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Warehouse Carton Label Specification
(Managed by Hallmark Distribution Engineering)

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Hallmark Cards, Incorporated

Warehouse Carton Label Specification

Supersession: This specification document supersedes all previous revisions of Document 512 and Document 513.

When Used: All finished goods cartons destined for a Hallmark distribution site must have a bar coded label conforming to these specifications.

Label Size: Smallest acceptable label size is 10.2×15.2 cm (4×6 in.).

Label Stock: Only white labels with black print are acceptable. Do not use high gloss paper stock due to potential problems with scanning highly reflective paper stock.

Printer Type: Either thermal transfer or laser printers are acceptable. Use black ribbon or black toner. Do not use dot matrix or other impact printers for producing the bar-coded label.

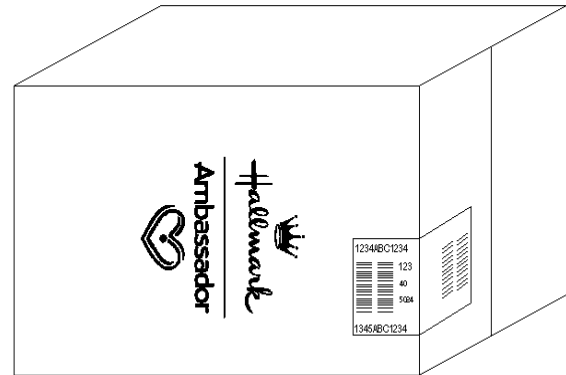Figure 1: Label position on standard carton.

Figure 2: Label position on tall carton.

Warehouse carton label position:

Place label on lower right-hand corner of either side panel, 2.5 cm to 7.6 cm (1 in. to 3 in.) from bottom of carton (see Figure 1). For the bar codes to be scanned, the bottom of label must be within ±15 degrees of parallel with the bottom of the carton. Label must wrap around to adjacent end panel so label information is visible from the side and end of carton. If a carton's depth is greater than 55.9cm (22") or greater than 2 times its width, the carton is too tall to ride the conveyor system. Lay the carton down with the top flaps to your right and place label on lower right hand corner of the side panel (see Figure 2).

Warehouse carton label text fields:

- *SAP Material Number:* A variable field up to 18 characters of 18 point font or larger. SAP material number is always located at the top of the warehouse carton label. SAP material number can be found on the purchase order, indicated as SAP material number under the heading DESCRIPTION..

- *Material Description*: Located directly under the SAP material number, the material description is a 40 character field with 10 point font or larger. The material description can be found on the purchase order under the heading DESCRIPTION.

- *Whsle Qty*. : Use a 24 point font or larger. Wholesale quantity is the human readable number that represents the number of wholesale units in the warehouse carton. The number can be one to four numeric characters in length. This wholesale quantity number must match the wholesale quantity bar code number. If the number of wholesales per shipper carton is indicated on the purchase order under the heading DESCRIPTION, this must be the wholesale quantity packed in the carton and printed on the label. All cartons within a production run must have the same wholesale quantity (also referred to as standard pack) except for the last carton, which may contain a different count due to end of run variability. Even if the last carton has fewer wholesale units than standard pack requires, the wholesale quantity field should reflect the number of wholesales units in that last (partially full) carton.

- *Partial Qty.*: This field is no longer needed. Leave the field blank.

- *Destination:* The destination is the number that is located under the "SHIP TO" after the distribution center name on the Purchase Order and is the first four numeric digits.
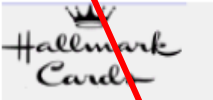
  Date Code — Use a 12 point font or larger. The date code is a six character alphanumeric field. The first two characters are the production location prefix (see table below) and the last four numeric characters are the date of production. The production date consists of the last number of the year and the three-character Julian date. For example, the date code for an item produced by a domestic vendor on February 26, 2010, is VD0057. With prior approval from the Quality Engineer, the format of MMMYY (ie. MAR10) may be used. Please contact your Quality Engineer if you wish to use this format instead.

Production Location	Prefix
Hallmark – Aurora	AU
Hallmark – Bacon Road	BR
Hallmark- Center	CT
Hallmark- St. Joseph	SJ
Hallmark – Kansas City	KC
Hallmark – Lawrence	LR
Hallmark – Leavenworth	LV
Hallmark – Liberty	LB
Hallmark – Manning Road	MR
Hallmark- Metamora	MT
Hallmark – Topeka	TP
Hallmark – Toronto	TR
Hallmark- West Coast	WC
Hallmark- Litho Krome	LK
Vendor – Domestic (all other)	VD
Vendor – Foreign (all other)	VF

- ***Vendor ID:***   A variable field up to 10 characters of 10 point font or larger. This field is used only by <u>non-Hallmark</u> production locations. Normally this is the number listed on the purchase order as "VENDOR NUMBER". In cases where the vendor uses more than one factory the GS (goods supplier) number may be used.

- ***PO Number*** — Use a 10 point font. Text field must be able to fit a 9 digit PO number. This field is used only by <u>non-Hallmark</u> production locations. It is on the purchase order as "PO NUMBER"

- ***Made In:***   For US produced product, print US followed by the two digit USPS state code where that product is manufactured. For example, product produced in Kansas City, MO. would have USMO printed in the "Made In" field. For non-US produced product, print the <u>full non-abbreviated</u> country of origin name in English in the "Made In" field. Use 10 point font. <u>It is critical that the "Made In" location represents where the product is produced.</u>

- ***Canada Price*** : If there is a Canadian material number on the PO, then put the Canadian price on the warehouse carton label. Only print the price (first set of numeric characters in front of the alpha characters). For example if the PO shows a Canadian stock number of 549EGC1255, only print 5.49 on the warehouse carton label. If there is not a Canadian price on the PO, then leave this field blank.

- ***Material Number***: A variable field up to 11 characters of 24 point font or larger. This is the same as our Legacy Stock Number. The material number is located at the bottom of the warehouse carton label. Material number can be found on the purchase order indicated as MATERIAL NO.

Figure 3: Warehouse carton label example.

Warehouse carton label bar codes:

- **_Material Number_** — These two bar codes must always be on the right side as you face the label. They should always scan as an 11 character field. The bar code must contain all 11 characters including zeros and spaces if applicable. For example, `150B12J` would scan as `0150B  012J (with two spaces between the B and the 0)`. Use Code 128 Subset B and a ladder orientation for all bar codes (see Bar Code Specifications section below). **_It is critical that the material number (legacy stock number) is incorporated into the barcode, NOT the SAP material number._**

- **_Wholesale Qty._** — The two wholesale quantity bar codes must always be on the left side of the material number bar codes, as you face the label. The entire length will be 6 characters. The first character is always Q, followed by four characters (including zeros) representing the number of wholesale units in the warehouse carton, followed by C. If the wholesale quantity is 40, these bar codes should scan as Q0040C. Use Code 128 Subset B and a ladder orientation for all bar codes (see Bar Code Specifications section below).

Warehouse carton label bar code specifications:

- **_Symbol quality_** — The symbol quality should meet the ANSI IN CITS 182-1990 (R2000) print quality specification with a grade of "C" or better.

- **_Quiet zone_** — The symbols must have a minimum of 6.4mm (0.25") clear space on each end. There must also be a minimum of 6.4mm (0.25") gap between the bar codes.

- **_Symbol rotation_** — The label must be within ±15 degrees of parallel with the bottom of the carton. All bar codes must be in a ladder orientation.

- **_Symbol height_** — The minimum allowable bar code height is 19mm (0.75"). All bar codes must be in a ladder orientation.

- **_Narrow bar width_** — The width of narrow bars must be 0.38mm±0.06mm (0.015"±0.002" or 15mil±2mil). The Code 128 wide bar to narrow bar ratio is 3:1 and cannot be changed on most printers.

- **_Code 128 Subset B_** — Code 128 Subset B is capable of encoding the entire 128 ASCII character set including all upper and lower case alpha, numeric and special characters. The symbol includes a check character that is not displayed in the human readable format or the data transmitted by the scanner. Code 128 Subset B is an element-based bar code similar to the UPC fonts; therefore, narrow bar width and wide bar width can not be changed independently on most printers.

SAP Material Number
42621
CRD ANY1 BD GENW III SHOPPING

Whsle Qty
0040

Partial Qty
0

Destination
1008

Date Code
VD0057

Vendor ID
732515

PO Number
454025934

Made In
US MO

Canada Price
5.49

Material Number
399EGC1255

SAP Material Number
42621
CRD ANY1 BD GENW III SHOPPING

Whsle Qty
0040

Partial Qty
0

Destination
1008

Date Code
VD0057

Vendor ID
732515

PO NUmber
454025934

Made In
US MO

Canada Price
5.49

Material Number
399EGC1255