

## 5.0 Vendor Ticketing & Labeling Requirements

### - 5.1 Footwear Vendors -

#### Branded Vendors

UPC Labels are used for 832 UPC enabled Footwear vendors.

The UPC code adhesive label should be placed in the lower right-hand corner of the small side of the shoe box. For tall boot boxes, the UPC code adhesive label should be placed on both the small side and long side of the box. As well, if the tall boot is Wide Width or Wide Calf, these stickers should also be applied to both the long and short ends of the boot boxes. The Label/UPC information must be below the box lid. Please note that defective/unscannable UPC codes due to substandard printing/ink or markings within/over the code will be subject to a chargeback.

The individual product packaging label must include at minimum the following basic information:

- Brand
- Vendor Style Number
- Vendor Style Name (if both are available)
- Vendor Colour
- Vendor Size and Width
- Vendor UPC/EAN Code

Size of the label or print area is 3" x 1.25"

|                                                                                     |            |
|-------------------------------------------------------------------------------------|------------|
| <b>BRAND</b>                                                                        |            |
| Vendor Style Number                                                                 | Colour     |
| Vendor Style -----                                                                  | Size-Width |
|  |            |
| 1 234567 890128                                                                     |            |

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## - 5.1 Footwear Vendors Continued -

### Non-Branded Vendors / Vendors using Designer Brands Canada Barcodes

In some cases, Vendors may be creating unique products for the Company and may not have UPCs for products. In such cases, the Company will provide a unique internal barcode for these products. It is the Vendor's responsibility to create labels for footwear products in these cases, referencing this internal barcode.

The individual product packaging must include at minimum the following basic information:

- Brand
- Vendor Style Number
- Vendor Style Name (if both are available)
- Vendor Colour
- Vendor Size and Width
- Designer Brands barcode (provided to you)
- Interleaved 2 of 5 or ITF

Size of the label or print area is 3" x 1.25"



\*The unique barcode will be provided to you at time of the Purchase Order

\*\* Tall Boots should have a UPC Label on the front and side (both long and short side) of the shoebox

The Label/Barcode for Non-Branded Vendors should be positioned as follows:

- The Label/Barcode must be below the box lid.
- The Manufacturer's Barcode (if one exists) must be covered.
- Do not cover up the size of the shoe.
- Accuracy on placing the correct style/color and size on the corresponding box is critical.
- Ensure that the size and width on our label matches to the size and width on the box. If there is no size and or width on our label, you may place the barcode/label anywhere on the box front but be sure **not to cover the size**.

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## - 5.2 Accessory & Handbag Vendors -

Price tickets (tags or labels) are used for all non-footwear product and are to be pre-ticketed by the vendor.

- Labels need to be placed on the package in a manner which does not obscure the merchandise description or usage information.
- Price tickets are applied in addition to the vendor's UPC barcode.
- 832 UPC enabled vendors should not place the price labels over their UPC Codes.
- 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.

The individual product packaging label for all non-footwear product (Accessories) must include at minimum the following basic information:

- Brand
- Vendor Style Number
- Vendor Style Name (if both are available)
- Vendor Colour
- Vendor Size and Width (If applicable)
- Comparative Price (if applicable)
- Designer Brands Canada's Retail Price (Canadian Dollars)
- Vendor UPC Code (Alternatively EAN code or another approved barcode)

The below ticket types are for accessories' merchandise:

### 1. Ticket Type – General Accessories



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## 2. Ticket Type - Handbags

|                                                                                   |                |
|-----------------------------------------------------------------------------------|----------------|
| <b>BRAND</b>                                                                      |                |
| Vendor Style Number                                                               |                |
| Vendor Style -----                                                                |                |
| Colour                                                                            |                |
| Size                                                                              |                |
| <b>OUR PRICE:</b>                                                                 | <b>\$15.99</b> |
| Comp. Price:                                                                      | \$20.00        |
|  |                |
| 1 234567 890128                                                                   |                |

|                                                                                   |                |
|-----------------------------------------------------------------------------------|----------------|
| <b>BRAND</b>                                                                      |                |
| Vendor Style Number                                                               |                |
| Vendor Style -----                                                                |                |
| Colour                                                                            |                |
| Size                                                                              |                |
| <b>PRICE:</b>                                                                     | <b>\$15.99</b> |
|  |                |
| 1 234567 890128                                                                   |                |

## 3. Ticket Type - Sunglasses

|                                                                                     |                   |                |
|-------------------------------------------------------------------------------------|-------------------|----------------|
| Vendor Style Number                                                                 | <b>BRAND</b>      | Colour-Size    |
| Vendor Style -----                                                                  |                   |                |
|  | <b>OUR PRICE:</b> | <b>\$15.99</b> |
| 1 234567 890128                                                                     | Comp. Price:      | \$20.00        |

|                                                                                     |                   |                |
|-------------------------------------------------------------------------------------|-------------------|----------------|
| Vendor Style Number                                                                 | <b>BRAND</b>      | Colour-Size    |
| Vendor Style -----                                                                  |                   |                |
|  | <b>OUR PRICE:</b> | <b>\$15.99</b> |

- It is the Vendor's responsibility to arrange merchandise tickets (either internally or using a third-party ticket provider) and to ensure the format of the ticket follows the examples shown above.
- Any costs related to ticket creation, production, or shipment of tickets are the vendor's responsibility and are not to be invoiced to Designer Brands Canada.
- Vendors are responsible for administration and management of trading partner agreements with their selected ticket provider.

Vendors will encounter a chargeback fee for any products delivered that are not pre-ticketed. Failure to include all required information and/or having defective or unscannable tickets due to substandard printing/ink or markings within/over the code will be subject to chargebacks.



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Please contact our Merchandise Operations Vendor Relations department at [compliance@designerbrands.com](mailto:compliance@designerbrands.com) if you have any questions, would like approval on your proposed ticket format/content, or would like to review any information.

Vendors wishing to produce tickets internally will need to submit samples prior to application. All ticket samples need to be submitted by email to [compliance@designerbrands.com](mailto:compliance@designerbrands.com) for approval in advance of shipping product.

### **- 5.3 Pre-Approved Ticket Providers –**

- Vendors may also select a third-party ticket provider to create tickets for Company merchandise. Any costs related to ticket creation, production, or shipment are the Vendors' responsibility and are 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. 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 Company's Merchandise Operations Vendor Relations department (Section 12) with any questions.