




Appendix B: Soft-tag positioning guidelines – fashion accessories and footwear



Please use the attached images to identify the Myer preferred locations for soft-tag devices. Where product design and / or packaging requires soft tags to be placed in alternate locations, the supplier should discuss with the Myer Buyer to ensure that placement will not adversely impact deactivation at POS.

Obstruction of important information

Price/Barcode stickers (whether EAS devices or plain) should be attached to the merchandise in accordance with the following instructions. Care should be taken not to obscure important product information, such as:

- Care instructions
- Country of origin
- Fibre content
- Ingredients listings
- Barcodes (if needed for scanning)
- Manufacturer's logos
- Mandatory standards and warning / caution signs

| Product Type | Standard Application | Image |
|---|--|---|
| Hang sell footwear | Overprinted soft-tag placed on: <ul style="list-style-type: none"> ▪ The sock ▪ The sole The packaging attached to shoes |  |
| Hosiery / socks | Overprinted soft-tag placed on the swing tag, sleeve or packaging. |  |
| Fashion Accessories (eg, scarves, gloves) | Overprinted soft-tag placed on the reverse side of the swing tag and external packaging for packaged goods. |  |

| Product Type | Standard Application | Image |
|--|---|---|
| Watches and jewellery open / loose sell (on spinners) and closed sell | <p>Overprinted soft-tag placed on:</p> <ul style="list-style-type: none"> ▪ The reverse side of jewellery cards / swing tag, or ▪ The reverse side of watch boxes and jewellery sold in packages. |  |
| Handbags and small leather goods | <p>Overprinted soft-tag placed on the reverse side of swing tags.</p> <p>Hard-tag attached directly or by using lanyard for leather and designated designer brands (final instruction to be agreed with buyer).</p> |  |