



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



Size: 40mm x 24mm
PID Code: WH-LAB6REM-SH



Size: 80mm x 48mm
PID Code: WH-LAB5REM-SH



Size: 40mm x 40mm
PID Code: WH-LAB4REM-SH

Option 2



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

(use these if product not already barcoded on packaging)



Size: 20mm x 15mm
PID Code: WH-20x15REM-SH

Option 3



Size: 32 x 60mm
PID Code: WH-TAG7NEW-SH



Guidelines for Use

Label

Example & Guidelines

Usage

Option 1 Three sizes available



Size: 40mm x 24mm
PID Code: WH-LAB6REM-SH



Size: 80mm x 48mm
PID Code: WH-LAB5REM-SH



Size: 40mm x 40mm
PID Code: WH-LAB4REM-SH



- 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
- Price stickers to go top right of product.

- 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 data-bbox="177 348 386 554"> <p>Size: 20mm PID Code: WH-PRCSTK20-SH</p> </div> <div data-bbox="540 319 823 591"> <p>Size: 35mm PID Code: WH-PRCSTK35-SH</p> </div> <div data-bbox="92 705 471 1082"> <p>Size: 50mm PID Code: WH-PRCSTK50-SH</p> </div> <div data-bbox="154 1099 305 1205"> <p>Size: 20mm x 15mm PID Code: WH-20x15REM-SH</p> </div> <div data-bbox="537 1005 838 1185"> <p>Size: 40mm x 24mm PID Code: WH-40x24REM-SH</p> </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 data-bbox="1012 576 1340 833"> </div> <div data-bbox="950 833 1487 1128"> </div> <div data-bbox="1062 1096 1363 1319"> </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
<p>OverSize Items</p> <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
<p>Circular items & Odd shaped items</p> <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.
<p>Barcodes printed on shrink wrap, plastic bags & direct on product</p>	<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