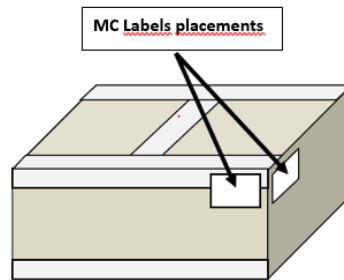# WSGO - Europe

CARTON AND PALLET MARKING- Rapid guide

MASTER CARTON LABEL

►Label size: Approximately 4" x 3" (101 mm x 76 mm) to 4" x 6" (101 mm x 152 mm). Label sizes may be adjusted if the carton panel is too small for the label.

►Label location: Locate on the end panel, in the upper right-hand corner of the carton with an identical label affixed to the adjacent side panel (with the carton in the normal shipping orientation).

This label printed on the MC is NOT allowed.

Not food items:

SKU:
DES:
PO:
QTY:
Made In _____ for Williams Sonoma San Francisco, CA 94109
WEIGHT: LB   KG

Food items:

SKU:
DES:
BEST BEFORE:
PO:
QTY:
Made In _____ for Williams Sonoma San Francisco, CA 94109
WEIGHT: LB   KG

❖ SKU: SKU number, as per PO copy

❖ DES: item description, as per PO copy

❖ The best before date must indicate the following International codes. Only month and year.
Example: JA 2017

JA – January	JL – July
FE – February	AU – August
MR – March	SE - September
AL – April	OC – October
MA - May	NO – November
JN – June	DE – December

❖ PO: Official WSI PO number

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- ❖ QTY: Total selling units included in the master carton. This is not the ordered qty shown on the PO's copy.

- ❖ MADE IN ... FOR:
  - the name of the Brand might be Williams Sonoma, Pottery Barn, Pottery Barn Kids, West Elm, Mark&Graham, etc..

  - Address on master carton label will be based on PO destination.

  Example: *Made in Italy for Williams Sonoma, San Francisco CA 94109*

USA & Canada	San Francisco CA 94109 (For all other brands) Portland, OR 97210 (For Rejuvenation)
Australia	Horsley Park, 2175
UK	Northants, NN18 8EY
Philippines	Singapore 539775
Alshaya	Singapore 539775
Liverpool	Singapore 539775
Korea	Singapore 539775
Reliance	Singapore 539775

- ❖ WEIGHT: Approximate Gross weight is sufficient

NOTE: All vendors must continue to use the above Label Format until they are contacted by their Local WSGO Office (main contact Dogu Akincilar DAKINCILAR@WSGC.com) to make the change to the NEW Label Format

- - **Important for food products**: new label format does not have the **best before line**. Vendors must add on the master carton a separate sticker with the best before date

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INNER CARTON LABEL

When the master carton (MC) quantity does not equal the distribution lot (DL) quantity, the inner cartons must have two inner carton labels.

► **Label location and Printed information**: Same as master carton labels, except the Weight: NOT needed
►**Label size**: Approximately 1" x 2.25" (25 mm x 57 mm) to 4" x 2" (102 mm x 50 mm). Label sizes may be adjusted if the carton panel is too small for the label.

Inner carton label NOT needed when the barcode sticker is visible outside its package (e.g. product in a transparent poly bag) or when there is the 2nd barcode outside the individual protection
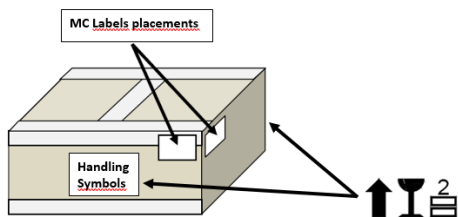
INTERNATIONAL HANDLING SYMBOLS

Location: 2 identical labels to be positioned on the two smaller vertical panels of the carton. They can be on adhesive label or printed directly to the master carton
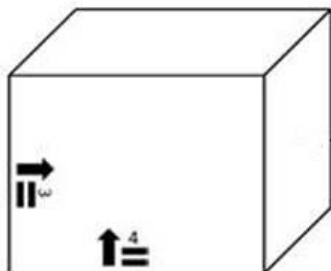
► Symbol of arrow is requested for all product categories.

► Symbol of glass is requested for fragile product only.

►Stacking symbol is required for all master cartons which are prone to stacking (compression) damage. Vendor should determine the maximum allowable cartons on a uniformed straight column stack to a maximum height of 110 inches (279 cm). Number above rectangles indicates the number of allowable cartons to be stacked. The number "1" in this position indicates that no stacking is allowed.

In order to optimize container loading, it is an option to is use the **double arrows on cartons.** The vendor is responsible to decide if the product is safe when stacked in the two designated orientations.
When the double arrow is present, it is necessary to add the stacking symbol for that orientation as well.
While determining the maximum allowable cartons, pay attention not to exceed 279 cm.
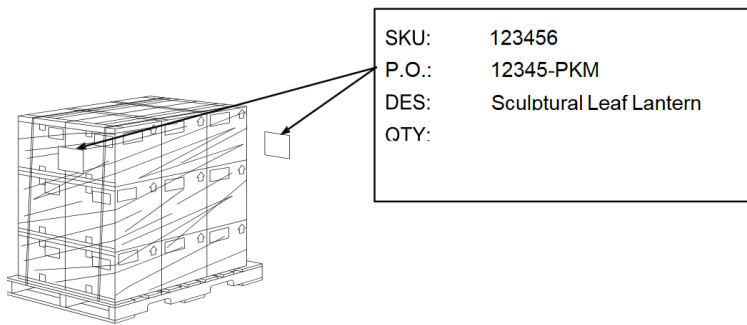
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PALLET MARKING

► **Type of pallet accepted by WS Inc.:** it is preferable to use paper pallet. Please get in touch with your relevant EU QA person for details. If this not feasible, you can use wooden fumigated or plastic pallets certified for export to USA.

► **Label size**: Approximately 8.5" x 11" (203 mm x 269 mm).

► **Label Location**: Locate centered on a vertical side of the pallet load. An identical label must be place on the opposite vertical side.

SKU:	123456
P.O.:	12345-PKM
DES:	Sculptural Leaf Lantern
QTY:	

* **QTY:** is the Total selling units included in the pallet load. Note that a selling unit may be a set (i.e. set of 4 pieces)

"MIXED PALLET" LABEL:
- Ship only one SKU/ one PO per pallet is preferable.
- If more than one SKU or PO*, must be loaded on the same pallet, ensure such pallets are marked "Mixed Pallet".
- The label must be placed on all 4 pallet sides.
- When we have a "mixed pallet" label, it is not necessary to also add the pallet label. The "mixed pallet" label is sufficient.
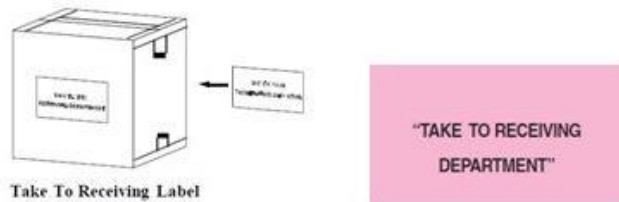
make sure the destination address of POs is exactly the same.

ADDITIONAL MASTER CARTON LABELING

➢ *Take To Receiving Department*

Pink labels required for POs that are sent via UPS/CVS to US. Apply to opposite vertical panels of each master carton.

➢ *Heat Sensitive Product*

Green labels. Specially required for soaps and candles. Apply to opposite vertical panels of each

➢ *Cold Room*

Cold Storage Labels (Blue) is required for temperature-sensitive items. Apply to opposite vertical panels of each master carton. It can be on adhesive label or printed directly to the master carton.

NOTE: cold room label does not mean that product is stored in a refrigerated area. Item is placed in a temperature controlled room.

It is vendor responsibility to indicate if the product needs or not the "cold room" label.

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All products must be shipped with barcodes.
Furniture products are exempted from barcoding, except chairs sold as set of 2.

USA POs:

► RETAIL POs: Barcode with Retail price with "USD" prefix, as per PO's copy.
   Exceptions:
   - Electrics and Cookware: barcode without Retail price.
   - Cutlery and Bakeware: barcode might be without Retail price. To be confirmed by Merchandising team.
   - Chairs set of 2: barcode without Retail price.

► DTC/MAIL POs: Barcode without Retail price.

►POSITIONING:

FOOD PRODUCTS:

   - MC/DL 1/1 =
      o RTL: Barcode to be applied on the product.
      o DTC: Barcode to be applied on the carton. Front panel. Close to the MC label.

   - MC/DL is NOT 1/1 =
      o RTL: Barcode to be applied on the product
      o DTC: Barcode to be applied on the product OR on the single protection (polybag, individual box, shrink wrap, etc..), when present.

NOT FOOD PRODUCTS:

   - MC/DL 1/1 = double barcodes on both the product and the carton. Front panel. Close to the MC label.

   - MC/DL is NOT 1/1 = double barcodes on both the product and the single protection (polybag, individual box, shrink wrap, etc..).
   Note: when the barcode is visible through the single protection, the 2nd barcode on the single protection is not required.

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Mark and Graham barcode: to be applied on the single protection. Without Retail price

Rejuvenation barcode: see separated document

Alshaya (ALS), Philippines (SSI), Mexico, Korea and India POs: Barcode with NO Retail price. Barcode to be applied onto the product. The exact barcode location will be confirmed by relevant contact from Merchandising Team.

Australia (AUS) POs: Barcode with Australia $ currency. Barcode to be applied onto the product. The exact barcode location will be confirmed by relevant contact from Merchandising Team.

UK POs: Barcode with GB Pounds currency. Barcode to be applied onto the product. The exact barcode location will be confirmed by relevant contact from Merchandising Team.

Food safe logo **–** VALID ONLY FOR FOOD CONTACT ITEMS PURCHASED BY ALL WSI BRANDS (WS MAIN INCLUDED).

- *Barcodes in-house printing:* food safe logo to be added. For details, please check vendor portal under "barcode ticketing" www.wsgo.eu

- *Barcodes purchased on Avery Dennison/Fineline systems:* vendors must add the food safe logo, while ordering barcodes on AD and Fineline systems. For details, please check vendor portal under "barcode ticketing" www.wsgo.eu