



Direct To Consumer Packaging Manual

December 2008

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This manual contains instructions on how to prep merchandise for Macys Direct to Consumer businesses including .com for safe and efficient movement through our distribution centers.

This manual is to be used in conjunction with the “Macys Vendor Standards” found at www.Macysnet.com. Any deviations found in this manual supercede the Macys Vendor Standards manual.

Critical steps found in this manual are as follows:

1. Follow deviations to the Macys Vendor Standards Manual for **UPC Ticketing**.
2. **Prep and Package** units individually per the “General” and “Specific” instructions. Polybag and tape Soft Goods as required. Package all hard goods per requirements.
 - If there are any questions concerning these instructions, please contact the Vendor Prep Coordinator at (203) 271-5835 between the hours of 8:00am and 4:30pm Eastern time. Email inquiries can be directed to D2Cvendorcontact@macys.com
 - This manual should be distributed to the appropriate individuals within your organization.

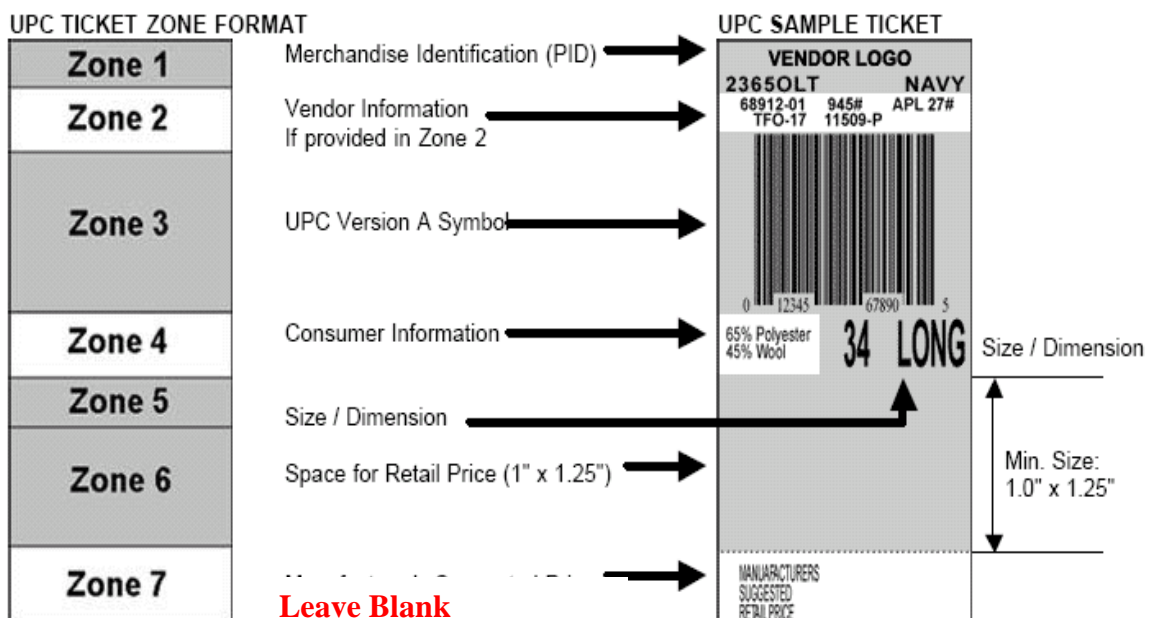
The following UPC requirements differ from the Macys Vendor Standards manual specifications. All other UPC requirements apply.

1. Your U.P.C. or EAN ticket must be placed on the item so that it is clearly visible through poly bag, if applicable.
2. UPC's labels should be placed on the outside of the polybag when the size or shape of the items does not permit the polybag to be tight to the UPC (no space of air between the UPC and the polybag).
3. All items qualifying as "H" (Garment on Hanger) in the table on Page 6 should have a UPC on the outside of the polybag attached on the front of the item approximately 5" below the hanger.
4. Polybag markings of any kind must not cover the UPC, and must be clear plastic in the UPC area.
5. The barcode background and spaces of the UPC must be white. Brown and any other color or clear plastic are not acceptable.
6. All UPC Tickets (hangtags, stickers and packaging) **must not display any retail pricing**. Zones 6 & 7 should be left blank. See hangtag example below.

Ticketing Requirements

SAMPLE UPC TICKET FORMAT

Note: These tickets are being provided for illustration only. Your UPC ticket should be created using your unique information in accordance with applicable Uniform Code Council guidelines.



Leave Blank

The following “General” requirements apply to all “Soft Goods” with the exception of shoes (Shoes do not require a polybag). Please follow these and specific packaging instructions below for complete requirements.

1. Merchandise must be packaged as an advertised selling unit. Units sold as sets (ex: 2 pc ensemble), must be packed in the same polybag.
2. All apparel/accessory items and soft home goods should be individually polybagged and meet the following criteria:
 - Polybags MUST be securely sealed with 2" wide clear tape along the entire length of the opening to keep merchandise in the polybag at all times.
 - Polybags must be a minimum of 1.5 mil. thickness and be made of polyethylene. (Polypropylene and Cellophane are NOT acceptable)
 - Polybags **must not** contain airholes / ventholes or pin holes. Exception: All Leather, suede, and fur items should be covered with paper and shipped in polybags or garment bags with airholes/airvents to allow the fabric to breathe.
 - All Polybags/Garment bags must contain the following caution statement:
 “WARNING: TO AVOID DANGER OF SUFFOCATION KEEP AWAY FROM BABIES AND CHILDREN. DO NOT USE IN CRIBS, BEDS, CARRIAGES OR PLAYPENS.”
 - Flat folded merchandise must hold to folded form within sealed polybag. Do not use polybags that are too large causing the item fold to come undone.
 - Jewelry (Earrings) must be placed on the insert holder and polybagged/boxed as an individual selling unit.
3. The following bag sizes are recommended for all items that are not hanging, however, exceptions are acceptable if the unit size requires a larger or smaller size for neat presentation or snugness of fit.

RTW Merchandise Type	Polybag Size	RTW Merchandise Type	Polybag Size
Swimwear	8x11	Mens t-shirt	15x17
Blouses	10x17	Mens Underwear	8x11
Demin Shorts	10x17	Multi Pc Item	15x17
Dresses	10x17	Plus Size items	16x20
Handknit sweater	16x20	Robes	16x20
Heavy Weight Outwear	16x20	Skirts	10x17
Jeans	15x17	Skorts	10x17
Jumpers	10x20	Slacks	15x17
Leggings	10x17	Sweaters	10x17
Lingerie	8x11	Sweatpants/Shirts	16x20
Men's Ties	8x11	Tights/Socks	8x11
Mens Denim Shorts	15x17	T-Shirt	10x17
Mens Polo Shirts	15x17	Turtleneck	15x17
Home Merchandise Type	Polybag Size	Home Merchandise Type	Polybag Size
Face Towel	8x11	Fingertip Towel	8x11
Hand Towel	10x17	Bath Towel	16x2
Bathsheet Towel	20x30		

4. The following carton and packaging requirements apply to all shipments that are not hanging merchandise. (For hanging requirements, see Specific Instructions – RTW Hanging Requirements on page 10).
 - Cartons should contain only one UPC. No Missy, Petite or Women sizes should be mixed in a carton.

- ☑ In cases where there are too few units to put in a standard size carton, the excess of several different sizes and/or colors of the same item may be grouped together in a mixed carton separated by layers of corrugate or paper. However, the number of mixed cartons in a shipment must be kept to an absolute minimum.
 - ☑ Merchandise in a carton **must not** be tied together in bundles with string, band ribbon, etc.
 - ☑ Carton weights are not to exceed 50 lbs. and the maximum length should not exceed 40 inches unless required for a single selling unit.
 - ☑ Cartons should not be overpacked (excessive packing material) or underpacked (insufficient to protect from wrinkling / damage).
 - ☑ All packaging material must be recyclable.
 - ☑ Cartons should be palletized and stacked with labels facing out. When cartons contain a single selling units, pallets should be sorted by UPC
5. The following vendors can supply required prep materials.
6. Cartons must be sealed with brown tamper proof tape. Having the vendor name printed on the tape is highly recommended to deter pilferage.

SPECIFIC INSTRUCTIONS - READY TO WEAR (RTW)

1. Use the “Hanging / Flat Criteria Matrix” below to determine prep type (“F”, “H” or “P”).

F = “Flat”

H = “Hanging”

P = If selling cost per unit to Macys by mail is \$75 or more the prep should be “Hanging”. If cost per unit is under \$75, “Flat” pack merchandise.

2. Follow appropriate prep instructions below for Flat or Hanging.

Flat = Neatly polybagged, securely taped (no hangers)

Hanging = Hung on appropriate size hanger and bagged with bottom of bag sealed or taped. Hanger hook should face right side of garment.

MATRIX

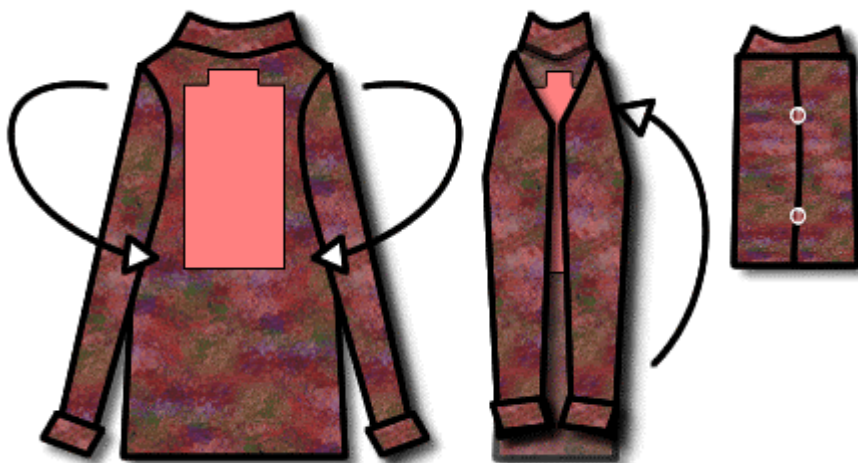
	Blouses	Coats	Dresses	Blazers Sports Jackets	Suits/Multi Pc Sets	Pants Shorts	Skirts	Pleated Skirts
Cashmere	F	H	F	H	H	F	F	H
Chenille	F	H	F	F	F	F	F	H
Chiffon	P	H	H	H	H	F	P	H
Cotton	F	P	P	P	P	F	F	H
Crepe	P	H	H	H	H	F	F	H
Denim	F	F	F	F	F	F	F	H
Knit - all contents	F	F	F	F	F	F	F	H
Lame	F	F	F	F	F	F	F	H
Leather	H	H	H	H	H	F	F	H
Linen	H	H	H	H	H	H	H	H
Nylon	F	F	P	P	P	F	F	H
Polyester	F	P	P	P	P	F	F	H
Rayon	P	H	P	P	P	F	P	H
Sequin	F	F	F	F	F	F	F	H
Silk	P	H	H	H	H	F	P	H
Spandex/Lycra	F	F	F	F	F	F	F	H
Suede	H	H	H	H	H	F	F	H
Tencel	F	F	F	F	F	F	F	H
Viscose	F	H	P	P	P	F	P	H
Wool 100%	P	H	H	H	H	F	P	H
Wool Blends	P	H	H	H	H	F	P	H

SPECIFIC INSTRUCTIONS – RTW FLAT FOLDING REQUIREMENTS

- Flat folded merchandise must have the UPC tag visible within the polybag.
- All items must be neatly folded and packaged snugly so that the item fold is maintained during handling in a clear plastic bag per the advertised selling unit (see bag and sealing criteria above in Prep & Packaging – Soft Goods General section page 4).

Sweaters, Shirts and Blouses

1. Lay garment with back facing up.
2. Fold back sleeves, fold backsides, fold in half (front to back).
3. Place in bag with as much of garment showing as possible.
4. Be sure collar of garment is placed at the closed end of the bag.
5. Fold and tape flap to the back of the bag. There should be no more than a 2” flap; if there is more, cut to 2”.

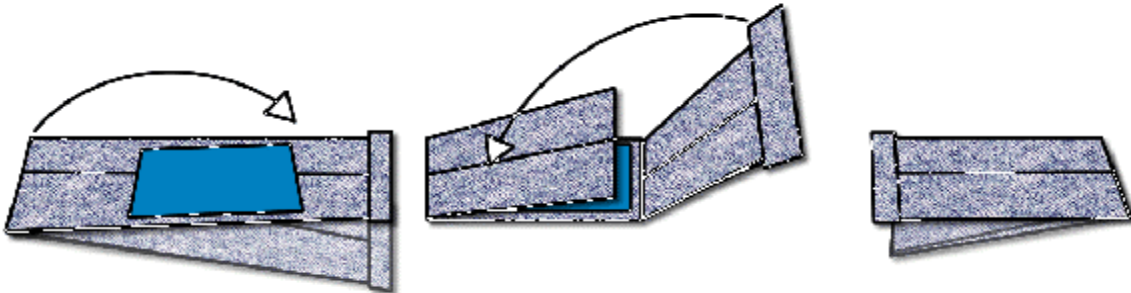


Pants & Shorts

1. Hold garment by the waist with front facing you. Put hands at center of the waist and pull apart.
2. Lay pants on their side.
3. Fold back legs to center; fold back waist to center. Fold in thirds whenever possible.
4. Slide garment into bag waist first.
5. Fold and tape flap to the back of the bag. There should be no more than a 2” flap; if there is more cut to 2”.

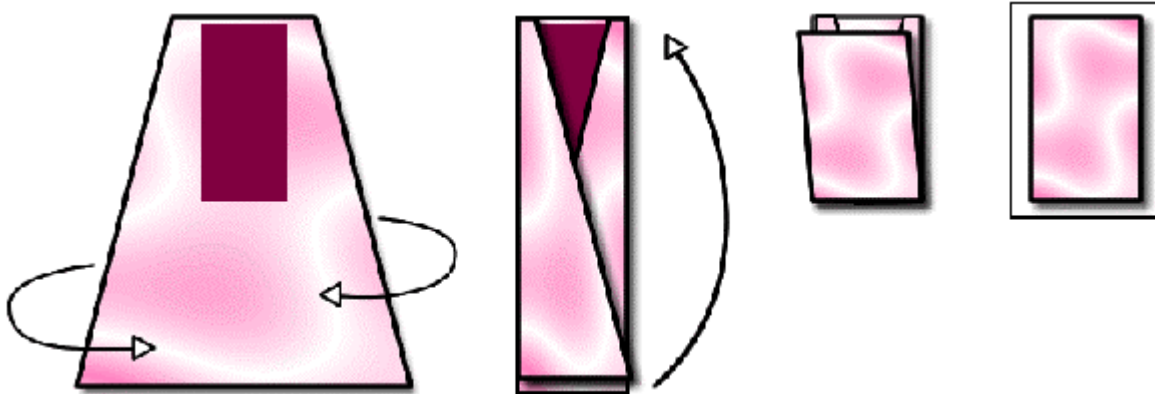
Folding Requirements - Shorts

1. Lay garment down with back facing up.
2. Fold sides of legs in; fold in half with front of shorts facing up.
3. Place in bag waist first.
4. Fold and tape flap to the back of the bag. There should be no more than 2” flap; if there is more, cut to 2”.



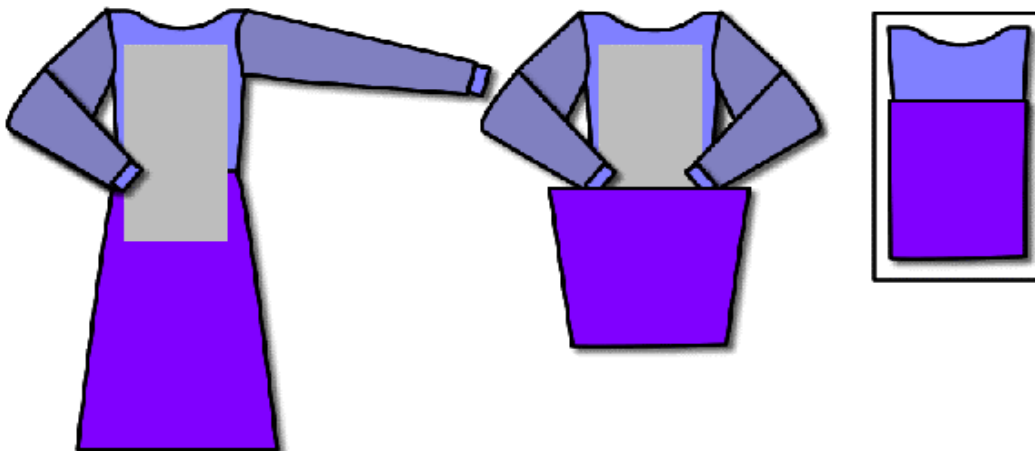
Skirts

1. Lay skirt with back facing up.
2. Fold in sides; fold bottom to top.
3. Put in bag waist first.
4. Fold and tape flap to the back of the bag. There should be no more than 2” flap; if there is more, cut to 2”.



Dresses, Slips

1. Lay dress/slip down with back facing up.
2. Fold back sleeves; fold sides in; fold bottom of the dress to the waist; fold top of dress back.
3. Collar must show and be placed face up.
4. Fold and tape to the back of the bag. There should be no more than a 2” flap; if there is more, cut to 2”.



In addition to all Prep & Packaging Soft Goods -General instructions on Page 4, the following criteria must be met for hanging goods:

- All Hanging merchandise requires hangtags indicating the vendor style, style number and size.
- Hanging merchandise should be polybagged and securely sealed, including bottom of bag, per above general instructions with the following bag sizes when appropriate:
 - Short Garment bag-21"x4"x54"
 - Long Garment bag-21"x4"x72"
- Hangers must meet the following criteria (Note: Hanger requirements differ from Macys Vendor Standards for store merchandise):
 - The complete hanger must be made of hard, plastic including the hook (metal is not acceptable).
 - Hanger is to be smooth and contain no ridges.
 - Be appropriate in size and weight for the garment.
- Hanging Skirts/Pants- use hanging loops when possible, to reduce the risk of clip marks. If clips are to be used, foam must be placed between the clip and garment to reduce the possibility of clip marks. (Preferred hanger supplier contact information; Prep & Packaging –General - Soft Goods section page 5).
- Leather, suede, and fur items should be covered with paper and shipped in polybags or garment bags with airholes/airvents to allow the fabric to breathe.

Fashion Accessories

- All items must be individually packaged within a polybag or carton. (see detailed requirements in the General - Soft Goods section page 4)
- Packaging must protect the items' shapes (i.e. hats) and/or material (i.e. handbags).

Shoes

- Shoes to be master packed by size and color. Master pack shoe cartons are to be labeled with description, color, and size. Shoes do not require a polybag.

Jewelry

- Jewelry must be individually packaged (within a polybag or carton) per the advertised selling unit. Earrings need to be attached to the insert holder and boxed as a selling unit (see detailed requirements in the “Soft Good” “General” section page 4)
- Warranties and cases must be packaged with the individual selling unit/package.
- Jewelry must not have retail on UPC tickets/Items for all locations.
- UPC information must be on the outer packing as well as the individual items.
- All UPS shipments should be sent “2nd Day Air” to reduce pilferage risk.

Cosmetics/Fragrances

- Merchandise must be wrapped individually for best protection in foam or bubble wrap. Tissue paper and corrugated will not protect from UPS / USPS handling and are not acceptable.
- Units must not move within the vendor carton.
- Cosmetics and fragrances packaged with molded inserts must not shift or dislodge during handling.
- Material safety data sheets for all cosmetics/fragrances must be sent to the facility: C/O Safety Manager, prior to shipment of merchandise.

Menswear

- Vendors are required to follow all instructions for corresponding Prep & Packaging – Soft Goods or Fashion Accessories merchandise as appropriate (page 4).
- All neckties must be folded and attached to a cardboard insert, polybagged per “General Requirement”.
- All dress shirts must be flat packed, polybagged per “General Requirement”.
- Men’s hosiery MUST not be on hangers. All hosiery must be folded neatly, polybagged per “General Requirement”.

Lingerie

- All Lingerie requires hangtags indicating the vendor style, style number and size.
- All items (i.e. bras, panties) must be individually packaged as a selling unit without hangers, in clear polybags. Items must be secure per “General Requirement”.
- Nightwear, sleepwear and robes must be neatly folded, packaged in polybags per “General Requirement”.

Swimwear

- All items must be individually packaged as a selling unit without hangers per “General Requirement”.
- Vendors are responsible for pre-packing panty liners with each selling unit.
- All merchandise must be sent in master packs by UPC. In small shipments, UPCs may be mixed but must be separated within the master carton. Paper / polybags can be used to sort mixed UPCs in a carton.

Towels/Tablecloths/Napkins/Curtains

- All items to be individually packaged in polybags as a selling unit. Items to be neatly folded, and polybagged for a snug fit with the UPC showing.
- See detailed instructions in the Prep & Packaging –General - Soft Goods section (page 4).

Bedding

- Vendor unit packaging is acceptable and doesn't require a polybag if there are no airholes / pinholes.
- Vendor packaging with snaps require a 2 inch wide tape seal to secure the snaps.

The following “General” requirements apply to all Hard Goods. Please follow these and specific packaging instructions below for complete requirements.

1. Unit Prep

- ☑ All merchandise must be packaged as a selling unit, without any additional repackaging / matching of sets.
- ☑ Units that are not completely covered by consumer packaging as a single selling unit should be polybagged.
- ☑ All components of a selling unit within a customer ship ready carton must be protected with foam, bubble wrap, or corrugate to protect the items from damage during handling and / or shipment.
- ☑ Vendors must make every effort to ship merchandise in cartons that contain only one UPC. In cases where there are too few units to put in a standard size carton, the excess of several different sizes and/or colors of the same item may be grouped together in a mixed carton. However, the number of mixed cartons in a shipment must be kept to an absolute minimum.
- ☑ If mixed cartons are necessary, the vendor must separate each section of a mixed carton with a layer of corrugate or paper.
- ☑ Merchandise packaged in gift or graphic specialty boxes must be individually polybagged and ship an additional 10% box count with shipment.
- ☑ All merchandise greater than 21 inches in length or over 25 pounds must be sent in “customer ship ready cartons” as single units safe for transit in a small package environment.

2. Carton Prep

- ☑ All cartons, including vendor reships, must be 200lb. test minimum or 36 (E.C.T.) See Prep & Packaging. Lamps must be a minimum of 250lb bursting strength.
- ☑ Vendors must package flat pack merchandise in cartons where the maximum dimension does not exceed 40 inches.
- ☑ All carton packaging materials including loosefill “peanuts” must be biodegradable.
- ☑ Cartons should be plain or with a minimum of vendor printing.
- ☑ All cartons must be securely sealed with plain brown reinforced tape to prevent pilferage. Displaying the vendor name on the tape is also recommended.
- ☑ Carton weights should not exceed 50 pounds, unless necessitated by the weight of a single unit.
- ☑ No Over-Packaging. All vendor cartons must be packaged with the minimum amount of packaging material required for safe shipment. Any “over-packaging” will be assessed a handling charge-back fee.

3. Palletizing

- ☑ See Macys Vendor Standards at www.macys.com for requirements and restrictions for palletizing.
- ☑ All shipments going directly to Cheshire (CD) and West Coast Fulfillment (SR/Sacramento) must be palletized.
- ☑ All Cartons being palletized should be grouped by Purchase Order Number and UPC to every extent possible without creating additional pallets.

China (*Place Settings*)

China must be packed so as to prevent damage when merchandise is sent to Macy's customers through a small package carrier (UPS or USPS) without requiring additional internal rework to the vendor carton. Macys will package the vendor box in an appropriately sized corrugate box to allow cushioning (top, sides and bottom) of Styrofoam peanuts or similar material.

- Individual components of the place settings must be packed in a manner to prevent movement during transit.
- Corrugated, bubble wrap, foam or other protective material should be used as "separators" to ensure individual pieces do not rub or make contact against each other (helps prevent chipping and scratching).
- Cups must be positioned in such a way so that the handle is adequately protected against breakage.
- The unit box containing the individual place settings should be constructed with a burst strength to allow for a five foot stack height in the warehouse.
- All carton packaging materials including loosefill "peanuts" must be biodegradable.

An expense offset will be assessed for any china place settings where additional internal packing is required to be performed.

Dishware, Completer Sets, Glassware and Crystal

- Pieces must be individually wrapped in foam protection or bubble wrap. Tissue paper and corrugate only will not protect the items during delivery and are not acceptable.
- Component pieces must not move within the vendor carton.
- If you sell (china, glass and silver) merchandise sold in both sets and eaches you must provide U.P.C. tickets for the set, as well as each component of the set. Example: wine glasses sold in a set of 4, or by the stem, would require one U.P.C. on the outside of the package which represents the set and a unique U.P.C. on each stem which represents the single selling unit. If the merchandise is to be sold to the customer "only as a set" (not open stock), only one U.P.C. ticket on the outside of the package is required. If you have any questions regarding how your merchandise will be sold, please contact the buyer.

Food / Candy

- Expiration date/shelf life date must be affixed to individual unit packaging.
- All items must be securely sealed with tamper proof tape or shrink wrapped.
- All merchandise must be sent in master packs by UPC. In small shipments, UPCs may be mixed but must be separated within the master carton. Paper/Polybags can be used to separate mixed UPCs in to layers.
- If items are breakable they must be wrapped in foam protection or bubble wrap.

Giftware / Crystal - Trim-a-Tree

- Protective packaging (i.e., bubble-wrap, foam) must be included in all individual selling units to protect merchandise during handling and shipment.

Chair Sets

- Cartons must be plain or with a minimum of vendor printing and securely sealed with plain brown reinforced tape.

Chair Sets *continued*

- Cartons must be palletized and individually strapped or individually shrink wrapped (3 mil. thickness).
- When multiple chairs are packaged as a selling unit, protection is required between chairs - styrofoam or corrugate.
- Inside corners of cartons must be reinforced with corrugate or styrofoam forms.
- Packaging must be customer ship-ready without additional over wrapping, re-cartoning or re-strapping.

Knock-down Furniture/Mirrored Framed Art

- Package components of selling unit within the carton with foam or corrugate around the individual pieces.
- Cartons must be plain or with a minimum of vendor printing and securely sealed with plain brown reinforced tape.
- Interior carton corners must be reinforced with corrugate or styrofoam forms.
- Items such as tile or glass top tables need special protection. Styrofoam or extra corrugate sheets must be added to prevent damage during handling and shipment.
- All hardware and assembly instructions must be in a sealed pouch or bag.
- Packing must be customer ship-ready (no additional over wrapping, re-cartoning or re-strapping).
- Mirrors /Framed Art should be double boxed, have corner foam cushioning and be labeled as Fragile. Outside container needs to be shippable container.

Window Shades and Blinds

- Packaging must be customer ship-ready without additional over-wrapping, re-cartoning or re-strapping.
- All carton openings must be securely sealed, taped, or stapled.
- Ends of boxes must be reinforced and securely sealed with plain brown reinforced tape.
- Cartons must be plain or with a minimum of vendor printing.

Flatware

- Merchandise must be packaged as an advertised selling unit, including any bonus components.
- Flatware boxes must be securely sealed. Tape or sealed polybag is preferred. Boxes must not have open windows or cellophane openings in front of box, or if they do, the box must be polybagged.
- Knives sold individually must be packaged so as not to present a safety hazard during handling. Preferred methods are securely sealed boxes or sealable, foam-backed corrugate sleeves. Knife blades must be protected in plastic sleeves. Plastic sleeves should extend a minimum of 1" past the tip of the knife blade to prevent push through.
- Each individual package must display vendor name, item number and pattern.

Lamps

- All merchandise must be packaged as a selling unit, without any additional repackaging. Shades should be packaged with the lamp as a single selling unit. Ticketing and packaging is to provide one U.P.C. / EAN for the lamp with the base and shade packed in one carton. If you have any questions about lamps and U.P.C. / EAN, call (513) 782-1222.
- Lamp necks must be protected by corrugate collars or styrofoam forms.
- Packaging must be customer ship-ready without additional over wrapping, re-cartoning or re-strapping.
- Carton must be 250lb. test minimum.
- All openings must be securely sealed, taped, or stapled.
- Vendors must insert appropriate protective packaging material, (i.e. bubble-wrap, corrugate sheets, pelspan, Styrofoam) to ensure items are secure within ship ready cartons.
- Carton must have equal product weight distribution.
- If vendor has received UPS approval for packaging, the vendor must provide the Vendor Prep Coordinator with a copy of the UPS letter. The letter must be on UPS letterhead and specify the item, including description and model number. An email can be sent to D2CVendorcontact@macys.com

Rugs

- Rugs and mats need to be rolled and bagged as individual selling units. Bag should be 3 mil thick. White color poly bags are acceptable.

Direct To Consumer Charges for Non-Compliance

Violation	Charge	Minimum Charge
1. Prep Violations		
Merchandise received with price tags	\$50 plus \$.25 per unit	\$50.00
Merchandise not folded and individually polybagged	\$50 plus \$.50 per unit	\$50.00
Merchandise not securely sealed	\$50 plus \$.25 per unit	\$50.00
Merchandise not packaged as selling unit	\$50 plus \$.50 per unit	\$50.00
Merchandise missing Fabric/Care/Country of Origin tags	\$50 plus \$.50 per unit	\$50.00
Incorrect /no hangar for G.O.H. merchandise	\$25 plus \$.50 per unit	\$75.00
Merchandise received in poor condition (wrinkled)	\$1 per item	\$75.00
100% INSPECTION for damages/wrong style	\$50 plus \$.25 per unit	\$100.00
Polybag too thin not 1.5 mil	\$50 plus \$.50 per unit	\$50.00
Incorrect polybag type – not polyethylene	\$50 plus \$.50 per unit	\$50.00
No suffocation warning on polybag.	\$50 plus \$.50 per unit	\$50.00
China multiple piece place setting (5pps, 61pps, etc.) not properly packed to prevent damage when sent to Macys customer.	\$50 per receipt plus 50 cents for each component in set (<i>effective 5/1/2004</i>) (<i>i.e. a charge of \$2.50 would be assessed for each 5 pc set plus the \$50.00 receipt charge</i>); a charge of \$30.50 would be assessed for a 61pc set plus the \$50.00 receipt charge	\$50.00

2. Other

Shipment Not Matching Product Sample – Photo Touch-up (.com only)	\$100.00	\$100.00
Shipment Not Matching Product Sample – Reshoot Flat (.com only)	\$250.00	\$250.00
Shipment Not Matching Product Sample – Reshoot Figure (.com only)	\$500.00	\$500.00

- **Airhole** A punch hole, flutter / butterfly vent or pinhole in a poly bag.
- **E.A.N** European Article Number – A 13 digit number which is the European equivalent of the U.P.C. number that is used in the U.S. and Canada.
- **DC** Distribution Center where merchandise is received and shipped to customers.
- **Hard Goods** Merchandise in the following categories: Dishware, Glassware, Giftware, Crystal, Food / Candy, Furniture, Framed Art, Window Shades, Lamps and Rugs
- **RTV** Merchandise returned to vendor.
- **Securely seal** Polybags must be sealed with 2” wide tape across the entire length of the polybag.
- **Soft Goods** Merchandise in the following categories: Ready to Wear, Accessories, Shoes, Cosmetics, Menswear, Swimwear, Tableclothes, Napkins, Towels, Curtains, Textile Bedding
- **TL** Trailer Load - Motor carrier shipments that do constitute a full trailer load.
- **UPC** Universal Product Code – Twelve-digit number assigned by the vendor, which uniquely identifies merchandise to the color and size level.
- **WMS** Warehouse Management System