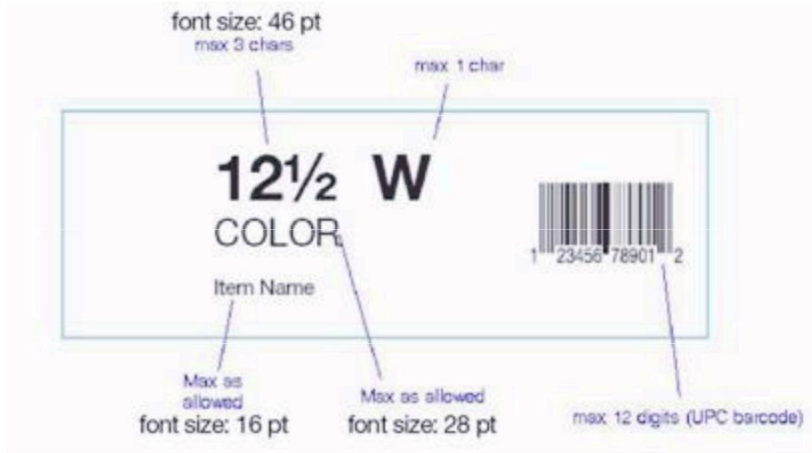


3.0 Vendor Ticketing & Labeling Requirements (DSW Retail)

3.1 Footwear Vendors

- UPC Label example below is used for 832 UPC enabled Footwear vendors. **If a vendor is set up to use UPC codes, the product must be labeled with the vendor's UPC codes.**
 - ° The UPC code adhesive label should be placed in the lower right-hand corner of the small side of the shoe box
- The following is a *suggested* label size. The logo should not be covered up by the label. Use a smaller size label if necessary as long as the following conditions are met.
 - UPC code must scan
 - UPC code numbers must be readable (in case they must be keyed in.)
 - The size / width are clearly readable
 - The color description is on the label
- Suggested label sizes

1.375" X 4.375" or 3.5 cm X 11 cm.



*The half size should be written as a fraction 1/2 not as a decimal 0.5



DSW must load the vendor's UPC codes from an on-line catalog or via 832 direct. We cannot load UPC codes from a spreadsheet.

3.2 Labeling Inside Boots

- The following information should be printed on the top inside portion of the boot: Size, Dimension, Style Name
Material
Additional Materials
Country of Origin
- The following pictures are examples of labeling inside boots:

Tall Boot – facing



* Note that this example is a Wide width boot with a Wide Calf: **6W-WC**

Tall Boot - facing



Tall Boot – zipper facing



* Note that this example is a Medium width boot with a Wide Calf: **6M-WC**

Mid Boot – facing



Bootie – facing



- Labeling of boot boxes for Tall Boots:
 - UPC stickers should be on both the long and short ends of the boot boxes that go on the selling floor, not the outer shipping cartons.
 - If the product is Wide Width or Wide Calf, these stickers should also be applied to both the long and short ends of the boot boxes.
 - It is imperative that the sizes such as 6M or 6W or 6M-WC/6W-WC **are coded on the outsole and the inside lining of every boot/bootie.**
 - These stickers should also be applied to any orders for DSW.com boots/booties. If the goods are returned to our retail stores the boxes will be correctly marked and go easily into the shelves.
 - We recommend a minimum weight/quality of boot boxes should be 400g = E-Flute Corrugated. Anything over this weight/quality is fine.

3.3 Barcode Specifications

The Scanner system shall be able to read the following barcode:

Barcode Type 1

- Barcode: UPC
- No of Characters Barcode: 12
- Barcode height: (19mm)
- Barcode Narrow Element 12mil

- Quiet zone: 10x times narrow element
- Magnification factor: 100%
- Quality of barcode: ANSI B or better
- Background color: White
- Print color: Black

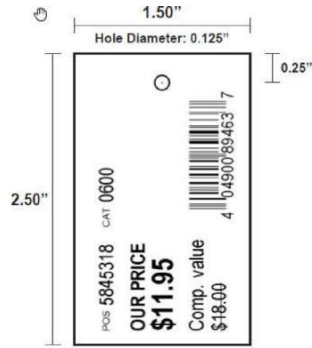
The barcode label background must be white. Clear background is not acceptable.

3.4 Accessory Vendors Retail

- Price tickets (tags or labels) are used for all retail non-footwear products and are pre-ticketed by the vendor.
 - If the vendor is set up for UPC codes, then the UPC code must be on the product or on the approved DSW price ticket.
 - Accessory product price stickers/labels must be placed on the vendor's hangtag or on the accessories product box. Do not place retail price tickets on the plastic bags that are wrapped around the product
- Labels need to be placed on the package in a manner which does not obscure merchandise description or usage information.
- Price tickets are applied in addition to the vendor's UPC barcode
 - The 7 digit DSW SKU number is not available until all PO information has been provided and/or confirmed and the PO has been processed in our system.
- The ticket type to be used will appear on the PDF copy of the PO under Vendor Instructions.
- 832 UPC enabled vendors should not place the price labels over their UPC Codes
 - DSW ticket type 9 or 10 should be used if UPC codes are on a separate label/hang tag
 - DSW ticket type 20 or 21 has DSW information and the vendor's UPC code on them
- Hangtag Price Tickets require using a nylon locking loop and attaching it to the same side of the product as the vendor's hangtag, normally on the right hand side
- DSW.com products, with the exception of hosiery, do not require a price ticket/label.
 - If the vendor is set up for UPC codes, then the UPC code label must be on the product.
 - DSW.com Accessories product must have a scan able UPC label on the polybags.
 - The 7 digit DSW SKU number is not available until all PO information has been provided and/or confirmed and the PO has been processed in our system.

3.5 Ticketing Instructions

- The Company used the below ticket types for accessories' merchandise



4545928
1



4545931
2
_LBL2.5X1.5



4545933
4
LBL 1.25X.75

DSW[®]

DSW

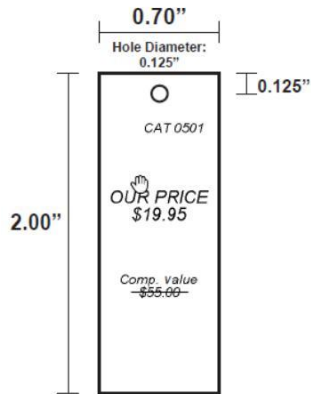
DSW International

DSW.com

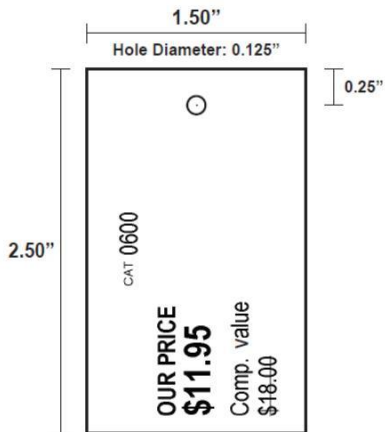
Affiliated Business Group



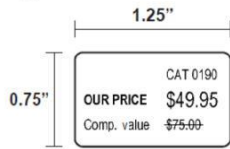
8659730
7
LBL 2.5X1.5



76725300
8
HT - HTEDI



103940860
9
HT



103940889
10
LBL 1.25X.75

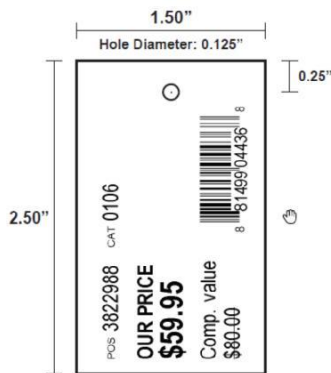
DSW Shoe Box Label



138849867



217112042
21
LBL 1.25X.75



230404555
20
1.50 X 2.50 HANG TAG



245898192
2.25 UPC Lbl
DSW



248854816
Poly UPC LB
DSW UPC Label



251340796
LGPoly UPC LB
3x2 Large Poly UPC Label



262261914
22
LBL 1.25X.75



272826546
23
2.25x1.5 Perm LB 49 up

- Accessory product price stickers/labels must be placed on the vendor's hangtag or on the accessories product box. Do not place retail price tickets on the poly bags that contain the product.
- Vendors are free to produce merchandise tickets locally using Company supplied formatting documents. Ticket format information such as SKU conversion and UPC calculator are located on the DSW Merchandising web page at: http://www.dswinc.com/vendors_merchandising.jsp. Vendors wishing to produce tickets internally will need to submit samples prior to application. All ticket samples need to be submitted to:
Becky Blaney, EDI Coordinator
810 DSW Drive, Columbus, OH 43219
Phone: 614-872-1221
Email: DSW_POM_VendorCompliance@dswinc.com
(Send actual ticket samples -no photocopies or scanned pictures via email, etc.)
- Vendors may also select a third party ticket provider to order tickets for Company merchandise. Any costs related to ticket creation, production, or shipment are the vendors' responsibility and not to be invoiced to the Company. Vendors are responsible for administration and management of trading partner agreements with their selected service provider. The Company does not recommend nor require the use of any particular service provider, but can provide assistance in the establishment of a ticketing program. Please visit the Merchandising webpage for details and approved ticket suppliers: http://www.dswinc.com/vendors_merchandising.jsp. Regardless of ticket production method vendors are responsible for the accuracy of the data on the tickets. Ticket accuracy is considered part of the Company's compliance program.
- Please contact the DSW Merchandise Operations & EDI (Section 12.0 Contact List) with any questions



3.7 Preapproved Ticket Providers

FineLines contact information:

BECCA WAMSTAD
CUSTOMER SERVICE
800-500-8687 X3306
WWW.FINELINETECH.COM
BWAMSTAD@FINELINETECH.COM

PAX Tag & Label Contact Information:

PAX Tag & Label
www.paxtag.com
paxtag@earthlink.net
800-729-8247

Avery Contact Information:

Avery Dennison Worldwide Ticketing Services – GSO
2100 Summit Ave.
Greensboro, NC 27405
Phone: 336-808-7212
Toll Free 800-444-4947
Fax: 336-621-1232
Karen Belton
Wtsgso.placeorder@averydennison.com
Email: karen.belton@averydennison.com

Maxim Label and Packaging

US contact: Brooke Haskell
brooke.haskell@maxim-group.com
413-250-1109
Shanghai Maxim Garment Accessories Co. Ltd
No 643 Hongzhong Road
Shanghai 201103 China
[Tel:86-21-64064227](tel:86-21-64064227)
Gloria Chiang email: gloria.chiang@maxim-group.com

Lily Zhang email: lily.zhang@maxim-group.com