







Vendor's Brief Guide to Barcode Labelling

Basics

- All items you sell to WSI brands (Retail and DTC) must be barcode labelled before shipping from your factory.
- Barcode labels identify our products and allow us to manage our inventory.
- You may order barcodes from our global supplier Avery Dennison or print in-house following WSI specifications.

Option 1 - Ordering from Avery Dennison

ONE – Get Registered:

When you have your WSI vendor number you can then register with Avery:

- a) as a Customer for billing
- b) as an Avery Compliance Express (A.C.E.) online user for ordering your barcodes labels

To become a Customer:

Fill in the Avery Customer Set Up Form and email to Avery with a copy of your company letterhead.

To become an A.C.E on-line User :

Fill in the Vendor Registration Form and email to Avery contact (see below). Download this form at: <u>http://www.williams-sonomainc.com/vendor-compliance/avery-dennison-tickets.html</u> Username: wsivendor Password: ownthehome

Avery will confirm your A.C.E. website **User Name** and **Password** so you can log in and order your barcode labels. IMPORTANT: Please retain your User Name and Password - you will need them every time you order barcode labels.

Note: Register as a customer & on-line user at the same time

TWO - Ordering your barcode labels on A.C.E. website:

Please read the A.C.E. User Guide. Download this at: <u>http://www.williams-</u> <u>sonomainc.com/corpimgs/i/201240/0004/images/pdf/vendor-compliance-manuals/WSI_ACE_User_Guide.pdf</u> User name: wsivendor_Password: ownthehome

Log in to A.C.E. website at: <u>https://www.compliancexprs.averydennison.com</u> You can see your WSI purchase orders (POs). Select the PO you need. Select the ticket type you need. Confirm the order.

If you are not sure what you need to do to order your tickets after referring to the A.C.E. User Guide please get in touch with Avery Dennison contact for training and assistance.

When to order....

Avery standard production lead-times are 5-7 working days. When ordering for the **first time** allow an extra 2-3 days to complete your registration (see above).

You will need to manage ordering your labels to ensure you delivery confirmed POs within the agreed ship window. We ask you not to order labels earlier than 30 days before the ship window start date in case of retail prices changes (see below "About Retail Prices").

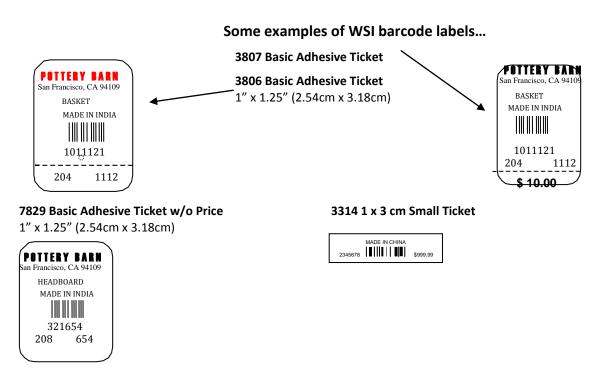
We also recommend you do not order at the very last minute as if there is a technical issue or Avery have busy production schedules, this may impact agreed delivery of your PO.

About Barcode Label Types...

To know which barcode type to order for your product and placement on product , please refer to <u>http://www.williams-sonomainc.com/corpimgs/i/201245/0002/images/pdf/foreign-vendor-compliance-manuals/FOR CH07 Ticketing.pdf</u> If you are not sure check directly with your WS Europe Merchant.

Some General Guidelines...

Retail skus (POs followed by- WSR,PBR, PKR, WER etc) generally need ticket type 3807 DTC skus(POs followed by- WSM, PBM, PKM, PTM, WEM etc) generally need ticket type 3806. OTR skus (POs followed by etc) generally need ticket type 8309 (same as 131953) Items that do not require Country of Origin (COO) eg: Teas, Coffee the ticket type is 3809 for Retail POs / 3808 for DTC POs.



Changes you can make in A.C.E during ordering....

Country Of Origin, Retail Price can be changed by you. Please verify with WS Europe before changing information. Order Quantities: Avery always prints 3% more compared to quantities ordered in A.C.E. During ordering, you can change the quantity in A.C.E. if you need to.

About Retail Prices....

Retail items are sometimes subject to prices changes.

You will be informed of any retail price change. If A.C.E website shows incorrect retail pricing when you are ordering you will need to overwrite the price in the "Overwrite Retail Price" column.

Please ensure you order labels no earlier than 30 days before the ship window start date. If you do and the retail price changes, you will be responsible for re-ordering the correct labels.

If you need to re-ordering labels in A.C.E....

You can do this by copying the PO you already ordered from Order Tracker. This PO will be available for you to order it again. (See A.C.E User Guide pg 30).

MOV – Minimum Order Value....

Avery Italy has an MOV of 50 euros per each barcode label order. You can group POs to reach the minimum order value.

Floor Set Pos these items do not require barcode labels.



Vendor Origin	Issue	Avery Contact	Contact
Europe Vendors Asia Vendors	Registration, ACE Support, Technical issues, Pos not found in system, Training or Help with first sku label order in ACE	Avery Dennison Italy (nominated production centre)	Debora Lupini Phone: +39 0861 870080 Fax: +39 0861 870024 Email: debora.lupini@eu.averydennison.com;
	Registration, ACE Support, Technical issues, Pos not found in system, Training or Help with first sku label order in ACE	Avery Dennison HK (China) (nominated production centre)	Cherry JH Liang Tel: 0086.20.3930.6485 Fax: 0086 20 3991 8663 Email: CherryJH.Liang@ap.averydennison.co <u>m</u>
Turkey Vendors	Registration, ACE Support, Technical issues, Pos not found in system, Training or Help with first sku label order in ACE	Avery Dennison Turkey (nominated production centre)	Duygu Unsal Direct Line: +90 212 467 41 54 Fax: +90 212 467 41 55 Email: duygu.unsal@eu.averydennison.com
	POs definitely not in system after checking first with Avery contact.		Silvia Suglia – WS Europe Direct line: +39 055 91013432 or: Email: ssuglia@wsgcit.com Laura Panizzi – WS Europe Direct line: +39 055 91013430

Option 2 – In-House Printing:

If you decide to print WSI barcodes please contact WS Europe for barcode specifications. You will need to send an example in pdf for scan and layout approval from WS Europe.



http://www.williams-sonomainc.com/vendor-compliance - User ID: wsivendor Password: ownthehome

https://www.compliancexprs.averydennison.com - User name & Password: Avery will confirm these to you during registration