

# Hard tag application

Hard tags come in many different styles and types. They are made of high impact proof plastic and are secured to lock with either a pin or a lanyard made of steel.

Hard tags are reusable and are removed from merchandise at the point of sale using a detacher.

Safers, bottle tags and other specialty tags are also available.



## General guidelines

- Tagging placement on a product should be standardized so that cashiers know where to locate tags when removing at the point of sale.
- Tags should be positioned in a visible place on the outside of the garment for maximum deterrent effect.
- Pins should be pushed gently through the fabric along the seam, then pressed easily into the tag.
- After applying, tags should be checked to ensure they are fastened securely by gently pulling the tag. Use caution when applying pins through fine or unique materials.
- For pinless or lanyard tags, loop around the part of the product that is to be protected e.g. handle, and secure other end into the hard tag.

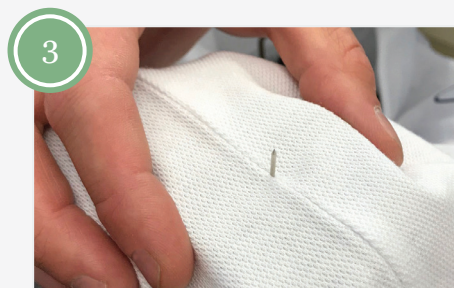
## Tagging procedure - Hard tags



To start: Pins and hard tags should be separated from each other.



Push and rotate pin to open fabric fibers and to avoid damage.  
**Important!** Always apply the pin through the fabric seam.



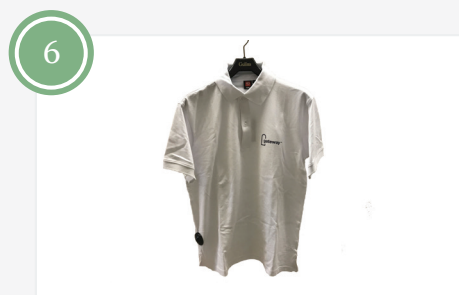
Push the pin through fabric until the stem is seen on the outside of the garment.



Line up the pin with the hole in the hard tag and push in as far as it will go.

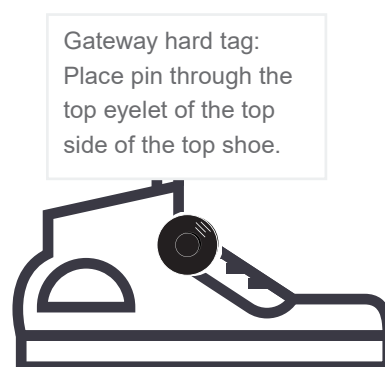
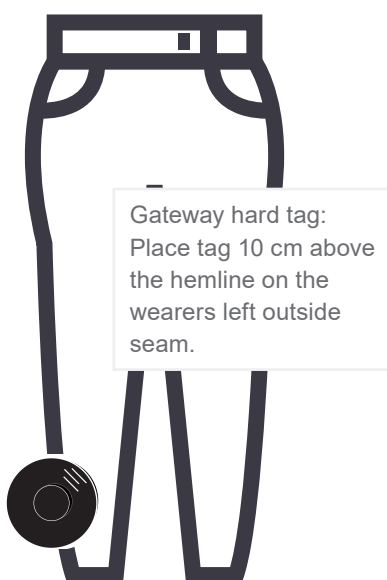


Ensure pin is locked by gently pulling upwards.



Tags should always be visible from the outside.

## Where to apply hard tags



### For Tops: Sweaters, Jackets, Blouses, Camisoles

Place tag 10 cm above the hemline on the wearers left side.

### For Bottoms: Jeans, Dresses, Pants, Skirts, Shorts

Place tag 10 cm above the hemline on the wearers left outside seam.

### For Shoes & Accessories

Place tag through eyelet, loop or fabric material.

*Consult your manager, as application preference may vary by product or company.  
Consult your Gateway sales representative if you have questions, or would like assistance determining where to place tags.*

## Hard tagging Dos and Don'ts

Do	Don't
Tag in a consistent position on all like garments.	Pierce leather, suede or waterproof materials.
Tag in line with your company policy.	Tag in a position that will interfere with the customer trying a garment on.
Tag in a visible position for maximum deterrence.	Use bent pins or damaged lanyards.
Gently ease the pin through the fabric.	Leave pins on the point of sale area or on the floor.
Ensure the pin/tag is locked into position by gently pulling the tag.	Store tags next to deactivation equipment.
Store tags and pins/lanyards separately on removal.	Place customer payment cards next to the detacher.
Ensure bottle tags are positioned on the narrowest part of the bottle neck.	Place multiple tags on one item.

### Correct



### Incorrect



## Hard tag removal

- Using a detacher, tag removal is quick and simple.
- Place the cone of the tag into the hollow of the detacher, press lightly on the pin and lift the pin upwards. The tag will remain in the detacher and the pin can be removed from the fabric.
- If the pin does not lift away, then press slightly more firmly on the pin head and twist gently. This allows the pin to reposition itself in the lock. The pin will now lift from the tag.
- Tags and pins should be stored safely and separately for reuse.
- Dispose of any bent pins, these could jam in the locking mechanism.
- Take care not to leave the sharp pins lying around.
- Gateway personnel will bolt the detacher to a convenient position on the point of sale area. It is essential that these detachers are kept secure and not accessible to the public.
- Most detachers are supplied with a lock and key to prevent unauthorized tag removal.

