

Welcome to

Advanced Textiles

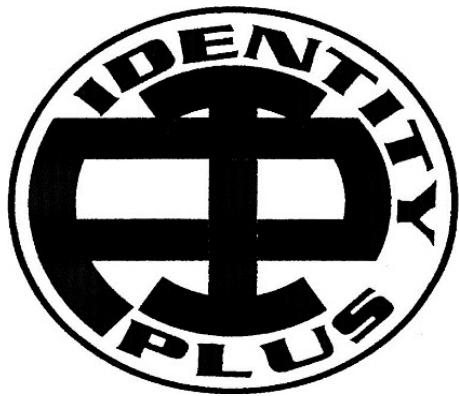
EXPO[®]

ORGANIZED BY ATA



Leverage Labels to Enhance Your Products

Matt Clark
President



“I need a label on my product!?!”

**I CAN'T GET
NO RESPECT**

RODNEY DANGERFIELD

Label Basics

- Variety
- Application
- Goal
- Function



Labels 101

Understanding labels and their function



Why do I need a label?

- Federal labeling requirements for textile and wool products, enforced by the FTC, require that most of these products have a label listing the **fiber content, country of origin, and identity of the manufacturer or another business responsible for marketing or handling the item.**
- <https://www.ftc.gov/business-guidance/resources/threading-your-way-through-labeling-requirements-under-textile-wool-acts#intro>

For Release

FTC Sends More Than \$140,000 to Consumers Deceived by False Made in USA Claims by Chaucer Accessories and Bates Accessories

November 20, 2024 | [f](#) [X](#) [in](#)

Tags: [Consumer Protection](#) | [Bureau of Consumer Protection](#) | [deceptive/misleading conduct](#) | [consumer refunds](#) | [Clothing and Textiles](#) | [Advertising and Marketing](#) | [Made in USA](#)

The Federal Trade Commission is sending more than \$140,000 to consumers who were deceived by false Made in USA claims from New England-based clothing companies Chaucer Accessories and Bates Accessories, along with Bates Retail Group.

Related Cases

[Chaucer/Bates Accessories](#)

Related Refunds

Cases and Proceedings

Lions Not Sheep

The Federal Trade Commission sued apparel company Lions Not Sheep Products, LLC, and its owner Sean Whalen for falsely claiming that its imported apparel is Made in USA. According to the FTC's complaint, the company added phony Made in USA labels to clothing and accessories imported from China and other countries. The FTC's proposed order requires Lions Not Sheep and Whalen to stop making bogus Made in USA claims, come clean about foreign production, and pay a monetary judgment. On July 28, 2022, the Commission announced the final consent agreement in this matter. In May 2023, the FTC announced it was returning \$176,000 to defrauded consumers.

Type of Action: Federal

Last Updated: May 4, 2023

FTC Matter/File Number: 222 3023

Case Status: Pending



Plan for Your Labeling Needs

- What are my label needs?
 - Legal, branding, or information
- Placement
 - Seam, hidden, outside, etc.
- Material
 - Special coatings (DWR), heat-sensitive, fire-retardant, etc.



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Label Types

Choosing the best labels for my products



Labels, Labels, Labels- Where to start?

- What labels do I need?
 - Branding
 - Durable, visual impact, recognizable, etc.
 - Informational- 4 “Cs”
 - Content, care, country, and company
 - Instructions
 - Hidden, cost-effective, price, etc.



Label Options- What is best for the product?

- PVC/Rubber

- Pros:

- Durable, visible effect, customizable colors. 3-D, and clean easily.

- Cons:

- Cost-pre- and post-production, limited detail, heavy and bulky.



- Woven

- Pros:

- Classic look, light/flexible, fine detail, and cost-effective.

- Cons:

- Less durable, flat appearance, and moisture-absorbent, and limited colors



Label Options- What is best for the product?

• Printed (Satin/Tyvek/Poly/Reemay) • Heat Transfer (Water, DTF, Silicone)

• Pros:

- Cost-effective, standard/variable info, thin/flexible. 3-D, and quick turnaround.

• Cons:

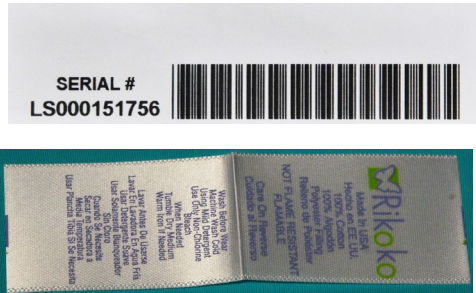
- Less durable, limited colors, fewer options.

• Pros:

- Tag less/clean look, light/flexible, detailed/color designs, and no sewing.

• Cons:

- Heat-sensitive fabrics, flat/slightly raised appearance, and less durable.



Label Options- What is best for the product?

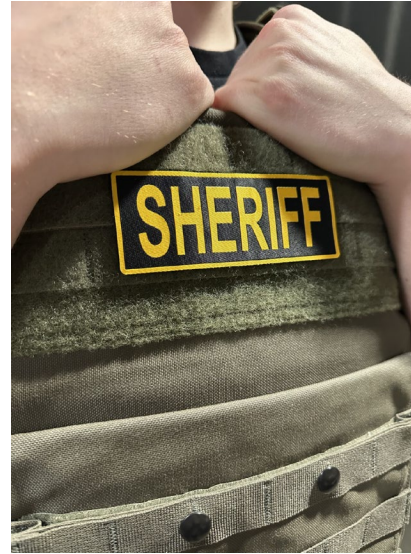
- InLay (Twill, Cordura, Mixed Media)

- Pros:

- No minimums, mixed media, premium branding, US-made/patented process, and durable.
 - Detailed designs
 - Proprietary use of patent process

- Cons:

- More costly than traditional labels
 - Niche application.



Form and Function

Designing, Application, and Branding



Label Design: Form and Function

- Label Design

- Looped, end-fold, top-sew, straight-cut, etc.
- Spacing- sew channels, sew space, or 3/8" or 1/4"
- Art Files- vector art
- Function vs. Form
 - Branding vs. informational
 - Simple vs. Complexity
- Customer's perspective



3/8" TOP SEW OPTION



1.25" x 5"
With a raised lip on the edge of the label



2- jacket label - 45mm x 65mm



3- Pant label - 20mm x 60mm

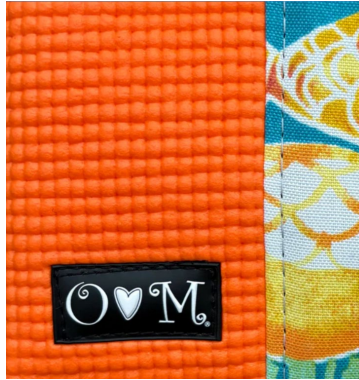
48mm

32mm

Size M
www.aerostich.com
Shell: 100% Nylon
Palm: 100% Nylon
Machine wash cold water
Wash separately
Powdered detergent
Do not bleach
Do not use fabric softener
Hang Dry
Do not machine dry
Do not iron
Do not dry clean
Ride your motorcycle
Made in USA



Application: How do I want my label to be applied?



- Equipment
 - Sewing machine- automatic or manual, heat press, sonic welding, etc.
- Pressure sensitive
 - Semi-permanent
 - Placement tape- Sewn
- Sewn
 - Top, four-sided, looped, etc.
- Heat Seal
 - Material, time, temp, and pressure
- Velcro
 - Loop, hook, or both.
- Sonic Welded



Standard or Customized Labels

- Standard
 - Woven, PVC, hang tags, and printed labels
 - High volumes maximize cost.
- Customized
 - Thermally printed and heat transfers
 - Thermal printing allows barcodes, QR, and serial numbering.
 - Heat transfer- printed direct to film (DTF), flexible to change designs and wording with minimal production disruption.

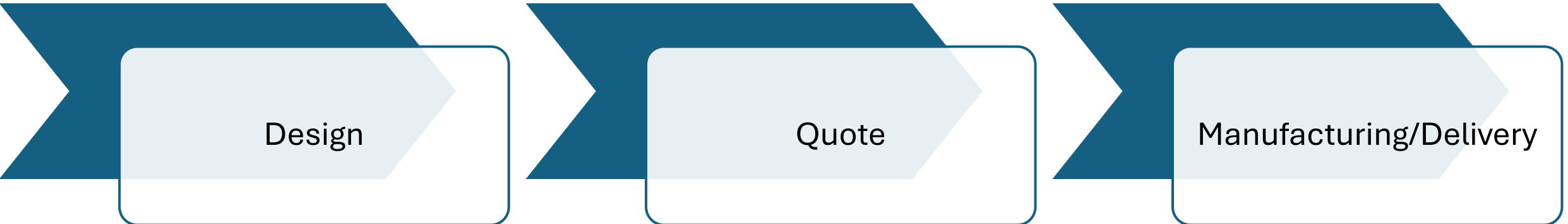


Label Ordering Like a Pro

Information, Design, Approval, Manufacturing, and Delivery



Process- Design to Delivery



Design

Quote

Manufacturing/Delivery



Design/Quote/Delivery

Label Information:
Qty, type of label,
application, etc.

Art Files-AI or
Vectored Art Files

Timeframe (Realistic)

Manufacturer to supply a
digital mock-up (New
projects)- size, folds, sew
space, etc.

Application of Label

Quote- Price, Shipping,
Manufacturing
Timeframe, Quote
Expiration

Artwork/Quote Approval

Send a PO- formal or
informal email

Confirmation with
timeline- delivery

Partial or complete
shipments



Design: The more information, the better!

- Basics
 - Type- Woven, PVC, thermal, printed, etc.
 - Quantity- MOQs can range from 1 to 1,000 pieces/yards
 - Application
- Artwork
 - AI or Vectored Files- We need the files to be able to alter and change to manufacturers. Pictures do not help; the label manufacturer would charge a design fee.
- Timeline- Be realistic
 - Share your desired timeline; manufacturers will work with you if they can!



Design/Quote/Delivery

Label Information

Art Files-AI or
Vectorized Art Files

Timeframe

Digital Proof

Application of
Label

Quote

Artwork/Quote
Approval

Purchase Order

Delivery



The Quote: Cost and Time

- Digital Proof
 - Artwork on a label
 - Size- overall, sew space, folds, etc.
 - Type of label
- Application
 - Applied on the product- sewn, heated, adhesive, etc.
- Quote
 - Price- individual piece price or per thousand
 - Shipping- included or not; tax and tariffs; shipping account number
 - Timeframe- US/Berry: 2-10 weeks; Intl: 4-8 weeks



Design/Quote/Delivery

Label Information

Art Files-AI or
Vectorized Art Files

Timeframe

Digital Proof

Application of
Label

Quote

Artwork/Quote
Approval

Purchase Order

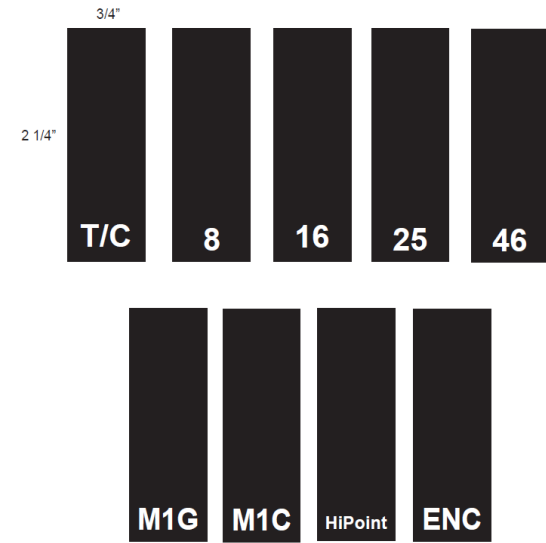
Delivery



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Approval to Delivery: Triple-Check

- Digital Proof/Quote
 - Triple check the information
 - Spelling, data, size, application, etc
 - Price, Shipping, and Timeline
- Purchase Order
 - Formal PO or informal email- put it in writing, best for both parties.
- Delivery
 - Partial shipments or completed delivery
 - International: Air, boat, or both; potential cost savings by sea freight
 - Shipping- account number, manufacturers, or yours



So now that you're a pro in label design and ordering?

Time for the Test!!!

No using Google or ChatGPT



Final Exam- 75% of your Final Grade

Q: What type of art file is needed? A: AI or Vectored Art Files

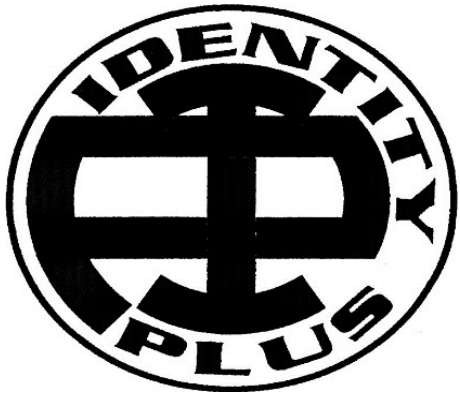
Q: What are the 4 Cs of labeling? A: Content, care, country, and company

Q: Name two types of labels? A: Woven, PVC, Heat Transfer, Printed

Q: You should think about labels when? A: When designing your product?



Thank You for Your Time Questions?



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See You Next Year



ORLANDO, FL
Nov. 3-5, 2026



JOIN US NEXT YEAR