



Pre-pricing Label Guidelines

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v1

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General Merchandise Pre-pricing Label Guidelines

This document outlines the label types available for use in General Merchandise and Apparel departments, and guidelines on how to use them.

If the product you are supplying is new to The Warehouse, and requires pre-pricing, the type of label will need to be agreed and confirmed with the Category Manager you are dealing with.

Label Suppliers

Our approved labels supplier is Checkpoint Systems Co Ltd. The contact details for all of their offices, and the instructions for ordering labels can be found on **The Warehouse supplier website**

Labelling Guide document:

<http://www.thewarehouse.co.nz/red/content/suppliers/packaging>

Checkpoint Systems Contact Details document:

http://www.thewarehouse.co.nz/is-bin/intershop.static/WFS/TWL-Site/TWL-B2C/en_NZ/content/Suppliers/checkpoint-systems-contact-sheet-may15.pdf

Label Ordering Instructions document:

http://www.thewarehouse.co.nz/is-bin/intershop.static/WFS/TWL-Site/TWL-B2C/en_NZ/content/Suppliers/label-ordering-instructions.pdf

Label Suite

This is the approved suite of labels to be used for pre-pricing our products

Option 1

thewarehouse//

\$00

Product Copy goes Here



T1234

Size: 40mm x 24mm

PID Code: WH-LAB6REM-SH

thewarehouse//

\$00

Product Copy goes Here



9401047389263

T1234

Size: 80mm x 48mm

PID Code: WH-LAB5REM-SH

thewarehouse//

\$29.99

Product Copy Goes Here

Story Story Story

COL: BLACK/SKY BLUE

SIZE: 12-18 MONTHS

999999123456

T1234

T16 9401047389263

9401047389263

T1234

Size: 40mm x 40mm

PID Code: WH-LAB4REM-SH

Option 2

thewarehouse//

\$00

thewarehouse//

\$00

thewarehouse//

\$00



PRODUCTS COPY GOES HERE

T1234

9401047389263

(use these if
product not
already
barcoded on
packaging)

Size: 20mm

PID Code: WH-PRCSTK20-SH

Size: 35mm

PID Code: WH-PRCSTK35-SH

Size: 50mm

PID Code: WH-PRCSTK50-SH

Size: 40mm x 24mm

PID Code:
WH-40x24REM-SH



PRODUCTS COPY GOES HERE

T1234

9401047389263

Size: 20mm x 15mm

PID Code: WH-20x15REM-SH

Option 3

front

back



\$555.99



\$555.99

Size: 32 x 60mm

PID Code: WH-TAG7NEW-SH

Guidelines for Use

Label	Example & Guidelines	Usage
<p>Option 1 Three sizes available</p>  <p>Size: 40mm x 24mm PID Code: WH-LAB6REM-SH</p>		<ul style="list-style-type: none"> These labels contain product details, price and barcode. Works for majority of product Size specific i.e. use small labels for small product and large labels for larger products
 <p>Size: 80mm x 48mm PID Code: WH-LAB5REM-SH</p>		<ul style="list-style-type: none"> Price stickers to go top right of product.
 <p>Size: 40mm x 40mm PID Code: WH-LAB4REM-SH</p>	<ul style="list-style-type: none"> Label to be placed top right of product or packaging, where customer can see the price without picking product up. Ensure product, brand, or key information is not obscured 	

Guidelines for Use

Label	Example & Guidelines	Usage
<p>Option 2</p> <ul style="list-style-type: none"> - Circle -three sizes available - Plain barcode - 2 sizes available <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Size: 20mm PID Code:WH-PRCSTK20-SH</p> </div> <div style="text-align: center;">  <p>Size: 35mm PID Code:WH-PRCSTK35-SH</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>Size: 50mm PID Code:WH-PRCSTK50-SH</p> </div> <div style="text-align: center;">  <p>Size: 40mm x 24mm PID Code: WH-40x24REM-SH</p> </div> </div>	<ul style="list-style-type: none"> - Circle Label to be placed top right of product or packaging, where customer can see the price without picking product up. - Ensure product, brand, or key information is not obscured - Plain barcode label to be placed on bottom of product (if there is no barcode already on packaging) <div style="display: flex; justify-content: space-around; margin-top: 10px;">     </div>	<ul style="list-style-type: none"> - Common in Home Décor, Housewares, Large Plastic Storage - The circular label should be used when there is already a barcode on the product. - A combination of the circular price label, and barcode label can be used for heavy, large or fragile products that are difficult for customers to pick up and look for labels. Place the circle price in a highly visible location, and the barcode on the bottom for ease of scanning at the checkout. - If product is not in packaging, place round price label top front right (where possible). - Plain barcode label to be used on bottom of product.



Guidelines for Use

Label	Example & Guidelines	Usage
<p>Option 3</p>  <ul style="list-style-type: none"> - One size available <p>Size: 32 x 60mm PID Code: WH-TAG7NEW-SH</p>	  <ul style="list-style-type: none"> - Swing tag to be used where label is impractical, will not stick to surface, or product is on a hanger - Branded swing tag accepted (refer to Category Specific Vendor Packs on supplier website) - Retail price is printed on both sides of swing ticket. 	<ul style="list-style-type: none"> - Common in Apparel, Sporting (wetsuits), Manchester (beach towels), Home Décor & Housewares.



Examples of Usage

Example	Guidelines	Example	Usage
Oversize Items <ul style="list-style-type: none">- Label Options 1 size 80x48mm- Or Label Option 2 size 50mm plus a plain barcode label.	<ul style="list-style-type: none">- Label to be placed top right of product or packaging, where customer can see the price without picking product up.- In some instances (for very large items) 2 labels may need to be used on different sides of box, try to keep top right.- If using Option 2, ensure plain barcode is placed near the top of the product for ease of scanning at point of sale.		<ul style="list-style-type: none">- Common in Sporting, Outdoors, Appliances & Furniture e.g. pools, trampolines, fridges- Size specific- Please check with Category Manager/Buyer
Circular items & Odd shaped items <ul style="list-style-type: none">- Label Option 2 (choose from 3 sizes) plus a plain barcode label.- Or Option 3 swing tag	<ul style="list-style-type: none">- Label to be placed top right of product or packaging, where customer can see the price without picking product up.- Use a swing-tag where appropriate- Plain barcode label can be placed lengthways to enable it to scan on a circular item		<ul style="list-style-type: none">- Please test that barcodes scan before shipping, or send pre-production sample to be tested by The Warehouse.
Barcodes printed on shrink wrap, plastic bags & direct on product	<ul style="list-style-type: none">- Swing tag to be used where label is impractical, will not stick to surface.		<ul style="list-style-type: none">- Please test that barcodes scan before shipping, or send pre-production sample to be tested by The Warehouse.



FAQs

Question	Answer
- What size label do I use?	<ul style="list-style-type: none">- The price label should be as large as possible and needs to be appropriate for the size of product.- Refer to page 4 on this guide- Please discuss with your Category Manager/Buyer what labels to use.
- Who do I contact?	<ul style="list-style-type: none">- To contact Checkpoint please refer to slide 2 of this pack- They have offices in New Zealand, Australia and all across China.- All labels are ordered online via the Checkpoint website.- Labels are delivered out of either NZ or China depending on factory location.- Any other queries please discuss with your Category Manager/Buyer