

## Labels – First Cost

### Introduction

Thank you for choosing Avery Dennison Retail Branding and Information Solutions (AD RBIS) as your supplier for Genesco Barcode Laser Labels.

To facilitate all Genesco vendors in ordering Genesco UPC & Bar-Coded Case Labels and Stickers, AD RBIS has developed this easy-to-understand Vendor Ordering Manual to precede an in-depth explanation with all the necessary information for the ordering of the labels you require.

With the help of this manual, we hope that you will find it much easier to order and get the items you need.

This manual contains ordering information for barcode labels only for good which Genesco Imports. It does not relate to domestic price tickets.

### Responsibilities

#### **A. Genesco**

Genesco is responsible for the development and approval of all UPC and Bar-Coded Case Labels as well as updating the order database and transmitting to AD RBIS weekly.

#### **B. Vendors**

Vendors are responsible for ordering labels by completing the Genesco/AD RBIS Order Form and faxing/emailing to AD RBIS.

Vendors should follow up on orders with AD RBIS and check accuracy of labels upon receipt. Any problems with the contents of a shipment must be reported to AD RBIS within 14 days of receipt.

#### **C. Avery Dennison Retail Branding and Information Solutions (AD RBIS)**

AD RBIS /HK will acknowledge receipt of vendor orders by fax/email within 24 hours of receipt.

For order inquiries and placing orders, please direct to Avery Dennison Retail Branding and Information Solutions:

Customer Services for inquiries/ orders:

Email: [rbis.ap.cs.genesco@ap.averydennison.com](mailto:rbis.ap.cs.genesco@ap.averydennison.com)

## Labels – First Cost

Customer Services Second Contact :

CherryMH Zhang  
Direct Line : (8620) 3991 8497  
Direct Fax : (8620) 3930 6982  
Email : cherrymh.zhang@ap.averydennison.com

Account Services Manager: Jessie Ma  
Direct Line: (8620) 3930 6729  
Direct Fax: (8620) 3931 8250  
Email: jessie.ma@ap.averydennison.com

Contact information for labels ordered in Mexico:

Customer Service Representative:

Felipe Lomelin  
Phone: +(52) 442 229 5625  
Email : felipe.lomelin@averydennison.com

Avery Dennison México  
Information and Brand Management Division  
Av. La Montaña No. 114 Módulo II  
Parque Industrial Querétaro  
Querétaro, México

Contact information for labels ordered in India:

Customer Service Representative:

Sharana Basava  
Direct Line: 0091 (0)80 67744472  
Direct Cell: +91 7022029185  
Email: sharana.basava@ap.averydennison.com

Avery Dennison India  
#6B, 1st Main Road, KIADB Layout  
Peenya 1st Phase  
Peenya, Bangalore India

## **Labels – First Cost**

### **Timing for Placement of Label Orders**

AD RBIS will review data from Genesco 45 days prior to ex-factory of merchandise.

Labels cannot be requested earlier than 45 days prior to ex-factory of goods.

AD RBIS will inform the ordering party by fax/e-mail in case no label information is found in the Genesco database for PO's ordered. Vendors are responsible for contacting Genesco concerning unavailable labels for re-transmission of data. Vendors will be responsible for re-faxing/re-emailing orders after data has been re-transmitted. See International Forms Section of Routing Guide for Avery Label Order Form.

### **Turnaround Time**

AD RBIS will ship labels within 8 working days after confirmation of label information is received.

### **Production Quantity**

AD RBIS will print the order quantity as specified by Genesco in the order database. Only Genesco can make changes to the order data including quantity.

### **Shipping**

Each vendor should specify shipping instructions to AD RBIS at the time of order placement. Charges for shipping from Hong Kong will be added to the invoice for labels.

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### Billing

All charges will be billed directly to the vendor including printing, delivery, duties, etc.

All label orders are to be invoiced directly from AD RBIS. For all orders that are invoiced from AD RBIS, we will send you the commercial invoice including the item charges for the labels and the freight charges/local delivery charges for the shipment of labels concerned.

Payments to be sent to AD RBIS can be made by one of the following methods:

#### (1) By Check

- Please make crossed check payable to “Avery Dennison Hong Kong B.V.”
- USD Payment  
GPO Box 667  
General Post Office, Hong Kong
- HKD Payment  
GPO Box 693  
General Post Office, Hong Kong

#### (2) Telegraphic Transfer (T/T)

- Pay to:  
Citibank N.A.  
10/F., Two Harbour Front, 22 Tak Fung Street,  
Hung Hom, Kowloon, Hong Kong  
  
Swift Code: CITIHKHX
- In favor of:  
Avery Dennison Hong Kong B.V.  
A/C# 006-391-61063355 (USD)

#### (3) Direct Deposit

- Cash or Crossed Check payable to “Avery Dennison Hong Kong B.V.”
- Bank Information:  
Citibank N.A.  
A/C# 006-391-61063355 (USD)  
A/C# 006-391-61063371 (HKD)

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### **(4) US Lockbox**

- Special for USA, Canada and Mexico Customer, please issue check payments to “Avery Dennison Hong Kong B.V.”
- And send to:  
Avery Dennison SSC International  
5583 Collection Centre Drive,  
Chicago, IL60693  
USA

- ❖ Please kindly provide the following via fax to (852) 2785-1255
  - Payment Proof (i.e. Bank Draft, T/T Slip or Check Copy)
  - Quote with our Proforma Invoice number

Upon receipt of your payment, we will effect the shipment in 2 working days when goods are ready.

- ❖ Remarks: All International opening / advising / correspondence bank charges and the US\$10.00 Hong Kong Bank Charge as stated on this invoice must be paid by the overseas customer before shipment will be effected.  
\* Insufficient funds received may hold up delivery.

### **(5) Credit Card Payment**

- Please refer to the Avery Dennison Customer's Authorization Credit Card form in the International Forms Section. Fill out the form and return by fax to (852) – 2785 1255.

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### **Currency Restricted Countries:**

If the bill-to vendor is located in currency restricted countries, they are requested to arrange payment in advance or change the bill-to party to another vendor not located in the currency restricted countries.

Currency Restricted Countries include:

Bangladesh  
China  
Egypt  
India  
Mauritius  
Mexico  
Nepal  
Oman  
Pakistan  
Peru  
Saipan  
Sri Lanka  
Turkey  
U.A.E.  
Vietnam  
All East European countries  
Former Soviet Union countries

When the label orders are received from vendors located in these, currency restricted countries, a Proforma Invoice will be issued and faxed to the vendor requesting to arrange the payment for the label orders.

Vendors are requested to fax us the remittance receipt or the bank draft copy immediately when the payment is sent. AD RBIS will then proceed with production of the orders and ship out within the agreed turnaround time.

It is also recommended that vendors located in currency restricted/fluctuated countries pay a lump sum in advance for payment settlement against orders in the future.

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### **Order Requests**

All requests must be emailed to [rbis.ap.cs.genesco@ap.averydennison.com](mailto:rbis.ap.cs.genesco@ap.averydennison.com)

Vendors are responsible for sending legible orders forms to avoid delays in processing.

### **Terms of Sale**

#### **A. Credit Terms**

##### **Account Opening Agreement**

New bill-to vendors are requested to complete an "Account Opening Agreement". Vendors which are not located in currency restricted/fluctuated countries will enjoy the credit terms of net 30 days. The other vendors in currency restricted/fluctuated countries listed above are requested to remit payment in advance.

##### **Net 30 Days Credit**

Invoices are due net 30 days from invoice date. The credit account will go on hold at 60 days from invoice date for any past due invoices.

#### **B. Warranties and Liabilities**

AD RBIS warrants that the labels/stickers to be delivered will be produced in accordance with the requirements of the applicable purchase orders. The customer will be solely responsible for the accuracy of the purchase orders. Therefore, AD RBIS assumes no liability directly or otherwise arising from errors of omission appearing in the documentation.

AD RBIS will not be liable for any direct, indirect, special or consequential damages of any kind. There are no other warranties either expressed or implied and AD RBIS expressly disclaims the implied warranties of Merchantability and Fitness for a particular purpose.

## **Labels – First Cost**

AD RBIS will not be liable for any default of delay in production or delivery of the goods caused by any contingency or forces beyond its control, such as: fire, flood, labor strikes, war, acts of God and factors of force majeure.

AD RBIS will only accept liability claims limited to the invoice value of the Purchase Orders in question.

### **C. General**

The Terms of Sale listed above apply to the customer as well as the vendors whenever applicable. Customers are therefore required to inform their vendors of all relevant terms.



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## Genesco Barcode Laser Labels – Retail Divisions

Included are both Carton Label and Shoe Box Labels on the same sheet.

Size:

Carton Label:                    6-1/5" x 4-1/8"  
 Shoe Box Label:                1-1/2" x 4-3/16"

Ex-factory Price:

US \$395.18/1000 sheets

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### Example Barcode Hangtag

Size:

1.5" X 1.75"  
Stock 10pt. C1S



Price:

US \$11.01/ 1,000