

# **JOHNSTON & MURPHY<sup>®</sup>**

A GENESCO  
COMPANY

## **BELTS**

Product Category Standards

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## HOW TO USE THIS GUIDE

- The Guide is intended as an overview of the Johnston & Murphy sourcing procedures and requirements, product markings and packaging standards.
- The Guide will come in two sections. This first section is general information. An additional section will be provided to you specific to your product category.
- The Guide should be distributed to the appropriate individuals within your organization.
- If you have specific questions regarding the Guide or Johnston & Murphy policies, please contact individuals listed in the General Information Contact section of the Guide.

To the right is a sample of a page you will see in this document. →

**JOHNSTON & MURPHY.** 01•08

**AUDIT OF ENGAGEMENT STANDARDS** page 1

**AUDIT OF ENGAGEMENT STANDARDS**

**1 GENERAL INFORMATION**

**MAIN OFFICE**  
 ORGANIZATION NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 STATE/PROVINCE: \_\_\_\_\_ POSTAL CODE \_\_\_\_\_  
 COUNTRY: \_\_\_\_\_  
 CONTACT & TITLE: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

**FACTORY**  
 ORGANIZATION NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 STATE/PROVINCE: \_\_\_\_\_ POSTAL CODE \_\_\_\_\_  
 COUNTRY: \_\_\_\_\_  
 CONTACT & TITLE: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

**STATUS**  
 SUPPLIER SINCE: \_\_\_\_\_  
 CURRENT RELATIONSHIP:  INITIAL VISIT  SEASONAL USE  CONTINUAL USE

**AUDIT INFORMATION**  
 Johnston & Murphy Representative \_\_\_\_\_ Title \_\_\_\_\_  
 Factory Representative \_\_\_\_\_ Title \_\_\_\_\_  
 Date \_\_\_\_\_

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**SECTION • PAGE #**

**CONTENT**

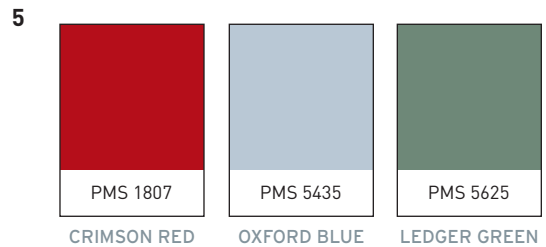
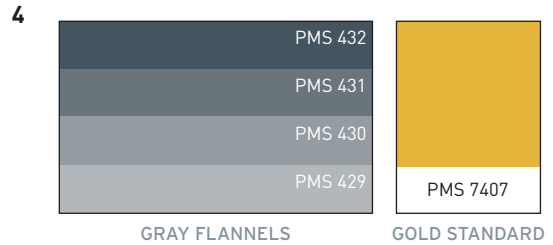
**VERSION DATE (MONTH\_DAY\_YEAR)**

**WEB ADDRESS FOR FORMS OR ADDITIONAL INFORMATION.**

To access the Vendor Guide visit [www.genescopartners.com/jm/vendor\\_guide.php](http://www.genescopartners.com/jm/vendor_guide.php)

To access contact information visit [www.genescopartners.com/jm/contacts.php](http://www.genescopartners.com/jm/contacts.php)

To access Product Category Standards visit [www.genescopartners.com/jm/product\\_category\\_standards.php](http://www.genescopartners.com/jm/product_category_standards.php)



The Johnston & Murphy logo typeface is a hand-drawn letterform based on a classic typeface. Consistent application and precise reproduction of the mark will reinforce public awareness and help create a unique and effective visual style for the brand. Supplied artwork must always be used for reproduction of the logo. The mark can never be redrawn.

**1. PRIMARY BRAND LOGO**

The primary brand mark and the priority for any logo usage.

**2. SECONDARY BRAND LOGO**

A secondary logo option only used due to width or space limitations.

**3. ICON LOGO**

An additional branding element only used on a piece that already features one of the other logo marks.

**4. PRIMARY BRAND COLORS**

- PMS 429, 430, 431, 432 Gray Flannels
- PMS 7407 Gold Standard

**5. ACCENT COLORS**

- PMS 1807 Crimson Red
- PMS 5435 Oxford Blue
- PMS 5625 Ledger Green

## PRE-PRODUCTION PROCEDURES

### CONFIRMATION SAMPLES

Each agent/vendor will be required to send seven confirmation samples of each style and color to the Johnston & Murphy Product Developer before production can begin. Please send confirmation samples to:

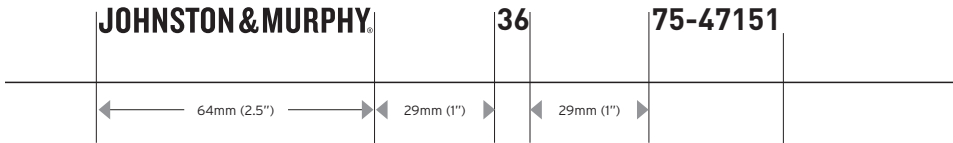
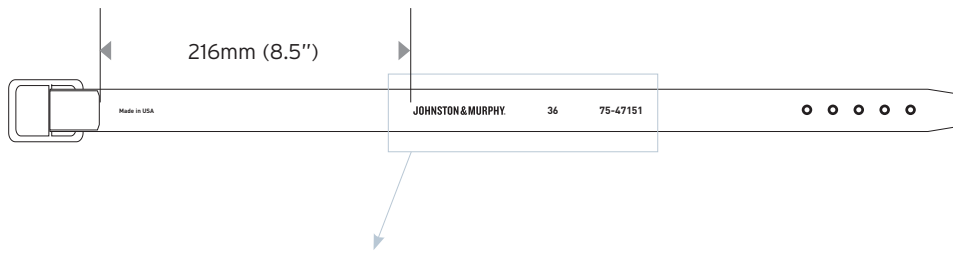
Johnston & Murphy  
Attn: Remo Tulliani  
6874 East Kelton Lane  
Scottsdale, AZ 85254  
remo@tulliani.com  
480-368-8338

The agent/vendor will be responsible for making and maintaining confirmation samples to use as their standard. Confirmation samples should be made at the same time as salesman and photography samples to ensure that production will match the color, finish, and style.

The Product Developer will notify the agent/vendor of approval or corrections required for acceptance of the confirmation samples.

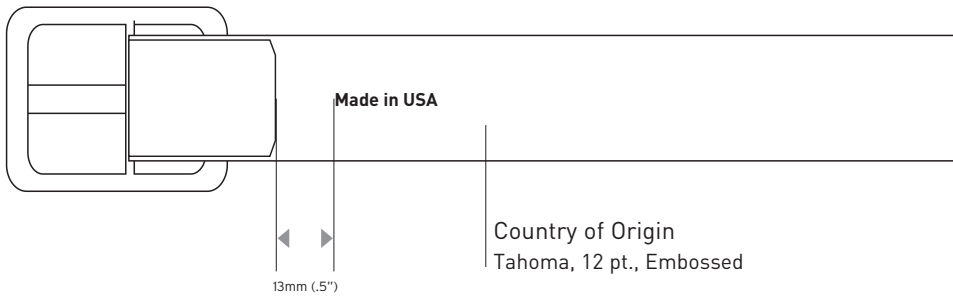
When sending confirmation samples from outside the U.S., when J&M is the importer of record, please be certain to include the bill to account number for the shipment on the commercial invoice and forward a copy of the invoice to Kim Hedgecoth (khedgecoth@genesco.com) at the time of shipment.

1



Primary Logo  
 Size & Stock #  
 Tahoma, 21 pt., Embossed  
 29mm (1") space between each item  
 Centered top to bottom

2



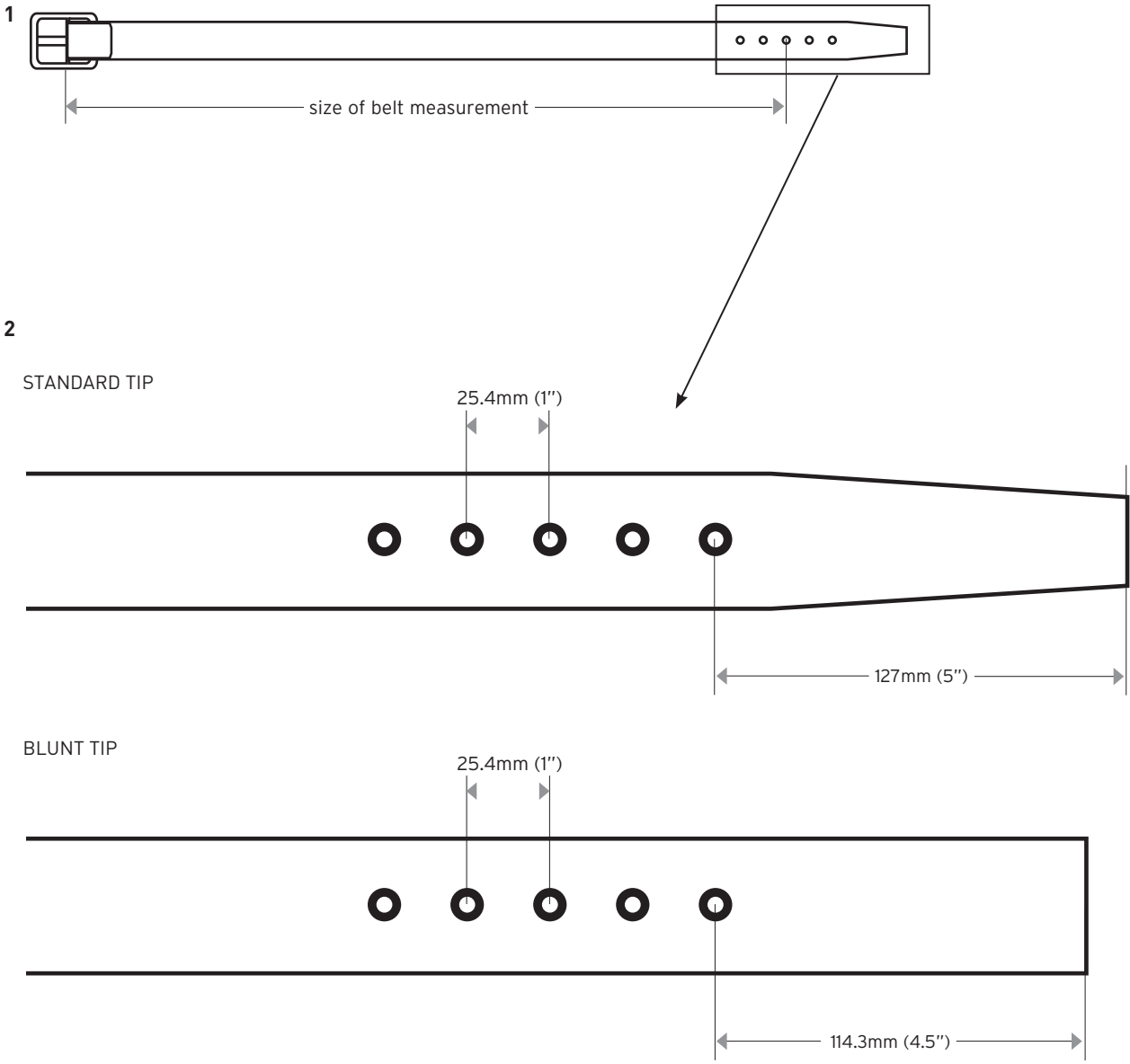
Country of Origin  
 Tahoma, 12 pt., Embossed

**1. LOGO & INFORMATION STAMP**

- The logo and information stamp is embossed on the backside of the belt.
- The logo and information stamp reads from buckle to tip.
- The logo starts 216mm (8.5") from the end of the leather at the base of the buckle.
- The logo and information stamp is centered top to bottom.
- The logo and information stamp contains the following information in the order and specifications shown: primary logo, size and stock #. The stamp is 21pt Tahoma.
- The only acceptable logo is the primary logo.
- The logo is 64.0mm (2.5") wide.

**2. COUNTRY OF ORIGIN STAMP**

- The country of origin is embossed on the backside of the belt.
- The country of origin reads from buckle to tip.
- The country of origin starts 13mm (.5") from the end of the leather at the base of the buckle.
- The country of origin is centered top to bottom.
- The country of origin is stamped in 12pt Tahoma.



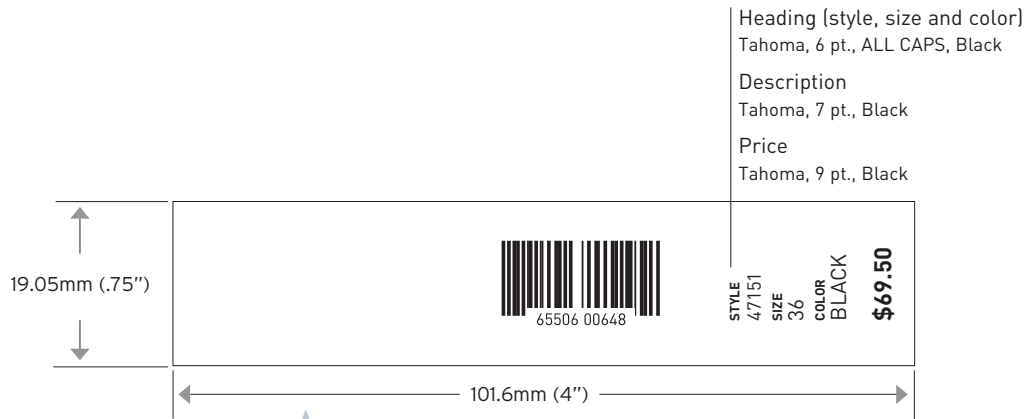
**1. SIZING**

- The size of the belt is measured from the point where the buckle is attached to the center of the third size hole.
- Each belt features five size holes spaced 25.4mm (1") apart from hole center to hole center and centered top to bottom.

**2. LENGTH**

- For a standard tip belt, the tip of the belt is 127mm (5") from the center of the first size hole.
- For a blunt tip belt, the tip of the belt is 114.3mm (4.5") from the center of the first size hole.

1



2



**1. SKU/PRICE LABEL ORDERING**

- Labels are produced on preprinted labels ordered through AVERY DENNISON. (please see link below)
- SKU/Price labels and carton labels are ordered by submitting a completed order form to the appropriate AVERY DENNISON office and referencing your J&M p.o.#. (please see link below)
- The SKU/Price label is 19.05mm (.75") tall and 101.6mm (4") long.
- The SKU/Price label is printed in black on a white label.
- The SKU/Price label contains the information shown: bar code, style, size, color, and price.

**2. SKU/PRICE LABEL PLACEMENT**

- The SKU/Price label is attached underneath the leather flap below the buckle on the back side of the belt.
- The SKU/Price label is centered top to bottom.

1



**1. BELT HANGER**

- Attach the appropriate size belt hanger to the belt as referenced in the picture.
- Belt hangers are ordered from:  
B&G International  
Attn: Rosangela  
37 Empire Street  
Newark, NJ 07114  
phone: 973-824-9220  
fax: 973-824-2221  
email: rcappelluti@bgplastics.com

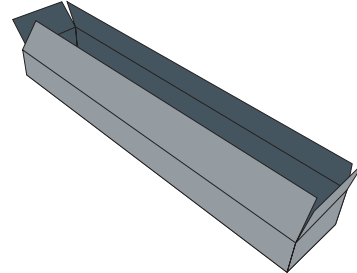
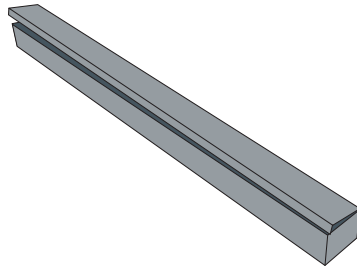
1, 3



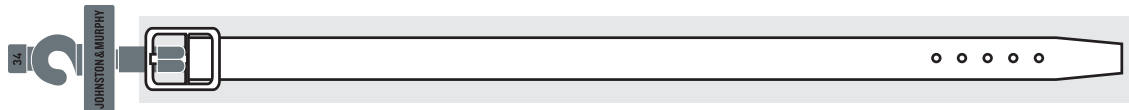
Inner Carton  
144 x 13 x 12.5cm (56.7 x 5 x 4.9 in)



Outer Carton  
147 x 29 x 16cm (57.9 x 11.4 x 6.3 in)



2



**1. CARTONS**

- All belts should be packaged in one large outer carton measuring 147 x 29 x 16cm (57.9 x 11.4 x 6.3 in)
- The large outer carton should contain two inner cartons each measuring 144 x 13 x 12.5cm (56.7 x 5 x 4.9 in) and containing 25 belts per inner carton.

**2. PLASTIC SLEEVE**

- Each belt should be individually packaged in a plastic sleeve and flat-packed.
- The belt hanger should protrude through the plastic sleeve to allow the belt to hang while still in the sleeve.

**3. CARTON LABELS**

- Carton labels will be provided in conjunction with SKU/Price labels ordered through AVERY DENNISON.
- Four carton labels will be provided.
- One carton label for each of the inner cartons representing the contents. These labels should be placed on the end of each inner carton, as shown in the diagram above.
- Two carton labels for the outer carton representing the contents of the inner cartons. These two labels should be placed side by side on the end of the outer carton, as shown in the diagram above.
- If contents of a carton do not correspond to the carton label, please mark through the UPC codes on the carton label and handwrite the corrections.

**4. DATE STAMP**

- The x-factory date should be stamped on the side of each inner carton and on the side of the outer carton.

## SHIPPING PROCEDURES

### FIRST CASE (Top of Production)

For approval prior to shipment, send one carton (50 belts) of the initial production of any new stock numbers to:

Genesco DC  
Attn: Don Morrow  
1501 Winchester Hwy  
Fayetteville, TN 37334  
dmorrow@genesco.com  
931-433-3501

This first case should be sent by air freight. When sending Top of Production from outside of the U.S., when J&M is the importer of record, please be certain to include the bill to account number for the shipment on the commercial invoice and forward a copy of the invoice to Kim Hedgecoth (khedgecoth@genesco.com) at the time of shipment.

Please refer to the shipping procedures information found in the General Information Vendor Guide.

### CONCLUSION

For any questions regarding the policies and procedures, please contact Ken Lester at klester@genesco.com or 615-367-8183.

## ARTWORK FILES DIRECTORY

PAGE	KEY	ARTWORK NAME	FILE NAME
03A•04	1	PRIMARY BRAND LOGO	JM_LOGO_BIG_®.eps
03A•04	2	SECONDARY BRAND LOGO	JM_LOGO_STACKED_BIG_®.eps
03A•04	3	ICON LOGO	JM_ICON.eps