



VALUE CHANNEL FOOTWEAR

Product Category Standards

Johnston & Murphy

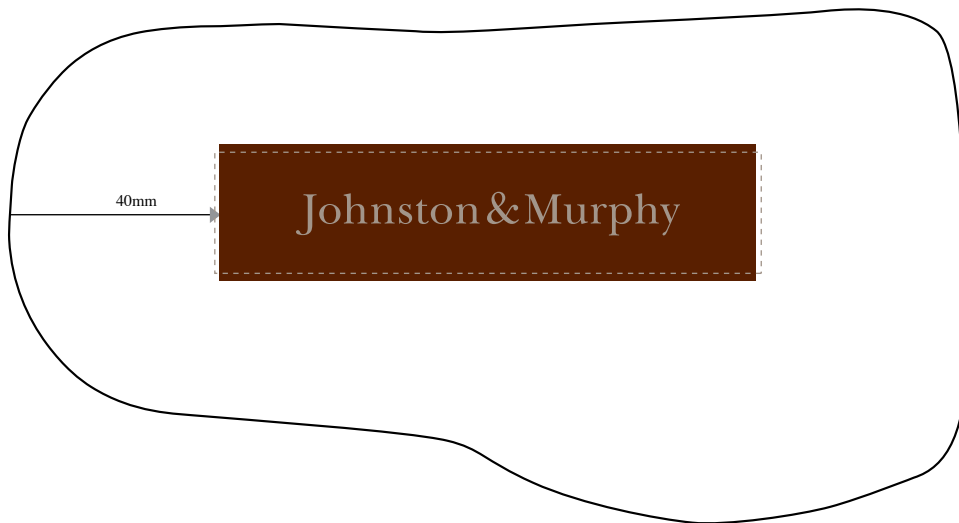
Johnston & Murphy

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1, 2



1. HEEL PAD LABEL

- The heel pad label should be ordered through Avery Dennison.
- Reference Item # GEN-JM-SL497

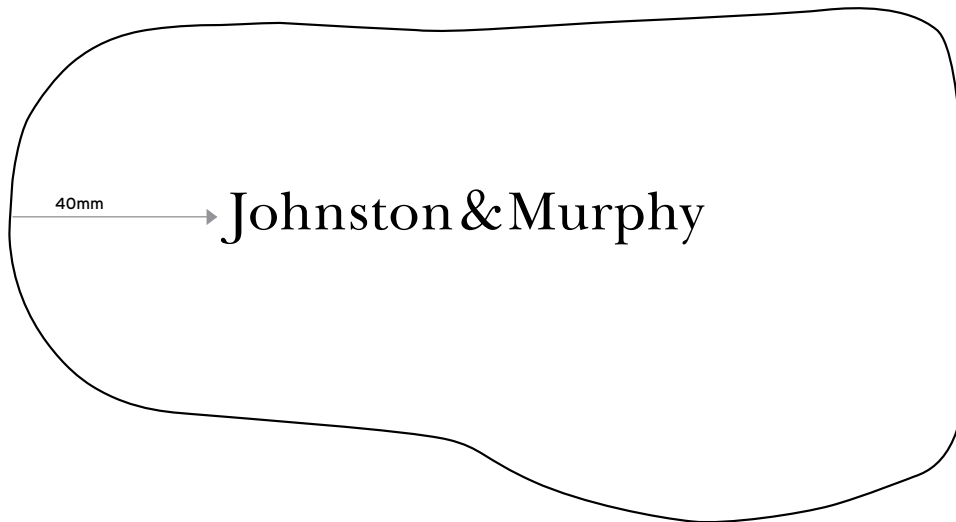
2. HEEL PAD PLACEMENT

- The heel and toe ends of the label are tucked and the label is stitched on all four sides using PMS Warm Gray 6C thread.
- The logo should read from heel to toe.
- The heel pad label is 40mm from the heel of the shoe and centered side to side.

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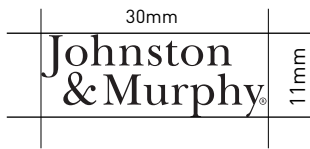
1. HEEL PAD LABEL

- The only acceptable logo is the primary brand logotype.
File Name: JM_LOGO_HEATSTAMP_VALUE
- The logo heat stamp is a self emboss with no color fill unless otherwise directed.
- The logo is heat stamped 63mm wide and 7.5mm tall.

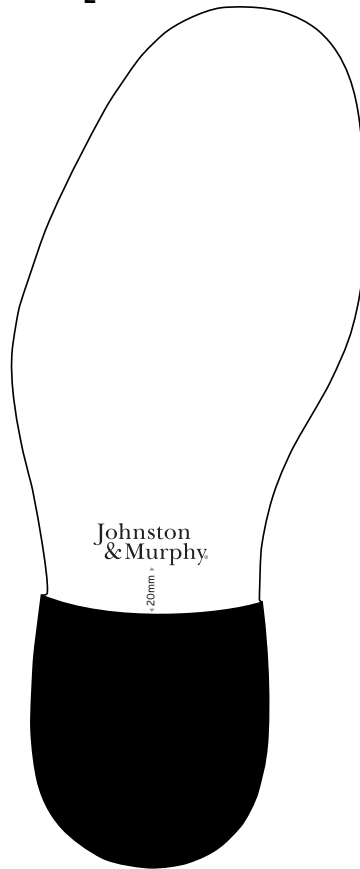
2. HEEL PAD HEAT STAMP PLACEMENT

- The heel pad heat stamp is 40mm from the heel of the shoe and centered side to side.
- The logo should read from heel to toe.

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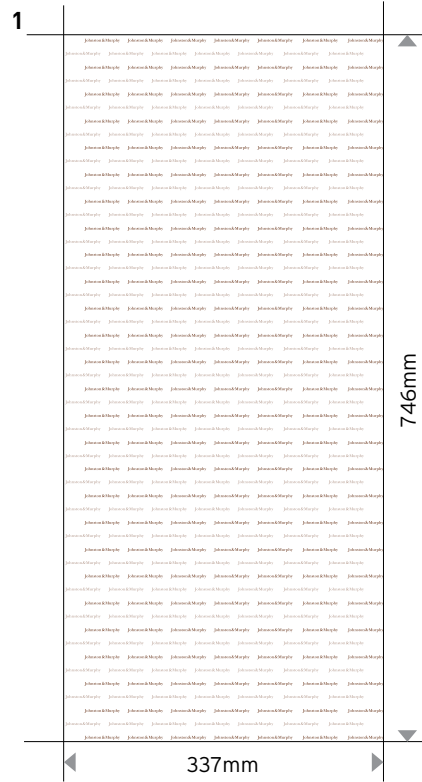


1. SHANK OUTSOLE STAMP

- The only acceptable logo is the secondary brand logo. File Name: JM_SHANK_VALUE
- The logo must feature the ® registration mark.
- The logo is heat stamped 30mm wide and 11mm tall.

2. SHANK OUTSOLE STAMP PLACEMENT

- The shank outsole stamp is used on all footwear unless otherwise directed.
- The baseline of the shank outsole heat stamp is 20mm above the heel of the shoe and centered side to side.
- Placement of logo may vary by style.



1. TISSUE

- The tissue should be ordered through Pou Ming. ID# TS-J&M-Gray&Brown-#5
- The tissue is 337mm wide and 746mm tall.
- Artwork will be printed on white tissue paper in PMS 7596 & 50% of PMS 7596 on the matte side of the paper.

JOHNSTON & MURPHY VALUE CHANNEL PACKAGING

Updated: 8/17/11

Ordering Information:

lisa.jw@pyzs.com.cn

edison.ho@pyzs.com.cn

maxma@pyzs.com.cn

Price Quote: tbd

Pou Ming Paper Products Mfg. Co., Ltd.

First Industrial Estate

Sanxiang Town

Zhongshan City

Guangdong Province

China

Tel: 86-760-8668-3855/6, 86691756/7

Box ID: BX-J&M-GRAY&BROWN-#5

Tissue ID: TS-J&M-GRAY&BROWN-#5