

The logo consists of the word "Mix" in a white, serif typeface, centered within a solid blue rectangular background.

Mix

KIDS & BABY STYLE GUIDE
7.12.2012

TABLE OF CONTENTS

FONTS	3
LOGOS	4
PRODUCT SHEETS	5
CLOTHING LABELS	9
SCREEN PRINTED LABELS	11
MITERED LABELS	13
WOVEN LABELS	14
SWING TAGS	15
PANTS TAGS	16
BIB PACKAGING	17
SOCKS	19
BABY BOX PACKAGING	23
BOX PACKAGING MATERIALS	37
PRICE ROUNDELS	38
SIZE CHARTS	39

FONTS

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 /*&^%\$#@!

FUTURA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 /*&^%\$#@!

American Typewriter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 /*&^%\$#@!

American Typewriter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 /*&^%\$#@!

LOGOS

REGULAR

Mix Baby

■ PMS 312 C

Mix Baby

■ BLACK

REGULAR

Mix Kids

■ PMS 312 C

Mix Kids

■ BLACK

STACKED

Mix
Baby

Mix
Baby

STACKED

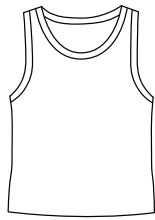
Mix
Kids

Mix
Kids

BABY BOYS PRODUCT SHEET



COTTON
BODY SUIT



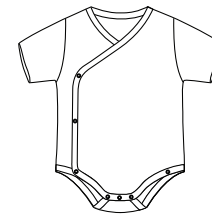
COTTON
SINGLET



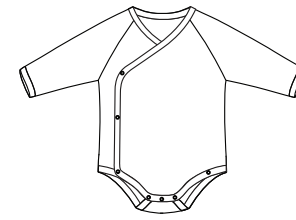
COTTON SHORT SLEEVE
BODY SUIT



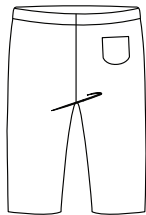
COTTON SHORT SLEEVE
BODY SUIT



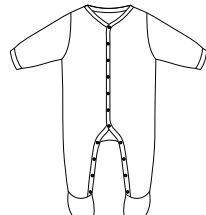
COTTON SHORT SLEEVE
WRAP BODY SUIT



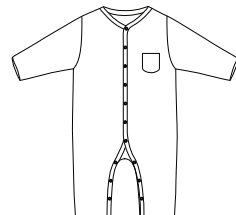
COTTON LONG SLEEVE
WRAP BODY SUIT



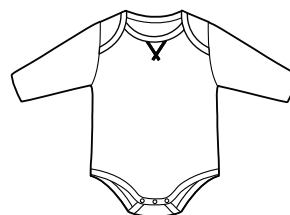
COTTON
PANT



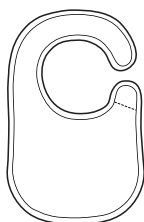
COTTON NYLON
LONG SLEEVE
COVERALL



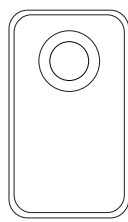
COTTON LONG SLEEVE
ROMPER



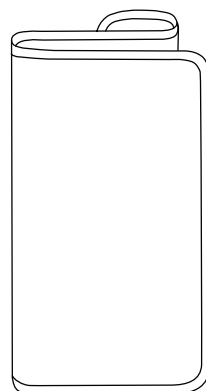
COTTON LONG SLEEVE
BODY SUIT



COTTON
VELCRO BIB



COTTON
BIB

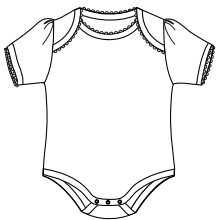


COTTON
INTERLOCK WRAP

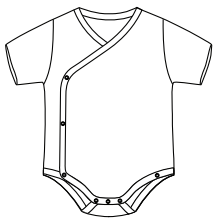
BABY GIRLS PRODUCT SHEET



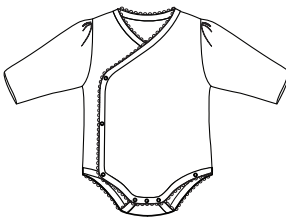
COTTON
SINGLET



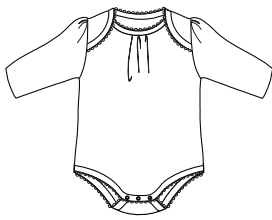
COTTON SHORT SLEEVE
BODY SUIT



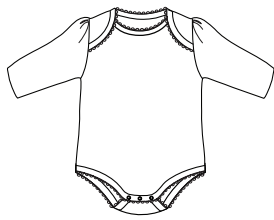
COTTON SHORT SLEEVE
WRAP BODY SUIT



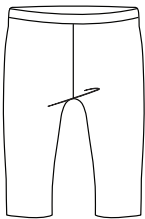
COTTON LONG SLEEVE
CROSS TIE BODY SUIT



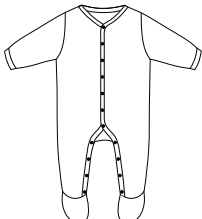
COTTON LONG SLEEVE
GATHERED BODY SUIT



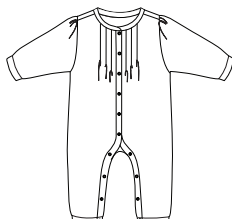
COTTON LONG SLEEVE
GATHERED BODY SUIT



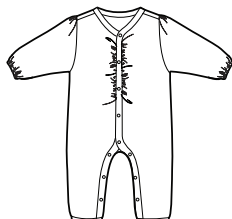
COTTON
LEGGING



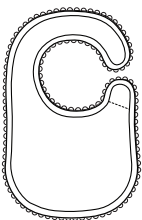
COTTON NYLON
LONG SLEEVE
COVERALL



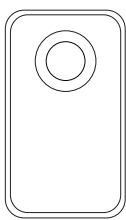
COTTON LONG SLEEVE
ROMPER



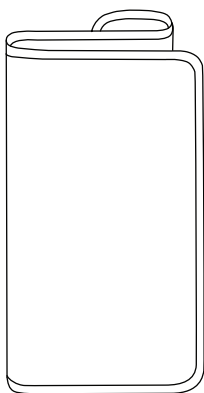
COTTON LONG SLEEVE
ROMPER



COTTON
VELCRO BIB



COTTON
BIB



COTTON
INTERLOCK WRAP

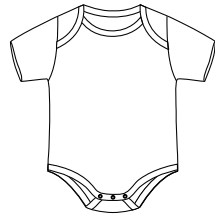
UNISEX PRODUCT SHEET



COTTON
BODY SUIT



COTTON
SINGLET

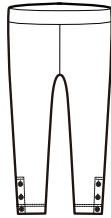


COTTON SHORT SLEEVE
BODY SUIT

GIRLS PRODUCT SHEET



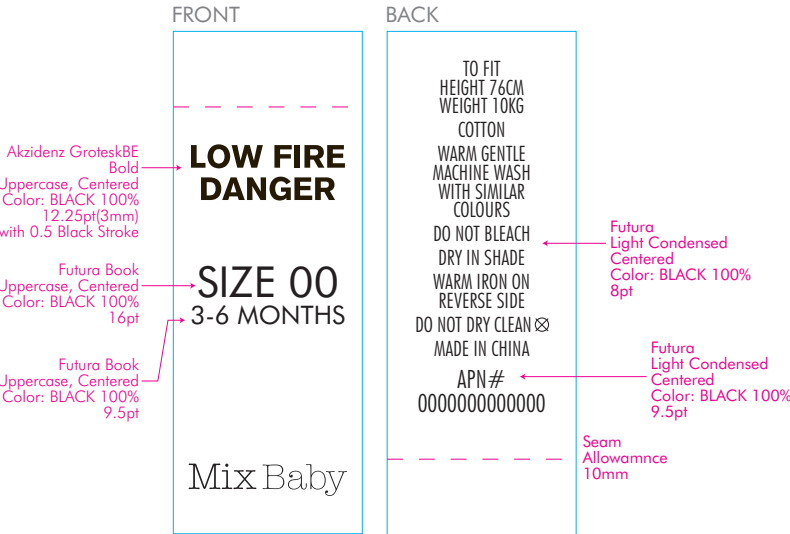
COTTON/SPANDEX
LEGGINGS



COTTON/SPANDEX
LEGGINGS

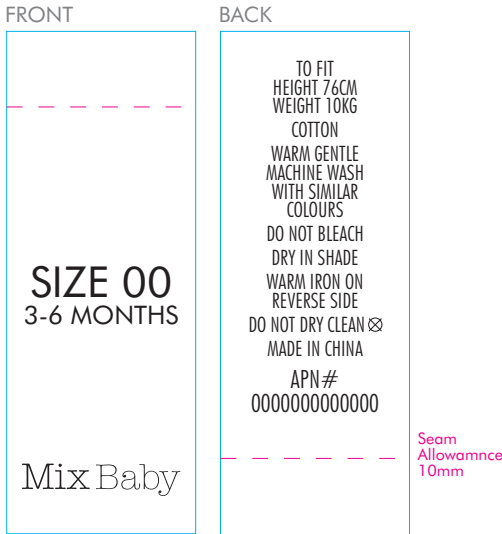
BABY CLOTHING LABELS SIZE RANGE 000-2

CATEGORY 1-3 FIRE BABY LABELS



ACTUAL SIZE(MM): 25WIDE X 65TALL
ITEM# **MM11950**

CATEGORY 4 BABY LABELS



ACTUAL SIZE(MM): 25WIDE X 65TALL
ITEM# **MM11957**

HIGH FIRE LABEL

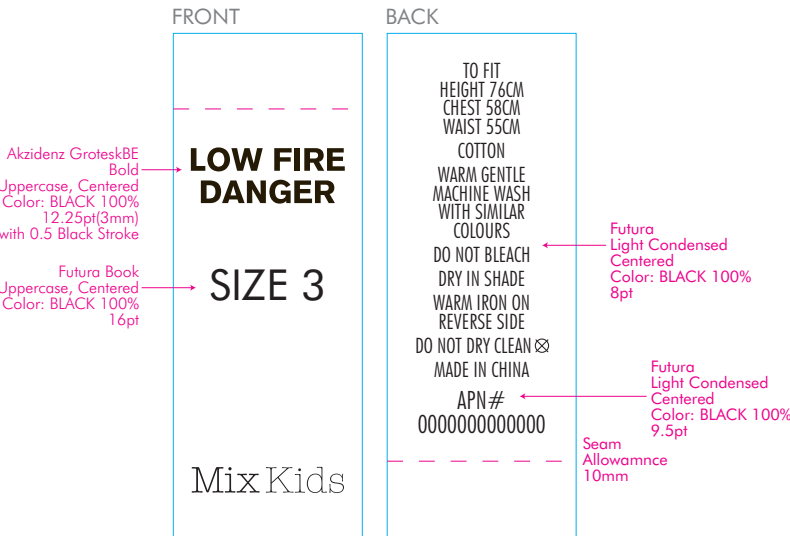


SIZE
Triangle height to be 18.5mm
width to be 35mm

NOMINATED SUPPLIER
CASHS PRODUCT CODE: CAT4
ITEM# **MM11960**

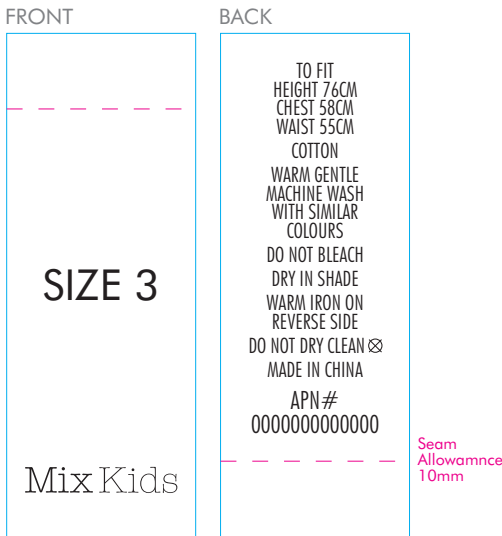
KIDS CLOTHING LABELS SIZE RANGE 1-8

CATEGORY 1-3 FIRE KIDS LABELS



ACTUAL SIZE(MM): 25WIDE X 65TALL
ITEM# MM11952

CATEGORY 4 KIDS LABELS



ACTUAL SIZE(MM): 25WIDE X 65TALL
ITEM# MM11953

HIGH FIRE LABEL



NOMINATED SUPPLIER
CASHS PRODUCT CODE: CAT4
ITEM# MM11960

HANGER TAPE WARNING STICKER



ITEM# MM11922

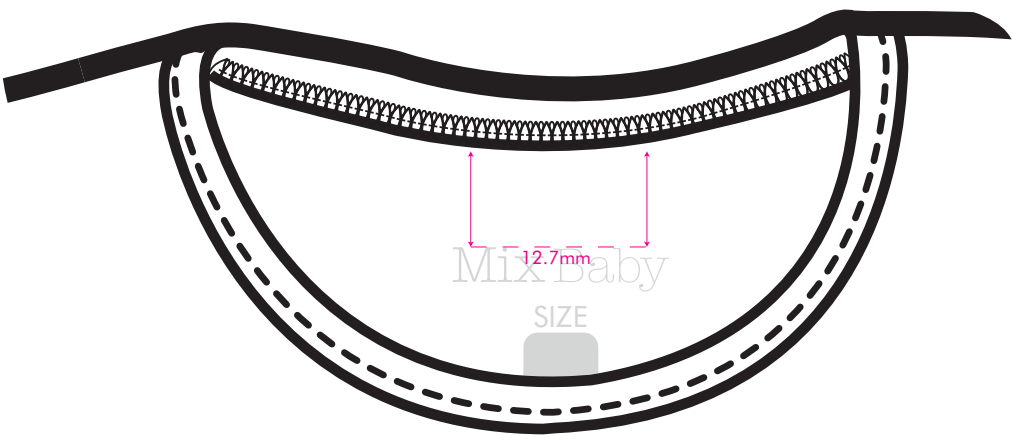
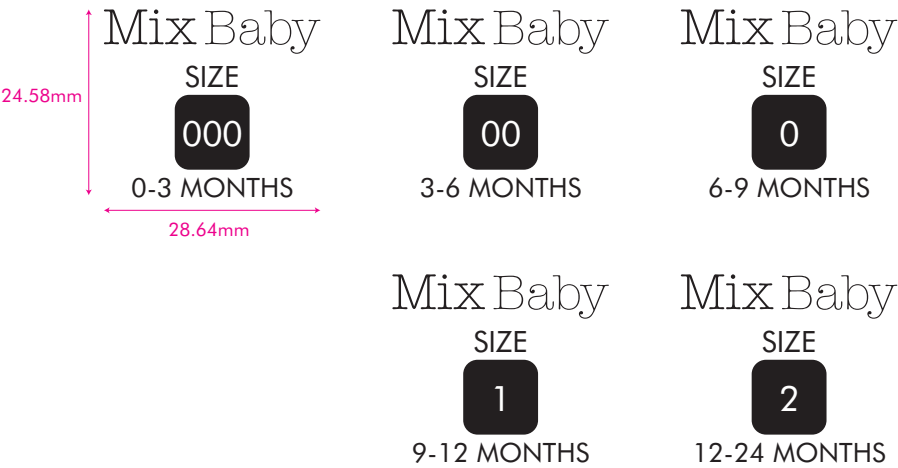


ITEM# MM11923

BABY SCREEN PRINTED LABELS SIZE RANGE 000-2

NON FIRE LABEL CATEGORIES

BABY SCREEN PRINTED LABEL
ITEM# MM11990



BABY CARE LABEL

FRONT



BACK



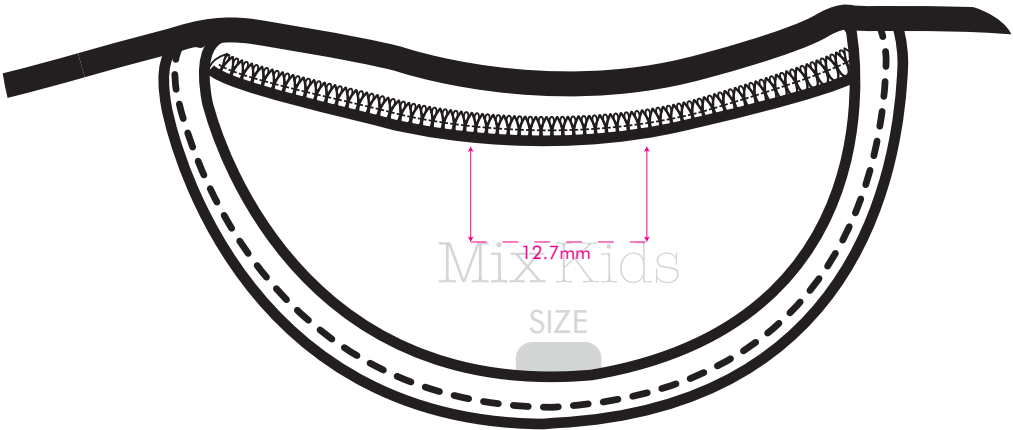
Seam Allowance 10mm

ACTUAL SIZE(MM): 25WIDE X 46TALL
ITEM# MM11954

KIDS SCREEN PRINTED LABELS SIZE RANGE 1-8

NON FIRE LABEL CATEGORIES

KIDS SCREEN PRINTED LABEL
ITEM# MM11991



KIDS CARE LABEL FRONT



BACK



Seam Allowance 10mm

ACTUAL SIZE(MM): 25WIDE X 46TALL
ITEM# MM11955

MITERED LABELS

BABY SIZE RANGE 000-2

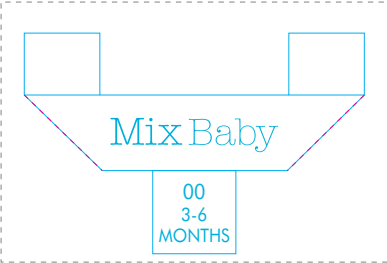
PMS 312 C
11-0601 TCX

BABY MITERED LABEL

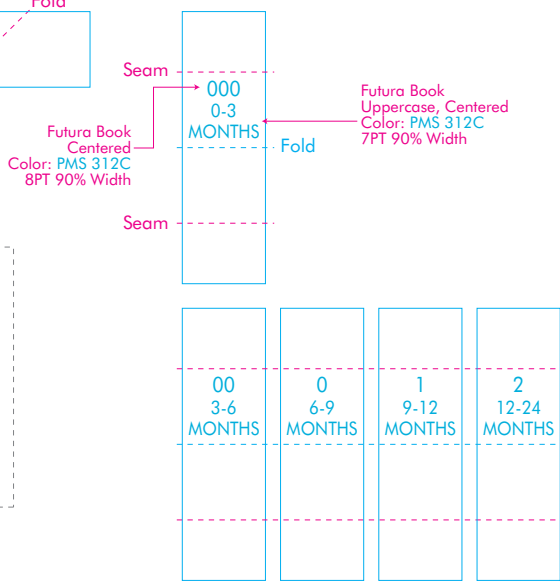


ACTUAL SIZE(MM): 61WIDE X 10TALL
ITEM# MM11994

FOLDED & ASSEMBLED



BABY SIZE LABEL



ACTUAL SIZE(MM): 11WIDE X 36TALL
FOLDEDSIZE(MM): 11WIDE X 18TALL
ITEM# MM11992

BABY CARE LABEL

FRONT



BACK



ACTUAL SIZE(MM): 25WIDE X 46TALL
ITEM# MM11954

KIDS SIZE RANGE 1-8

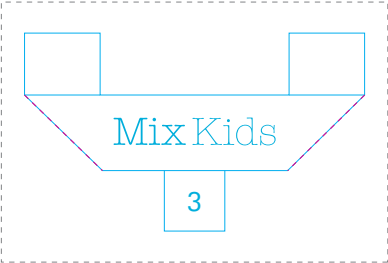
PMS 312 C
11-0601 TCX

KIDS MITERED LABEL

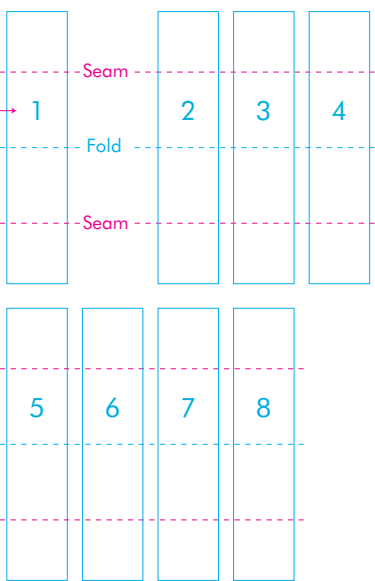


ACTUAL SIZE(MM): 61WIDE X 10TALL
ITEM# MM11996

FOLDED & ASSEMBLED



KIDS SIZE LABEL



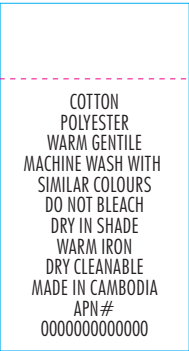
ACTUAL SIZE(MM): 8WIDE X 36TALL
FOLDEDSIZE(MM): 8WIDE X 18TALL
ITEM# MM11993

KIDS CARE LABEL

FRONT



BACK



ACTUAL SIZE(MM): 25WIDE X 46TALL
ITEM# MM11955

WOVEN LABELS

BABY SIZE RANGE 000-2

PMS 312 C
11-0601 TCX

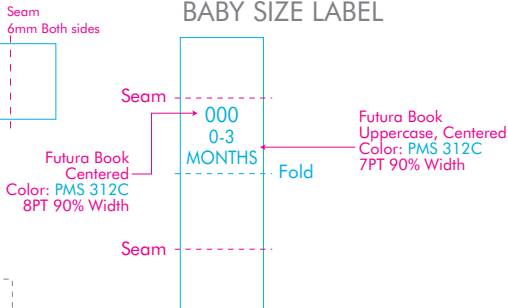
BABY WOVEN LABEL



ACTUAL SIZE(MM): 57WIDE X 10TALL
FOLDEDSIZE(MM): 45WIDE X 10TALL
ITEM# MM11995



BABY SIZE LABEL



00 3-6 MONTHS	0 6-9 MONTHS	1 9-12 MONTHS	2 12-24 MONTHS
---------------------	--------------------	---------------------	----------------------

ACTUAL SIZE(MM): 11WIDE X 36TALL
FOLDEDSIZE(MM): 11WIDE X 18TALL
ITEM# MM11992

BABY CARE LABEL

FRONT



BACK



ACTUAL SIZE(MM): 25WIDE X 46TALL
ITEM# MM11954

KIDS SIZE RANGE 1-8

PMS 312 C
11-0601 TCX

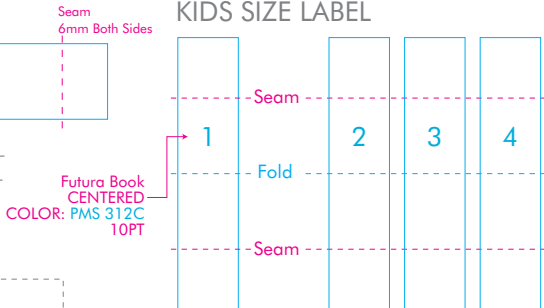
KIDS WOVEN LABEL



ACTUAL SIZE(MM): 57WIDE X 10TALL
FOLDEDSIZE(MM): 45WIDE X 10TALL
ITEM# MM11997



KIDS SIZE LABEL



5	6	7	8
---	---	---	---

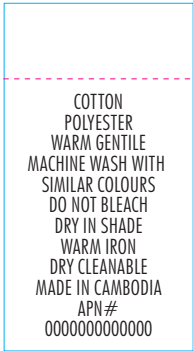
ACTUAL SIZE(MM): 8WIDE X 36TALL
FOLDEDSIZE(MM): 8WIDE X 18TALL
ITEM# MM11993

KIDS CARE LABEL

FRONT



BACK



ACTUAL SIZE(MM): 25WIDE X 46TALL
ITEM# MM11955

SWING TAGS

BABY SIZE RANGE 000-2

FRONT



PMS 312 C

BACK



ACTUAL SIZE(MM): 50WIDE X 50TALL
ITEM# MM11970

KIDS SIZE RANGE 1-8

FRONT



PMS 312 C

BACK



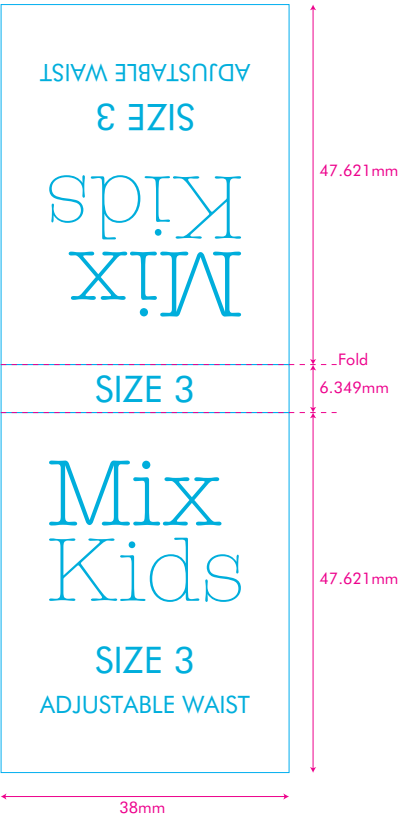
ACTUAL SIZE(MM): 50WIDE X 50TALL
ITEM# MM11973

PACKAGING SUBSTRATE: 350GSM CYBER XL

FINISH OF THE SUBSTRATE: AQUA BASED MATT FINISH

PANTS TAGS

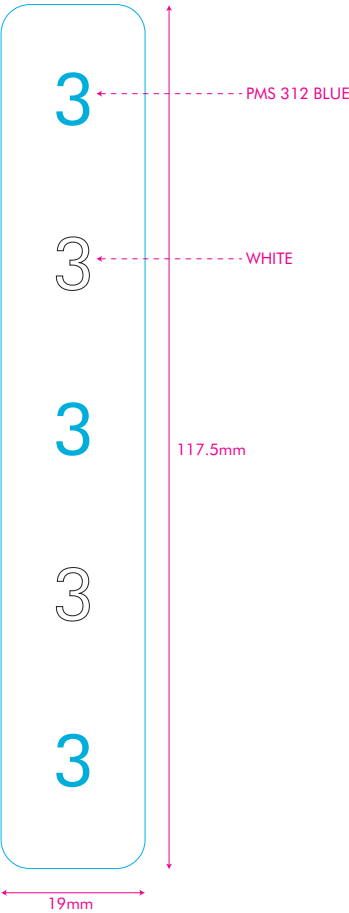
KIDS MATCH BOOK TAG
SIZE RANGE 1-8



ACTUAL SIZE FLAT(MM): 38WIDE X 101.627TALL
ACTUAL SIZE FOLDED(MM): 38WIDE X 47.621TALL
ITEM# MM11983

PMS 312 C

KIDS SIZING STICKER
SIZE RANGE 1-8

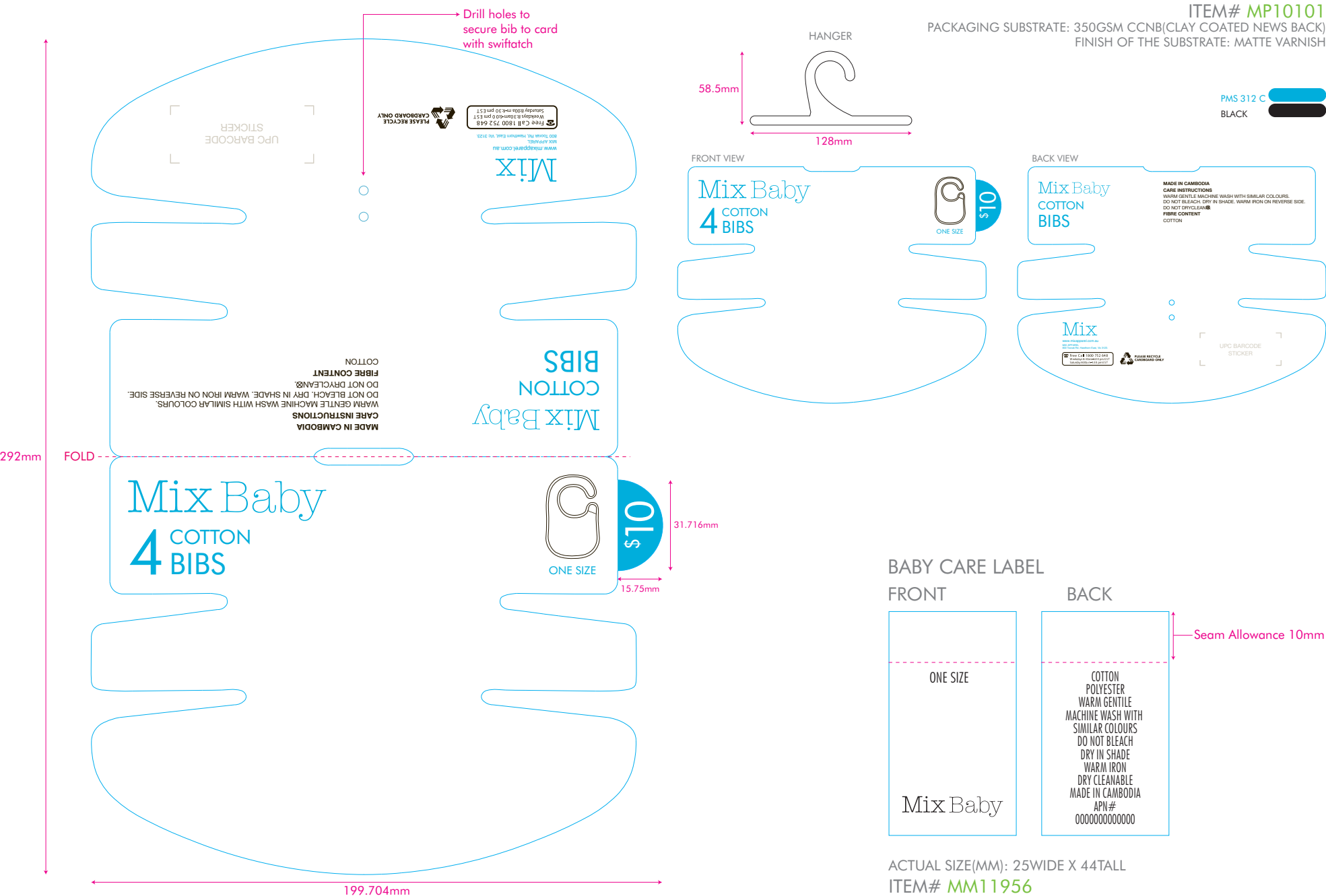


ACTUAL SIZE FLAT(MM): 19WIDE X 117.57TALL
ITEM# MM11924

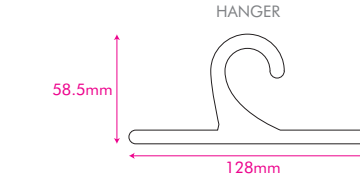
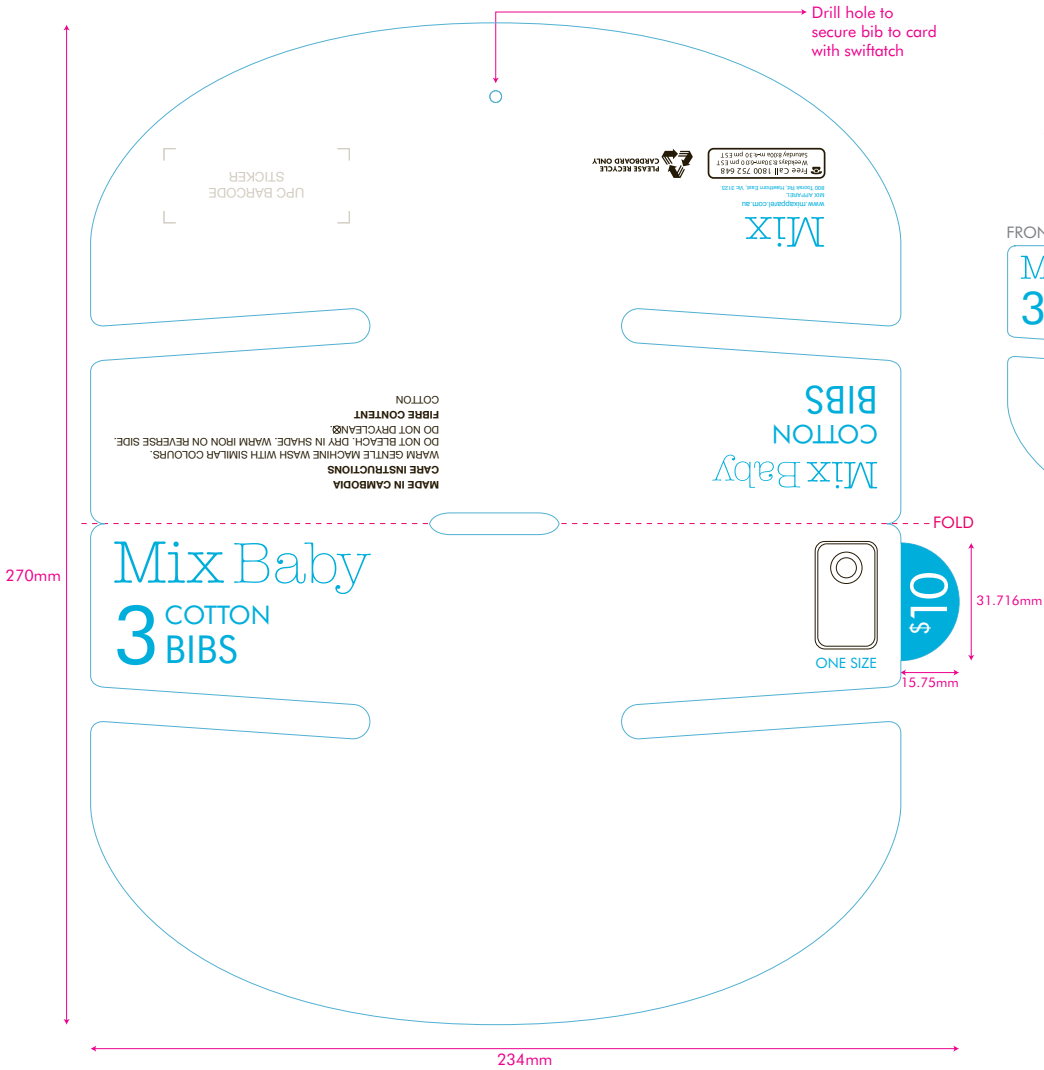
PACKAGING SUBSTRATE: 350GSM – 14 POINT BOARD
FINISH OF THE SUBSTRATE: AQUA BASED MATT FINISH

PACKAGING SUBSTRATE: FASSON TRANSCODE
CLEAR PLUS/S4900/BG50#WH

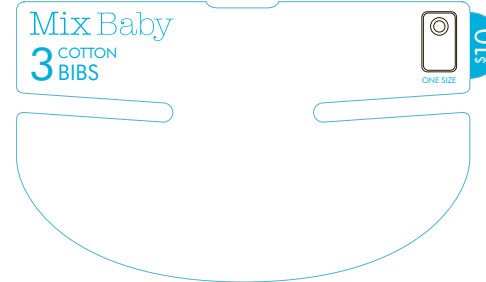
BIB WATERFALL 4 PACK



BIB 3 PACK



FRONT VIEW

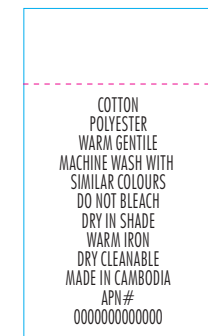


BABY CARE LABEL

FRONT



BACK



—Seam Allowance 10mm

ACTUAL SIZE(MM): 25WIDE X 44TALL

ITEM# MM11956

ITEM# MP10105

PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)

FINISH OF THE SUBSTRATE: MATTE VARNISH

ARTWORK NOT ACTUAL SIZE

PMS 312 C

BLACK

BABY SOCK WRAPS

2 PAIRS



4 PAIRS



PACKAGING SUBSTRATE: WEIGHT IS 300GSM

KIDS SOCK WRAPS

2 PAIRS

43mm

32.415mm

10.5mm

215.9mm

21.364mm

123456 DC-17717- MMY

STYLE NUMBER / COLOUR

POSITION ONLY

80% TRUNCATED

XXXXX XXXXX

0 00000 00000 0

Free Ca 1 1800 752 648

Weekdays 8.30am-6.00 pm EST

Saturday 9.00am-3.00 pm EST

PLEASE RECYCLE

CARDBOARD ONLY

Made in China

Care Instructions

Warm gentle machine wash with similar colours. Do not bleach. Dry in shade. Warm iron if required. Do not dryclean.

Fibre Content

Cotton

To Fit	5-8	9-12	13-3
Shoe Size			
Age	3-5 years	5-8 years	9-10 years

www.mixkids.com.au

MIX APP AVAILABLE

800 Toramba Rd, Torrance NSW, 2126

Mix Kids

2 PAIRS

SIZE 2-5

BIND0289B

PMS 312 C

PMS 305 C

BLACK

ITEM# MP10110

\$6

4 PAIRS

43mm

32.415mm

10.5mm

215.9mm

21.364mm

123456 DC-17717- MMY

STYLE NUMBER / COLOUR

POSITION ONLY

80% TRUNCATED

XXXXX XXXXX

0 00000 00000 0

Free Ca 1 1800 752 648

Weekdays 8.30am-6.00 pm EST

Saturday 9.00am-3.00 pm EST

PLEASE RECYCLE

CARDBOARD ONLY

Made in China

Care Instructions

Warm gentle machine wash with similar colours. Do not bleach. Dry in shade. Warm iron if required. Do not dryclean.

Fibre Content

Cotton

To Fit	5-8	9-12	13-3
Shoe Size			
Age	3-5 years	5-8 years	9-10 years

www.mixkids.com.au

MIX APP AVAILABLE

800 Toramba Rd, Torrance NSW, 2126

Mix Kids

4 PAIRS

SIZE 2-5

BIND0289B

PMS 312 C

PMS 305 C

BLACK

ITEM# MP10116

\$6

PACKAGING SUBSTRATE: WEIGHT IS 300GSM

20

BABY PACKAGING

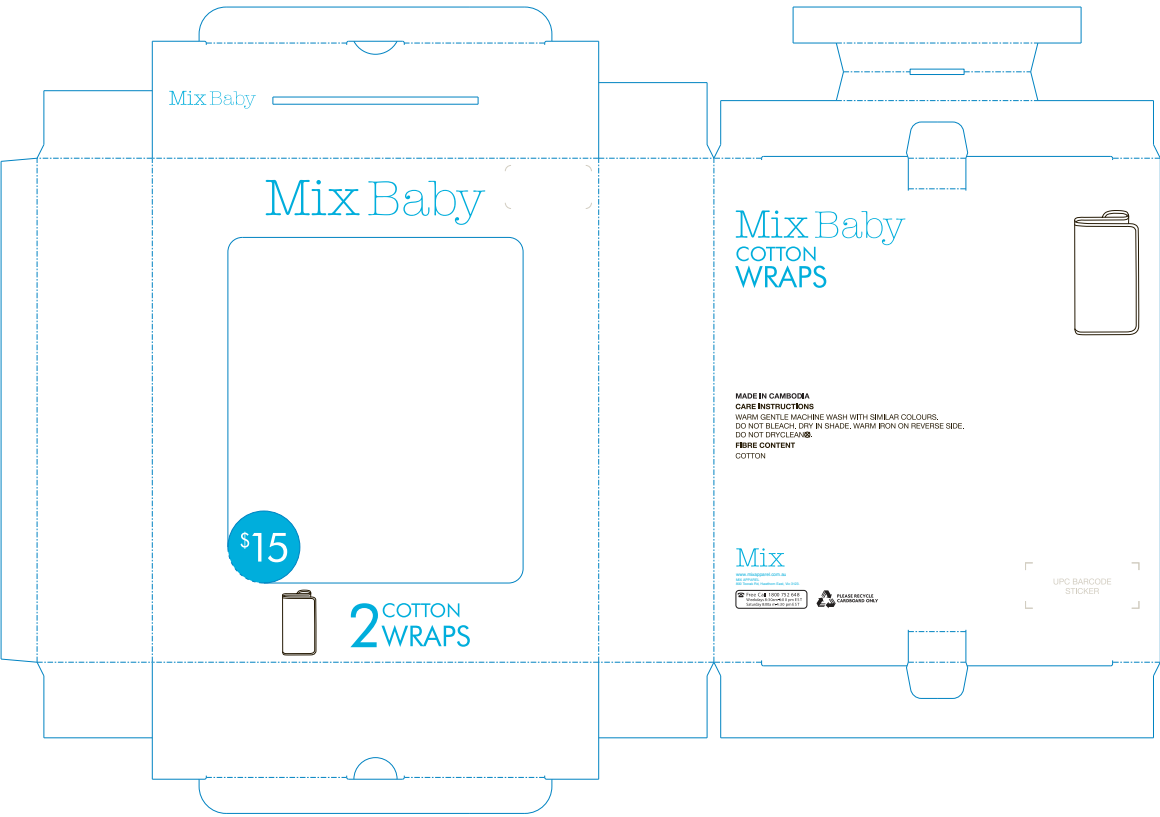
BOX PACKAGING FONT GUIDELINES
ARTWORK NOT ACTUAL SIZE



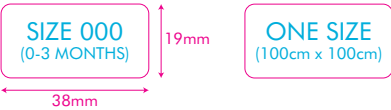
BABY PACKAGING

COTTON WRAPS ITEM# **MP10103**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

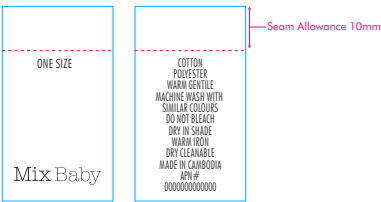
PMS 312 C 
BLACK 



SIZE STICKERS



BABY CARE LABEL

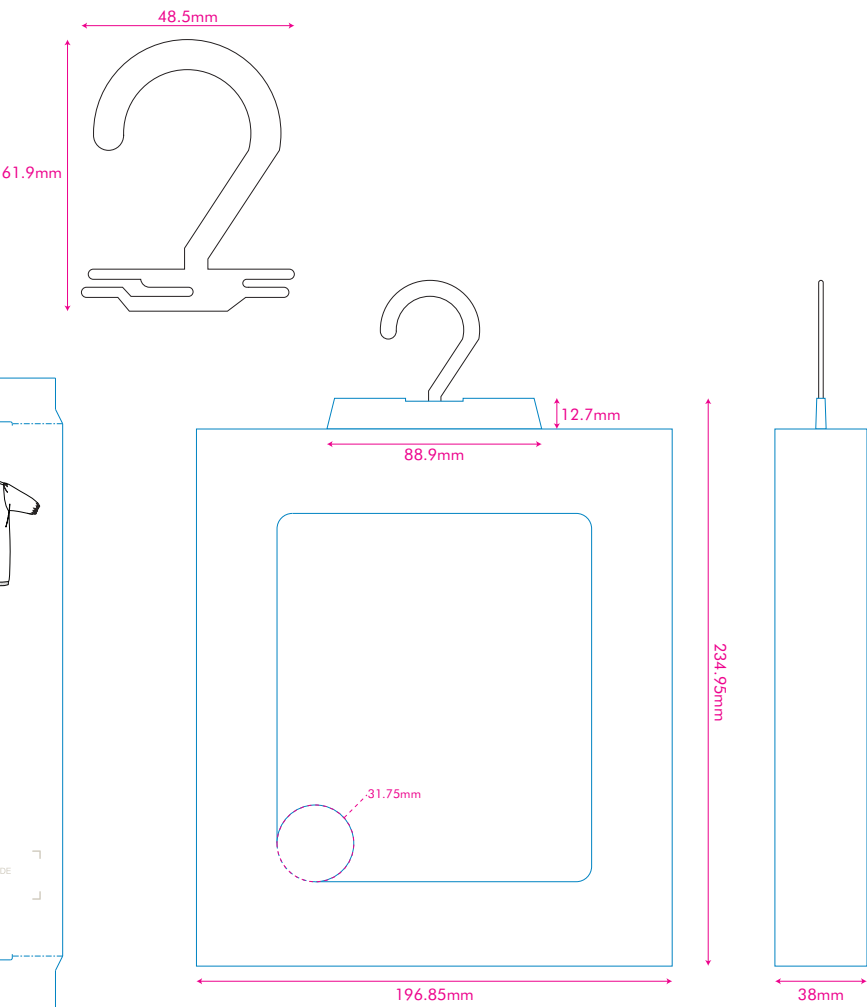
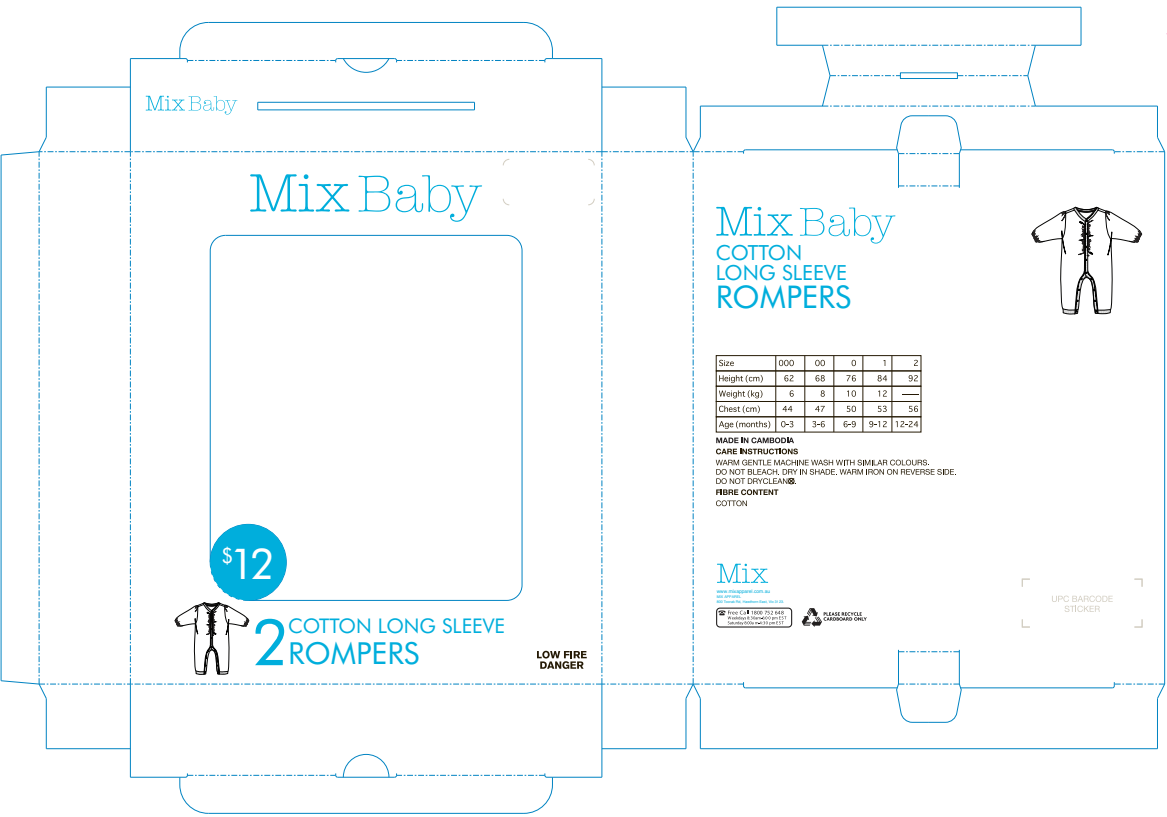


ACTUAL SIZE(MM): 25WIDE X 44TALL
ITEM# **MM11956**

BABY PACKAGING

LONG SLEEVE ROMPERS ITEM# **MP10022**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



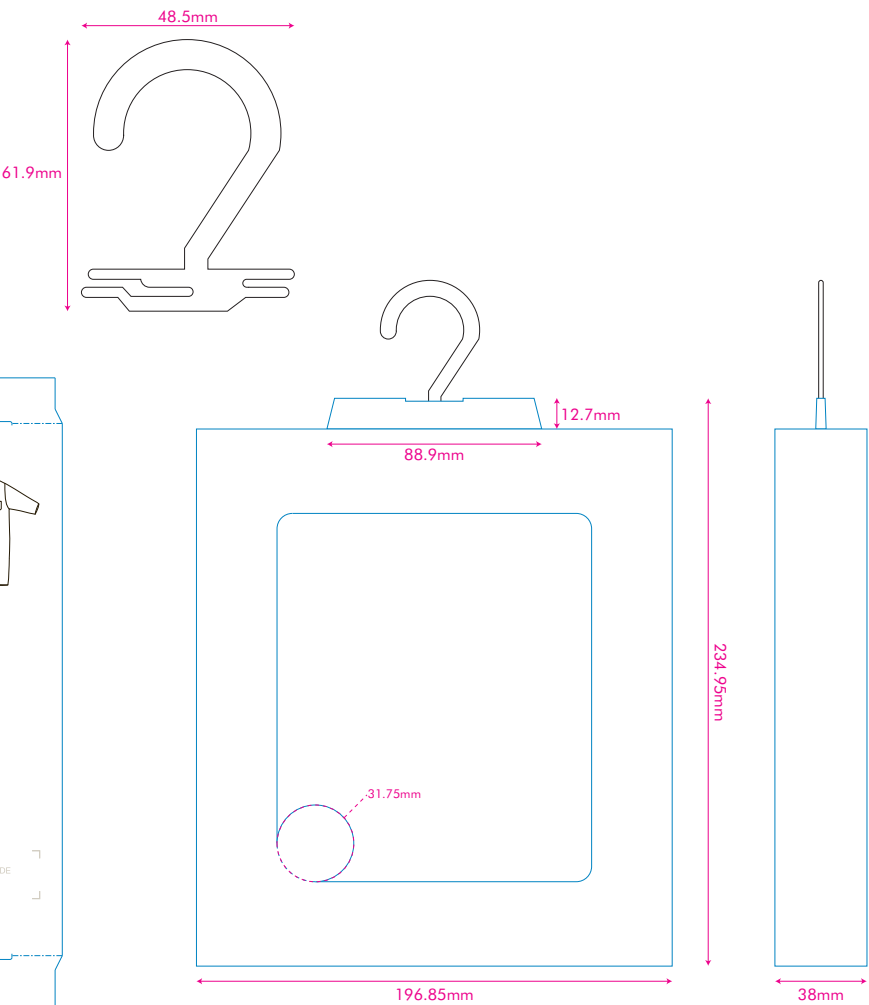
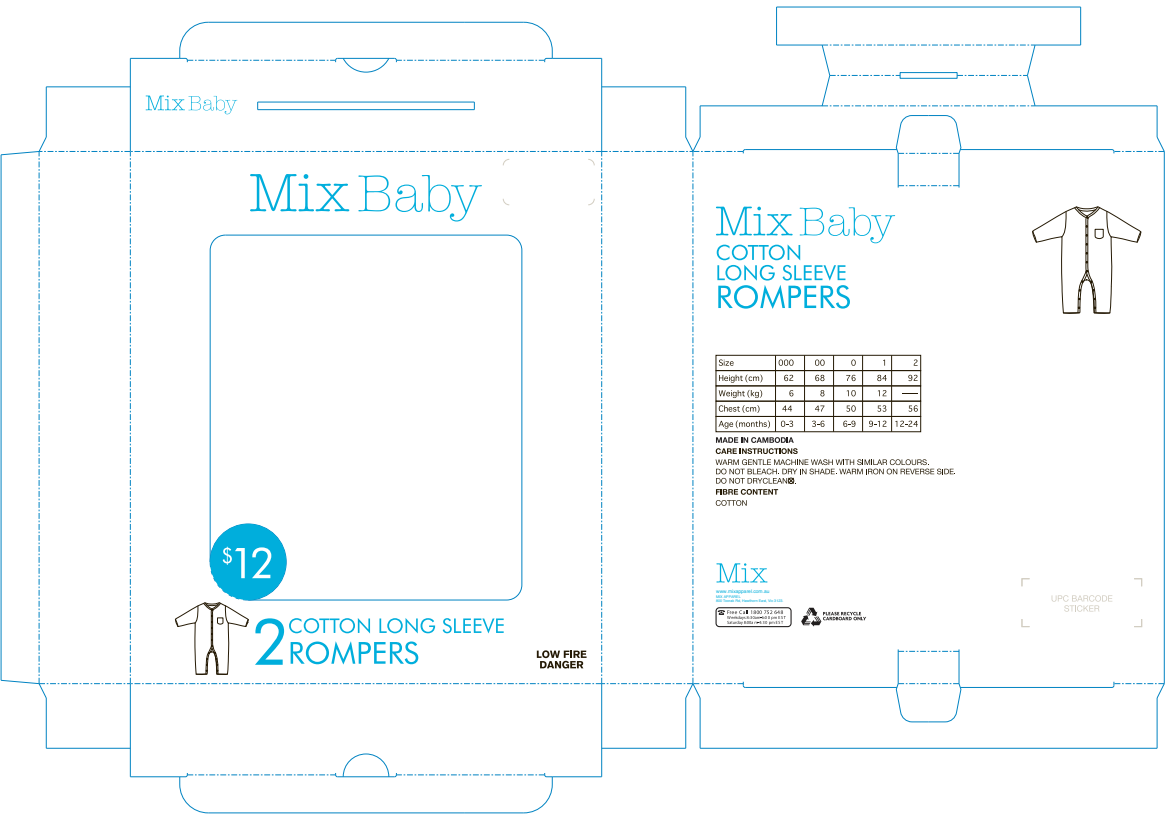
SIZE STICKERS



BABY PACKAGING

LONG SLEEVE ROMPERS ITEM# **MP10019**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



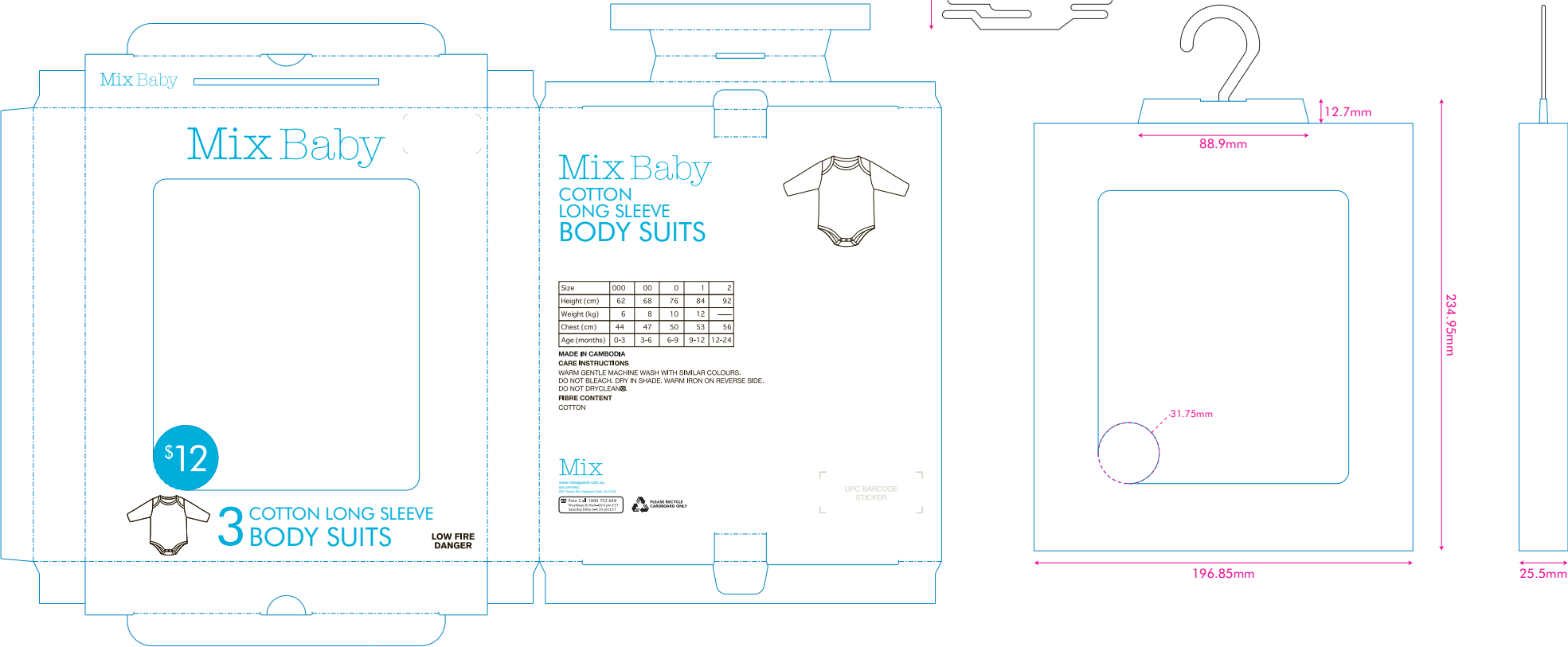
SIZE STICKERS



BABY PACKAGING

LONG SLEEVE BODY SUITS ITEM# **MP10024**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



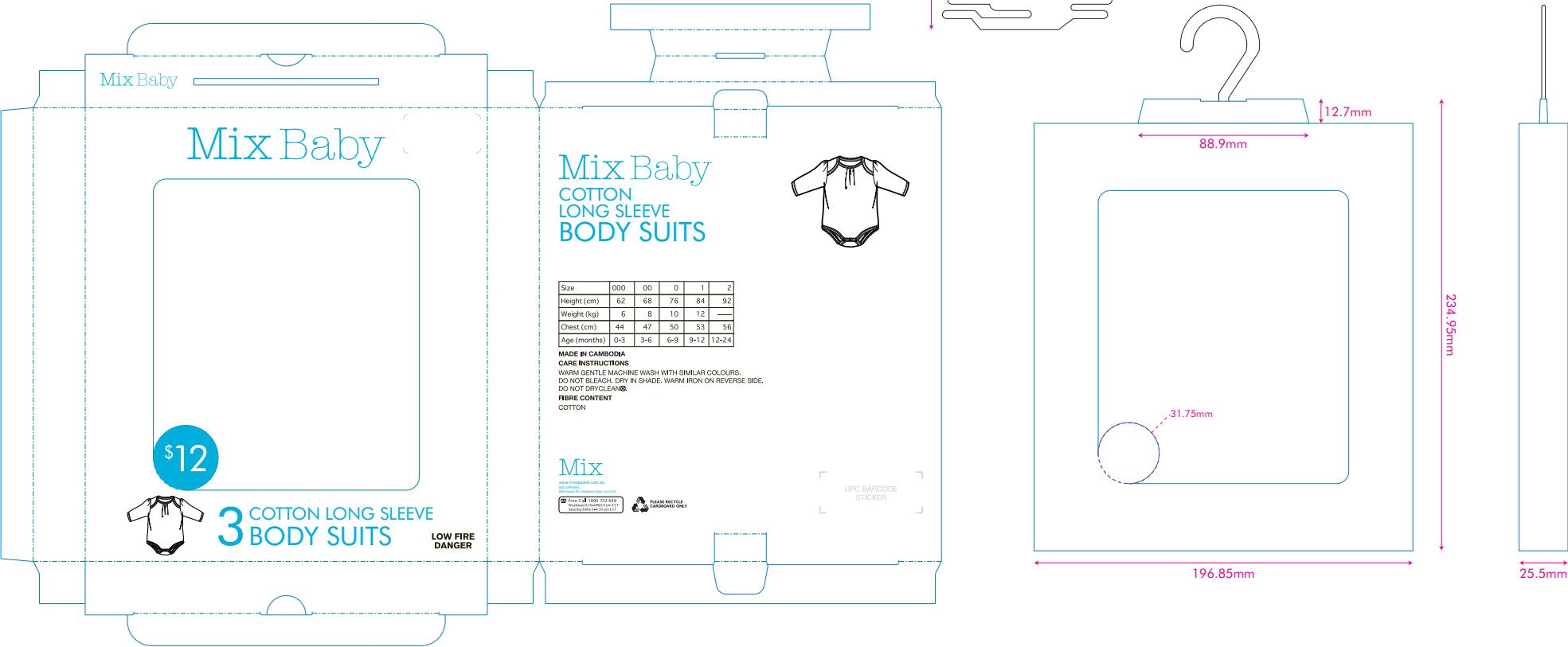
SIZE STICKERS



BABY PACKAGING

LONG SLEEVE BODY SUITS ITEM# **MP10021**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



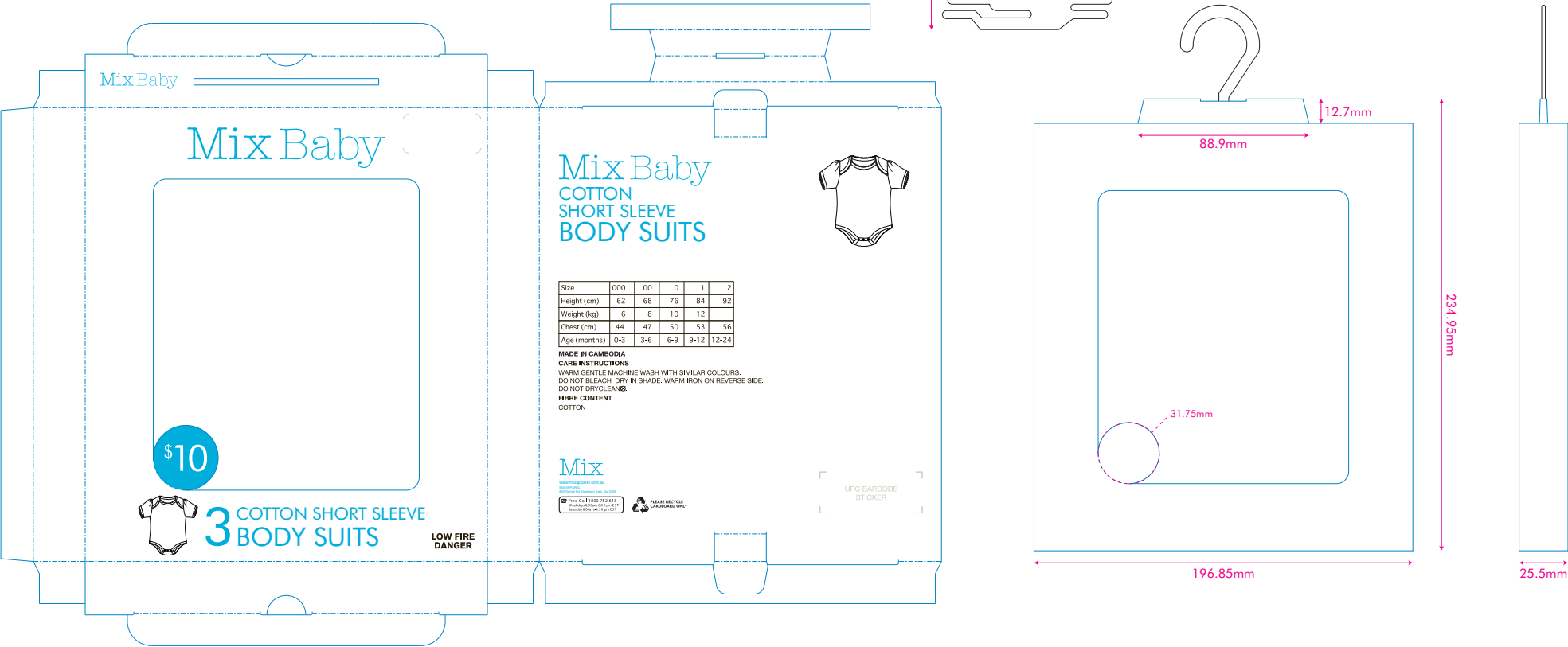
SIZE STICKERS



BABY PACKAGING

SHORT SLEEVE BODY SUITS ITEM# **MP10007**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



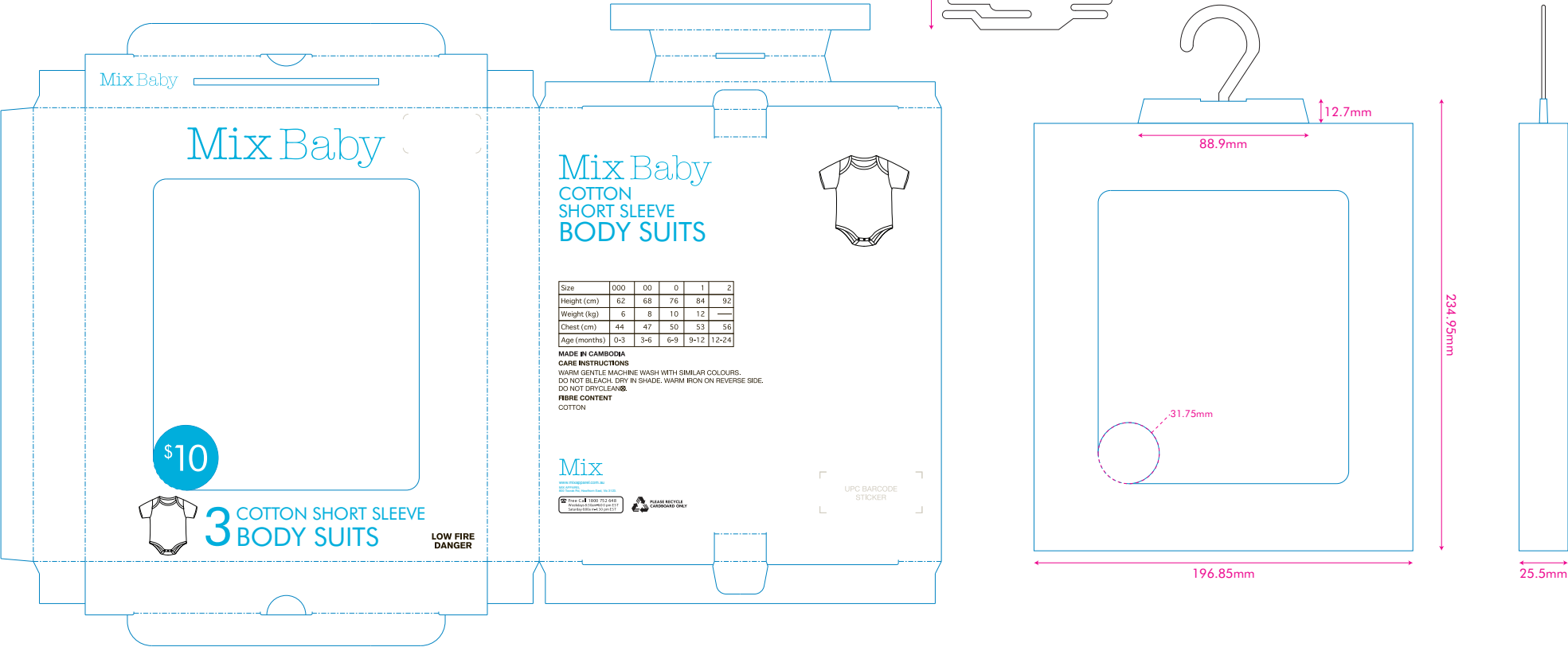
SIZE STICKERS



BABY PACKAGING

SHORT SLEEVE BODY SUITS ITEM# **MP10020**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



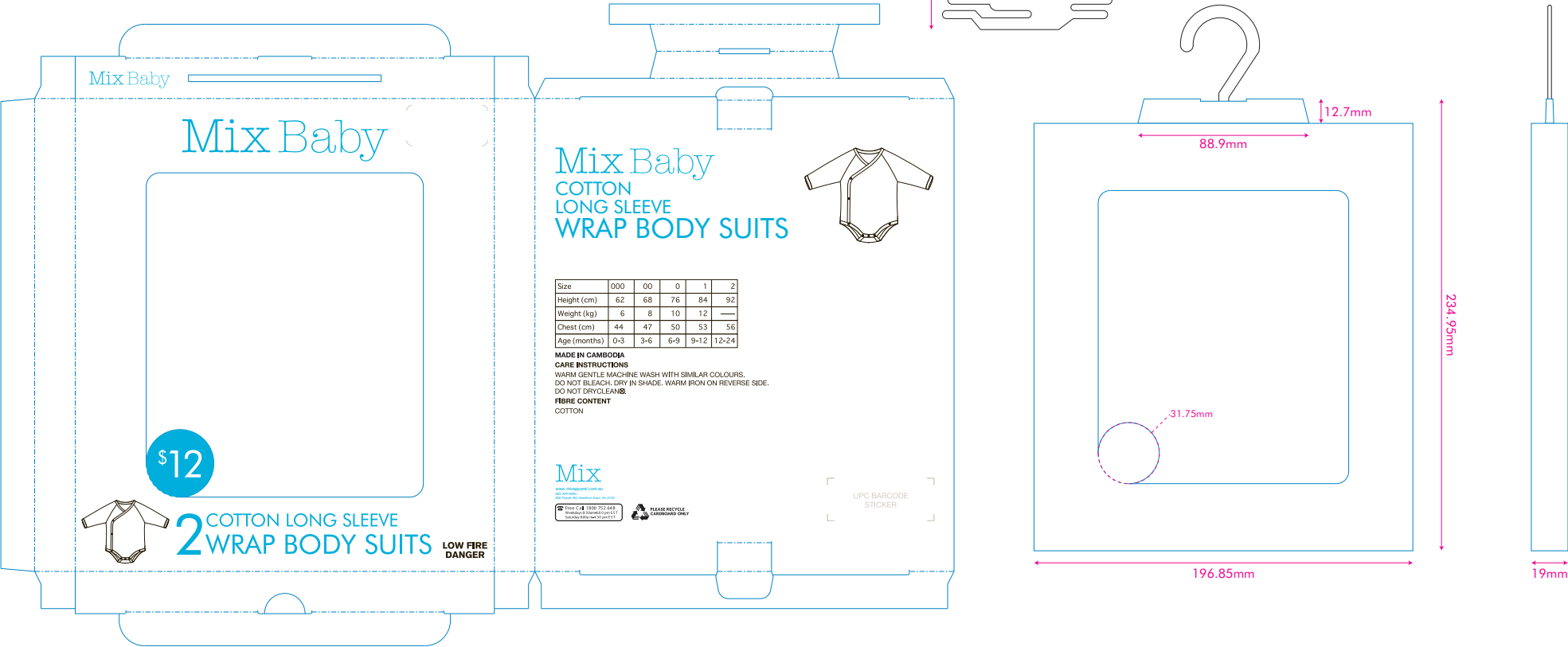
SIZE STICKERS



BABY PACKAGING

LONG SLEEVE WRAP BODY SUITS ITEM# **MP10003**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



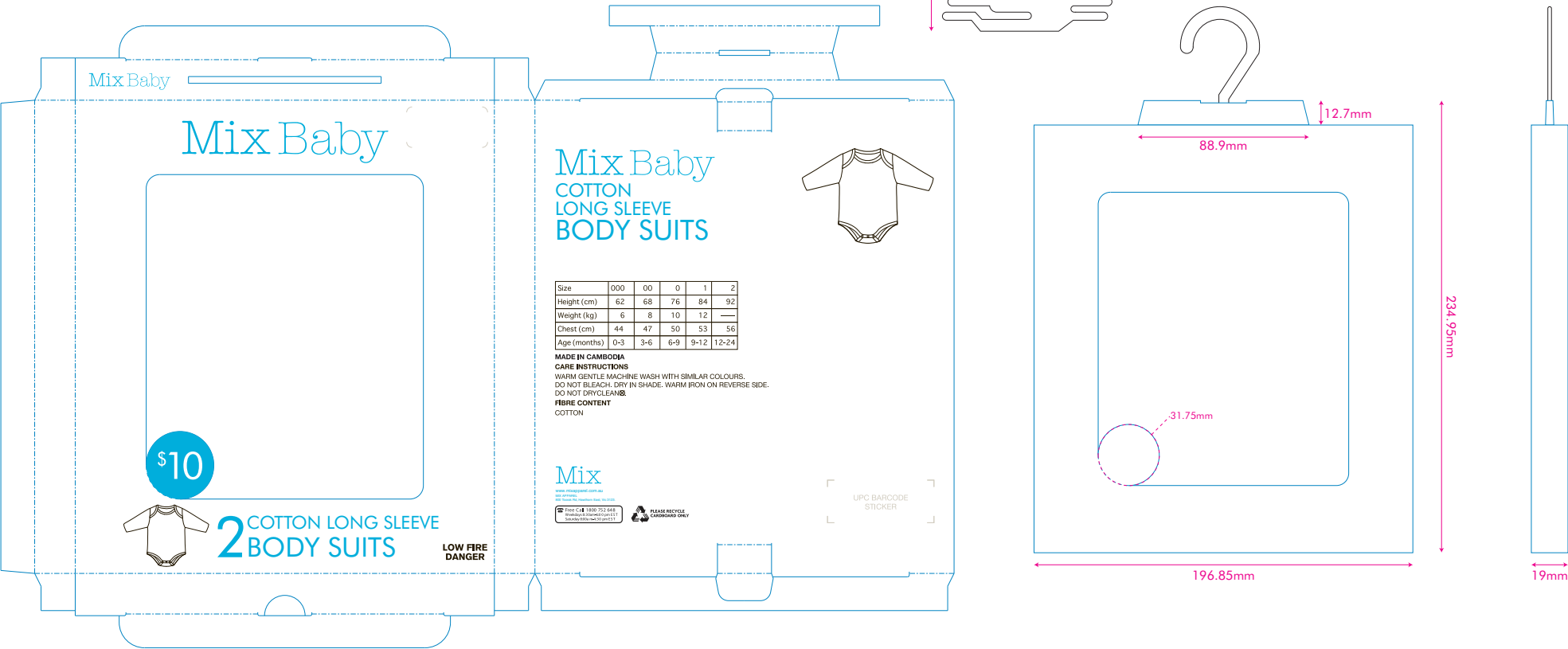
SIZE STICKERS



BABY PACKAGING

LONG SLEEVE BODY SUITS ITEM# **MP10023**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



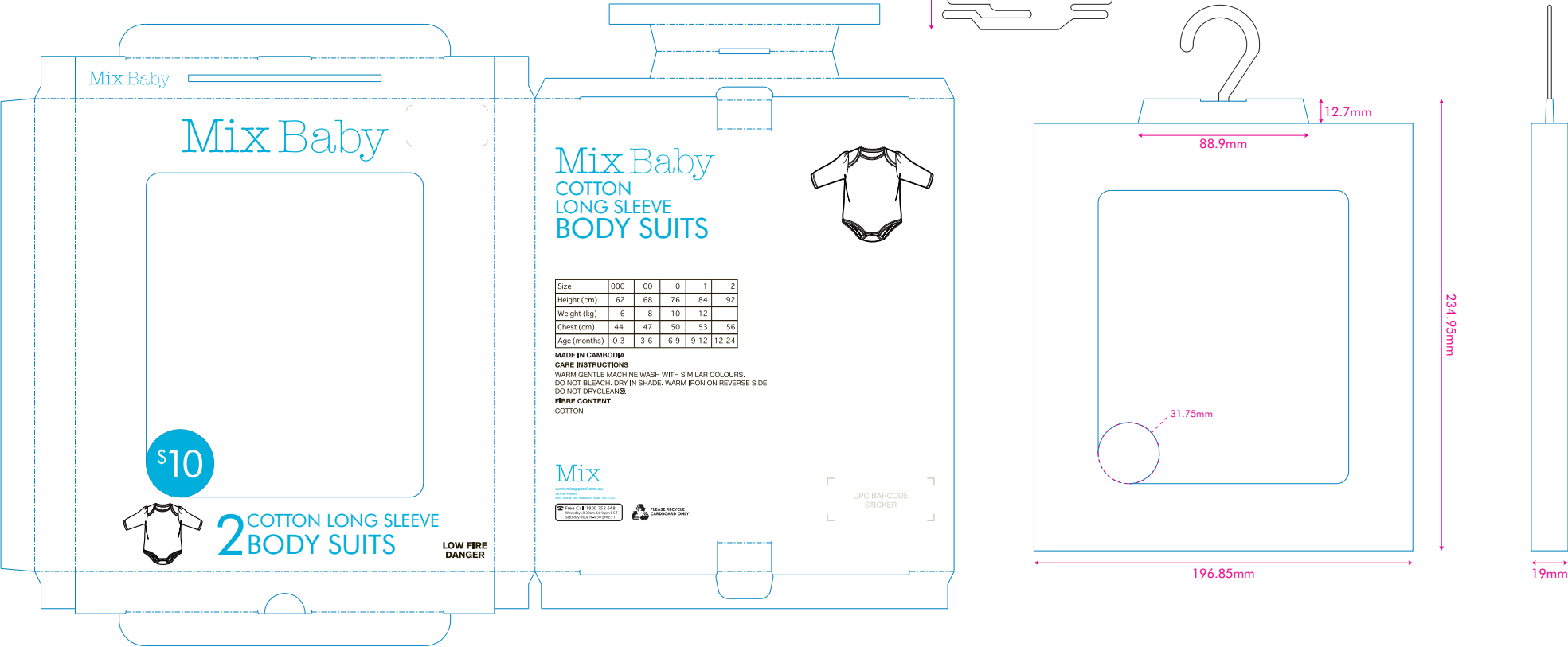
SIZE STICKERS



BABY PACKAGING

LONG SLEEVE BODY SUITS ITEM# **MP10017**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



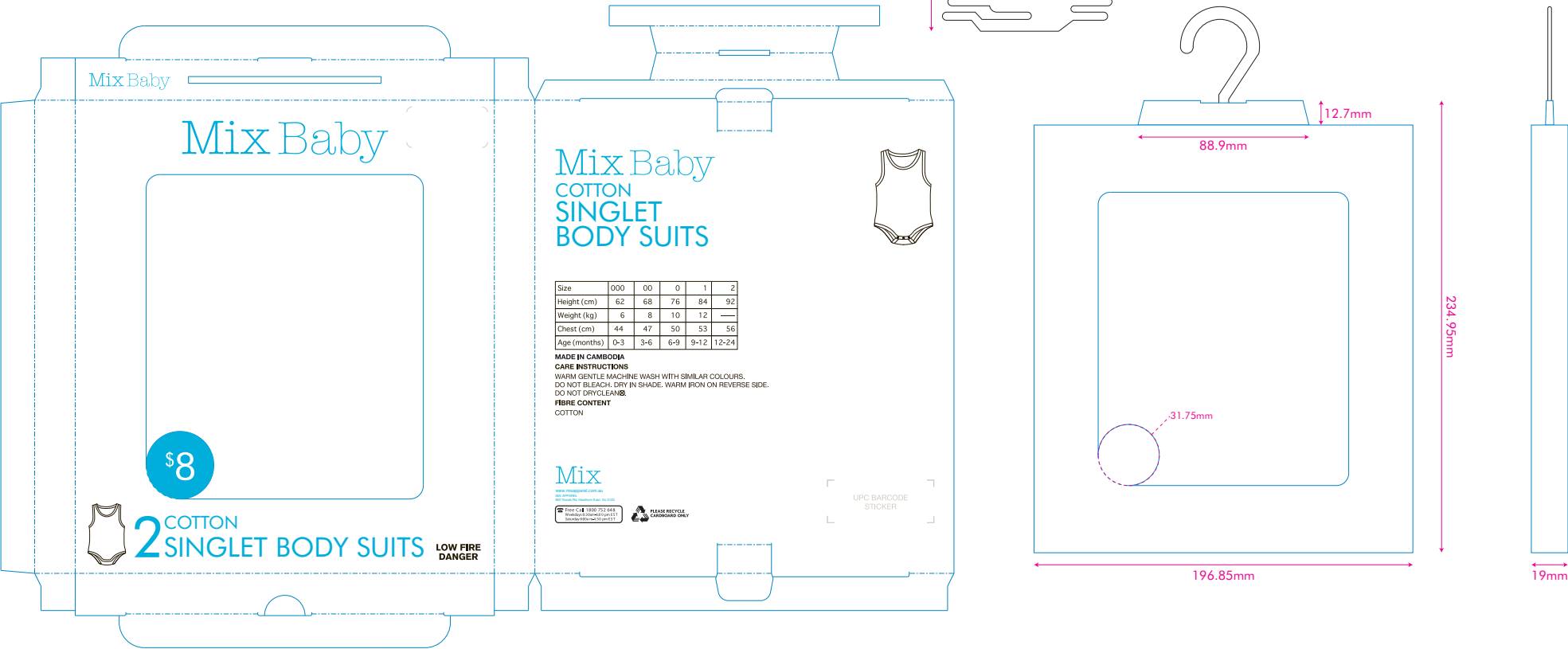
SIZE STICKERS



BABY PACKAGING

SINGLET BODY SUITS ITEM# **MP10012**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



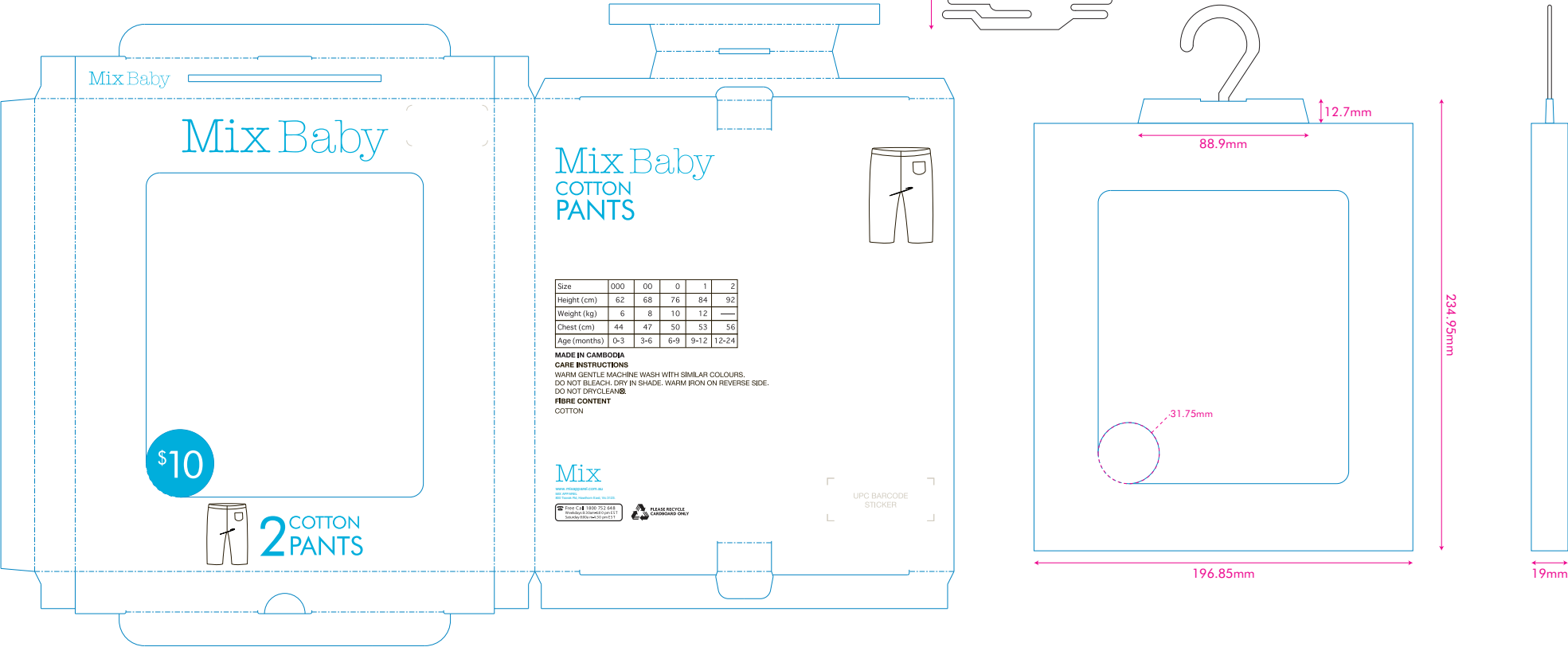
SIZE STICKERS



BABY PACKAGING

PANTS ITEM# **MP10005**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



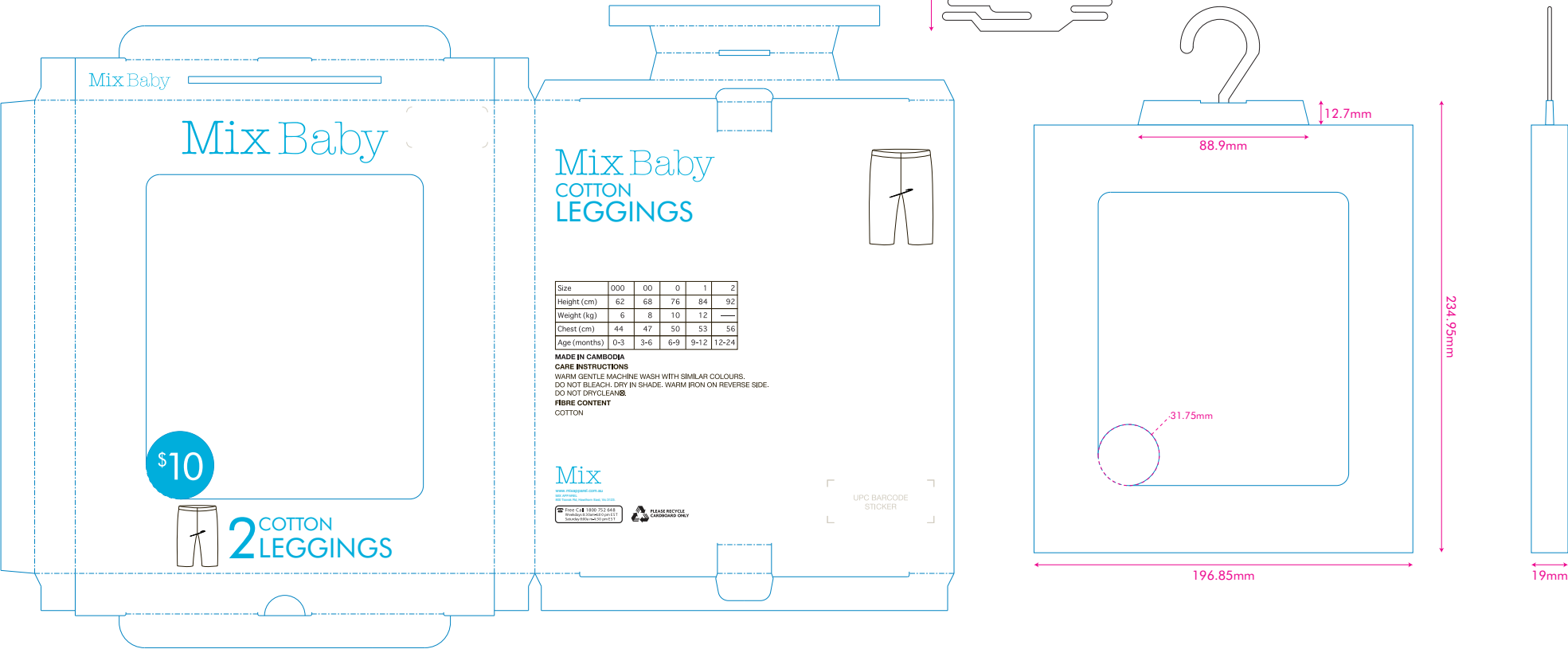
SIZE STICKERS



BABY PACKAGING

LEGGINGS ITEM# **MP10009**
PACKAGING SUBSTRATE: 350GSM CCNB(CLAY COATED NEWS BACK)
FINISH OF THE SUBSTRATE: MATTE VARNISH
ARTWORK NOT ACTUAL SIZE

PMS 312 C 
BLACK 



SIZE STICKERS



BOX PACKAGING MATERIALS

BOX PACKAGING INSERT

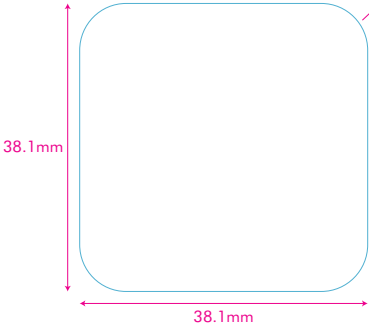


PACKAGING SUBSTRATE: PAPER BOARD FINISH, 390GSM

UPC STICKER



BOX STICKER

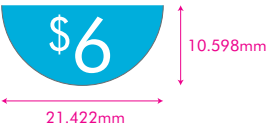


PRICE POINTS

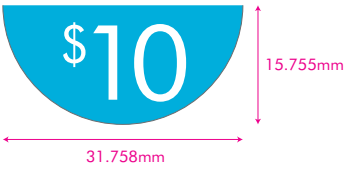
BOX PACKAGING PRICE POINTS



BABY SOCK WRAP PRICE POINTS



BIB PRICE POINTS



SIZE CHARTS

BABY SIZE CHART

Size	000	00	0	1	2
Height (cm)	62	68	76	84	92
Weight (kg)	6	8	10	12	—
Chest (cm)	44	47	50	53	56
Age (months)	0-3	3-6	6-9	9-12	12-24

KIDS SIZE CHART

Size	1	2	3	4	5	6	7	8
Height (cm)	84	92	100	108	115	120	125	130
Chest (cm)	53	56	58	60	62	64	66	68
Waist (cm)	52	54	55	56	57	58	59	60

KIDS SOCK SIZE CHART

Children Sock Sizes

To Fit Shoe Size	5-8	9-12	13-3
Age	3-5 years	5-8 years	8-10 years

BABY SOCK SIZE CHART

To Fit Shoe Size	00-1	1-3	2-5	5-8
Age	up to 6 months	6-18 months	18 months to 3 years	3-5 years

NEWBORN & INFANT SOCK SIZE CHART

To Fit Shoe Size	00-1	1-2	3-5
Age	up to 6 months	6-12 months	12-18 months

CHILDREN SOCK SIZE CHART

To Fit Shoe Size	5-8	9-12	13-3
Age	3-5 years	5-8 years	8-10 years

INFANT SIZE CHART

Size	0000	000	00	0	1	2
Height (cm)	56	62	68	76	84	92
Weight (kg)	4	6	8	10	12	-
Chest (cm)	-	-	-	-	-	56
Age (months)	newborn	0-3	3-6	6-9	9-12	12-24

GIRLS SIZE CHART

Size	7	8	10	12	14	16
Height (cm)	125	130	140	150	160	165
Chest (cm)	66	68	74	80	86	90
Waist (cm)	59	60	62	64	66	70

BOYS SIZE CHART

Size	7	8	10	12	14	16	18
Height (cm)	125	130	140	150	160	170	180
Chest (cm)	66	68	72	76	80	86	92
Waist (cm)	59	60	64	68	72	76	80

INFANT SHOE SIZE CHART

To Fit Shoe Size	1	2	3
Age	3-6 months	6-9 months	9-12 months

CHILDREN SHOE SIZE CHART

To Fit Shoe Size	5	6	7	8	9	10	11	12	13
------------------	---	---	---	---	---	----	----	----	----

Note: Shade the correct size relevant to the correct product size