail price sticker (0.7" x 0.9") and a larger direct sku label (3" x 3"). Both items will automatically upload to Checknet/Fineline.
  - Place small retail sticker directly on product as noted for **US RETAIL ORDERS** (section 1a, above)
  - Bubble wrap individual item per **PACKAGING GUIDELINES** (section 2, below)
  - Place the product in a polybag and attach the direct sku label to the center back of the polybag on the outside (please reference the **URBN Dual Ticketing Guide** for further placements instructions)
- Anthropologie US direct orders do not require dual ticketing. Only the larger direct sku label (3" x 3") will be required.
- Specifics on Dual Ticketing
  - The label must be placed on the **center 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 center back of the box. 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, the label must be placed with the barcode running lengthwise with the tube.
  - It is critical that the retail ticket is not showing through the polybag on the same side as the direct label. The barcodes should be on opposite sides of the polybag.
  - All merchandise that is shipped in a polybag with an opening greater than 5" needs to have a warning label on the bag that states something similar to the following
    - *Warning: To avoid danger of suffocation, keep away from babies and children. Do not use in cribs, beds, carriages or play pens. THIS BAG IS NOT A TOY*

### c. TESTER ORDERS

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- Tester orders are not required to deliver with retail price stickers, so these POs will not be uploaded to Finline/Checknet. Tester orders will still be able to be viewed in Tradestone as normal.
- Instructions for **URBAN OUTFITTERS** tester POs:
  - All units on tester orders **must** be labelled with “Try Me” Stickers
    - Vendors will receive a PDF version of the required “Try Me” sticker from your buying operations contact once tester POs are issued. These may vary slightly between the class and the necessary translations
    - Vendors are responsible for producing “Try Me” stickers on their own, as these are not available on Checknet/Finline
      - Please reach out to buyers if you are having trouble creating these stickers
- Instructions for **ANTHROPOLOGIE** tester POs:
  - Anthropologie stores have their own tester labels. Vendors do not need to print tester stickers for POs

## 2. PACKAGING GUIDELINES

- a. All items must adhere to **MSDS Regulations**
  - If your item is possibly hazardous, please send MSDS forms to buyers **prior** to PO entry for our hazmat team to confirm
  - Further information on cosmetic packaging guidelines can be found using the **URBN Vendor USA Beauty Guideline**
- b. Please bubble wrap individual items. All products must pass URBN’s **drop test requirements**
- c. For direct orders, be sure to bubble wrap the product before placing in in the polybag. The 3×3 direct label needs to be on the **outside** of the polybag. **Do not place the direct label directly on the product.**
- d. Examples of proper cosmetic packaging below. In all photos, initial product on the **LEFT**, retail packaging in the **MIDDLE**, direct/global packaging on the **RIGHT**

### GENERAL BEAUTY PACKAGING



### BEAUTY PACKAGING FOR ITEMS WITH A PUMP

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