DUAL TICKETING OVERVIEW

- Dual Ticketing involves **Direct** orders requiring a Direct SKU Label and Price Ticket/Label.


- Vendor will be required to order Direct SKU Labels and/or Price Ticket/Label from FineLine or CheckNet.

- When you release your order from Fineline or CheckNet, the system will display exactly which tickets/labels you are required to order.

- If you are required to order a direct label and a price ticket, please ensure that you are selecting BOTH the direct label and the price ticket before you complete the order. *Please check with your Buying Operations Coordinator for clarification on classes that need dual ticketing.*

- Units should be merchandised (i.e. carding for jewelry/hangers) the same for Direct orders as it would be for Retail orders.

*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.*

Failure to comply with URBN’s ticketing requirements may result in a chargeback.
Label placement specs for Own-Brand apparel are outlined in individual style tech packs. For detailed information regarding purchasing and applying labels, visit the product marking and labeling sections of www.urbnvendor.com.

**BIKINI TOP**
Gets “T” ticket on care label. Direct Label on outer polybag.

**DRESS**
Gets “T” ticket on label at the back of the neck. Direct Label on outer polybag.
DUAL TICKETING - APPAREL

BRA WITH STRAPS
Gets “T” ticket on the left wearing side. Direct Label on outer polybag.

WOMEN UNDERWEAR
Gets “T” ticket on care label. Direct Label on outer polybag.

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**TOPS**
Gets “T” ticket on label at the back of the neck. Direct Label on outer polybag.

**BOTTOMS**
Gets “T” ticket at the back of the waistband. Direct Label on outer polybag.
DUAL TICKETING - SHOES

SHOES IN BOX
Gets “L” ticket on side of the box next to size. Direct Label on center and bottom of box. Fabric tie should go around box.

OUTSTOCK SHOES
Item gets polybagged. Gets “T” ticket looped through pair of sandals. Direct Label on outer polybag.
DUAL TICKETING - ACCESSORIES

HATS
Gets “T” ticket on label at the back of the hat. Direct Label on outer polybag.

SOCKS
Gets “L” ticket at the back of the hang card. Direct Label on outer polybag.
DUAL TICKETING - ACCESSORIES

HANDBAG
Gets “T” ticket on the inner zipper or care label of the bag. Backpacks get “T” on top loop of bag. Direct Label on outer polybag.

WALLET
Gets “T” on the inner zipper or care label inside wallet. Direct Label on outer polybag.
DUAL TICKETING - ACCESSORIES

SUNGLASSES
Gets “J” ticket behind card on earpiece. Direct Label on outer polybag.

KEYCHAIN
Gets “L” ticket at the back of the card. Direct Label on outer polybag.
DUAL TICKETING - ACCESSORIES

NECKLACE
Item gets a hanger. Gets “J” ticket on clasp at the back of the necklace. Direct Label on outer polybag.

NECKLACE WITHOUT HANGER
Gets “J” ticket on clasp at the back of the necklace. Direct Label on outer polybag.

Note for Pins/Patches: Direct orders will have carding (no plastic saran wrap protecting unit) in a 3x3 polybag. Card gets retail ticket on back of the card and Direct Label goes on 3x3 polybag - facing opposite sides for retail and direct tickets.
DUAL TICKETING - ACCESSORIES

RINGS
Gets “L” ticket at the back of the card.
Direct Label on outer polybag.
DUAL TICKETING - HOME

HOMETEXTILES

Gets “T” ticket where it can be attached.
Direct Label on outer polybag.

Click here for Retail Ticket Placement for Home Textiles
DUAL TICKETING - HOME

STATIONARY

Polybag required. Retail label on back bottom right or can cover any existing barcodes. Direct Label affixed to front.
Small decorative boxed items that cannot accommodate the direct barcode label since it would cover artwork and product information. Polybag required. Retail label on back bottom right or covering any existing barcodes. Polybagged and direct label affixed to front.
SMALL DECORATIVE BOXED ITEMS (cont’d)
Small decorative boxed items that cannot accommodate the direct barcode label since it would cover artwork and product information. Polybag required. Retail label on back bottom right or covering any existing barcodes. Polybagged and direct label affixed to front.
BOOKS AND PAGED ITEMS
Retail label applied directly to label (covering any MSRP or barcodes,) shrink-wrapped for direct and direct barcode label affixed to the front.
FRAGILE ITEMS
Not glass but should have some level of protection or individual packaging. Retail ticket on the bottom, wrapped with Direct Label on top of item.
DUAL TICKETING - HOME

SEMI-FRAGILE ITEMS
Not glass but should have some level of protection or individual packaging. Retail ticket on the bottom, wrapped with Direct Label on top of item.
FRAGILE ITEMS

Fragile items (glass, ceramic, etc.) Must be individually boxed with fragile packaging. Non-decorative boxes can have the direct barcode label affixed directly (largest flat surface).
LARGER ITEMS IN DECORATIVE BOXES

Larger items in decorative box do not require additional polybags. Please consult with your buyer to determine best label placement if unsure. No labels should be applied to the front. Only back, bottom or side without product information.
Note for beauty orders: Retail (in-store) label should be placed over the product’s already existing barcode. Avoid placing the label on the bottom of the product. DO NOT cover important information like the ingredient list, country of origin, or instructions. Please consult your buying team if you are unsure where to place the label.
DUAL TICKETING - BEAUTY

FRAGRANCE

Gets club label on the side or bottom of the product.

FRAGRANCE

Gets 3x3 Direct Label on center of the polybag.
HAIR/STYLING PRODUCTS
Gets club label on the side of the product.

HAIR/STYLING PRODUCTS
Gets 3x3 Direct Label on center of the polybag.
DUAL TICKETING - BEAUTY

HAIRTOOLS
Gets club label on the back of the product.

HAIRTOOLS
Gets 3x3 Direct Label on center of the polybag.
DUAL TICKETING - BEAUTY

MAKEUP
Gets club label on the back of the product.

MAKEUP
Gets 3x3 Direct Label on center of the polybag.
MAKEUPTOOLS
Gets club label on the back of the product.

MAKEUPTOOLS
Gets 3x3 Direct Label on center of the polybag.
DUAL TICKETING - BEAUTY

**MEN’S GROOMING**
Gets club label on the back of the product.

**MEN’S GROOMING**
Gets 3x3 Direct Label on center of the polybag.
DUAL TICKETING - BEAUTY

MEN’S GROOMING
Gets club label on the side or back of the product.

MEN’S GROOMING
Gets 3x3 Direct Label on center of the polybag.
Please click here for the URBN Ticket Guide
General Inquiries: Abby Holmes at aholmes@urbn.com
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