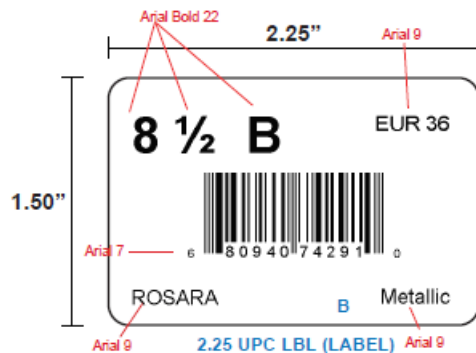


3.0 Vendor Ticketing & Labeling Requirements (DSW Retail)

3.1 Footwear Vendors

- UPC Label example below must be used for all 832 UPC enabled Footwear vendors if the information is not currently on the vendor's shoeboxes. **When a vendor is set up to use UPC codes, the shoeboxes must be labeled with the vendor's UPC codes.**
- The Company must load the vendor's UPC codes from an on-line catalog. The Company cannot load UPC codes from a spreadsheet.
- 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 Vendor logo should not be covered up by the label. Use a smaller size label if necessary, if 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 must be clearly readable
 - The color description must be on the label

*The half size should be written as a fraction ½ not as a decimal 0.5

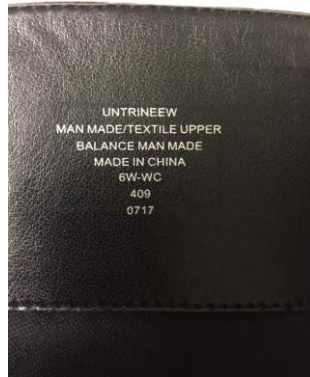


3.2 Labeling Inside Boots

- 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



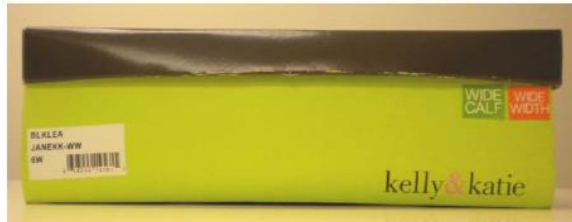
Bootie – facing



- 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 300g = E-Flute Corrugated. Anything over this weight/quality is fine.
- **Sticker Specifications:**
 - Size – 2.5cm width x 2cm length
Font Type – Helvetica
 - Orange “Wide Width” Sticker
Pantone Warm Red C
Font Size – 23pt
 - Green “Wide Calf” Sticker
Pantone 368 C
Font Size – 26pt

•All vendors are responsible for producing their own stickers and applying to boxes as shown in this document.

PLACEMENT OF STICKERS – vendor label on LEFT side of box



BOTH Wide Width & Wide Calf:

- Wide Width sticker placed on farthest right hand upper corner of box – directly underneath the lid
- Wide Calf sticker placed immediately to the left of the wide width sticker – directly underneath the lid



Wide Width ONLY:

- Wide Width sticker placed on farthest right hand upper corner of box – directly underneath the lid



Wide Calf ONLY:

- Wide Calf sticker placed on farthest right hand upper corner of box – directly underneath the lid

PLACEMENT OF STICKERS – vendor label on RIGHT side of box



BOTH Wide Width & Wide Calf:

- Wide Width sticker placed immediately to the left of the vendor label – directly underneath the lid
- Wide Calf sticker placed immediately to the left of the Wide Width sticker – directly underneath the lid



Wide Width ONLY:

- Wide Width sticker placed immediately to the left of the vendor label – directly underneath the lid

PLACEMENT OF STICKERS – vendor label on RIGHT side of box **Cont'd**



Wide Calf ONLY:

- Wide Calf sticker placed immediately to the left of the vendor label – directly underneath the lid

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 (Stores) Ticketing

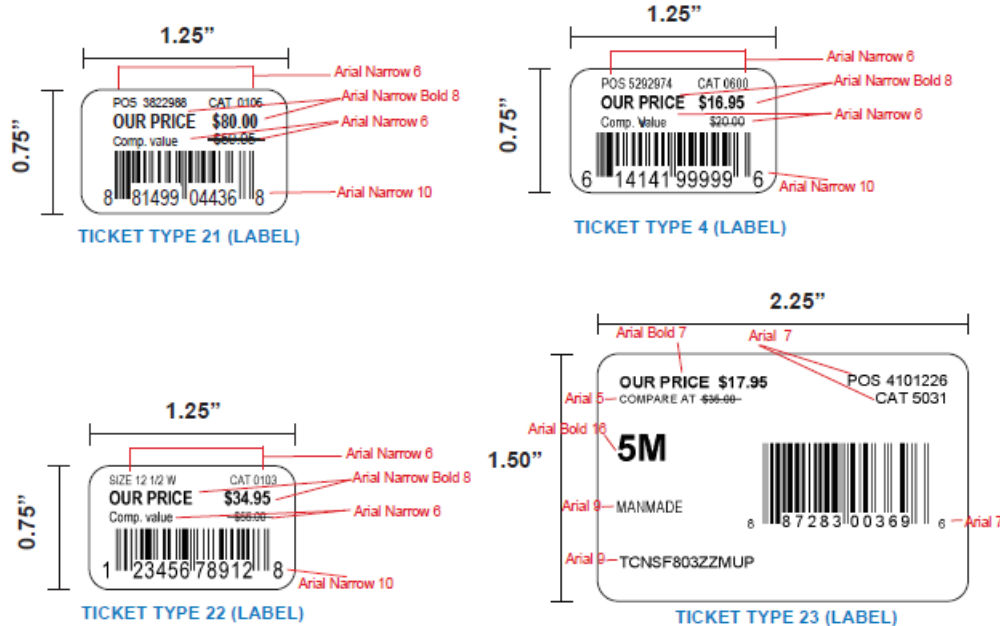
- Price tickets are used for all retail (stores) non-footwear products and are pre-ticketed by the vendor with the exception of Full Price MSRP Vendors
 - When the vendor is set up for UPC codes, the UPC code must be on the approved DSW price ticket. Failure to ticket as directed will result in vendor chargeback.
- The ticket type to be used will appear on the PDF copy of the PO under Vendor Instructions.
- Any and all labels need to be placed on the package in a manner which does not obscure merchandise description or usage information. If you have ticket placement questions, please reach out to your Buying Team
- Price tickets are applied **in addition** to the vendor's UPC barcode
- Initial order UPC exemption vendors must use our 7-digit DSW SKU/POS number, in addition to the SKU conversion calculator, to generate UPCs in order to ticket product as directed. The SKU is not available until all PO information has been provided and/or confirmed and the PO has been processed in our system. Ticket format information such as SKU conversion and UPC calculator are located on the DSW Merchandising web page at: <https://designerbrands.com/vendors/merchandising>

3.5 Accessory Vendors: DSW.com (BU 58) Ticketing

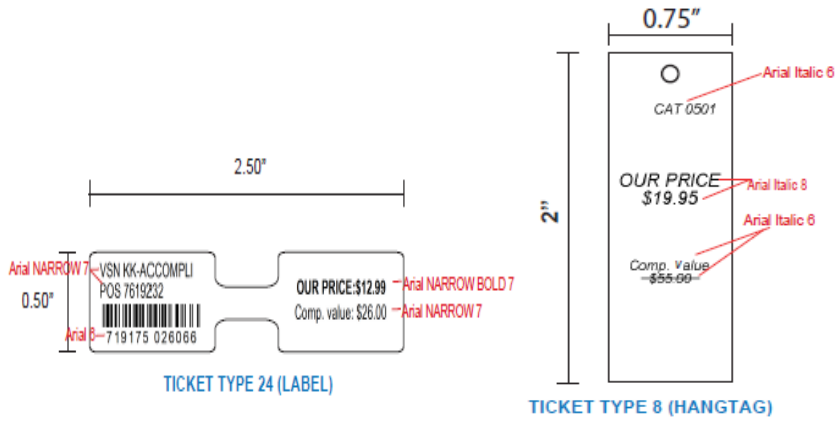
- DSW.com accessories do not require a price ticket/label but does require a UPC label on the polybag.
 - All DSW.com accessories must have a scannable UPC label on the polybags.
 - Initial order UPC exemption vendors must use our 7-digit DSW SKU number and the SKU conversion calculator to generate UPCs in order to ticket product as directed. The SKU is not available until all PO information has been provided and/or confirmed and the PO has been processed in our system. Ticket format information such as SKU conversion and UPC calculator are located on the DSW Merchandising web page at: <https://designerbrands.com/vendors/merchandising>.

3.6 Ticketing Instructions

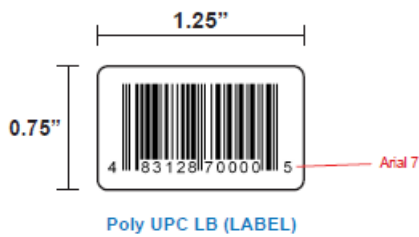
The Company uses the below ticket types for accessories' retail (BU 29 stores) merchandise



3.6 Ticketing Instructions continued



Designer Brands uses the below Polybag label for DSW.com (BU 58) accessories product.





3.6 Ticketing Instructions continued

- Vendors are free to produce merchandise tickets locally using Designer Brands supplied formatting documents
- Vendors wishing to produce tickets internally will need to submit samples prior to use.
- All ticket samples need to be submitted as a PDF attachment via email to: DSW_POM_VendorCompliance@dswinc.com
- Vendors may also select a third-party ticket provider to order tickets for Company merchandise, preapproved providers listed in section 3.7 of this guide.
- 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 ticket provider.
- 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.
- Exclusive Brands Hangtags/Labels Order Form/Questions should be directed to the Buying Team
- Ticket format information such as SKU conversion and UPC calculator are located on the DSW Merchandising web page at: <https://designerbrands.com/vendors/merchandising>.
- Please contact the DSW Merchandise Operations & EDI by email DSW_POM_VendorCompliance@dswinc.com (Section 12.0 Contact List) with any questions.

3.7 Preapproved Ticket Providers

FineLine:

Denise Pickett
Customer Service
800-500-8687 ext. 285
www.finelinetech.com
dpickett@finelinetech.com

Talia Effio
teffio@finelinetech.com
800-500-8687 x3306

Hong Kong Customer Service
852-2156-9788
support@finelinetech.com.hk

PAX Tag & Label

www.paxtag.com
paxtag@earthlink.net
800-729-8247



DSW

DSW.com

Affiliated Business Group

Avery Dennison Worldwide Ticketing Services – GSO

Av. La Montana No 114 Mod. II

Parque Industrial Queretaro

Santa Rosa Jauregui, Queretaro, Mexico, C.P. 76220

Phone: 52-442-2295600 x641

Fax: 336-621-1232

Santiago Camacho

Wtsgso.placeorder@averydennison.com

santiago.camacho@averydennison.com

Maxim Label and Packaging

US contact: Brooke Haskell

brooke.haskell@JCMaxim.com

Phone: 413-250-1109

Shanghai Maxim Garment Accessories Co. Ltd

No 643 Hongzhong Road

Shanghai 201103 China

Phone: 86-21-64064227

Contacts: Gloria.chiang@maxim-group.com.cn Elva.shen@maxim-group.com.cn