



# SKU Ticket

## Vendor In-House Print Guideline

### SCOPE

This document is to provide a guideline to WSGO vendors if they want to pursue SKU ticket in-house print. Vendor in-house printing covers the following 7 ticket IDs.

### SKU TICKET ID: WSI-1212

SIZE: 31.8 x 31.8 mm



DTC



RETAIL



OUTLET

### SKU TICKET ID: WSI-1313

SIZE: 34.9 x 34.9 mm



DTC



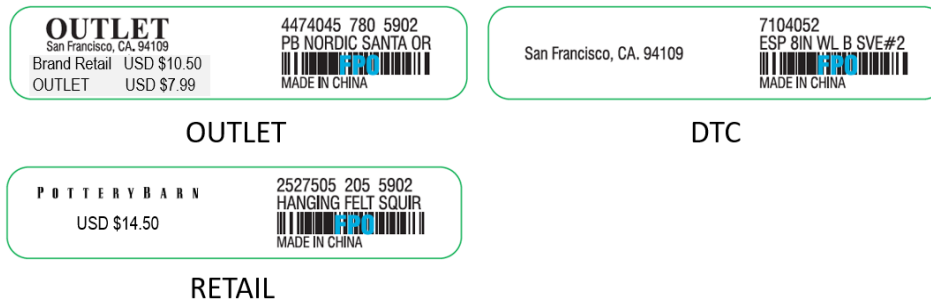
RETAIL



OUTLET

**SKU TICKET ID: WSI-2505**

SIZE: 63.5 x 12.7 mm



**SKU TICKET ID: WSI-3050**

SIZE: 76.2 x 12.7 mm



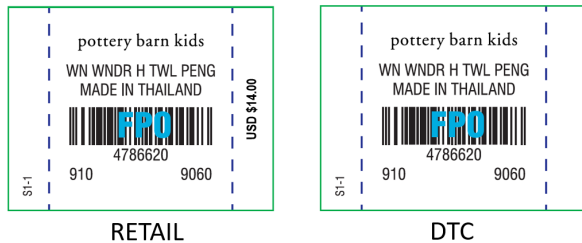
**SKU TICKET ID: WSI-1507**

SIZE: 38.1 x 19.1 mm



**SKU TICKET ID: WSI-1612**

SIZE: 41.275 x 31.75 mm



**SKU TICKET ID: WSI-0912 (basic ticket)**

SIZE: 23.8 x 31.8 mm

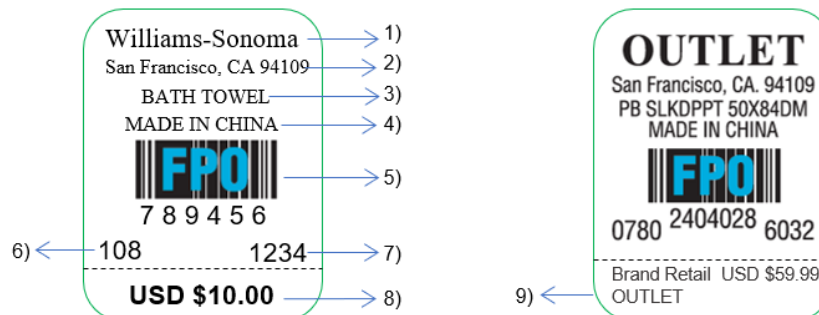


**SKU TICKET FOR AUS & UK PO**

All 7 SKU Ticket IDs will be shared to Australia & UK POs, the differences are stated as below

- The retail price reflects the Australia \$ price or the GB Pounds price.
- For Australia the address of Williams-Sonoma reflects our Australia address. For the UK, there is no Williams-Sonoma address.
- For Australia and UK there is only a retail ticket, no DTC & OUTLET ticket

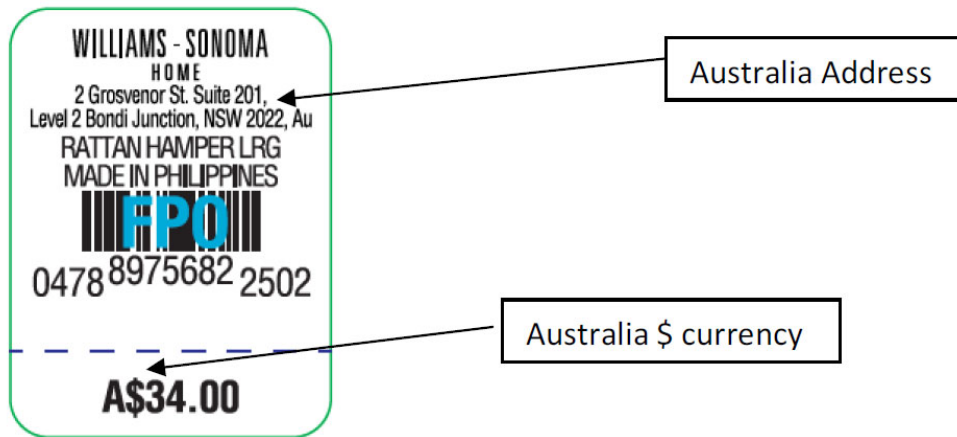
**SKU TICKET**



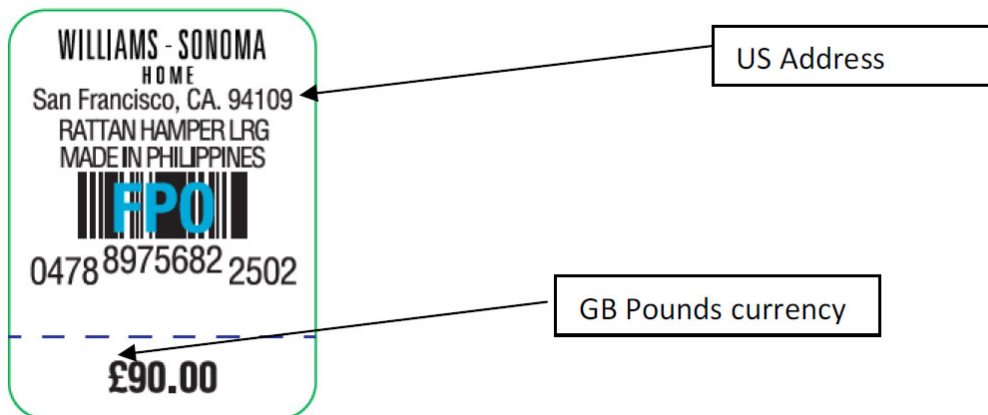
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## AUSTRALIA:



## UK:



Item	Content	Font Type & Size	Notes
1	Brand	8 points	Brand Logo artwork
2	WSI Corporate Address	Helvetica, 6 points	Always 'San Francisco, CA 94109'
3	Product Description	Helvetica, 6 points	Obtain from PO
4	Country of Origin	Helvetica, 6 points	Always 'MADE IN CHINA'
5	WSI SKU number barcode	Code 128 type C	Obtain from PO
6	WSI SKU Department	Helvetica, 8 points	Obtain from PO
7	Vendor Number	Helvetica, 8 points	Vendor code
8	Retail Price	Helvetica, 9 points bold	Obtain from PO, For Retail Only

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9	Outlet (Price)	Helvetica, 9 points	Obtain from WSGO Merchants
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Incoterm FOB - ANY PORT, UNKNOWN		Partial Shipments Per Window Not Allowed		Transshipments No	
Payment Terms		Brand PB		Channel RTL	
Department Code 225		Department PB OFFICE FURNITURE		PO Type Code 2	
PO Type Description Standard		Origin Shipping Point Shenzhen Ports		Payment Method Wire Transfer	
Agent 31200		Ship To Code 52000		Supplier Code	
Customer Code PBRTL		Division Pottery Barn - Retail		Final Destination Location Code ECDC	
Shipment Window 2018-01-26 / 2018-02-01		Shipment Method Ocean		Country Of Origin CHINA	

Line #	Buyer Item #	Short Description	Quantity	Unit Price (USD)	Cost (USD)
01	761838	AVA DESK WITH DRAWERS WHITE	35 EACH		

⑤ Produce Barcodes Based On SKU Ship Window End 2018-02-01 Date HTS1 Number 9403608081 Brand PB ETA Final Destination 2018-03-27 Date		③ Short Product Description Ship Window Start 2018-01-26 Date Channel RTL Distribution Lot Qty 1 Retail Price 599		⑧ Retail Price Qty of Outlet Pack 1	
① Brand, Must Print In Full Brand Name					
1 Line Ordered		Total Item Qty		35	Merchandise Total

Example of extracting needed info from PO

## OPTION A – BUILDING UP IN-HOUSE PRINTABILITY

Vendor to purchase equipment & software based on below recommendation

- ✓ Printer  
Brand: Argox Model: X-3200
- ✓ Scanner  
Brand: Motorola Model: Symbol LS2208  
Brand: Zebra Model: WT41N0
- ✓ Barcode Software  
(eg. Zebra, Bartender)



## OPTION B – OUTSOURCING

To use a recommended printer source please reference to the following info

Factory Name: 桐庐利劲印刷有限公司  
Address: 浙江省杭州市桐庐县洋塘路 203 号电机厂内  
Contact Person: 查先生  
Mobile Phone: 159 5802 9475

Notes:

b) TAT: 3-5 days

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c) Price: 0.3~0.4 RMB per piece (For Reference)

### SKU TICKET QUALITY REQUIREMENTS

- a) Scannability: each SKU ticket must be readable by designated scanners
- b) Ink Retention: print won't be able to be smeared off easily
- c) Print Content: to be centralized as per Examples
- d) Size: 1 x 1.25" (25.4 x 31.8 mm)
- e) Size Tolerance:  $\pm 0.5\text{mm}$
- f) Round Corner: Radius 1mm
- g) Substrate: 80g, C1S
- h) Perforation: 6mm from the bottom, reference to Examples
- i) Defective SKU tickets are not Acceptable, see examples in blow table
  - Paper Worn-out
  - Peeling
  - Barcode Blurred
  - Tearing
  - No Glue Residual Left Behind When Being Removed

	Paper Worn-Out 贴纸磨破		Peeling 背胶脱落		Glue Residual Left Behind (On Ceramics) 留残胶 (陶瓷表面)
	Barcode Blurred 条码模糊		Tearing 断裂		Glue Residual Left Behind (On Glass) 留残胶 (玻璃表面)

Example of defective SKU tickets

### CONDITION FOR RETAIL PRICE CHANGE

For any retail price change, vendor should be duly informed by Brands or Sourcing through official Emails following with updated PO/new price information.

Unless Retail price change LESS than 30 days prior to S/W, Brands/Sourcing should be responsible for all liability in cost and potential delay.

### APPROVAL PROCESS & SUPPORT INFO

Vendors are not permitted to print SKU ticket by their own, or order SKU tickets from a

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non-Avery Dennison/Fineline source, otherwise vendors must bear full responsibility for any sticker quality related claims.

Vendors who wish to pursue SKU ticket in-house printability, please submit a request to packaging team or category merchandising team.

If you prefer to print WSI barcode tickets in-house you will need to match our barcode specifications, to ensure that the barcode passes our scan approval and all the info printed on it is correct. Therefore pls get in contact with your point person at our office to get the approval to proceed.