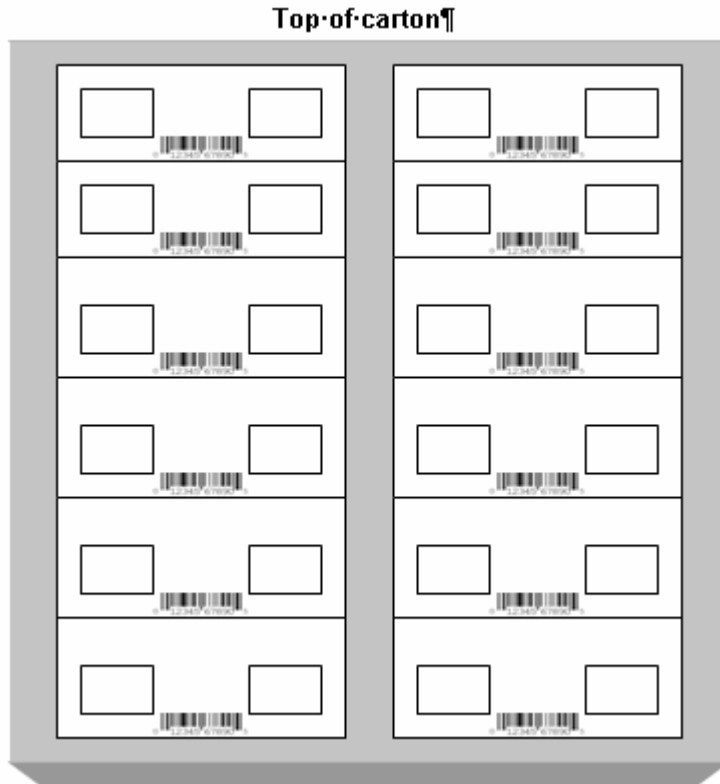


3.0 Carton Packing

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 is ordered as vendor preticketed or uses UPC labels cannot be shipped in the same carton as non-ticketed or non-labeled merchandise. These goods will need to be placed into a separate carton by style, color and/or size. The carton needs to be marked "MISSING PRICE TICKETS" or "MISSING UPC LABELS" in bold, 36 pt font.
- 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 (i.e. Closeout, Closeout-Take all) may be packed into cartons using either a prepacked or solid merchandise configuration method (Musical or Solid). While using a combination of merchandise configuration for these orders, mixing of styles or colors within a carton is not permitted without Company buyer authorization.
- For merchandise using the Company's retail price ticket or vendor UPC label, individual cartons are to be placed upward in the carton so that the retail price ticket vendor or UPC bar-coded label is visible for scanning upon opening the carton (see example below)

- Example of carton opening for process



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 can be “master packed” (carton w/i a carton) for ease of shipping and handling. **Master packed cartons cannot contain multiple POs, styles, or colors.**
- The following guidelines outline the acceptable method to be used for “master packed” merchandise:
 - Identify the outside of the master carton by writing or labeling “MASTER CARTON” on the outside of every master carton, (all four sides and top of case).
 - All master cartons must contain only one PO and SKU, (style and color), combination, do not mix PO’s or SKU’s.
 - All master cartons must have a visible sequence, (e.g. 1 of 10, 2 of 10...10 of 10), and the inner cartons must also have a numbered sequence.

3.2 Master Carton Packing Method (cont'd)

- Outer carton must have all information as described in section 4.2, in addition, each master carton label must have 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 carton must have all of the appropriate information as described in section 4.2, (i.e. PO number, SKU, etc.).
- Inner cartons must be made of conveyable cardboard; use of non-corrugated shipping containers is not acceptable.
- The master carton must comply with the minimum requirements set forth in section 4.1.
- For additional assistance, please contact the Company Vendor Compliance 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).
 - 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 bTs 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 eTail instructions need to be pre-approved by the appropriate eCommerce Buyer within DSW Direct.

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. 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 DSW Retail SKU, "Compare at" 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 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).
- Hosiery
 - Hosiery will require a self adhesive price label to be applied showing DSW Retail SKU, "Compare at" 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 hard ticket to be attached using a nylon locking loop. 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" and DSW retail price.
 - Slippers package in shoeboxes will require a self adhesive price label to be applied showing DSW Retail SKU, and "Compare at" price.

3.4 Accessories Packing Method (DSW Retail cont'd)

- 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" and DSW retail price.