

SKU Bar Code Labels

Eddie Bauer uses two types of SKU (Stock Keeping Unit) bar code labels for the distribution of product. An item SKU bar code label will be used for Direct (Catalog) items and the shipping carton SKU bar code label will be used on the shipping carton for Direct and Retail shipments.

Both the item SKU bar code label and the shipping carton SKU bar code label contain a UPC bar code along with other important product information that drive product handling through the Eddie Bauer distribution process. The vendor will be charged for the cost to correct any issues if the below procedures are not followed.

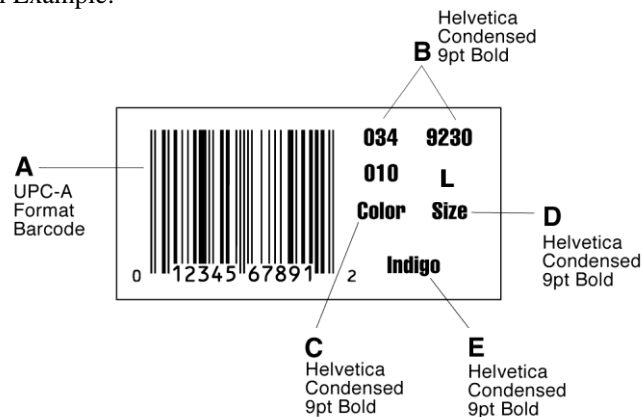
ITEM SKU BAR CODE LABEL – DIRECT (CATALOG)

The item SKU bar code label is required for individually packaged Direct (Catalog) items and items in retail where the price ticket is not seen through the poly bag.

Item SKU bar code label Specifications:

- Dimensions are 2” x 1” (51mm x 25mm)
- Each Eddie Bauer Purchase Order contains all of the information you need to generate the Item SKU bar code labels.
- All information on the Item SKU bar code label must match the information stated on the Purchase Order exactly.
- Print must be laser or thermal printed. Do not print using a dot matrix printer, as the barcode will not scan.
- Print type and size must be as specified as shown in example below.
- Print must be black on white label stock with permanent adhesive backing.
- Barcode minimum size: 13/16” H by 15/16” W (20.637mm x 23.812mm) UPC Number: 12 digits - Format UPC A*

Item SKU bar code label Example:



- A UPC-A Bar Code and UPC Human Readable Characters.
- B Dept. # (3 digits) and BuyerItem# or Style ID (4 characters, “numeric” or “alpha - numeric”). *
- C Color (3 digits).
- D Size Description - **Not size ID** (up to 6 characters).
- E Color Description (up to 12 characters).

* please note that for Tradecard vendors “B” is noted as Buyer Item # and for all others it is referenced as Style ID. Please see below for reference examples.

*For additional information pertaining to UPC specifications contact:

GS1 US (formerly Uniform Code Council, Inc.)
7887 Washington Village Drive, Suite 300
Dayton, Ohio, 45459-8605, USA
Phone 937.435.3870 Fax 937.435.7317
<http://www.gs1us.org/>

Item SKU bar code label procedures and placement:

- Make sure that the style, color and size on the item SKU bar code label corresponds to the style, color and size of the item when applied.
- The item SKU bar code label must be placed on the front of the polybag directly in the center. The backside has the suffocation warning,. (See Polybags under the Product Packaging section for illustration)
- If any units are not labeled with the item SKU bar code label, the carton they are in must be clearly marked as “Missing SKU Labels”. There will be a charge back to the factory for the cost of having Eddie Bauer warehouse personnel apply them.
- Hanging garments shall have the item SKU bar code labels placed in the upper right hand corner on the backside of the poly-bag. The hanger-hook opening must face the left shoulder of the garment.
- All polybags shall be packed inside their modules or cartons with the item SKU bar code label facing up so that our distribution center can scan and pull the merchandise immediately upon opening the carton.
- Do not use the SKU bar code label to seal polybags or cartons.

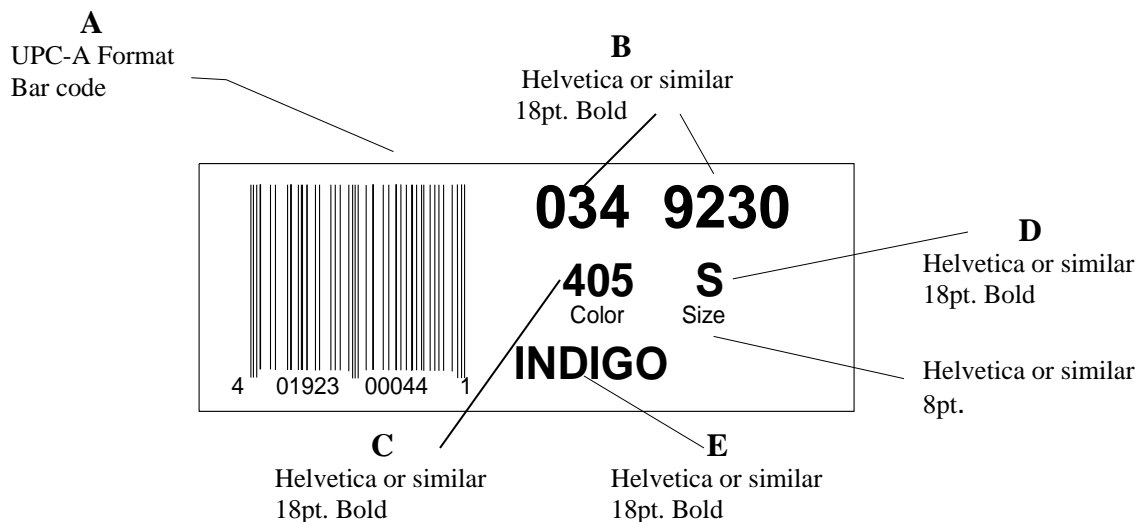
SHIPPING CARTON SKU BAR CODE LABEL

The shipping carton SKU bar code label must be used on all shipping cartons for Retail and Direct (Catalog) shipments. Additionally this label would be used on each retail item or retail inner-pack if the price ticket is not visible through the polybag/carton.

Shipping Carton SKU Bar Code Label Specifications:

- Dimensions are 3.5” x 1.5” (89mm x 38mm)
- Each Eddie Bauer PO contains all of the information you need to generate the shipping carton SKU bar code labels.
- All information on the shipping carton SKU bar code label must match the information stated on the PO exactly.
- Print must be laser or thermal printed. Do not print using a dot matrix printer, as the barcode will not scan.
- Print type and size must be as specified as shown in example below.
- Print must be black on white label stock with permanent adhesive backing.
- Barcode minimum size: 13/16” H by 15/16” W (20.637mm x 23.812mm) UPC Number: 12 digits - Format UPC A*

Shipping Carton SKU Bar Code Label Example:



SAMPLE SKU LABELS
(FOR REFERENCE ONLY)

- A UPC-A Bar Code and UPC Human Readable Characters.
- B Dept. # (3 digits) and BuyerItem# or Style ID (4 characters, “numeric” or “alpha - numeric”). *
- C Color (3 digits).
- D Size Description - **Not size ID** (up to 6 characters).
- E Color Description (up to 12 characters).

* please note that for Tradecard vendors “B” is noted as Buyer Item # and for all others it is referenced as Style ID. Please see below for reference examples.

Shipping Carton SKU Bar Code Label Procedures & Placement:

- Make sure that the style, color and size on the shipping carton SKU bar code label corresponds to the style, color and size of the item inside when applied.
- Label must be placed on the upper left-hand corner of the end panel of each shipping carton. (Reference Carton Requirements under the Packing and Carton Requirements section)

SOURCING ITEM AND SHIPPING CARTON SKU BAR CODE LABELS

Vendors are responsible for producing or purchasing their SKU bar code labels.

- Our preferred supplier of both SKU bar code labels is Avery Dennison.
- When ordering SKU bar code labels from Avery Dennison, the vendor must submit a legible copy of the Eddie Bauer Purchase Order.
- Vendors must set-up an account with Avery Dennison before their first order.
- Vendors will receive their first order of SKU bar code labels within three weeks after placing their order with Avery Dennison.
- Backup orders and re-orders are typically received within two weeks of confirmation.
- Compare the number of labels you receive for each style, color and size against the number of items ordered upon delivery of your shipping carton SKU bar code labels. If the number of stickers does not match, contact the supplier.
- Vendors who choose to produce their own SKU bar code labels must submit a sample for approval. Only submit a sample of the template and generic printed format. Send or fax your label samples to the Eddie Bauer Packaging Developer.

SkU Label information for Tradecard vendors



- 1 UPC
- 2 Dept #
- 3 Item/Style #
- 4 Color #
- 5 Size Description
- 6 Color Description

LINE ITEMS

Line #	Buyer Item #	Short Desc	Quantity	Unit Price	Cost (USD)					
0001	033-6288	M LS CLASSIC TEE-EBGREEN	418	5.10*	2,131.80					
		Destination EB								
		Buyer's Style # 14102248								
		Color 016								
		EB Reference Order Number E0408513-0011								
		Factory Reference 0002843/001								
Size Code	Size	UPC #	SKU #	Ticket Type	Qty Per Inner Pack	PO Retail Price	QTY	Unit	Unit Cost	Cost
0040	S	410016597737	03362880160040	N	001	22.95	Qty 36	5.10	183.60	
0050	M	410016597744	03362880160050	N	001	22.95	Qty 85	5.10	433.50	
0060	L	410016597751	03362880160060	N	001	22.95	Qty 149	5.10	759.90	
0070	XL	410016597768	03362880160070	N	001	22.95	Qty 93	5.10	474.30	
0080	XXL	410016597775	03362880160080	N	001	22.95	Qty 30	5.10	153.00	
0090	XXXL	410016597782	03362880160090	N	001	22.95	Qty 25	5.10	127.50	
Total							418		2,131.80	

Skus Label information for Non-Tradecard Vendors



- 1 UPC
- 2 Dept #
- 3 Style/Item #
- 4 Color #
- 5 Size Description
- 6 Color Description

SHIP TO ADDRESS EDDIE BAUER DC CANADA DC EDDIE BAUER OF CAN CORP 201 AVIVA PARK DRIVE VAUGHAN ONT L4L 9C1		<i>Eddie Bauer</i>		VENDOR NAME & ADDRESS		**** REVISION **** DATE 10/07/2011 TIME 10:00 PM								
INVOICE ADDRESS EDDIE BAUER OF CAN CORP P.O. BOX 90139 BELLEVUE, WASHINGTON 98009-0139 U. S. A.		BUSINESS E.B. RETAIL - CANADA PURCHASE ORDER NUMBER E0412303-0002		ATTENTION LEILA DRAGER		VENDOR # 02781								
				COUNTRY OF ORIGIN UNITED STATES		TERMS NET 30 ROG								
				HUNTINGTON		SHIP VIA SEA								
LINE NO.	DSG REF#/ VND PID	ID	STYLE DESCRIPTION	COLOR ID DESC.	SIZE ID DESC.	UNITS	VENDOR COST	EXTENDED COST	U. P. C.	RETAIL	Ticket Type	Inner Pack	MODULE Qty. Type	UNITS SHIPPED
0001	23150189	0169	M FA TEE WATERCOLOR	273 NATURAL	0050 XS	16	5.87	93.92	410017401408	34.95	H	001/	/	
0002	23150189	0169	M FA TEE WATERCOLOR	273 NATURAL	0040 S	53	5.87	311.11	410017401415	34.95	H	001/	/	
0003	23150189	0169	M FA TEE WATERCOLOR	273 NATURAL	0050 M	117	5.87	686.79	410017401422	34.95	H	001/	/	
0004	23150189	0169	M FA TEE WATERCOLOR	273 NATURAL	0060 L	122	5.87	716.14	410017401439	34.95	H	001/	/	
0005	23150189	0169	M FA TEE WATERCOLOR	273 NATURAL	0070 XL	88	7.29	641.52	410017401446	34.95	H	001/	/	
		↑ 3		↑ 4	↑ 6		↑ 5		↑ 1					
VENDOR INSTRUCTIONS ANY QUESTIONS, CONTACT LINA OLSON 23150189/169/M FA GRAPHIC T WATERCOLOR FA STORES ROLL-OUT 10/7:RVSD COST FOR XL(SS)							TOTAL	396	US \$	2,449.48	VENDOR COPY			TOTAL
							This Purchase order is subject to and controlled by the Eddie Bauer Purchase Order Terms and Conditions, and all provisions of the THEN CURRENT Eddie Bauer Global Sourcing Vendor Compliance Website as revised by Eddie Bauer from time-to-time and found at: www.eddiebauerglobalsourcing.com .			CORP. ID: E DEPT: 031 MINS PERFORMANCE S BUYER: L OLSON Signature: _____			CARTON COUNT	
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