Packaging & Package Marking Requirements
(Warehouse Shipments Only)
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General Packaging Requirements

Unit Requirements

Each sellable unit (or SKU) must be fully contained within an individual, sealed and secure package.

a. All merchandise in self-shippable packaging must pass International Safe Transit Association test methods ISTA-3A / ISTA-6 or better (unless expressly exempted below or in the Packaging – Quick Reference Guide. All ISTA packaging tests must be done at an approved lab. Vendors must be able to provide proof that the products packaging has passed ISTA tests if requested by Bluestem Brands.

b. Products with high return rates may be removed from sale until packaging has been reconfigured. The product will not be added back for sale until the new packaging has passed testing at an ISTA approved lab.

c. If you have any questions or concerns about your product meeting Bluestem Brands requirements, you can reference the Packaging – Quick Reference Guide or contact the Quality Assurance department at Merch.QA@bluestembrands.com

Each packaged product must contain a product label including Bluestem Brands’ 13-digit SKU (i.e., 4N2020WHT0010). The label must be placed on the front side of the polybag or box, and should be readable and/or scan-able without the need to remove the product from the packaging (labeling guidelines are detailed in the Package Marking Requirements).

Master Carton Requirements

Bluestem prefers master cartons containing unique SKUs when possible.

a. Master cartons containing a single SKU must contain a standard uniform quantity and must remain consistent throughout the life of the SKU.

b. It is acceptable to ship mixed SKUs in a master carton, but single SKUs are preferred.

c. Master carton labels (attached outside of carton) must list the contents and quantities of each product present in it.

Limiting Toxicity in Packaging Regulation

All product packaging must comply with the Toxics in Packaging Clearinghouse Rule.
Polybag Requirements

1. All polybags must be a minimum of 1.5 mils (.0015") in thickness.
   a. Polybags need to be capable of withstanding normal handling and shipping without tearing, breaking, ripping, or not being capable of containing the product through the complete distribution cycle. The product may require a greater mil plastic, sufficient to withstand warehouse and shipping handling, depending on the product type and attributes (i.e., mattresses, rugs, etc.).

2. Polybags must be made of a clear, transparent material. LDPE or HDPE polybags are recommended, depending on application.

3. Polybags should be sized accordingly to the product and should have 3” or less of extra space beyond the product’s dimensions.

4. Polybags must be completely sealed.
   a. Heat sealed, adhesive or tape closures are acceptable.
   b. The bag should be sealed sufficiently and should not open during the handling and shipping process.

5. Supplier must know and comply with all federal, state, and local laws and regulations regarding suffocation warnings.
   a. To help in the prevention of child suffocation, a Suffocation Warning Label must be either printed or attached as a label on all polybags that satisfy the following conditions:
      i. A polybag that is 1.5 mil or less in thickness and
      ii. The opening of the polybag is 5 inches wide in diameter or more (measured when flat)
   b. The Suffocation Warning Label must have the following language (or a substantially similar statement approved by state authorities as applicable):

      "WARNING-TO AVOID DANGER OF SUFFOCATION, KEEP THIS PLASTIC BAG AWAY FROM BABIES AND CHILDREN. DO NOT USE THIS BAG IN CRIBS, BEDS, CARRIAGES OR PLAYPENS. THIS BAG IS NOT A TOY."

c. The Suffocation Warning Label must be printed directly on the bag or on a label securely attached to the bag. The font should be clear, distinct, and conspicuous in color, layout, contrast. If the Suffocation Warning Label is printed on a label that is then attached to the poly bag, the printing technique must result in a label that will not smear.

d. Where a poly bag has a total length and width of more than 40 inches, the Suffocation Warning Label must be repeated at intervals of 20 inches or less.

e. The print size of the Suffocation Warning Label shall be as follows:

<table>
<thead>
<tr>
<th>Total length and width of the Polybag</th>
<th>Size of Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 25 inches</td>
<td>10 point minimum</td>
</tr>
<tr>
<td>25 to 39 inches</td>
<td>14 point minimum</td>
</tr>
<tr>
<td>40 to 59 inches</td>
<td>18 point minimum</td>
</tr>
<tr>
<td>60 inches or more</td>
<td>24 point minimum</td>
</tr>
</tbody>
</table>
If a vendor refuses to comply with the updated Suffocation Warning Label requirements, there may be a delay in receiving and the vendor may be subject to compliance chargebacks.

**Box Requirements**

**Corrugated Material Requirements**

1. Corrugated boxes must be of quality construction and able to withstand normal shipping and handling methods. Neither Bluestem Brands nor the transportation carrier will be responsible for product damage due to improper packaging.
2. All product boxes should be six sided.
3. Flute Direction of Corrugated: Flutes must run vertical with the stacking orientation.
4. All product boxes should be constructed using double wall corrugate (B/C flute).
5. Corrugated boxes should not delaminate, and if available, should be sourced/constructed using a water-resistant adhesive to combine corrugated layers.
6. Corrugated transit shippers should be compliant to Item 222 of the National Motor Freight Traffic Classification and/or in Rule 41 of the Uniform Freight Classification. Compliant packages are to be printed with the box manufacturer's certificate (BMC) on one of the bottoms, major flaps of the box. Non-compliant boxes can be subject to additional testing to verify the corrugated structure meets Bluestem Brands packaging material requirements.
7. Corrugated boxes must meet the specified board strength values in relation to the products weight, as shown below. Some products may need a heavier board grade due to the physical nature of the product and should be packed to provide adequate protection throughout the distribution channels.

<table>
<thead>
<tr>
<th>Packaged Product Gross Weight (lbs.)</th>
<th>Edge Crush Test (lbs. per inch width)</th>
<th>Burst Strength (PSI)</th>
<th>Construction</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-60</td>
<td>42</td>
<td>200</td>
<td>Double wall (B/C flute)</td>
</tr>
<tr>
<td>60-100</td>
<td>48</td>
<td>275</td>
<td>Double wall (B/C flute)</td>
</tr>
<tr>
<td>Greater than 100</td>
<td>51</td>
<td>350</td>
<td>Double wall (B/C flute)</td>
</tr>
</tbody>
</table>

**Package Weight**

1. Keep the finished package weight to a minimum (while ensuring proper protection) as to mitigate added shipping costs due to excess weight.
2. Package weight must remain consistent through the products lifecycle.
3. Lift warning label or marking:
   a. If a single packaged unit exceeds 40 lbs., attach a label that clearly indicates "Team Lift" on the top and sides of the box.
   b. If a single packaged unit exceeds 100 lbs., attach a label that clearly indicates "Mech Lift" on the top and at least two sides of the box.
Box Dimensions / Sizing

a. Box dimensions must remain consistent through the products lifecycle.

b. All boxes should be sized appropriately for the product, with little to no void space and/or internal product movement.
   i. Internal dunnage may be required to limit product movement.
   ii. Products should not bulge or bow the case walls due to inner pressure from the product. (i.e., textile products such as comforters).

Box Closures

Boxes must be securely closed and sealed. Acceptable closure methods consist of tape (minimum of 2” wide), glue, staples, or any combination thereof. If containment is not acceptable at time of receipt, Supplier may be charged the time and materials it takes to appropriately seal the case.

a. If glue is used as the closure method, the application must be controlled, to allow the flaps to be opened without destroying the box yet providing sufficient containment through distribution.

b. If staples are used, a maximum of six is recommended. If more are needed, explore alternate closure methods or a combination of methods.

c. Plastic strapping and/or staples are not recommended as the sole closure method.

d. Steel strapping is not accepted and will be removed and replaced at Supplier’s expense (this includes metal crimp closures on plastic strapping).

Protective Packaging Requirements

All products must be packaged to provide a quality, undamaged unit to the end consumer. Product packaging not capable of direct shipment to the end consumer may incur additional charges for added packaging materials and rework labor.

Protective Packaging / Packaging Dunnage - acceptable materials:

a. Bubble wrap;

b. Protective Foams (i.e., EPE (Expanded Polyethylene), EPS (Styrofoam), etc.);

c. Air pillows;

d. Full Sheets of paper;

e. Corrugated / Paperboard (i.e., corner-protectors, pads, etc.);

f. Packing peanuts and shredded paper are not allowed.

If assistance is needed in engineering protective packaging solutions, please contact the Quality Assurance department at Merch.QA@bluestembrands.com
Packaging Testing

The following items will be subject to International Safe Transit Association (ISTA) testing requirements:

1. All products that can be self-shipped and/or are fragile, breakable, delicate, brittle, or prone to damage; including but not limited to mirrors, dinner ware, drink ware and/or products with glass or ceramic components, furniture, small appliances and electronics, and other similar breakable hard goods must pass ISTA 3A / ISTA 6 or better transit testing (parcel shipment simulation testing).
2. Products which are not prone to breakage (i.e., textiles, [bedding, apparel, footwear], hardware, and other non-breakable items), will not need to be transit tested, but must meet the specified box strength requirements. Validation of box strength by a third-party testing lab may be required upon request by Bluestem Brands.

Transit testing should be completed on the individual SKU, not the master pack (if applicable).

All product packaging ISTA testing must be done at an approved lab.

Packaging Requirements by Product Type

Retail Packaged Products

Retail packaging is designed for the distribution cycle of brick-and-mortar stores and is usually not adequate to protect the product throughout the parcel delivery system. Retail packaging is deemed acceptable if the product is fully enclosed and has the appropriate level of damage prevention and has passed ISTA 3A / ISTA 6 or better package testing. Any retail packaging that does not completely enclose the product must be wrapped in a clear polybag.

If your product is packed in retail packaging and is susceptible to product damage through shock and/or vibration, over-packing will be needed.

Fragile Products

Products containing glass or other fragile and/or breakable items must pass ISTA 3A / ISTA 6 or better transit testing. Use of protective packaging materials should be used to meet this requirement (additional information can be found above in the protective packaging requirements section). If assistance is needed in engineering protective packaging solutions, please contact the Quality Assurance department at Merch.QA@bluestembrands.com

Consumer Electronics / Kitchen Appliances

Due to the size, weight, fragility, and functionality of these items, proper packaging is critical. These products should be packaged to withstand the distribution cycle including parcel delivery hazards. The product must pass ISTA 3A / ISTA 6 or better transit testing. All ISTA transit tests must be done at an approved lab. Vendor must be able to provide proof that the products packaging has passed ISTA tests if requested by Bluestem Brands.
**Infant Products**

Any product designed for a child under the age of three with an opening in the packaging, must be polybagged. Ensure to include the suffocation warning when applicable, per above guidelines.

**Furniture**

1. All furniture should be in self-shippable packaging and must pass ISTA 3A / ISTA 6 or better testing. All ISTA tests must be done at an approved lab. Vendors must be able to provide proof that the product packaging has passed ISTA tests if requested by Bluestem.
2. Small parts / hardware should be easily identifiable in the package,
   a. Use of a red ribbon or similar material secured to the hardware, or use of a colored package or polybag should be done for clear identification.
3. The hardware should be separated by type and labeled accordingly to the unit’s assembly instruction part list.
4. The hardware should be secured in place, inside the packaging, to avoid movement and internal damage to the product during shipping.
5. Corrugated ‘V’ boards (or similar edge protection) are recommended to strengthen damage prone areas of the package, (i.e., edges and corners).
6. Expanded polyethylene (EPE) is recommended for furniture items. Expanded Polystyrene (EPS) is many times not sufficient for consistent protection during the distribution cycle.

**Rugs / Floor Coverings**

1. All rugs should be rolled tightly, ensuring that the ends are aligned, and the rug is not “telescoping;”
   a. Rugs should be rolled across the longest dimension to minimize the overall length of the package and with the tufted side to the outside.
   b. Rolled rugs should be secured with stretch film or ties, at each end.
   c. Multi-packs should have smaller rugs rolled inside or around the outside of the largest rug and secured together as one unit.
   d. Rugs that cannot be rolled must be bagged and boxed.
2. All rugs must be poly-bagged, with a minimum of 5 mils (.005”) thickness. Larger rugs (i.e., greater than 5’x8’) should have a higher mil thickness to not allow rips / tears during shipping.
   a. Rugs 8’ x10’ or greater must be double bagged or have a polybag thickness of 8 mils or greater. Rugs should be packed snug in the polybag. Any excess material should be folded over and taped down securely.
3. The ends must be heat sealed or secured shut with zip ties (or similar closure) and taped down to the bag.
Products Containing Liquid or Powder

All products containing liquid or powder must be double sealed to mitigate leakage during storage and shipment to the customer. (i.e., a tightened lid that cannot be easily opened and a safety seal or manufactured seal around the outside of the neck/closure of the product.) All products must be individually poly bagged.

Apparel and Footwear

1. All hangers must be removed.
2. Retail pricing labels/tags must be removed.
3. Styles must be sorted by style, color, size.
4. Garments must be folded and poly-bagged and meet the packaging specs noted below, only a SKU label is needed.
5. When possible, we prefer cartons be packed one SKU per carton.
6. For mixed cartons, multiple styles should be separated with cardboard or tissue.
   a. Mixed Cartons should be packaged by Style, with the complete size run and color contained together. When adding a new style or additional color ways of the same style within the same carton, separate by tissue or cardboard. The carton content label must specify every SKU and quantity within the container.

Apparel Packaging specs standards

All garments must be folded and fully enclosed and secured in a polybag. Folded merchandise must hold to folded form within the sealed polybag.
1. Once folded, the item must fit comfortably in the bag (no creases or puckers) but not move freely (bag should be close fitting).
2. Polybags must be a minimum of 1.0 mil in thickness and made of polyethylene.
3. Polybags must contain the following statement, or a substantially similar statement approved by state authorities as applicable

   “WARNING-TO AVOID DANGER OF SUFFOCATION, KEEP THIS PLASTIC BAG AWAY FROM BABIES AND CHILDREN. DO NOT USE THIS BAG IN CRIBS, BEDS, CARRIAGES OR PLAYPENS. THIS BAG IS NOT A TOY.”

4. Polybags must be securely sealed to maintain cleanliness of merchandise during storage and delivery.
5. Folded and securely taped shut using clear tape, garment should not have room to move or be exposed when handling.
6. Folded with a flap closure using a clear line of reusable adhesive. Flaps must be long enough to ensure product is secure in packaging and not exposed when handling.

Unit Label Placement

1. Polybag/bubble bag: unit labels should be placed on the front of the bag centered in the middle, horizontally on the bag. When items are folded the label should be centered in what is the final presentation of the product.
2. Shoebox: unit labels must be placed on the side of the shoebox and next to the UPC barcode.
Package Markings

All master cartons, unit cartons and polybags must be marked in accordance with Bluestem Brands’ requirements.

Bluestem Brands defines cartons as:

1. **Unit Carton** – this carton or polybag is packed in a master carton and shipped to the warehouse or is shipped to warehouse as the only carton and then from the warehouse to a consumer as the selling unit. Whenever the unit carton also acts as the master, the requirements for both the unit and master carton apply.

2. **Master Carton (Domestic and International)** – this carton is shipped to the warehouse overwrapping multiple unit cartons or acting as the unit carton.

Follow the carton marking instructions below based on the type of merchandise.

**Unit Carton or Polybag**

1. Each unit carton or polybag must be marked with the Bluestem Brands 13-digit SKU (i.e., 4N2020WHT0010).
2. Markings must be clear, legible, and in English.
3. Minimum of 1/4" print or larger, in proportion to the package size, and large enough to be read at a minimum distance of 18".
   Do **NOT** include retail price or retail brand information on the product or packaging.

**Sample Unit Label with UPC**

```
4N2020WHT0010
```

**Sample Unit Label without UPC**

```
4N2020WHT0010
```

**Unit Label Placement**

1. The unit label should be located near the product UPC number. If the product is in a polybag, the unit label should be on the front section of the polybag.
2. There should not be any tape, marking, or additional labels covering any part of the unit label.

Any questions regarding labels or label placement should be submitted via e-mail to Vendor Compliance at vendor.compliance@bluestembrands.com. In order to proactively reduce any supply chain disruption and consequential offset expenses, please submit inquiries before goods are shipped.
International Printed Carton Marking (Direct Import Orders)

This carton is shipped to the warehouse and may be sent to the consumer as the selling unit when the selling unit is a single unit master carton. Carton markings must be printed onto the cardboard. If timing constraints exist, the use of a 4” x 6” carton label may be temporarily accepted provided approval is received by Vendor Compliance prior to shipping bulk.

Bluestem Brands may accept other label formats ONLY if approved in advance by Vendor Compliance at vendor.compliance@bluestembrands.com.

Mark each master carton using clear legible English and minimum 3/8” print or larger in proportion to the carton size.

Main marks must include:

2. A diamond showing “BLST” or BLUESTEM BRANDS;

3. Item No – Bluestem 13-digit SKU (i.e., 4N2020WHT0010);
4. Purchase Order Number - 14-digit Purchase Order Number (i.e., POMRMN00123456);
5. Carton Number - The number of the carton in the series of carton shipped for the PO/SKU (i.e., 1 of 4, 2 of 4 etc.);
6. Made In - Indicate the product’s country of origin.

Side Marks must include:

1. Vendor Name - Name of the vendor or factory where the goods are manufactured;
2. Units - The quantity of selling units packed within the carton;
3. Gross Weight (Unit of Measure) - The total weight of the master carton, express in either kilograms (KGS) or pounds (LBS) with the unit of measure i.e., 6.8 KGS or 15 LBS.

Sample International Printed Carton

![Sample International Printed Carton](image-url)
Domestic Master Carton Markings

The following information is required on a 4”x 6” label:

1. **Ship To:**

<table>
<thead>
<tr>
<th>St. Cloud, MN</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUESTEM BRANDS – 001</td>
</tr>
<tr>
<td>6250 Ridgewood Rd.</td>
</tr>
<tr>
<td>St Cloud, MN 56303</td>
</tr>
<tr>
<td>Location code 001</td>
</tr>
</tbody>
</table>

2. 14-digit PO Number (i.e., PO000001234567, POORMN00123456, POGP0001234567);
3. 13-digit Bluestem Brands’ SKU (i.e., 4F12340000010);
4. Master Carton Qty.- print size no less than ¼” bold;
5. Mixed SKU field with either a “YES” or “NO”. “NO” if only one SKU is in the master carton and “YES” if more than one is present. If “YES”, all SKUs must be listed along with their respective quantities. If additional space is needed to list all SKUs, a Carton Content label is to be utilized in conjunction with the Master Carton label.

**Master Carton Label**

**UCC 128 Format required**

SSCC 18 Formatting

1. The container serial number must be unique. This must be human readable and bar-coded for a total of 20 digits.
2. The first two digits “00” are the application identifier.
3. The third digit deciphers whether it is a carton or a pallet; “0” for a carton and “1” for a pallet.
4. The next seven digits are the manufacturer’s company prefix (use leading zeroes as needed) as assigned by the GS1.

5. The following nine digits represent the carton serial number which is to be unique for every shipped carton.

6. The last digit is the check digit that is calculated by the appropriate algorithm formula.

7. The container serial number must never be repeated on any of the cartons and/or shipments within a two-year time period.

The SSCC-18 number represents the following:

```
00 1 0077511 646390017 8
```

- **Application Identifier**
- **Packing Type**
- **Vendor code on UPC assigned by GS1**
- **A Number Assigned by the Shipper that cannot be reused**
- **Check Digit**

**Carton Content Label**

A carton content label is to be used in conjunction with the master carton label when all SKU information does not fit on the master carton label.

Carton content labels, when required, are to be placed immediately next to the Shipping or Master Carton Label on the same panel of the carton.

Any questions regarding labels or label placement should be submitted via e-mail to Vendor Compliance at vendor.compliance@bluestembrands.com. In order to proactively reduce any supply chain disruption and consequential expense offset, please submit inquiries before goods are shipped.
Pallet Label

For palletized shipments, each carton must have its own master carton label. Multiple Purchase Orders can be included on the pallet, but the pallet quantity must be broken down by Purchase Order number.

   This pallet label is to be used in conjunction with the required unit and master carton markings.
   The pallet label should be securely affixed and clearly visible on the outside of the shrink/stretch wrap.
   The pallet label **must** include:
   1. Purchase Order Number(s);
   2. Pallet Quantity (If multiple POs, Total Quantity and Quantity by PO);
   3. Bluestem Brands 13-digit SKU(s).