



# TARGET MERCHANDISE DEFACING and DELABELING PROCEDURES



# Target Defacing and De-Labeling Procedures



To protect the integrity of its brands, Target requires all products and assets designated for sale through secondary outlets to be marked as second quality using the procedures outlined on the following pages.

- ☐ Brand Types and Definitions
- ☐ Product Types and Definitions
- ☐ Defacing and De-Labeling Procedures
  - Packaged Goods
  - Clothing/Soft lines
  - Shoes
  - Jewelry and Accessories
  - Target Owned and Licensed Brands
- ☐ Target Owned, Exclusive, or Designer Brand Logo Samples

Please note that:

- The Term “Target” is used to refer to the proper Target entity throughout this document.
- Any appearance of a translated version of the English words provided in this document must also be defaced or delabeled as provided herein.

# Brand Types and Definitions

**Target Owned Brands:** Target owns trademark and product development  
(Examples: Market Pantry; Archer Farms)

**Target Exclusive Brands:** Target owns exclusive rights to the brand name through a contractual agreement (Examples: Cherokee, Mossimo)

**Target Designer Brands:** Designer product that is exclusively developed for Target through a contractual agreement. Product can be sold by designer through other channels, but is a mass-exclusive for Target  
(Examples: Michael Graves, Shaun White)

**National Brands:** Product where distribution broadly exists outside of Target, manufacturer owns the brand trademark, and packaging includes “Distributed by [vendor name]” (Examples: Sony, Hanes)

**National Brands - Exclusive:** Product with distribution in other channels, but is a mass-exclusive to Target, and manufacturer owns the trademark  
(Examples: C9 by Champion, Converse One Star)

# Product Types and Definitions

**Packaged Goods:** Merchandise prepared for display and sale on store shelves utilizing existing packaging. Includes merchandise in boxes, plastic bags, and clam shells.

(Examples: Dinnerware, Bedding, and specialty items)

**Clothing/Softlines:** All Apparel merchandise. Apparel consists of men's, women's, and children's clothing; and non-packaged soft home goods (towels, etc). This product can be packaged/labeled in multiple ways which can vary by item, and can often have multiple labels per item.

(Examples: Shirts, Pants, Shorts, Sweaters)

**Shoes:** All shoes, including men's, women's and children's. All shoes require multiple process steps to ensure guidelines have been met.

**Jewelry and Accessories:** Any jewelry or fashion accessory. Based on type of labeling and packaging, these items could require item-specific processing.

(Examples: Assorted fashion jewelry items, hair clips and combs, and sunglasses)

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# Defacing and De-Labeling: Packaged Goods

## Boxed Merchandise:

Remove product from its original packaging (unless original packaging is necessary to hold a set together). If removing product is not practical, complete the following steps:

- Draw a line through any “Distributed by Target Corp.” or “Distributed by Target Canada Co.” statement (Figure A)
- Completely remove or draw a thick vertical line through the UPC Code (Figures A and B)
- Draw a line through the single most prominent brands on the box (Figure C)
- Remove and discard the warranty cards and registration information from inside the box.

**Note:** For any merchandise sent in a *shipping box*, meaning a box that is not branded and does not contain any details on the product inside, the merchandise must be removed and defaced/delabeled following the procedures outlined in this document prior to re-sale.



Figure A



Figure B



Figure C (boxes pictured represent two unique examples)



# Defacing and De-Labeling: Packaged Goods

## (continued)

### Merchandise in Plastic Bags:

- Remove the front insert displaying the brand (Figure D).
- If the front insert contains important product description information, it can remain, but the UPC Code and “Distributed by Target Corp.” or “Distributed by Target Canada Co.” statement must be properly defaced using the UPC Code defacing procedures (Figure D).

Remove this insert or use a permanent black marker to draw a line over the brand on the outside of the plastic bag.



Deface “Distributed by Target” statement and UPC Code

Figure D

### Merchandise in Clam Shells:

- Draw a line through the most prominent brand identifier (Figure E).
- Deface any “Distributed by Target Corp.” or “Distributed by Target Canada Co.” statement and UPC Code (Figure F)



Figure E



Figure F

# Defacing and De-Labeling: Clothing/Soft Lines

## Items with Hangtags:

Completely remove all Target Owned Brand or Signature brand hangtags (Figure G)



Figure G

## Items with Sewn-In Labels:

- Completely Remove labels (Figure H) –or–
- Using black permanent marker, draw a line through the brand label (Figure I)



Figure H



Figure I



# Defacing and De-Labeling: Clothing/Soft Lines

(continued)

## Items with Heat Stamp Labels:

### Heavyweight Fabrics:

- Draw a line through the brand label with permanent marker that will not damage or make the merchandise unsaleable. (Figure J)
- Heat Stamp labels may be double stamped, which makes the label illegible
- Where possible, the heat stamp may be removed completely

### Lightweight fabrics or light colors:

- Draw a line through the brand label with a fabric marker in a contrasting color to the label
- Heat Stamp labels may be double stamped, which will make the label illegible.
- Where possible, the heat stamp may be removed completely.



**Figure J**

# Defacing and De-Labeling: Shoes

## All Shoes (Men's, Women's, Childrens):

- Remove shoes from original box and recycle box; ***shoe boxes are not to be re-used***
- Draw a line through the brand logo with black permanent marker (Figure K).
- Remove all Hangtags.
- If the shoes are Target Owned Brand, Licensed, or Signature brand merchandise, all vendor hangtags must also be removed.



Figure K

# Defacing and De-Labeling: Jewelry and Accessories

## All Jewelry and Accessory Items:

- Remove all hangtags.
- If hangtags cannot be removed, the hangtag must be defaced by drawing a line through the brand (Figures L and M) and a vertical black line through the UPC (Figure N).



Figure L




Figure M



Figure N

# Target Owned, Exclusive, and Designer Brands



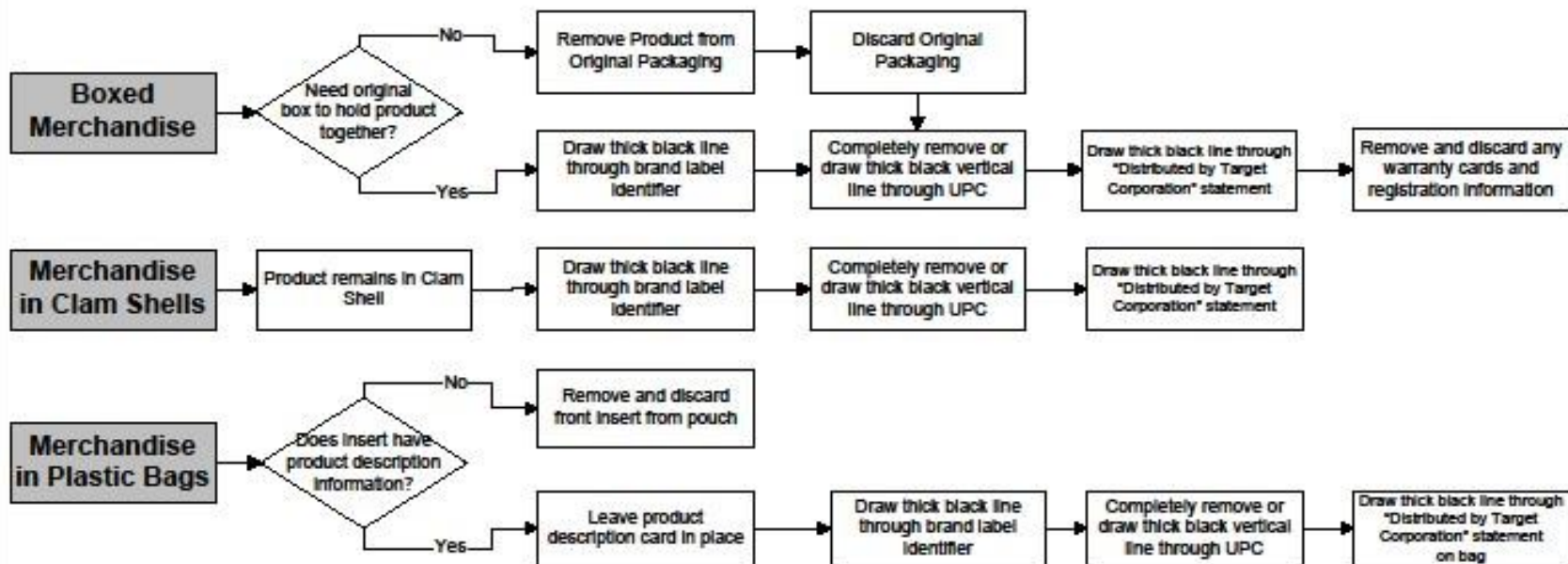
Target carefully controls and rigorously enforces its trademark rights on all merchandise sold under any Owned, Exclusive, or Designer Brands. When liquidating merchandise, the following steps must be followed:

1. Written permission must be obtained from Target and, if applicable, the licensor of the brand prior to liquidating any Target branded products
2. All vendors producing Target Owned, Exclusive, or Designer Brands must complete a liquidation application (Figure O) prior to liquidating the merchandise
3. Any merchandise bearing any of the logos on the following pages must be properly defaced and de-labeled per Target guidelines (see previous pages)
4. Target Brands cannot be sold outside the United States, Canada, or to any direct competitors of Target without express written consent

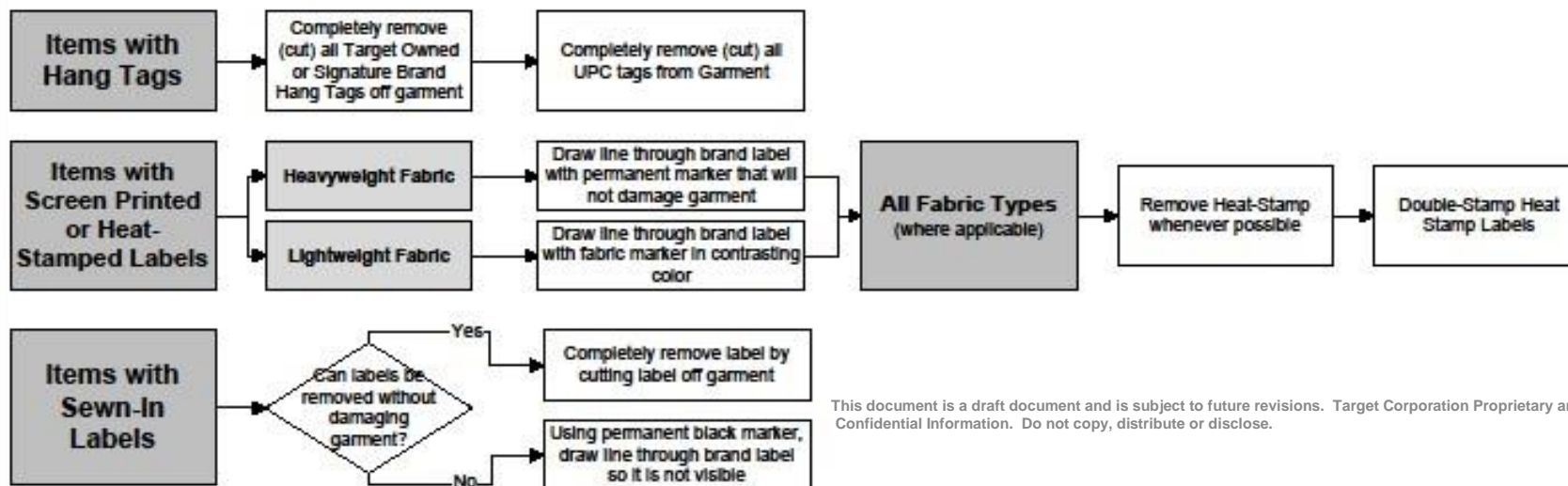


## Quick Reference – De-facing and De-Labeling

### PACKAGED GOODS



### CLOTHING/SOFTLINES

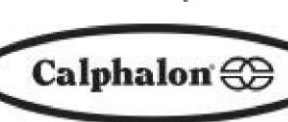


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# Target Owned Brand Logos





# Target Owned Brand Logos







# Target Owned Brand Logos



pure energy



WINE



CUBE



Splendid Littles FOR TARGET





# Target Owned Brand Logos



xhilaration.