



Belk eCommerce Vendor Guide

Date: May 26, 2015

Belk is making significant investments in our eCommerce fulfillment operations to meet the ever-expanding needs of our customers. To expedite the flow of merchandise through our eCommerce network and to our customers, we have established the following guidelines for our eCommerce vendors. We are asking that all eCommerce vendors become compliant with these specifications by **September 1st, 2015**. Please review these guidelines carefully as they may indicate new requirements that you will need to meet.

We would also like to solicit feedback from our vendor community concerning these new eCommerce requirements. Please complete the attached Vendor Requirements Confirmation Form to provide your feedback to us. Please include whether your current shipping process is compliant with the new Belk eCommerce requirements, as well as detail what changes will be necessary to become compliant. If you are unable to become compliant by **September 1st, 2015**, please respond with your proposed timeframe in which you can become compliant. The merchant team and/or the vendor compliance team will contact you for further discussion as necessary. We appreciate your feedback and value your partnership!

Please be sure to share this letter and eCommerce Vendor Guide with the appropriate teams within your organization including supply chain, operations, merchandising, product development, manufacturing, and / or sales. In addition, please return the completed Vendor Requirements Confirmation Form to ecommerce_vendorcompliance@belk.com no later than **June 15th, 2015**.

If you have any questions regarding these requirements, please direct them to the Belk Vendor Compliance Team during business hours M-F 8:00am - 5:00pm EST at 980-949-2778 or via email at ecommerce_vendorcompliance@belk.com.

Thank you!

The Belk Vendor Compliance Team

BELK Vendor Guide



ECOMMERCE VENDOR TRADING PARTNERSHIP GUIDELINES

Revised June 1, 2015

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Overview

This manual is provided as an overview of the basic requirements related to eCommerce specific purchase orders (including Store 888 orders) sent to Belk's eCommerce fulfillment centers. The information provided contains instructions on how to prepare and package merchandise to ensure safe and efficient movement through our fulfillment centers. In order for your merchandise to be displayed on the belk.com website as quickly as possible, please make sure that your merchandise is shipped in accordance with the specifications below.

eCommerce Purchase Order

Belk transmits eCommerce purchase orders with the designation of Store 888. Always ship Store 888 orders as an eCommerce order following the guidelines herein. Store 888 orders will be transmitted either as a standalone Store 888 order, or as part of a PO with other Belk Stores. All eCommerce orders for Store 888 must follow the packaging and shipping requirements outlined in this guide.

All Belk carton requirements, routing requirements, and purchase order terms as specified in the Belk Vendor Guide will also apply to all eCommerce purchase orders.

If you receive a purchase order for all stores with the exception of Store 888, please refer to the Belk Vendor Guide for floor-ready packing requirements. The Belk Vendor Guide is available on the Belk website at www.belk.com.

These guidelines do not apply to direct ship / direct to consumer orders handled through Commerce Hub. Supplier Direct Fulfillment program orders should follow the SDF Vendor Participant policies available on the Belk website at www.belk.com.

General Packaging Guidelines

Merchandise must be individually packaged in a polybag as an individual selling unit. Both flat-folded merchandise and merchandise shipped on a hanger must be shipped in individual polybags within the carton. If the merchandise is a set, all set pieces/components must fit into and be included in a single polybag. The polybag must contain all components for the **complete selling unit**.

Boxed merchandise does not need to be polybagged. However, the box must contain all components for the **individual selling unit within one box**.

All merchandise must be packed in conveyable cartons. Do not use jiffy bags or plastic bags as the external shipping container. Use a shipping carton that fits the merchandise. Merchandise should be packed no more than 1/4 inch below the top of the carton and no more than 1/8 inch from the sides of the carton.

eCommerce Carton Size Requirements

Dimension	Minimum	Maximum
Length	8"	30"
Width	6"	24"
Height	4"	18"
Weight	1 lb	40 lb

Please note that the eCommerce Carton Size Requirements differ from the Belk Vendor Guide.

Cartons should be securely sealed with tape. Do not band cartons together or use banding to secure cartons. If cartons are secured with shrink wrap, it must not interfere with the GS1-128 label. Cartons should have a minimum strength of 32 ETC (edge test crush) and should be large enough to allow hangers to lie squarely in the carton for hanging merchandise.

Merchandise must be packaged in a way that is immediately available to send to the customer. Breakable merchandise such as cosmetics, fragrance, decorative home, tabletop, and electronics must be packaged to protect the merchandise when shipping to the consumer.

All merchandise that is polybagged or boxed in protective inner cartons (non retail-ready packaging) **must have an UPC Barcoded Sticker affixed to the upper right corner of the exterior of the polybag or on the top of the protective box visible from the carton opening.** A UPC ticket must also be attached to the merchandise within the polybag or box. Please refer to the Belk Vendor Guide for UPC Ticketing requirements (page 26). The UPC Barcoded sticker and the UPC ticket must match. The UPC Barcoded Sticker cannot be substituted for the UPC ticket.

EAS tags, including both hard and soft tags, should not be used on any eCommerce merchandise. Hard tags should not be applied to any eCommerce purchase orders. While the use of soft tags is not preferred, (either attached to packaging or sewn into product), if they are applied to eCommerce merchandise, they must be deactivated prior to shipment.

Polybag Specifications

All eCommerce merchandise that is not packaged in a display box or container must be packaged in individual polybags containing the complete individual selling unit. Gift wrapped / boxed items (ex. candy) and boxes with openings (ex. slippers, gadgets) must be placed in a polybag. Units sold as sets must be packed in the same polybag. Polybags must meet the following specifications:

- The polybag must be .9 mil to 1.5 mil in thickness and must be made of Polyethylene. Only clear plastic polybags may be used.
- Polybags thinner than 1 mil must contain the following caution statement printed on the polybag: "WARNING: TO AVOID DANGER OF SUFFOCATION KEEP AWAY FROM BABIES AND CHILDREN. DO NOT USE IN CRIBS, CARRAGES, OR PLAYPENS."
- The polybag must be **securely sealed** either using a heat seal or tape to prevent merchandise from falling out of the bag.

- The polybag must not contain air holes, except for leather and suede items. These items should be covered with protection and shipped in polybags with air holes to allow the fabric to breathe.
- The polybag must fit the folded product with no more than 1” of excess space in the polybag on any side. For hanging product, the polybag should be sized to cover the entire garment and sealed on all sides. The polybag should be no longer than 6” below the garment.

UPC Barcoded Sticker / Ticketing Requirements

All eCommerce merchandise that is polybagged or boxed in protective inner cartons (non retail-ready packaging) **must have an UPC Barcoded Sticker**. Merchandise shipped in fully enclosed, retail ready packaging (ex. Comforters, Tabletop sets, etc.) does not need an additional UPC Barcoded Sticker.

A UPC ticket must also be attached to the merchandise within the polybag/box. Please refer to the Belk Vendor Guide for UPC ticketing requirements (page 26). **The UPC Barcoded Sticker and the UPC ticket must match. The UPC Barcoded Sticker cannot be substituted for the UPC ticket.**

For merchandise shipped in a polybag, the UPC Barcoded Sticker is to be placed in the upper right corner on the outside of the polybag.

For merchandise shipped in a protective inner box, the UPC Barcoded Sticker is to be placed on the top of the inner box such that it is visible from the carton opening.

UPC Barcoded Sticker Requirements

Item # = Vendor UPC number

Color = Vendor color description

Size /description abbreviation = Vendor Size / description




Vendor UPC barcode: min. height of barcode is 9mm (.35”) and must be scannable

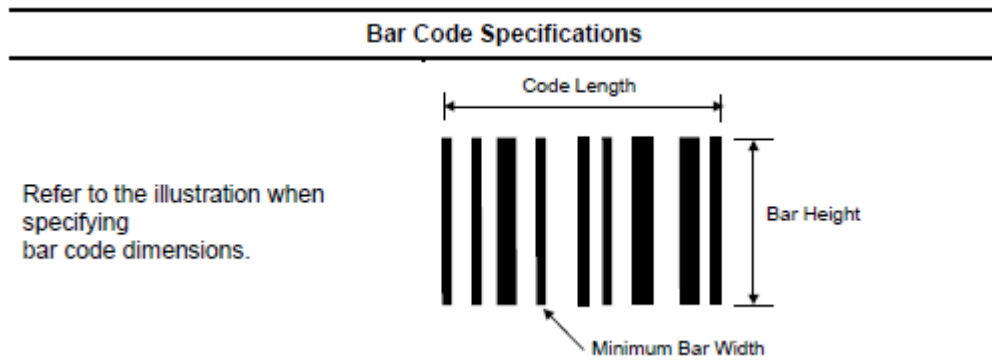
Sticker size: no smaller than 2” wide by 2” high

Sticker printing: printed in black ink on a white background

SAMPLE UPC BARCODED STICKER







Women’s RTW	Hard Goods	Sheets/Comforters
652383707146 Red 6 Miss <div style="text-align: center;">  652383707146 </div>	652383707146 Red MIXER <div style="text-align: center;">  652383707146 </div>	652383707146 Red TWN FLT <div style="text-align: center;">  652383707146 </div>



Men's Shirts & Pants	Towels	Tablecloths
652383707146 Black	652383707146 Red	652383707146 Red
36X30	FGT	60X90
 652383707146	 652383707146	 652383707146



Code Symbology	UPC- A 12	EAN 13	UPC-E
Number of Characters	12	13	8
Narrow Bar/ Space Width	.25mm (10mil)	.25mm (10mil)	.25mm (10mil)
Bar Height	9 mm (.35")	9 mm (.35")	9 mm (.35")
Bar Code Location on Polybagged product	Upper Right	Upper Right	Upper Right

Hanging / Flat Specification Guide

Category	Products	Standard
<p style="text-align: center;">Men's and Women's Suits</p> 	<ul style="list-style-type: none"> • Suits • Suit Separates • Jackets • Sport Coats and Blazers 	HANG
<p style="text-align: center;">Women's Special Occasion Dresses</p> 	<ul style="list-style-type: none"> • Cocktail • Formal • Bridal • Prom 	HANG
<p style="text-align: center;">Girl's and Toddler's Special Occasion Dresses</p> 	<ul style="list-style-type: none"> • All Special Occasion dresses with bows, appliques, ruffles, etc. • Fabrics include organza, satin, tulle, sateen, mesh, and / or sequins 	HANG
<p style="text-align: center;">Women's Dresses</p> 	<ul style="list-style-type: none"> • All Dresses with a MSRP of \$200 and above 	HANG
<p style="text-align: center;">Women's Designer and Bridge apparel</p> 	<ul style="list-style-type: none"> • All apparel with a MSRP of \$200 and above, excluding Jeans 	HANG
<p style="text-align: center;">Men's and Women's Dress Outerwear</p> 	<ul style="list-style-type: none"> • Topcoats • Peacoats • Cashmere Coats • Leather, Fur, and Suede Jackets and Coats 	HANG

<p style="text-align: center;">Men's and Women's Casual Outerwear</p> 	<ul style="list-style-type: none"> • Active • Fleece • Puffer Coats and Jackets • Soft Shell • Denim • Rainwear 	<p style="text-align: center;">FLAT</p>
<p style="text-align: center;">Men's, Women's and Kid's all other apparel</p> 	<ul style="list-style-type: none"> • Activewear • Sweaters, Hoodies and Fleece • Sleepwear and Robes • Bras, Panties, and Lingerie • Swimwear • Jeans, Pants, Shorts, and Capris • Casual, Polo, and Dress shirts • Skirts • Non-occasion dresses with a MSRP under \$200 • Designer apparel with a MSRP under \$200 • All non-occasion Baby and Kid's apparel • All other apparel items not designated as hanging above 	<p style="text-align: center;">FLAT</p>

Flat Folding Specifications

All Merchandise is to be flat folded, unless it is specifically listed as Hanging on the Hanging / Flat Specification Guide on page 8. All flat-folded items must be individually packaged in a polybag. The merchandise should be folded and packed in the best manor to protect the merchandise using the smallest fold footprint possible.

Flat-folded merchandise must keep its form and shape within the polybag. Use cardboard inserts as needed to maintain the product shape. No attachments can be outside of the polybag. All pieces/components must fit within the individual polybag.

All flat-folded merchandise must contain a UPC ticket attached to the merchandise and a **UPC Barcoded Sticker affixed to the upper right corner of the exterior of the polybag. The UPC Barcoded Sticker and the UPC ticket must match. The UPC Barcoded Sticker cannot be substituted for the UPC ticket.**

Additional folding guidelines are provided below by product category for reference:

Sweaters, Shirts, Blouses, Coats, Jackets, Blazers, Activewear

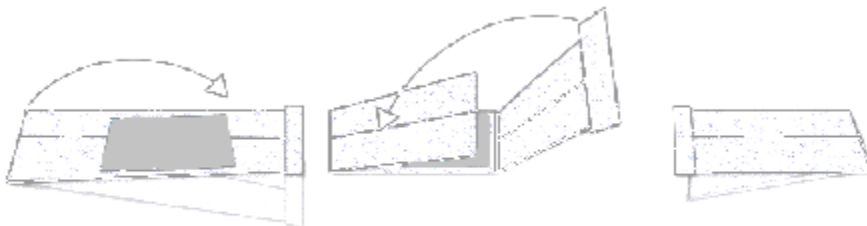
- 1) Lay garment with back facing up.
- 2) Fold back sleeves, fold backside, fold in half (front to back)
- 3) Place the garment in bag with as much of the garment showing as possible.
- 4) The collar of the garment should be placed at the end of the bag.

- 1) Fold and seal or tape the flap on the back of the bag.
- 5) Place a UPC Barcoded Sticker on polybag as discussed in the requirements above.



Pants

- 2) Garment should be held at the waist and facing the person folding. Place hands at the center of the waist and pull apart.
- 3) Lay garment on its side.
- 4) Fold the back legs to the center. Fold the back waist to the center. Fold into thirds whenever possible.
- 5) Slide the merchandise into the polybag waist first.
- 6) Fold and seal or tape the flap on the back of the bag.
- 7) Place a UPC Barcoded Sticker on polybag as discussed in the requirements above.



Shorts

- 1) Lay the garment down with the back facing up.
- 2) Fold the sides of the legs in. Fold the garment in half with the front of the shorts facing up.
- 3) Slide the merchandise into the polybag waist first.

- 4) Fold and seal or tape the flap on the back of the bag.
- 5) Place a UPC Barcoded Sticker on polybag as discussed in the requirements above.

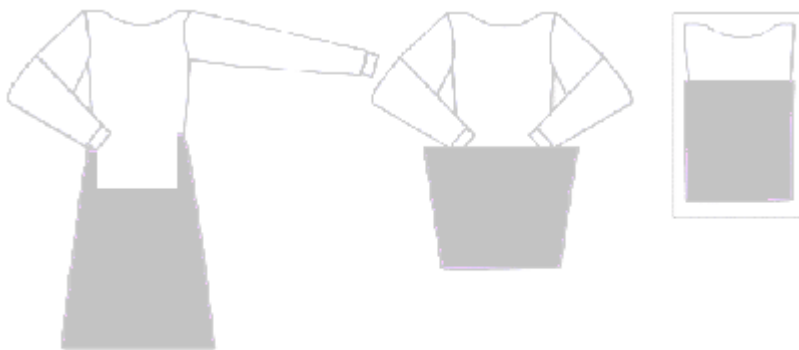
Skirts

- 1) Lay the skirt with the back facing up.
- 2) Fold in the sides, then fold bottom to top.
- 3) Slide the merchandise into the polybag waist first.
- 4) Fold and seal or tape the flap on the back of the bag.
- 5) Place a UPC Barcoded Sticker on polybag as discussed in the requirements above.



Dresses and Slips

- 1) Lay the Dress / Slip down with the back facing up.
- 2) Fold back the sleeves. Fold the sides in. Fold the bottom of the dress up.
- 3) Any collar must show and be placed face up.
- 4) Fold and seal or tape flap on the back of the bag.
- 5) Place a UPC Barcoded Sticker on polybag as discussed in the requirements above.



Hanging Specifications

Only merchandise listed as hanging on the Hanging / Flat Specification Guide on page 8 should be shipped on hangers for eCommerce orders.

Hangers must conform to the VICS hanger standards for that particular type of merchandise. For more information on hanger standards, please refer to the Belk Vendor Guide or the Floor Ready Hanger Program file at www.belk.com. Merchandise should be hung on hangers in compliance with the Belk Vendor Guide.

Hanging product should be individually covered with a polybag that meets the polybag specifications (pg 5). Each sellable unit should be fully enclosed in the polybag. The polybag should be sized to cover the entire garment and sealed on all sides. The polybag should be no longer than 6" below the garment. **A UPC Barcoded sticker must be placed on the outside of the polybag on the front, top right corner of the garment.**

The hanger should protrude through the protective packaging or polybag so that the garment can easily be hung at the fulfillment center.

****Kidswear sets (2+ pieces), Swimwear, and Intimate Apparel are the only merchandise categories that are exceptions to the hanging specifications above.** These types of merchandise can be shipped on Belk compliant hangers or can be shipped flat folded. However, each sellable unit must be packaged in an individual polybag and if shipped on a hanger, the hanger must be fully enclosed within the polybag.

Department Specific Packaging Requirements

<u>Department</u>	<u>Packing Requirements</u>
Cosmetics/Fragrances	<ul style="list-style-type: none"> • Merchandise must be individually packaged with a UPC ticket. • Merchandise must not be shrink-wrapped or bundled with other material within cartons. • MSDS for all cosmetic/fragrance must be sent to the Belk Fulfillment Center Attn: BFC Loss Prevention.
Fashion Accessories: Includes Handbags and Hats	<ul style="list-style-type: none"> • Merchandise must be individually packaged in a polybag or box and labeled with a UPC Barcoded sticker on the outside of the polybag or box. • Merchandise must be properly packaged to protect product and shape (ex. Handbags, Hats).
Jewelry	<ul style="list-style-type: none"> • Merchandise must be individually packaged by sellable unit in a polybag or box, including any cases or warranty documentation, and labeled with a UPC Barcoded sticker on the outside of the polybag or box. • Earrings must be attached to a card and posts must be protected to prevent damage during shipping.

Intimate Apparel	<ul style="list-style-type: none"> • Merchandise must be individually packaged in a polybag and labeled with a UPC Barcoded sticker on the outside of the polybag or box. • 2-Piece items must always be packaged together as one selling unit within one polybag. • If product is shipped on a Belk compliant hanger, the hanger must be fully enclosed within the polybag.
Swimwear	<ul style="list-style-type: none"> • Merchandise must be individually packaged in a polybag and labeled with a UPC Barcoded sticker on the outside of the polybag . • If product is shipped on a Belk compliant hanger, the hanger must be fully enclosed within the polybag. • 2-Piece items must always be packaged together as one selling unit within one polybag.
Menswear	<ul style="list-style-type: none"> • Merchandise must be individually packaged in a polybag and labeled with a UPC Barcoded sticker on the outside of the polybag. • Merchandise should be shipped flat or on hangers, according to the guide on page 8. • Belts must be coiled and individually packaged in a polybag. If coiling will damage the belt, please ship flat in an individual polybag. • Neckties must be folded and cardboard used to protect and maintain product shape inside the individual polybag.
Kidswear	<ul style="list-style-type: none"> • Merchandise must be individually packaged in a polybag and labeled with a UPC Barcoded sticker on the outside of the polybag . • If merchandise is sold as a set, all pieces must be included and fit in the polybag. Belk compliant hangers may be used only on sets, however the hanger must be fully enclosed in the polybag. • Toys/plush must be shipped in individual polybags with a UPC Barcoded sticker, unless they are packed in a sellable box with a UPC.
Shoes	<ul style="list-style-type: none"> • All shoes must be polybagged as a sellable unit if the shoe is not shipped in a closed sellable box. Shoe boxes with openings of any kind must be polybagged. A UPC Barcoded sticker is required on the outside of the polybag in the upper right corner. • A Polybag is not required if the shoe is shipped in a closed, sellable box with a UPC. Shoeboxes should be strapped with bands of paper to ensure tops and bottoms are secured. No rubber bands are to be used. • Cartons cannot exceed the maximum dimensions or weight (pg 4).
Soft Home: Towels/Bath Rugs/ Tablecloths/Napkins	<ul style="list-style-type: none"> • All merchandise must be individually polybagged with a UPC Barcoded sticker on the outside of the polybag. • If merchandise is sold as a set, all pieces must be included and fit in the polybag.
Soft Home: Bedding	<ul style="list-style-type: none"> • Additional packaging is not required for any merchandise shipped in fully enclosed retail-ready vendor packaging with a UPC (ex. comforter set or sheet set in a vinyl bag). • If a product is not fully protected by vendor packaging (ex. banded fleece blanket), then the merchandise must be individually polybagged with a UPC Barcoded sticker on the outside of the polybag.

Cookware	<ul style="list-style-type: none"> • Additional packaging is not required for any merchandise shipped in fully enclosed retail-ready vendor packaging with a UPC (ex. boxed cookware set). • If a protective inner box is used to protect merchandise, then the protective inner box must have a UPC Barcoded Sticker. • Knives must be packaged for safety and shipped in a protective package or a box. No blades can be exposed. • Merchandise must be individually packaged by sellable unit, with all set components shipped in one polybag or box. • Merchandise can not be group wrapped (ex. three pans shrink wrapped together).
Hardgoods (China, Dec Home, Crystal, Glassware & Trim/Holiday Decor)	<ul style="list-style-type: none"> • All merchandise must be shipped in protective packaging and must not require any additional repackaging in the event that the merchandise is sent directly to the customer. • Ornaments and Holiday Décor must be packaged in individual protective boxes, with the necessary inner packaging within the box, to protect the product. Boxes must be labeled with a UPC Barcoded on the top of the protective box visible from the carton opening. • All multi-piece items or sets must be packaged together in the same box (ex. the butter lid and dish must be in the same box) and labeled with a UPC Barcoded sticker. • Additional packaging and/or labeling is not required for any merchandise shipped in fully enclosed retail-ready vendor packaging with a UPC.
Tabletop	<ul style="list-style-type: none"> • All merchandise must be shipped in protective packaging and must not require any additional repackaging in the event that the merchandise will be sent directly to the customer. • Components within sets must be packaged in a way to avoid breakage and damage during handling and transportation. Separators should be used to ensure individual pieces do not rub or make contact with each other during shipment. Cups must be positioned to adequately protect handles from breakage. • Additional packaging and/or labeling is not required for any merchandise shipped in fully enclosed retail-ready vendor packaging with a UPC ticket.
Luggage	<ul style="list-style-type: none"> • All non-set luggage merchandise (i.e. luggage to be sold as individual pieces) that is nested for shipment must have a sticker placed on the outside of the shipping carton marking it as nested. No sticker is necessary for nested luggage merchandise that is to be sold as a set.