

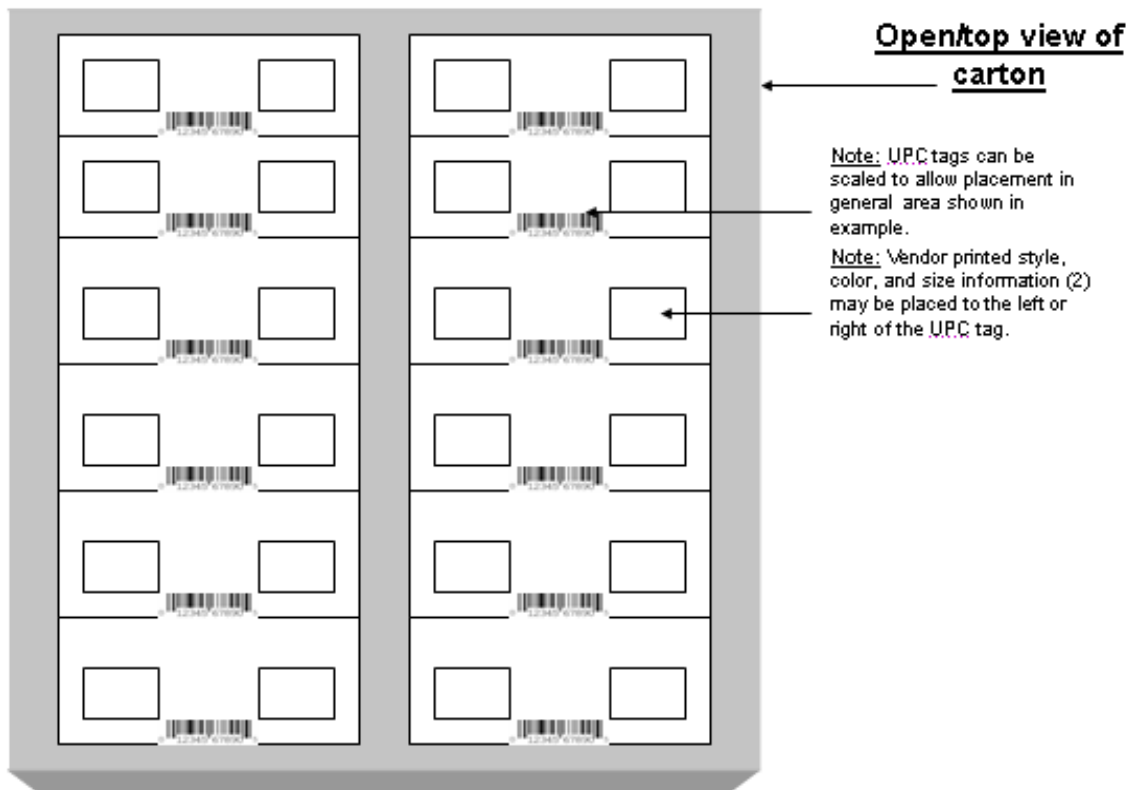
3.0 Carton Packing

3.1 General Carton Packing Instructions

- Any exceptions to PO carton packing instructions need to be pre-approved by the Company buyer.
- Vendors cannot mix POs, styles, or colors within cartons without the Company buyer's authorization.
- Cartons need to be packed using a single merchandise configuration method as indicated on the PO (prepacked or solid sized). Additional instructions regarding carton packing methods are outlined in Section 2, Para 2.2 of this Guide.
- Cartons need to be packed using the standard total pair quantities specified on the PO. The standard carton quantity will be specified as the sum of all individual pairs from the "*Pack Information*" section of the PO (see Section 2, pg 2-1). Questions concerning this quantity should be directed to the Company's sourcing buyer.
- Any remaining merchandise ("*end of run*") which cannot be packed using the standard carton quantity needs to be packed solid style, color, and/or size into a non-standard quantity carton.
- Any merchandise which uses either UPC barcoded or retail price ticket labels cannot be shipped in the same carton with non-labeled merchandise. These goods will need to be placed into a separate carton by style, color, size, and dimension marked as "MISSING PRICE TICKETS" or "MISSING UPC LABELS" in bold printing.
- All orders are to be shipped complete to minimize risk of chargebacks to the vendor and processing delays. Any request for partial shipment of merchandise will need to be pre-approved by the Company buyer.
- Merchandise purchased as closeout or closeout-take all will need to be packed into cartons which separates the merchandise configured as vendor prepacked or solid style/color/size. Note that combining merchandise colors, packing configuration, PO numbers, or styles within a carton is not permitted without the Company's authorization.
- Company requires shipping cartons less than or equal to one cubic foot to be masterpacked for handling efficiency and minimize merchandise damage or loss.

3.1 General Carton Packing Instructions (cont'd)

- All merchandise needs to be packed with the vendor's UPC label or retail price ticket in an upright position within the cartons so that merchandise labels are visible for scanning upon opening the carton (see example below)
- Example of carton opening for Company receipt processing



- **eTail Direct** orders may contain assorted sizes within a style, color, and dimension when applicable. Vendors requesting use of this packing method will need Company approval prior to its use. Please see Section 10 contact details.

3.2 Master Carton Packing Method

- When merchandise is purchased that does not meet minimum carton size or weight requirements (see Section 4.1 for details), cartons need to be “masterpacked” (carton within a carton) for ease of shipping and handling.

3.2 Master Carton Packing Method (cont'd)

- The following guidelines outline the acceptable method to be used for “masterpacked” merchandise:
 - Identify the outside of the master shipping carton by writing or labeling “MASTER CARTON” on the outside of every master shipping carton, (all four sides and top of case).
 - All prepacked merchandise utilizing master shipping cartons **must** contain a single PO, style, and color. Merchandise ordered at the size and dimension level will need to be packed into master shipping cartons by PO, style, color, size, and dimension.
 - Mixing of POs colors, sizes or dimensions is not permissible. All questions regarding this requirement need to be directed to the Company’s Vendor Relations team (see Section 10).
 - All master shipping cartons must have a visible sequence, (e.g. 1 of 10, 2 of 10...10 of 10), and the inner cartons may also use a numbered sequence.
 - Master shipping cartons must have all information as described in section 4.2, in addition, each master shipping carton label must describe the contents, (i.e. inner units = 4 cartons), with the PO number and the SKU number, (style and color acceptable if the Company SKU is not provided).
 - Inner packs need to be poly bagged by style, color, and prepack code per the Company’s PO instructions described in section 2.0.
 - All poly bagged merchandise requires openings to be closed using self adhesive flap or clear tape.
 - The master shipping carton must comply with the minimum requirements set forth in section 4.1.
 - For additional assistance, please contact the Company Vendor Relations department with any questions concerning master carton packing (see Section 10).

3.3 Accessories Packing Method (eTail Direct)

- eTail Direct (BU 58) requires all accessories vendors to follow the packing guidelines listed below for merchandise being shipped to eTail Direct’s fulfillment center.
- Each unit must be individually packaged. Vendors are responsible for placing each individual product in a box or poly bag.
- Each individually packaged item must be marked with a unique scannable label prior to packing.
 - The label must have a unique barcode to identify the appropriate merchandise information (Vendor style, color, and size).

3.3 Accessories Packing Method (eTail Direct – cont'd)

- All vendors identifying their product using UPC bar-coded labels need to place the label on the outside of the package. For vendors shipping UPC labeled merchandise and not exchanging UPC data with eTail Direct, please contact DSW IT for assistance in establishing this relationship (see Section 10).
 - Vendors not having EDI capabilities will need to establish a UPC-A labeling solution which incorporates eTail Direct's internal SKU number for the merchandise. For assistance, please contact the eTail Direct team (see Section 10).
 - Vendors using a SKU labeling solution will need to place the bar-coded labels on the outside of the package.
- Any exceptions to these instructions will need to be pre-approved by the Company's eTail Direct Merchandise Support manager (see Section 10).

3.4 Accessories Packing Method (DSW Retail)

- DSW Retail (BU 29) recommends that accessories vendors to follow the packing guidelines listed below for merchandise being shipped to DSW Retail's distribution center.
- For Handbags/Backpacks
 - All handbags/backpacks require hard ticket to be attached using a nylon locking loop. The price ticket must show DSW Retail SKU, "Compare at" price, and DSW retail price.
 - If using internal hangtags on handbags/backpacks, place DSW Retail's self adhesive price label the back of the vendor hangtag covering the vendor's UPC barcode.
- Gifts
 - Gifts will require a self adhesive price label to be applied showing the DSW Retail SKU, "Compare at" price, and DSW retail price.
 - Price labels should be placed on the bottom of the box or the back of the item over the vendor's UPC barcode. Labels need to be placed on the package in a manner which does not obscure merchandise description or usage information.
 - If you have any questions on the placement of the ticket, please call DSW Retail's Merchandising or Vendor Relations teams (see Section 10).

3.4 Accessories Packing Method (DSW Retail – cont'd)

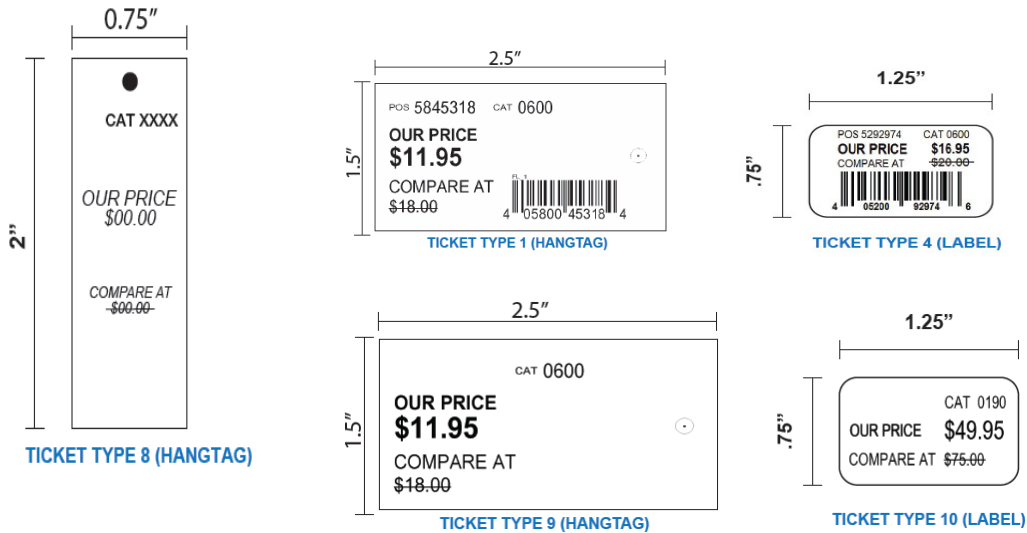
- Hosiery
 - Hosiery will require a self adhesive price label to be applied showing the DSW Retail SKU, “Compare at” price, and DSW retail price.
 - The self adhesive price label should be applied over the vendor’s UPC barcode. When applying, do not cover the vendor’s suggested retail.
 - If you have any questions on the placement of the ticket, please call DSW Retail’s Merchandising or Vendor Relations teams (see Section 10).
- Slippers
 - All slippers/sandals in bags with handles require a hard ticket to be attached using a nylon locking loop. The price ticket must show DSW Retail SKU, “Compare at” price, and DSW retail price.
 - Slippers/Sandals on hangers may require either a self adhesive price label or hard ticket attached using a nylon locking loop applied showing “Compare at” price and DSW retail price.
- Athletic Socks and Shoe Trees
 - Athletic socks and shoe trees will require a self adhesive price label to be applied showing DSW Retail SKU, “Compare at” price, and DSW retail price.
- UPC Enabled Belt Vendors
 - UPC Enabled Belt Vendors will require Ticket Type 8 Hangtag to be attached using a nylon locking loop. The price ticket must show DSW Retail and Compare At prices.

3.5 Vendor Ticketing Requirements (DSW Retail)

- All non-footwear merchandise such as handbags, hosiery, small leather goods, and other accessory items will need to be pre-ticketed by the vendor. Ticketing instructions will be specified by the Company PO and include ticket type by item. This information will be communicated to the vendor via email by the Company buyer.
- All Non-UPC enabled Footwear vendors will be required to preticket using Ticket Type 7 Footwear Label

3.5 Vendor Ticketing Requirements (DSW Retail – cont'd)

- The Company uses the below ticket types for accessories' merchandise:



- 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: beckyblaney@dswinc.com

(Send actual ticket samples -no photocopies or scanned pictures via email, etc.)

3.5 Vendor Ticketing Requirements (DSW Retail – cont'd)

- 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 web page 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.
- If you have any additional questions regarding the ticket policy, please contact Becky Blaney (614)872-1221 or Vicki Latorre (614)872-1215.