# SOP: Labeling and Price Tag Placement Protocols

This SOP defines **labeling and price tag placement protocols** to ensure consistent, clear, and accurate product identification and pricing. It covers standards for label content, positioning on products, methods for attaching price tags, and compliance with regulatory requirements to enhance customer experience and streamline inventory management.

## 1. Purpose

To establish standardized procedures for labeling and pricing products to ensure legibility, accuracy, compliance, and ease of identification for customers and staff.

## 2. Scope

This SOP applies to all products and departments responsible for product labeling and price tag placement at all retail locations.

## 3. Responsibilities

- **Store Staff:** Attach and verify labels and price tags per protocol.
- **Supervisors/Managers:** Ensure compliance and perform regular audits.
- **Inventory/Pricing Team:** Prepare accurate labels and maintain pricing data.

## 4. Label Content Standards

| Field | Description | Mandatory |
|---|---|---|
| Product Name | Clear, official product title | Yes |
| SKU/Barcode | Unique product identifier (barcode or numeric code) | Yes |
| Price | Current selling price, including currency and taxes if applicable | Yes |
| Size/Variant | Product size, color, or other relevant variant | As applicable |
| Promotional Messages | Discounts or offers | If applicable |

## 5. Label Placement Protocols

1. Affix labels or price tags in a clearly visible area, avoiding obstruction of branding or mandatory product information.
2. For boxed goods: Place label on top right corner of the front face.
3. For soft goods (clothing): Attach price tags to the main brand label or designated tag loop.
4. For irregular items: Use approved string tags or adhesive labels on a non-damaging, visible spot.
5. Ensure the barcode is not bent, folded, or otherwise obscured.
6. Avoid placing tags on surfaces that contact food or sensitive surfaces unless using approved food-safe materials.

## 6. Price Tag Attachment Methods

- Use fasteners, strings, or adhesives supplied or approved by the company.
- Ensure attachment is secure but does not damage the product.
- For fragile items, utilize string or hang tags rather than adhesive labels.
- Remove or cover previous price labels when prices change to avoid confusion.

## 7. Regulatory Compliance

- Comply with local, regional, and national regulations on pricing and labeling.
- Ensure all required information (e.g., unit pricing or safety warnings) is displayed as per legal requirements.
- Maintain records of pricing changes for auditing and regulatory purposes.

## 8. Quality Assurance

- Conduct weekly audits to verify accurate label content and placement.
- Document and correct all discrepancies found during audits.

## 9. Exceptions

- Any deviations from this SOP must be approved in writing by store management.

## 10. Revision History

| Date | Author | Revision | Description |
|------|--------|----------|-------------|
| 2024-06-28 | SOP Team | 1.0 | Initial release |