

Domestic Private Label Protocol

To our Private Label Apparel Vendor Partners:

Fred Meyer/ Kroger focuses on satisfying our Customer's needs every day. In an effort to do this, the Private Label product in our stores must reflect a consistent point of view, fit and accurate color presentation. The following policies and procedures have been established for Private Label programs our Buyers have initiated with outside vendor partners.

Buyer Initiated Programs are styles and programs selected from the line of a domestic vendor partner and merchandised as part of a Fred Meyer/Kroger private label program. Our Fit Engineer, Carolina Mendoza, will manage the technical execution of Buyer Initiated Programs. Debbie Rutherford, our Color Theorist, will manage color. Complete Information of all standards and procedures are available on the Kroger business-to-business web site, where you may download the **General Merchandise Standards Guide**. Please refer to the website directly for the current specific processes, as information on the website is updated on a regular basis, based on the changing needs of our teams and Customers. The link listed below will take you directly to the website: http://www.thekrogerco.com/docs/vendors-suppliers-documents/ale_gmsg.pdf?sfrsn=2 After reviewing all Kroger information and procedures on line, please direct any further inquiries to Carolina carolina.mendoza@kroger.com. Carolina will assist in your inquiry, or direct you to the proper contacts for any further information needed.

Overview of Basic Requirements:

Please send all fit samples directly to Carolina Mendoza to ensure timely approvals.

This includes the following:

- Vendor is to use Kroger's RN # on all garments as they are the importer of record.
- Please send CAD's of all artwork to developer for reference using Kroger Template.
- All Garments must be submitted for fit approval for fit consistency within the label.
- All submits must be accompanied with the applicable Kroger submit form.
- Color approvals for all private label apparel will be managed by the Product Development Team.
- Color Lab Dips must be submitted for approval (please include required lab dip forms available for download from in the **Kroger General Merchandise Standards Guide online**).
- All Required sample submissions (Kroger Sample Tags are required with all submits – completely filled out, available for download from in the **Kroger General Merchandise Standards Guide online**).

Color and Strike-off Requirements:

- All Strike offs and Color Lab dips must be approved by Kroger in order to maintain color continuity within each private label program.
- Lab Dips should be sent directly to Debbie Rutherford for timely approvals. Email contact: debbie.rutherford@kroger.com.
- Vendor must submit color lab-dips for approval for all specific Kroger Private Label Colors.
- Textile Lab Dip Submits must be in **Pantone TCX formulas only**, with the required lab dip forms.
- Please allow enough lead time for 2nd or possible 3rd submits to insure color consistency within each Private Label program.
- Submits must be completely filled out accurately. If not, comments could possibly be unintentionally delayed due to lack of submit information.

Sample Requirements:

Fit Samples

- Tech Pack and/or Graded Specs and tolerances must be submitted with fit samples. Measured garment specs of garment must also be included with fit garment.
- Fit samples need to be in correct fabric or similar fabric. Vendor needs to advise if fabric is substitute or correct fabric.
- Sketch or picture of garment needs to be included.
- Design details should be added to fit samples.
- Garment patterns should be submitted with fit samples.
- Fit samples need to be submitted to Fit Engineer, Carolina Mendoza.
- If a garment requires a 3rd fit, Kroger has the option to cancel.

Pre-Production Samples

- Pre-production samples must be in correct fabric, labels attached, hangtags attached and graded specs.
- Pre-production samples need to be submitted to developer.

Ad Samples

- Two Advertising samples are required in all color ways for each style. Developer will communicate ad sample sizing for the division.
- Ad samples need to be submitted to developer.

TOP samples

- One TOP of production samples per style is required in correct fabric, color, labels and hangtags.
- TOP samples need to be submitted to developer within 5 days of the beginning of production.
- **NOTE: Please be sure all submits include vendor name and vendor contact as requested. If detail information is not included on the samples, comments can be unintentionally delayed due to lack of information.**

Integra Trim is the FM/Kroger designated Label Supplier. All labels must be placed with Integra Trim. A direct link to the Integra Trim website is available through **General Merchandise Standards Guide**.

All label placement and label codes must be submitted to FM for approval prior to ordering. All shipping requirements, including detailed instructions about FM's SCORS process, are available through the **General Merchandise Standards Guide on line**.

Hangers must be sourced through our approved designated hanger supplier Mainetti International. FM/Kroger hanger requirements are available at the **General Merchandise Standards Guide**. The buying team will issue all PO's directly.

Timeline Example – Based on Purchase Order in DC date:

Please Note: The below timeline is a high-level overview based on Kroger's in DC date. Timing is flexible based on vendor's needs and abilities, as long as goods hit the Kroger in DC date per PO. Once Buyer finalizes units/color/style assortment with vendor partner:

160 - 175 days prior to In DC date - Fabric Quality approved by Product Developer

130 - 148 days prior to In DC date - Final Color Lab Dips approved – NOTE: Please anticipate 2nd and 3rd lab dips if needed in your time line

118 - 136 days prior to In DC date - PO's input and approved – NOTE: PO's must be cut in order to order hangtag/tickets.

98 - 116 days prior to In DC date - Labels and Hangtags ordered, placement and style of Label/Hangtag directed by Developer.

90 - 108 days prior to In DC date - Final Fit Samples approved – NOTE: Please anticipate 2nd and 3rd fit samples if needed in your time line.

86 - 104 days prior to In DC date - Pre-production samples submitted to Developer.
72 - 90 days prior to In DC date - Ad Samples sent to Developer for styles in all colors produced.

Note: 6 weeks has been allowed for production time with additional 4 weeks transit time. This timeline will vary by vendor. Please make sure to anticipate additional submits in your time line as needed.

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