

# PACKAGING STANDARDS

Genesco distributes purchases orders in two separate ways.

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

## 1. BULK ORDERS TO OUR WAREHOUSE

### 1A. PACKAGING STANDARDS - CARTON CHARACTERISTICS

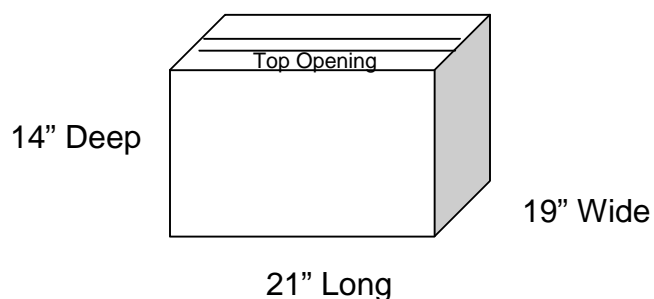
All merchandise processed through our distribution center must be packed in corrugated cartons with a minimum burst strength of 125 pounds.

|        | Maximum |
|--------|---------|
| Length | 38"     |
| Width  | 26"     |
| Height | 24"     |
| Weight | 50 lbs  |

Ideal carton dimensions are 21" long x 19" wide x 14" deep.

Exceptions for sundry items may be granted for minimum dimension requirements, but maximum dimensions cannot be exceeded.

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



## 1B. PACKAGING STANDARDS – BULK ORDER GENERAL PACKING INSTRUCTIONS

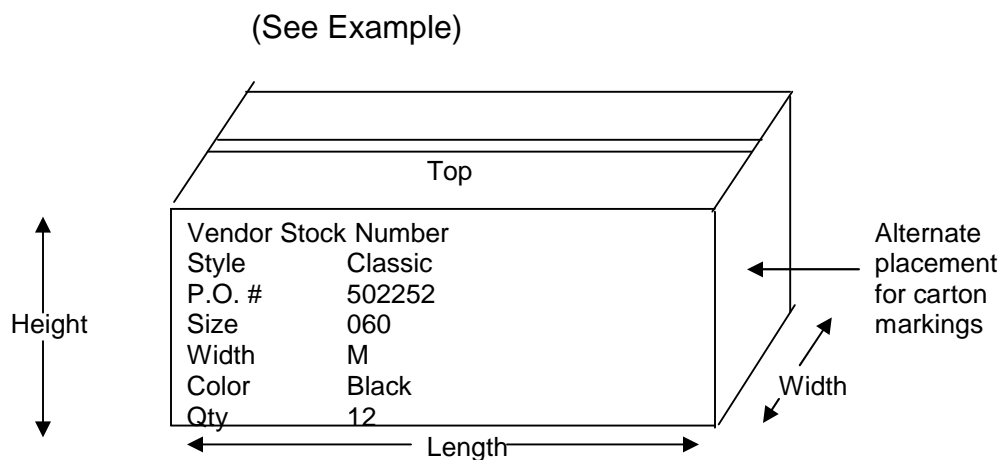
When packing merchandise in cases, the following requirements must be satisfied:

- Only one purchase order number may be packed in a case.
- 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.
- *No shorts or substitutions without prior approval.*

## 1C. PACKAGING STANDARDS – CARTON MARKINGS

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

1. Vendor Stock Number
2. Style Name
3. Genesco Purchase Order Number
4. Size
5. Width
6. Color
7. Quantity



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

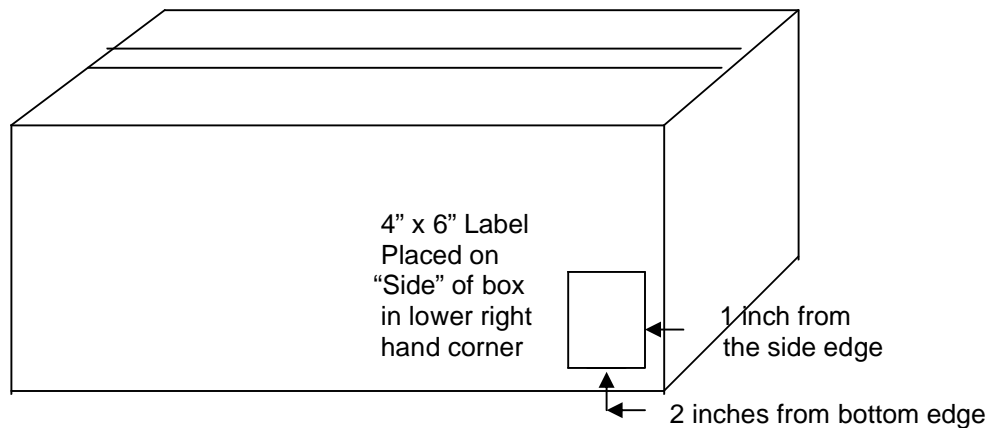
- ❖ Special handling notations are to be included on the carton if applicable: FRAGILE, HAZARDOUS, PROTECT FROM FREEZING, PROTECT FROM HEAT, FLAMMABLE. Other non-ASN labeling or carton markings must be removed or blacked out so that the above listed information is readily identifiable.

## 1D. CASE LABEL INSTRUCTIONS

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 Single SKU label listed under the EDI section.

1. 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.
2. 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 2<sup>nd</sup> case contents label is applied, it should be positioned next to 1<sup>st</sup> label on the right bottom side of the case.
3. Labels should be horizontal, with the bar code in picket fence orientation. Horizontal tilt should be less than 5%.
4. Affix labels using the self-adhesive backing. Do not use tape. Ensure the labels are smooth so the bar code can be scanned.
5. Do not photo copy labels and apply them to cases.
6. When labels as printed do not exactly match the contents, DO NOT USE THEM. Contact for replacement labels. **Do not alter the information printed on the labels.**
7. 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.

### ASN Label Placement



## **2. DIRECT TO STORE (DROP SHIPMENTS)**

### **2A. 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.
- 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 10 lbs. or more than 50 lbs.
- Carton count identification by purchase order and authorization number: 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/using/services/packaging/oversize-guide.html](http://www.ups.com/using/services/packaging/oversize-guide.html)

### **2B. PACKAGING STANDARDS – BULK ORDER GENERAL PACKING INSTRUCTIONS**

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

- Only one purchase order number may be packed in a case.
- More than one style number may be packed in a case.
- 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.
- No shorts or substitutions without prior approval.

## 2C. CARTON MARKINGS

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

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

Carton markings should be clear, legible and easily read.

## 2D. CASE LABEL INSTRUCTIONS

**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 Multiple SKU label listed under the EDI section.**

1. 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.
2. 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 2<sup>nd</sup> case contents label is applied, it should be positioned next to 1<sup>st</sup> label on the right bottom side of the case.
3. Labels should be horizontal, with the bar code in picket fence orientation. Horizontal tilt should be less than 5%.
4. Affix labels using the self-adhesive backing. Do not use tape. Ensure the labels are smooth so the bar code can be scanned.
5. Do not photo copy labels and apply them to cases.
6. When labels as printed do not exactly match the contents, **DO NOT USE THEM.** Contact for replacement labels. **Do not alter the information printed on the labels.**

### ASN Label Placement

