

Footwear Packaging Standards

Genesco distributes purchases orders in two separate ways.

- **WAREHOUSE ORDERS** – Shipments consigned to our warehouse for distribution to stores by Genesco.
- **DIRECT TO STORE (DROP SHIPMENTS)** - Shipments distributed directly to the stores from the vendor's warehouse.

WAREHOUSE ORDERS

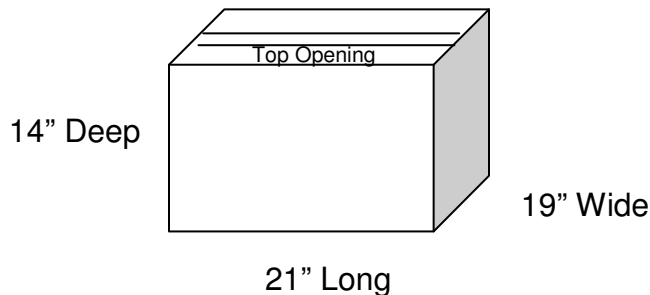
PACKAGING STANDARDS - CARTON CHARACTERISTICS

All merchandise processed through our distribution center must be packed in corrugated cartons with a minimum burst strength of 125 pounds.

	Minimum	Maximum
Length	7"	38"
Width	6"	26"
Height	7"	24"
Weight	6 lbs	50 lbs
Cubic Inches		10400

Ideal carton dimensions are 21" long x 19" wide x 14" high. The maximum cubic inches (length X width X height) on all cartons shipped to our DC cannot exceed 10400 (**see note below regarding pre-pack cartons**).

Carton opening must be at the top of the largest surface area.



Footwear Packaging Standards

PACKAGING STANDARDS - GENERAL PACKING INSTRUCTIONS

When packing shoes in cases, the following requirements must be satisfied:

- Only one purchase order number may be packed in a case.
- Shoe boxes must be facing the same way.
- Shoe box facings must be exposed when the top closure is opened.
- Cases must be sealed with tape on the top closure.
- Do not use staples for the top closure.
- Do not glue the top closure.
- Do not use straps or bands to secure cases.
- Do not tape or label over any case marking and / or labels.
- Do not double stack shoe boxes.

PACKAGING STANDARDS – SOLID CARTON PACKING INSTRUCTIONS

A solid carton is an order with all the same style, size and color in a predetermined quantity. When the purchase order calls for solids, the following requirements must also be met:

- Only one style number may be packed in a case.
- Only one width may be packed in a case.
- Only one size may be packed in a case.
- No shorts or substitutions without prior approval.

PACKAGING STANDARDS – PREPACK CARTON PACKING INSTRUCTIONS

A pre-pack is a carton/package with all of the same style, the same color, and assorted sizes packed in a predetermined size range and quantity. The pre-pack contains merchandise that has component UPC's of 1 or more of the same UPC but is ordered with a pre-pack UPC. For pre-pack cartons, the DC scans the pre-pack UPC to process the goods. Note: If Genesco does not order by a pre-pack UPC, do NOT ship as a pre-pack. Orders that contain component UPC's that make up a pre-pack for your company is not considered a pre-pack order because a pre-pack UPC was not used.

	Minimum	Maximum
Length	7"	38"
Width	6"	26"
Height	7"	24"
Weight	6 lbs	50 lbs
Cubic Inches		5616

These pre-pack cases will be shipped to our stores via a parcel carrier. Therefore, the size of the cartons can not exceed 5616 cubic inches (length X width X height). Exceptions to this rule must be approved by the Corporate Logistics department in advance.

Footwear Packaging Standards

Compare your actual carton weight to the dimensional weight (length X width X height divided by 194). The difference between the actual weight and the dimensional weight must not exceed more than 10%.

Exceptions to this rule must be approved by the Corporate Logistics department in advance. Please contact VendorCompliance@Genesco.com

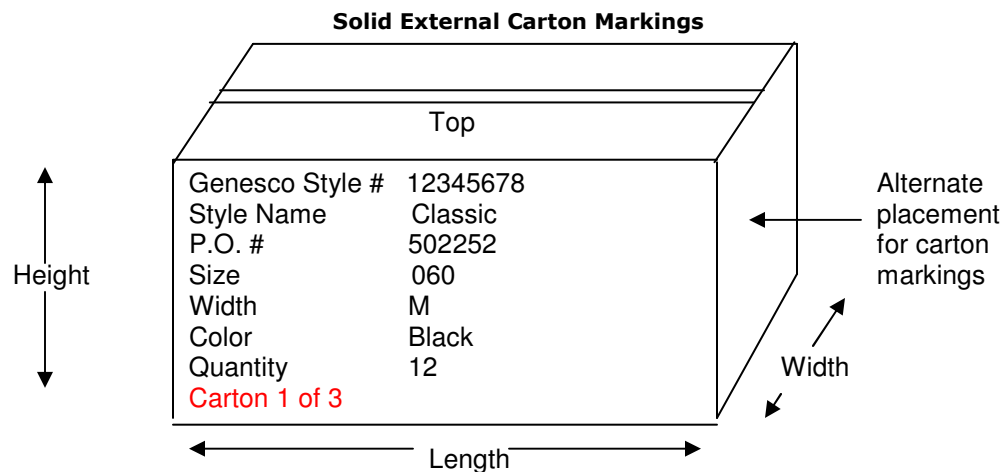
Cartons packed, as “pre-packs” as dictated by the purchase order, must have only “one” style, and “one” color, of merchandise in a predetermined size range and quantities in each carton or pre-pack. It is very critical that the packing of the cases are correct. The size range MUST exactly match the Purchase Order. If cases are found to be packed incorrectly, charge backs WILL be issued.

Place individual shoe boxes, with predetermined size range, into a pre-pack master carton. All UPC codes must face UP. You may have a row turned opposite to better accommodate box lids.

PACKAGING STANDARDS – SOLID CARTON MARKINGS

In addition to the UCC-128 bar coded case labels, all cartons must be marked with the following information:

- Genesco Style Number
- Style Name
- Genesco Purchase Order Number
- Size
- Width
- Color
- Quantity
- Carton count identification by purchase order: for example, PO# 123456, 1 of 3, 2 of 3, 3 of 3



Carton markings should be easily read from a distance of at least three feet. (Approximately half-inch to one-inch lettering must be used.)

Footwear Packaging Standards

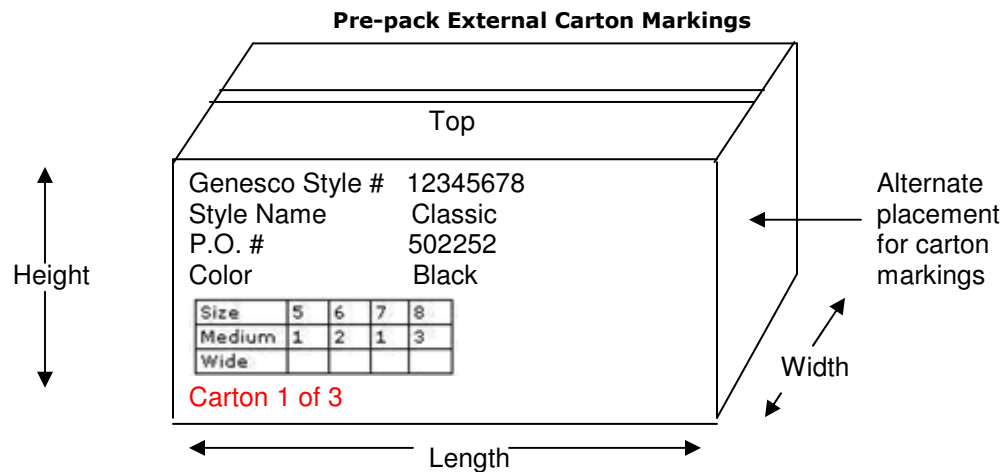
Special handling notations are to be included on the carton if applicable: FRAGILE, HAZARDOUS, PROTECT FROM FREEZING, PROTECT FROM HEAT, FLAMMABLE.

Other non-ASN labeling or carton markings must be removed or blacked out so that the above listed information is readily identifiable.

PACKAGING STANDARDS – PREPACK CARTON MARKINGS

In addition to the UCC-128 bar coded case labels, all cartons must be marked with the following information:

- Genesco Style Number
- Style Name
- Genesco Purchase Order Number
- Color
- Size Grid indicating units by size
- Carton count identification by purchase order: for example, PO# 123456, 1 of 3, 2 of 3, 3 of 3



Carton markings should be easily read from a distance of at least three feet. (Approximately half-inch to one-inch lettering must be used.)

Special handling notations are to be included on the carton if applicable: FRAGILE, HAZARDOUS, PROTECT FROM FREEZING, PROTECT FROM HEAT, FLAMMABLE.

Other non-ASN labeling or carton markings must be removed or blacked out so that the above listed information is readily identifiable.

Footwear Packaging Standards

CASE LABEL INSTRUCTIONS

The purpose of the UCC-128 label is to connect the physical units of a shipment with the electronic information. Scanning the UCC-128 label and electronically matching it to the information in the ASN file does this. Once this is accomplished and verified, we are able to acknowledge the shipment, and book the shipment into our inventory.

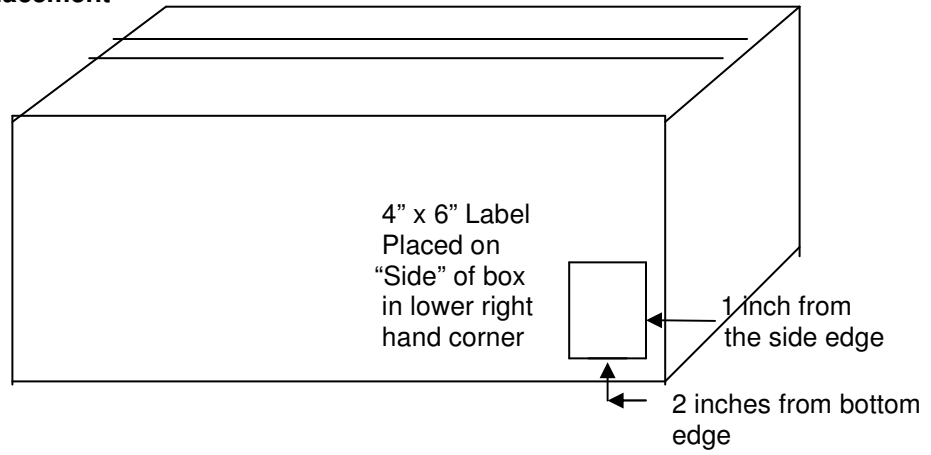
Industry standards state UCC-128 numbers should not be reused within 1 year. Genesco strictly prohibits reuse of UCC-128 numbers within 12 months and recommends 24 months.

Case labels or UCC-128 labels are to be applied to the cartons in the following manner. (See diagram below). For actual case label, refer to the corresponding label listed under the EDI section.

- Apply one label, which includes the SKU information, to each case or apply an additional case contents label if first label doesn't include case contents.
- Position the 4" x 6" label on the "SIDE" of the box in the lower right hand corner, 2" from the bottom edge and 1" from the side edge. (See Example) If 2nd case contents label is applied, it should be positioned next to 1st label on the right bottom side of the case.
- If the box height is less than the label, the label can be placed over the top edge however, the barcode must be on the SIDE of the carton.
- Labels should be vertical, with the bar code in picket fence orientation. Horizontal tilt should be less than 5%.
- Affix labels using the self-adhesive backing. Do not use tape. Ensure the labels are smooth so the bar code can be scanned.
- Do not photo copy labels and apply them to cases.
- When labels as printed do not exactly match the contents, DO NOT USE THEM. The size on the UCC-128 label **must** be the same size as what is in the box. Contact for replacement labels. **Do not alter the information printed on the labels.**
- If you apply the Genesco case labels and discover they are incorrect, cover the bar code, black out the bar code or remove the labels.

Footwear Packaging Standards

UCC-128 Label Placement



Footwear Packaging Standards

Ticketing and Labeling

Tags and labels are required because they provide accurate inventory control information, which allows your product to flow quickly and efficiently to the stores. All products must be properly ticketed, packaged, and packed prior to being shipped to our distribution center. All products should follow the specifications and requirements set forth within this manual and any additional buyer instructions.

We reserve the right to charge back for any merchandise arriving at our distribution center that has been incorrectly ticketed, packaged, packed, or labeled, as specified in this manual and/or purchase order.

The vendor is responsible for obtaining and attaching a UPC Bar code, Size, and a tag or label with the required information on it. The vendor is also responsible to check, and verify that the information on the tag or label is printed correctly.

Every effort is made by the suppliers to ensure errors do not happen, however, the vendor is responsible to make sure the correct information and labels are placed on the merchandise.

Some ticketing suppliers are listed below:

FINELINE TECHNOLOGIES

3145 Medlock Bridge Road

Norcross, GA 30071

Phone: (800) 500 – 8687

Fax : (678) 969 – 9201

Email: support@finelinetech.com

Supplies: Hang tag, Style sticker, UPC/shoe box label

FINELINE TECHNOLOGIES LLC LTD – ASIA (Hong Kong & SHENZHEN)

Unit A, 10/F, Manning Industrial Building

116-118 How Ming Street

Kwun Tong, KLN, Hong Kong

Phone: (852) 2156-9788

Fax: (852) 2156-9166

Email: support@finelinetech.com.hk

Supplies: Hang tag, Style sticker, UPC/ shoe box label

*Fineline Technologies ticketing forms are located on their website at:
www.finelinetech.com

Footwear Packaging Standards

AVERY DENNISON

2025 16th Street
Greensboro, NC 27405
Attn: Kay Horsfall
Phone: 336-856-8248
Fax: 336-547-0031
Email: kay.horsfall@averydennison.com
Supplies: Style sticker

AVERY DENNISON – ASIA (Hong Kong)

Factory No.3, South Jin Ling Road, Da Chong Village,
Nansha ETDZ. Guangzhou
P.R.C. 511458
Tel: 8620-3991 8837
Fax: 8620-3991 8165
Email: Claire.He@ap.averydennison.com
Email: Anita.Zhang@ap.averydennison.com
Supplies: Style sticker

*Avery Dennison ticketing forms are located on the domestic forms section in the routing guide.

Do not ship un-ticketed merchandise. If you ship un-ticketed merchandise, you will receive a charge back. If you have any questions please contact your buyer or vendorcompliance@Genesco.com

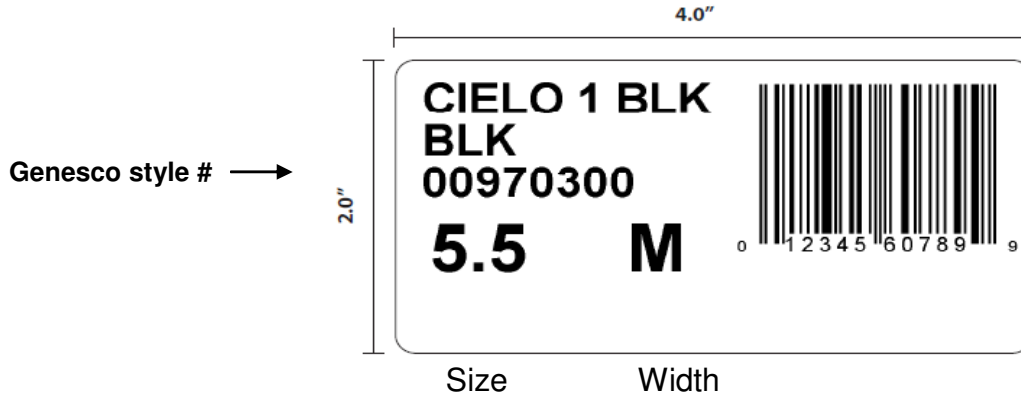
Footwear Packaging Standards

SHOE BOX LABEL INSTRUCTIONS

The shoe box label information must exactly match the shoe box contents. When labels do not exactly match, DO NOT USE THEM.

Do not photocopy or otherwise modify the shoe box labels.

UPC/Shoe box label:



- All shoe box faces must be at least 4 inches wide.
- The Genesco style number must be on the shoe box label.
- The barcode must be UPC/EAN Magnification Factor of 1.0. The dimensions are 37.29mm Width and 25.91mm Height.
- **The UPC label does not need to have where the product was made.**

If the vendor supplies the shoe box label, it must be a Standard UPC Code Bar Label, be human readable and **MUST INCLUDE THE GENESCO STYLE NUMBER**. The Genesco style number is up to 8 digits and is provided in every PO in the PO109 segment and printed on the hard copy.

If the vendor is unable to incorporate the Genesco style number into their own label, they have two options. They can order the style number label from Fineline Technologies or Avery. They can also create their own style label that is approximately 1." x 1".

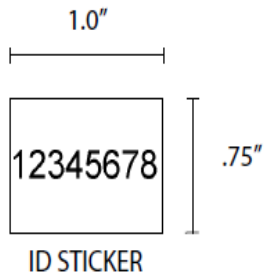
UPC/Shoe box Label Placement

- The label is to be placed in the lower left corner on the face (end) of the shoe box. The entire label must be on the face of the shoe box; labels may **NOT** be wrapped around the corner of the box.
- The Genesco style number label must be placed on the end of the box next to the shoe box label.
- If the Brand Name / Logo is located where the label would cover it, the label must be applied either above or below it with the left side of the label positioned near the left edge of the shoe box.

Do not cover the Brand Name / Logo.

Footwear Packaging Standards

Style number label:



It is a requirement for all vendors to have the style number on the products label. If the vendor is unable to incorporate the Genesco style number into their own label, they have two options. They can order the style number label from Fineline Technologies or Avery Dennison. They can also create their own style label that is approximately 1." x 1".

If you are shipping a shoe without a shoe box, it is a requirement to have a hang tag. ALL hanging footwear, including flip-flops, sandals and other non boxed footwear, must be individually poly-bagged. Units sold as pairs should be packed in the SAME hanging poly-bag.

HANGTAG INSTRUCTIONS

The hangtag is used on accessory products, apparel, and sandals.



The Following information is **REQUIRED** on the tag:

- **Genesco Style Number**
The style number should not be more than 8 digits numeric, as noted on the purchase order.
- **Size of the item**
Non sized items should be labeled "N-S"
- **Genesco 12 character item description**
- **Color**
- **UPC Bar Code**
A UPC is a 12 digit all numeric bar code that identifies the product, as noted on the purchase order.
- **Price**
Our Retail Price, as noted on the purchase order.

Although, the exact ticket size is not a requirement, vendors should make every effort to keep the size as close as possible to the size shown. The layout is preferred but not critical.

Footwear Packaging Standards

DIRECT TO STORE (DROP SHIPMENTS)

PACKAGING STANDARDS - DIRECT TO STORE (DROP SHIPMENT) CARTON PACKING INSTRUCTIONS

When a direct to store (drop shipment) distribution is indicated on the purchase order, the following requirements must also be met:

- Direct to Store (Drop Shipment) merchandise is to be packed by store, with the quantity, style, size, and color as stated in the purchase order.
- Package each purchase order in separate cartons. Do not combine multiple purchase orders in one carton.
- If the PO contains multiple styles, they may be packed in a single carton.
- Do not under-pack cartons. Ideally, each store's assortment should be contained in the least number of cartons possible.
- Do not use metal or plastic bands or straps; cartons must be of a construction that will withstand transportation handling.
- Individual cartons cannot weigh less than 5 lbs. or more than 50 lbs.
- Carton count identification by purchase order: for example, PO# 123456, 1 of 3, 2 of 3, 3 of 3.

All oversized packages must have prior authorization from the Corporate Logistics Department. Any oversized package shipped without authorization will result in a charge back to the respective vendor. For more specific information as to oversize packages, please go to www.ups.com.

CARTON MARKINGS

In addition to the UCC-128 bar coded case labels, all cartons must be marked with the following information:

- Genesco Purchase Order Number
- Carton count by purchase order: i.e., PO# 123456, 1 of 3, 2 of 3, 3 of 3.
- Quantity of Units in Carton

Carton markings should be clear, legible and easily read.

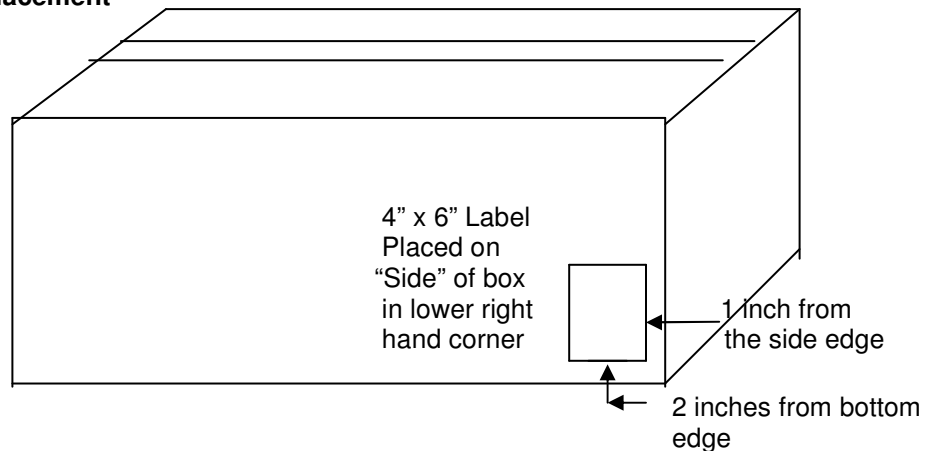
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UCC-128 Label Placement



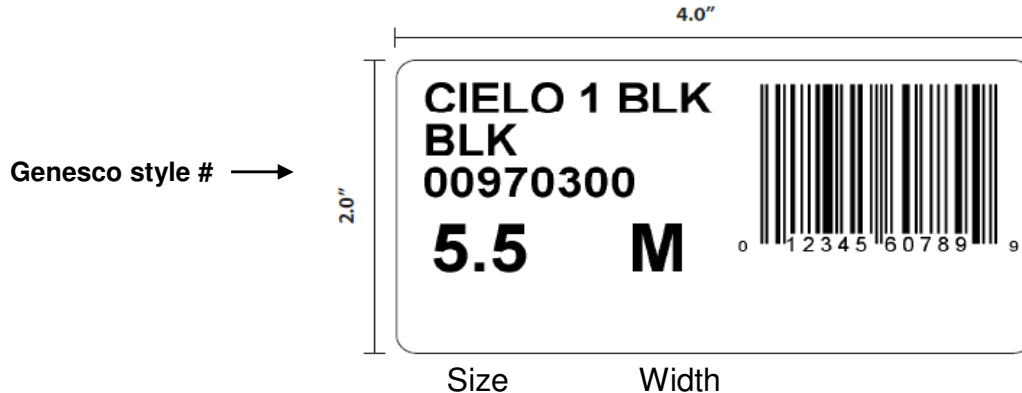
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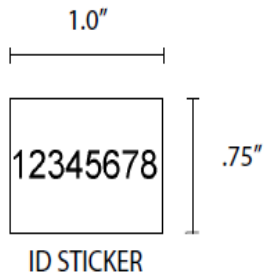
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- **Genesco 12 character item description**

- **Color**

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- **Price**

Our Retail Price, as noted on the purchase order.

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