

**JOHNSTON & MURPHY<sup>®</sup>**  
A GENESCO  
COMPANY

*Johnston & Murphy<sup>®</sup>*  
HANDCRAFTED IN ITALY

Product Category Standards

**TABLE OF CONTENTS**

- How To Use This Guide..... **03**
- Brand & Collection Identity..... **04**
- Product Standards
  - Tongue Lining..... **05**
  - Heel Pad..... **06**
  - Outsole..... **07**
  - Shoe Lacing..... **08**
- Pre-Production Procedures..... **09**
- Packaging Standards
  - Box Interior..... **10-11**
  - Shoe Lacing..... **12**
  - Boxes..... **13-16**
- Labeling Procedures
  - Label Ordering Information..... **17-22**
  - Label Ordering Contacts..... **23-24**
  - Label Ordering Form..... **25**
  - Shoe Box Labeling Standards..... **26**
  - Outer Case Labeling Standards..... **27**
- Laboratory Testing Requirements..... **28-29**
- Glossary of Terms..... **30-33**
- Artwork Files Directory..... **34**

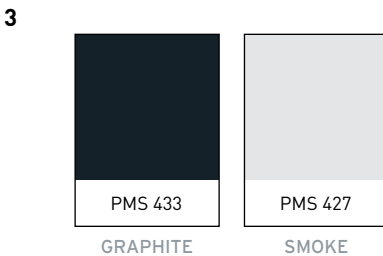
## HOW TO USE THIS GUIDE

- The Guide is intended as an overview of the Johnston & Murphy sourcing procedures and requirements, product markings and packaging standards.
- The Guide will come in two sections. This first section is general information. An additional section will be provided to you specific to your product category.
- The Guide should be distributed to the appropriate individuals within your organization.
- If you have specific questions regarding the Guide or Johnston & Murphy policies, please contact individuals listed in the General Information Contact section of the Guide.

To the right is a sample of a page you will see in this document. →

WEB ADDRESS FOR FORMS OR ADDITIONAL INFORMATION.

VERSION DATE (MONTH\_DAY\_YEAR)



The Johnston & Murphy logo typeface is a hand-drawn letterform based on a classic typeface. Consistent application and precise reproduction of the mark will reinforce public awareness and help create a unique and effective visual style for the brand. Supplied artwork must always be used for reproduction of the logo. The mark can never be redrawn.

**1. PRIMARY BRAND LOGO**

The primary brand mark and the priority for any logo usage.

**2. SECONDARY BRAND LOGO**

A secondary logo option only used due to width or space limitations.

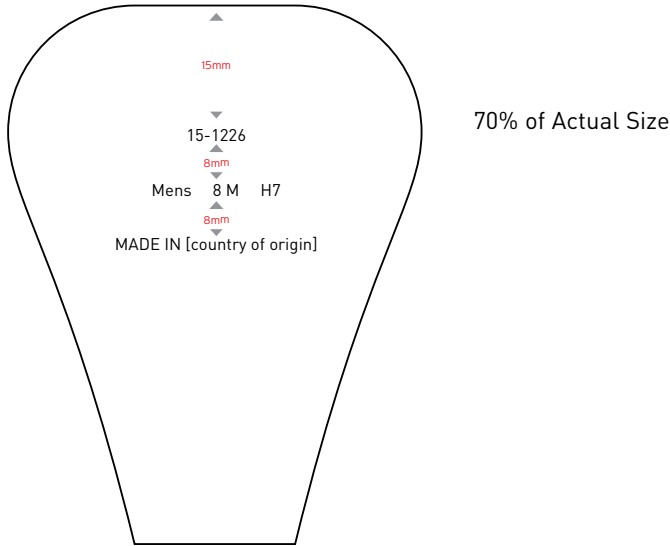
**3. PRIMARY BRAND COLORS**

- PMS 433 Graphite
- PMS 427 Smoke

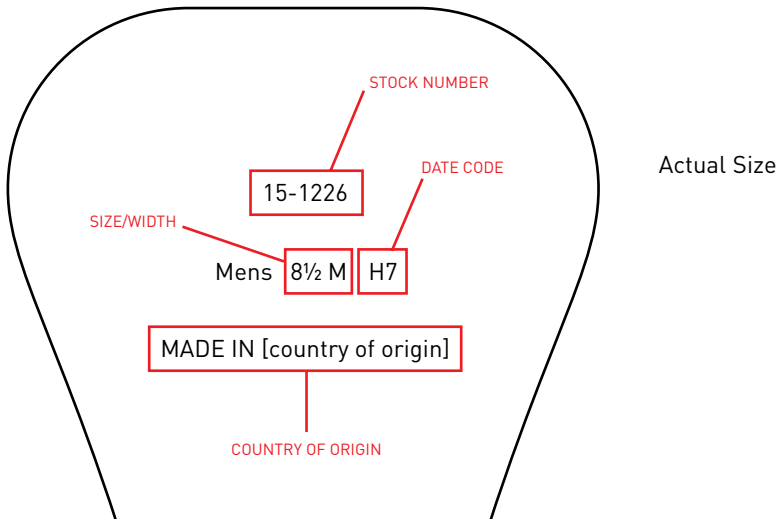
**4. BRAND FONTS**

- **KNOCKOUT 49**
- **Interstate Bold**
- Interstate Light
- **Din Bold**
- Din Regular
- Caecilia Roman

1,2



3



**1. INTERNAL STAMP**

- The internal stamp should be in PMS 430 or a light gray on black lining.
- The internal stamp is black on tan or brown lining.
- The internal stamp is a foil stamp or an approved alternative.

**2. INTERNAL STAMP PLACEMENT**

- The stamp is located on the tongue or vamp area of the shoe.
- The stamp is located 15mm from the top on the underside of the tongue or vamp area.
- The middle line is 8mm from the baseline of the top line of information.
- The bottom line is 8mm from the baseline of the middle line of information.

**3. INTERNAL STAMP INFORMATION**

- The information is stamped in 9pt Din-Regular or a similar sans serif font.
- Required information:  
 Top Line: Stock number  
 Middle Line: Gender, size and width, date code  
 Date code is the letter to correspond with the month. i.e. A=Jan., B=Feb., C=March, and the end number from the year, i.e. 7=2007, 8=2008.  
 Bottom Line: Country of Origin

1



2

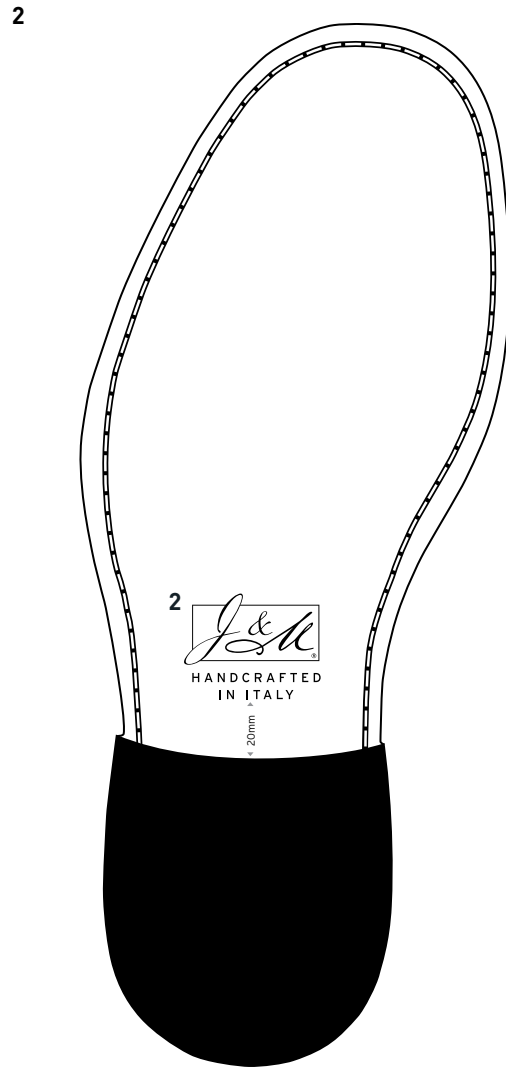


**1. HEEL PAD LABEL**

- The only acceptable logo is the primary brand logo.
- The logo is woven in PMS 427 on a PMS 433 silk label.
- The logo is 71mm wide and 6mm tall.
- The logo is centered on the label.
- The label is 78mm wide and 18mm tall.

**2. HEEL PAD LABEL PLACEMENT**

- The heel pad label is used in all footwear unless otherwise directed.
- The logo should read from heel to toe.
- The heel and toe ends of the label are tucked and the label is stitched on all four sides using PMS 427 thread.
- The heel pad label is 40mm from the heel of the shoe and centered side to side.



Outsole may vary by style. You will be informed by the Product Team at time of development.

**1. SHANK OUTSOLE STAMP**

- The only acceptable logo is the secondary brand logo.
- The logo must feature the ® registration mark.
- The logo is heat stamped 30mm wide and 24mm tall.

**2. SHANK OUTSOLE STAMP PLACEMENT**

- The shank outsole heat stamp is used on all footwear unless otherwise directed.
- The baseline of the shank outsole heat stamp is 20mm above the heel of the shoe and centered side to side.



**1. SHOE LACING**

- The lace should extend 22-23 cm from the top eyelet when the shoes are laced correctly with the quarters and eyelets aligned properly.



## PRE-PRODUCTION PROCEDURES

### CONFIRMATION SAMPLES

Each agent/vendor will be required to send confirmation samples to the Johnston & Murphy Production Manager before production can begin. The agent/vendor will be responsible for making and maintaining confirmation samples to use as their standard. Confirmation samples should be made at the same time as salesmen and photography samples to ensure that production will match the color, finish, and style.

The Production Manager will notify the agent/vendor of approval or corrections required for acceptance of the confirmation samples.

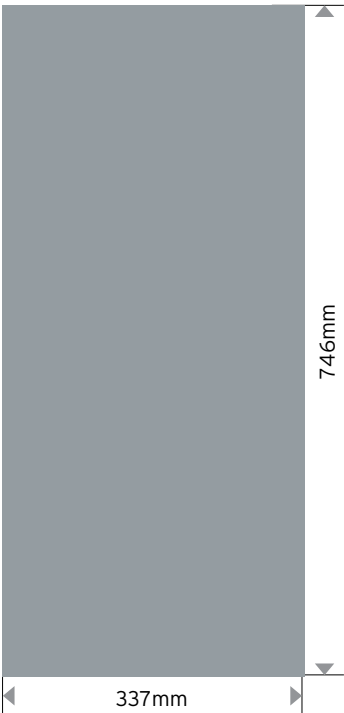
### FIT TRIALS FOR FOOTWEAR

After adoption of each new style, fit trials will be requested by the Production Manager to ensure that new styles will conform to J&M standards. The Production Manager will advise the agent/vendor of sizes required for fit trials. The Production Manager will also notify the agent/vendor upon approval of the fit trials. If the trials are not approved, the Production Manager will advise the agent/vendor of any necessary changes and will request that fit trials be remade with corrections. Correspondence to the agent/vendor will generally be via email.

### FIRST CASEWORK AUDITS

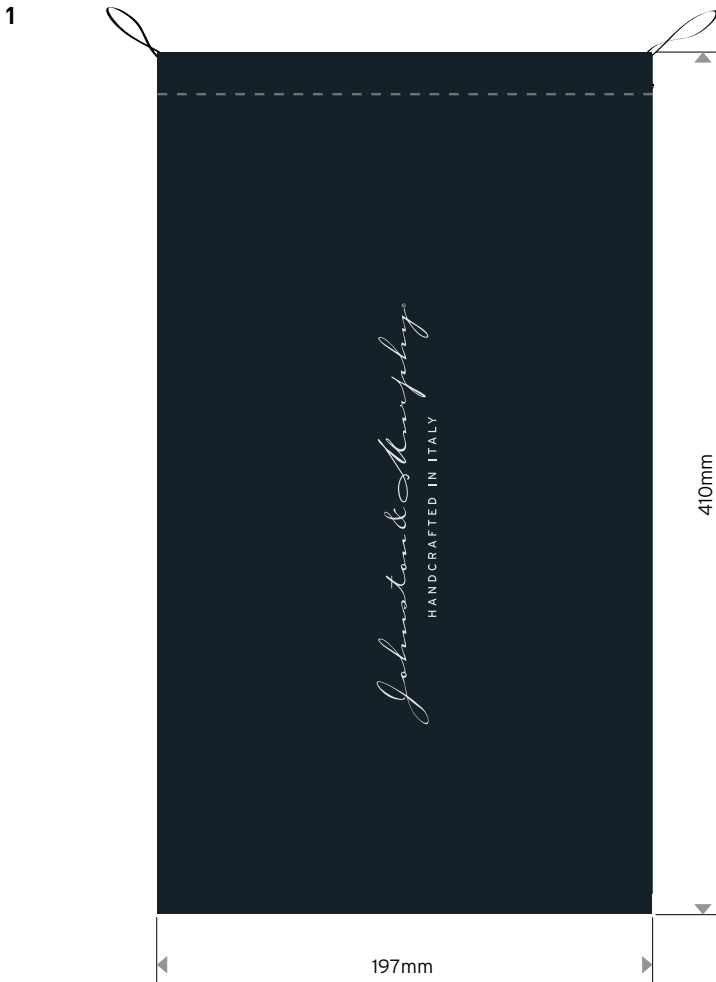
After confirmation samples are approved, the merchandising department will place an initial order with the agent/vendor. From this initial order, the agent/vendor will send a first case lot to the attention of the Quality Control Manager at the J&M Distribution Center in Fayetteville, Tennessee. The Q.C. Manager will review the first case lot by comparing it to the confirmation sample and notify the agent/vendor of the results of this review prior to shipping the balance of the initial order.

1



**1. TISSUE**

- The tissue is PMS 430.
- The tissue is 337mm wide and 746mm tall.
- No logo or copy is featured on the tissue.



**1. SHOE BAG**

- The shoe bag is PMS 433 with a black drawstring.
- Shoe bag dimensions are 197mm wide and 410mm tall.

**2. SHOE BAG LOGO**

- The only acceptable logo is the primary brand logo.
- The logo is silkscreened in PMS 427.
- The logo is 220mm wide.
- The logo is centered top to bottom and left to right.

**PLEASE FOLLOW THE STEPS SHOWN WHEN PACKING SHOES.**



**STEP 1**

Place one bar lace through the bottom eyelets then pull laces together and knot as one.



**STEP 2**

Pull the laces towards the opposite side of instep and tuck them under the tongue.



**STEP 3**

Insert tissue into the toe.



**DO NOT BAR LACE**

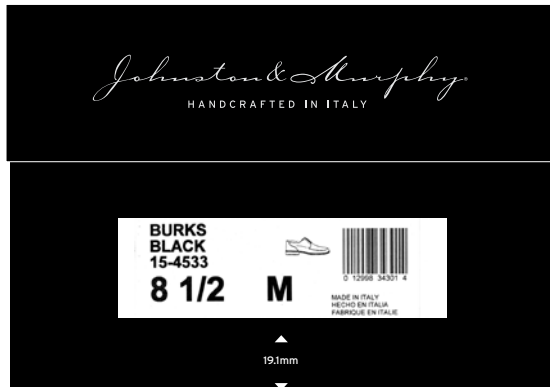
1 LID ENDS



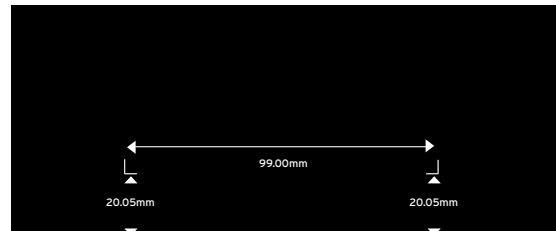
LID TOP



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2



1. SHOE BOX LID

- The box lid is black.
- The preferred box lid material is chip board.
- The only acceptable logo is the primary brand logotype is PMS 427.
- The logo must feature the ® registration mark.
- The logo is centered from top to bottom and left to right.
- The logo is heat stamped and debossed with a PMS 427 stamp.
- The logo is 197.0mm wide and 28mm tall on the lid top.
- The logo is 116.0mm wide and 16.47mm tall on the lid ends.

2. SHOE BOX BASE

- The box base is black.
- The preferred box base material is chip board.
- No logo is featured on the box base.
- Positioning tickmarks are 99.0mm apart, centered side to side and are 20.05mm above the base of box. These will get completely covered by label.
- Shoe box dimensions vary by product and will be specified by the Product Team at the time of development.

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**PACKING SHOE BOX**

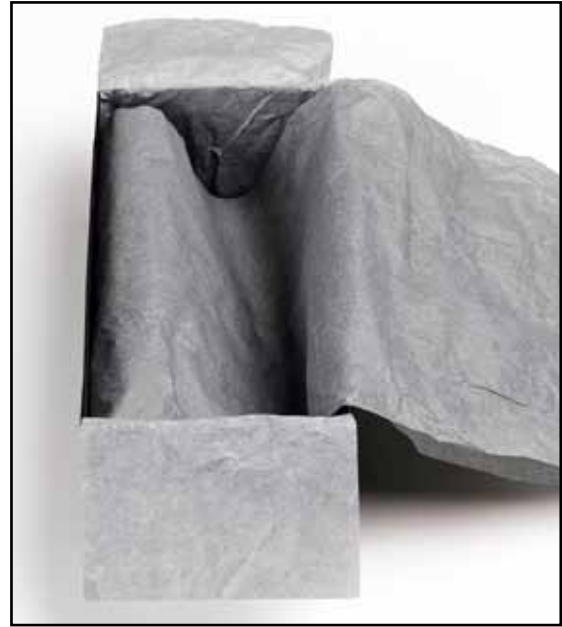
1. Stuff toe of each shoe with white tissue paper.
2. Styles with tassels or kilties - apply wrap (folded tissue paper) around shoe covering tassels or kilties.

3. Fold one piece of tissue in half and place long ways in shoe box so that the tissue comes up above the top of the box on both ends.
4. Place two pieces of tissue in bottom of box (on left hand side, with box label facing packer.)

5



6



7



8



**PACKING SHOE BOX (CONTINUED)**

- 5. Place left shoe in box with heel facing box label.
- 6. Fold both sheets of packing tissue over left shoe.
- 7. Place right shoe in box with toe facing box label.
- 8. Fold one piece of packing tissue over and around right shoe.

9



10



11



12



**PACKING SHOE BOX (CONTINUED)**

- 9. Insert two pieces of rolled tissue between toe and heel of both shoes.
- 10. Fold each end of tissue over heel and toe.
- 11. Fold side tissue over shoes.
- 12. Place folded shoe bag in box with Johnston & Murphy logo facing up.



## LABELING PROCEDURES

### LABEL ORDERING INFORMATION

All purchase orders are cased into Avery Dennison's system electronically by Johnston & Murphy Sourcing. After the vendor receives the Purchase Order, they will need to contact Avery Dennison to place an order for shoe box and outer case labels. (page 15-20)

Each sheet of labels includes 12 individual shoe box labels, one case label, and one manifest label. (page 20)

The large case label should be attached to the end of the packing case and has the correct shipping address information necessary to ship to Johnston & Murphy. (page 25)

### VENDOR ORDERING INFORMATION FOR BARCODE LABELS

Only for goods which Genesco imports (not domestic price tickets)

#### INTRODUCTION

Avery Dennison Retail Information Services (ADRIS) is your supplier for Genesco Barcode Laser Labels.

To facilitate all Genesco vendors in ordering Genesco UPC & Bar-Coded Case Labels and Stickers, ADRIS 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.

#### 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 ADRIS weekly.

**B. Vendors**

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

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

**C. Avery Dennison Retail Information Services (ADRIS)**

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

**TIMING FOR PLACEMENT OF LABEL ORDERS**

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

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

ADRIS 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.

**TURNAROUND TIME**

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

**PRODUCTION QUANTITY**

ADRIS 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 ADRIS at the time of Order Placement. Charges for shipping will be added to the invoice for labels.

**BILLING**

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

All label orders are to be invoiced directly from ADRIS.

For all orders that are invoiced from ADRIS, 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 ADRIS can be made by one of the following methods:**

- Wire Transfer US Funds

Payable to:

"Bank of America International New York" for the account bank of  
"America Tower, 12 Harcourt Road, GPO Box 472, Hong Kong".

In favor of:

"Avery Dennison Country of Origin"  
US \$ A/C No # 6055-87218-033  
HK \$ A/C No # 6055-87218-017

- Send Cashier Check/Bank Draft in US Dollars

Payable to:

"Avery Dennison Country of Origin"

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

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. ADRIS 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.

**Order Requests**

The Order Form can be found at [www.genescopartners.com/jm/forms.php](http://www.genescopartners.com/jm/forms.php). All requests must be faxed or emailed to the appropriate office/country per the contact list, which can be found at [www.genescopartners.com/jm/contacts.php](http://www.genescopartners.com/jm/contacts.php).

If you have additional questions please contact the non-footwear sourcing manager at Johnston & Murphy.

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**

ADRIS 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, ADRIS assumes no liability directly or otherwise arising from errors of omission appearing in the documentation.

ADRIS 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 ADRIS expressly disclaims the implied warranties of Merchantability and Fitness for a particular purpose.

ADRIS 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.

ADRIS 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.

**Genesco Barcode Laser Labels**

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

Size:

Carton Label: 165.1mm x 104.8mm

Shoe Box Label: 38.5mm x 81.0

Ex-factory Price:

US \$358.44/1000 sheets



## LABEL ORDERING CONTACTS

### ASIA:

#### Ivy He

Assistant Customer Contact Service Officer

Avery Dennison

Information and Brand Management Division

Factory No.3, South Jin Ling Road, Da Chong Village, Nansha ETDZ. Guangzhou

P.R.C. 511458

Tel: 86-20-3930-6393

Fax:86-20-3991 8676

Email:ivy.he@ap.averydennison.com

### MEXICO:

#### Alexis Uribe

Customer Service Representative

Avery Dennison México

Information and Brand Management Division

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Parque Industrial Querétaro

Querétaro, México

Phone +(52) 442 229 5636

Fax +(52) 442 229 5601

alexis.uribe@averydennison.com

### BRAZIL:

#### Camila Plentz

Customer Service Analyst

Avery Dennison Brasil | IBMD

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Distrito Industrial

City Vinhedo

State São Paulo

Brazil 13280-000

Tel: + 55 (51) 3595-5484

Fax: + 55 (19) 3876-7668

Email: camila.plentz@averydennison.com

## LABEL ORDERING CONTACTS (continued)

### EUROPE:

#### Debora Lupini

Avery Dennison RIS Italia Srl  
Information and Brand Management Division  
Customer Service - Service Bureau  
Strada Provinciale Bonifica, 39,  
64010 Ancarano (TE),  
ITALY  
Tel: +39 0861 870080  
Fax: +39 0861 870024  
Email: debora.lupini@eu.averydennison.com

### INDIA:

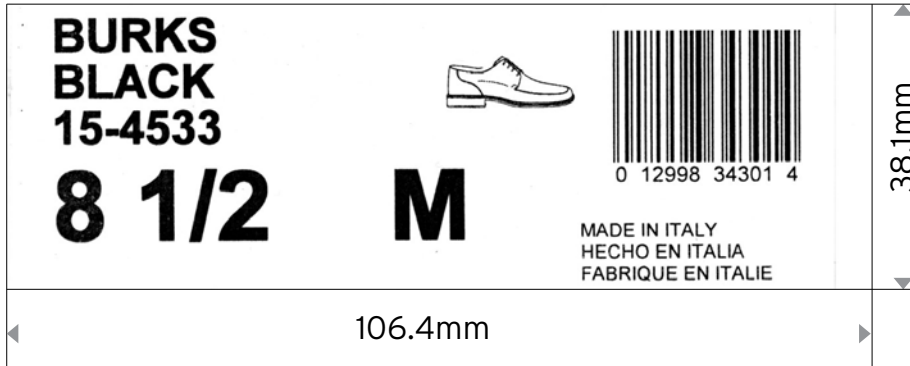
#### Ash Mahamad

CS Executive  
Information and Brand Management Division  
Avery Dennison India Pvt Ltd, 94, Udyog Vihar, Phase - I Gurgaon - 122016, Haryana  
Direct Line: +91 124 4324488  
Board: +91 124 4324400 Extn 488  
Fax: +91 124 4324500  
Email: Ash.Mohammed@ap.averydennison.com

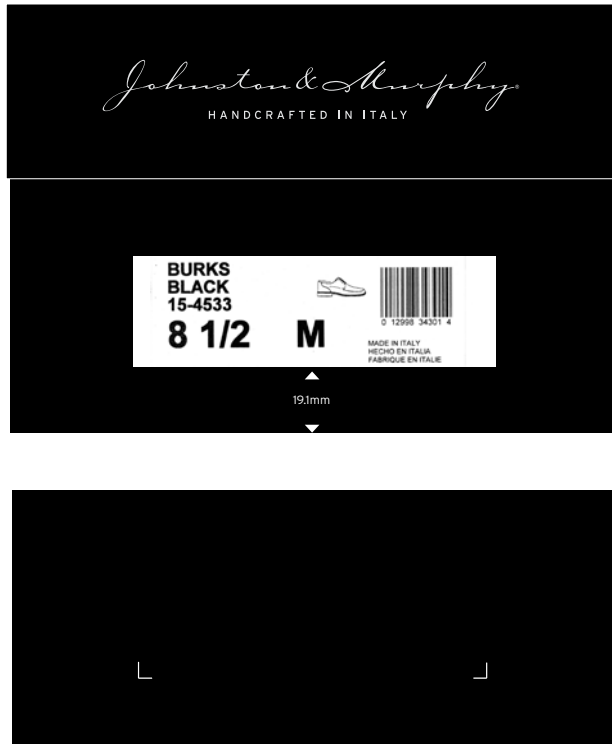




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**1. PRODUCT LABEL**

- Label dimensions are 106.4mm wide and 38.1mm tall.
- Labels are produced on preprinted templates through AVERY DENNISON as shown above.

**2. PRODUCT LABEL PLACEMENT**

- Label is centered on box base end.
- Bottom of label is 19.05mm from bottom of box base.
- Positioning tickmarks are completely covered by label.

## OUTER CASE LABELING STANDARDS

Place shoe box in case with labeled end up, with all labels facing the same direction as carton label. (Receiving person at Johnston & Murphy Distribution Center needs to be able to open case and easily read labels on end of each shoe box.)

Place Avery Dennison case label, centered on end of packing case, making certain that contents inside case agree with style, width and sizes on Avery Dennison label.

Stamp x-fty date on the end of the packing case in lower left hand corner next to case label. (Format: Month-Day-Year)

Tape case with personalized packing tape on top and bottom to ensure that receiving persons can identify if the case has been opened during shipping. Factories may also use a paper label placed across the tape with instruction to check contents if label is broken or removed.



## LABORATORY TESTING REQUIREMENTS

The following is a list of tests to be conducted on all Johnston & Murphy footwear.  
Test results are to be maintained on file at the factory.

### **1. Upper Leather Test**

- A. Bally Flex Endurance
- B. Tear Strength
- C. Mullen Burst
- D. Resistance to Crocking, Dry/ Wet
- E. Oil Extraction
- F. Whole Shoe Flex

### **2. Outsole Test (Non Leather, Cement Construction)**

- A. Durometer
- B. Abrasion
- C. Outsole Adhesion
- D. Whole Shoe Flex

### **3. Outsole Test (Leather, Cement Construction)**

- A. Abrasion
- B. Outsole Adhesion
- C. Whole Shoe Flex

### **4. Outsole Test (Leather/ Rubber, Cement Construction)**

- A. Durometer
- B. Abrasion
- C. Outsole Adhesion
- D. Whole Shoe Flex

## LABORATORY TESTING REQUIREMENTS

### **5. Outsole Test (Goodyear Stitched Leather Outsole)**

- A. Abrasion
- B. Water Penetration
- C. Lockstitch Location

### **6. Non-Stitched Welt Test**

- A. Adhesion
- B. Abrasion
- C. Durometer (Rubber)

### **7. Heels/ Toplift Test**

- A. Durometer
- B. Adhesion
- C. Abrasion

### **8. Whole Shoe Test (All)**

- A. Aging, 7 days
- B. Satra Flex 50,000 cycles

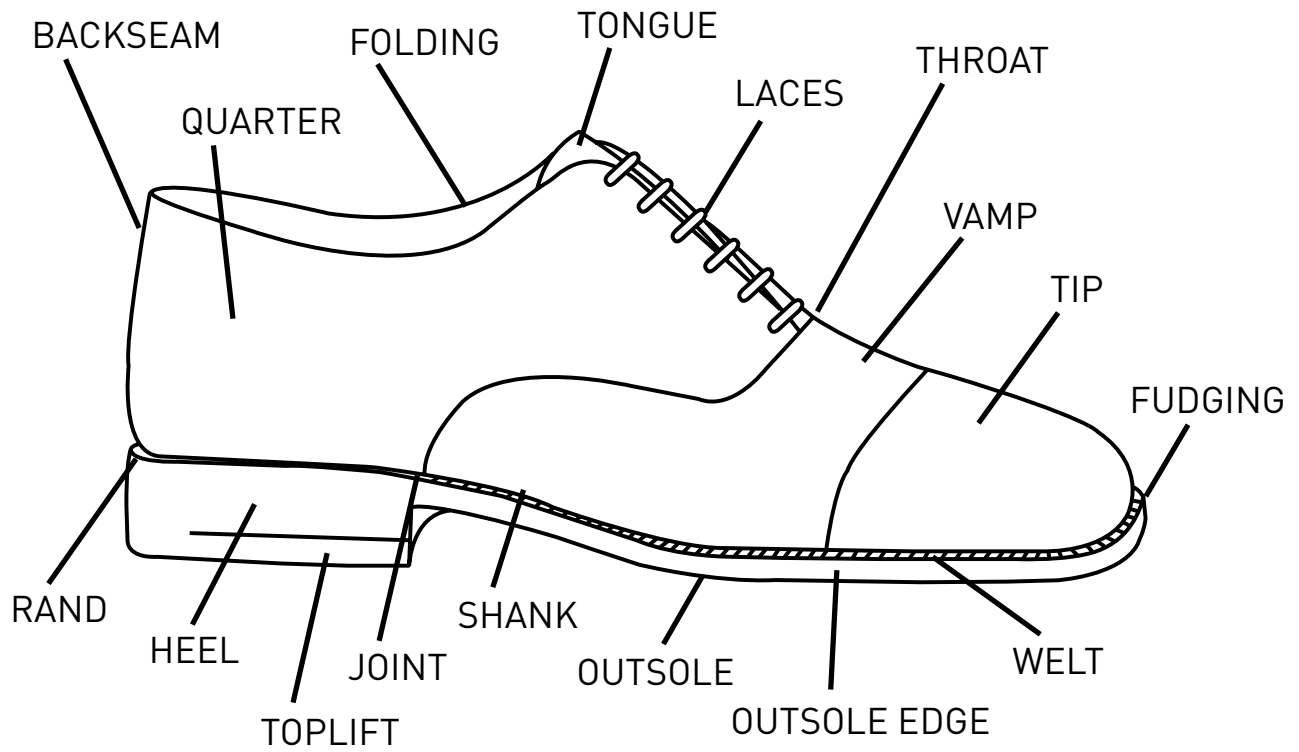
### **9. Waterproof Shoe Test**

- A. Static Water Resistance
- B. Whole Shoe Flex

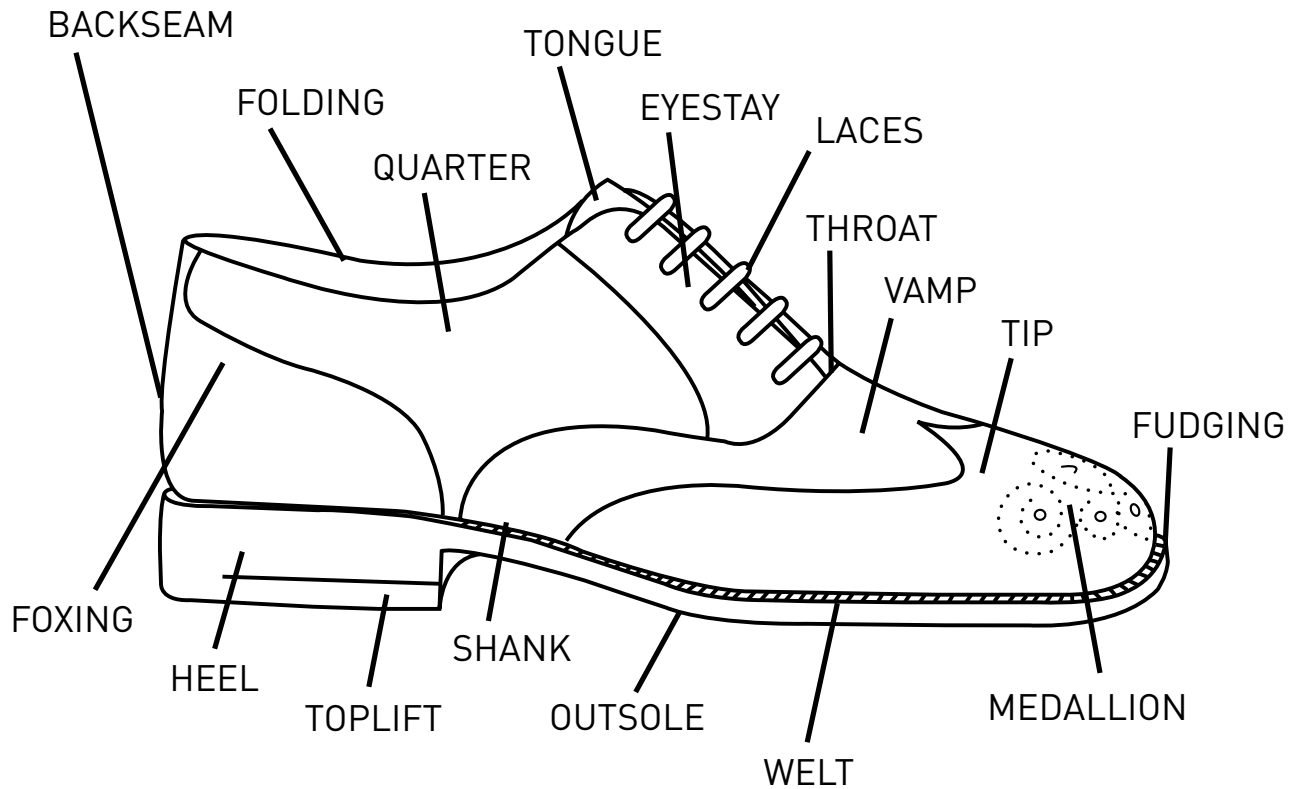
## GLOSSARY OF TERMS

### I. Picture Illustrations of Shoe Styles (pages 29-31)

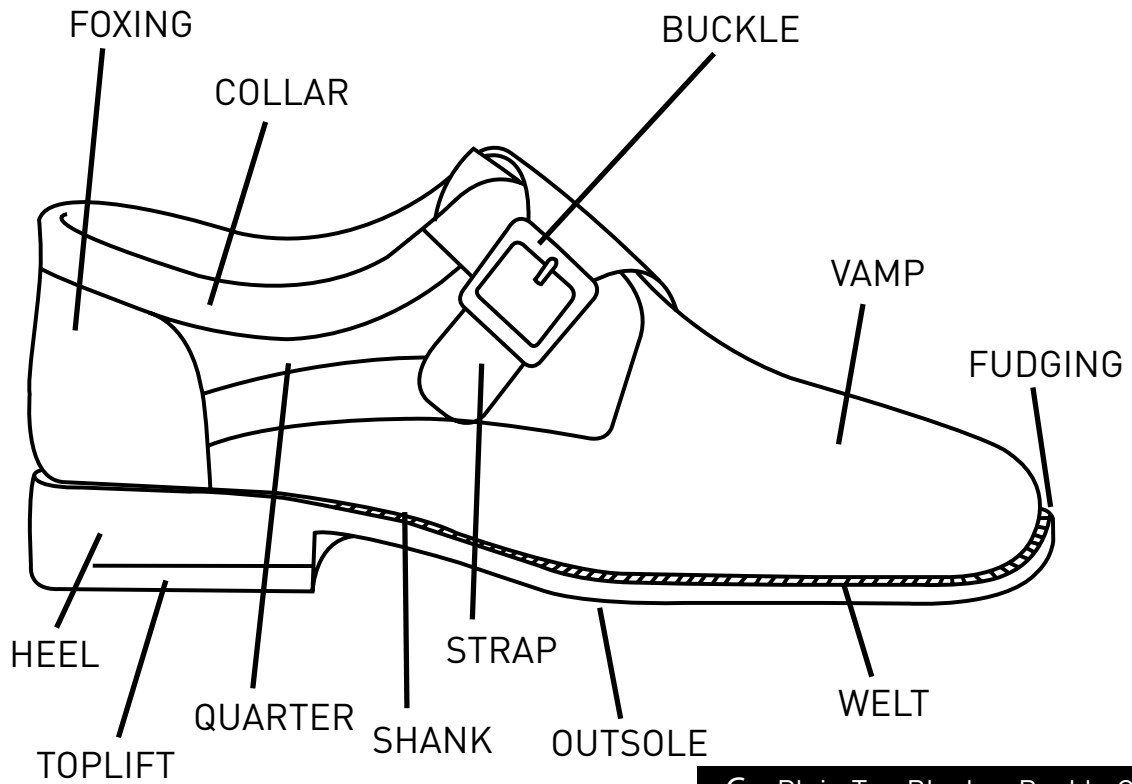
- A. Straight Tip Bal Oxford
- B. Wing Tip Bal Oxford
- C. Plain Toe Blucher Buckle Oxford
- D. Wing Tip Kiltie Slip On
- E. Tassel, Saddle, Handsewn Moc, Slip On



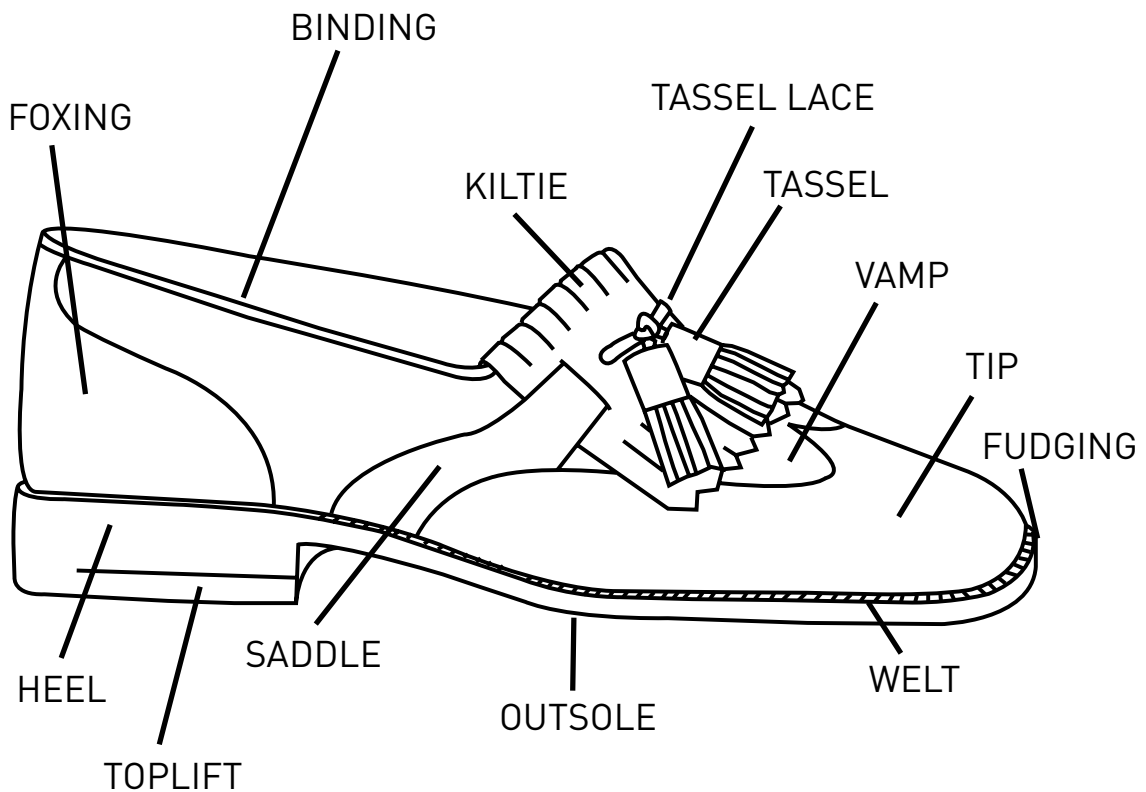
A. Straight Tip Bal Oxford



B. Wing Tip Bal Oxford

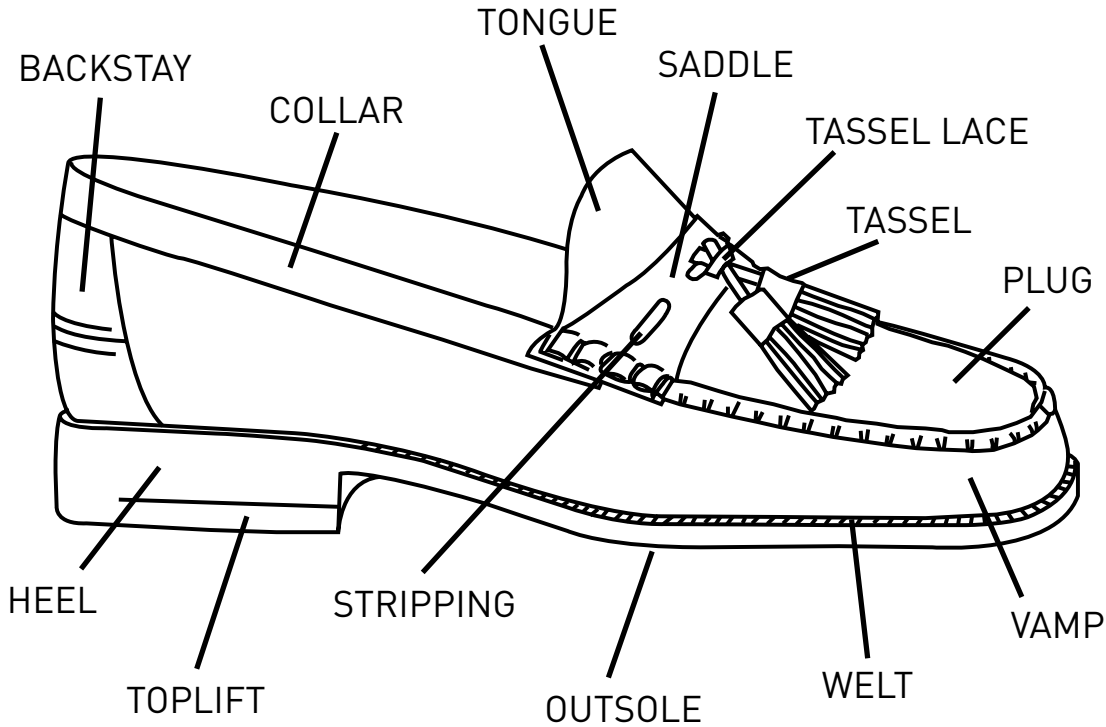


C. Plain Toe Blucher Buckle Oxford



D. Wing Tip Kiltie Slip On





E. Tassel, Saddle, Handsewn Moc, Slip On

## ARTWORK FILES DIRECTORY

PAGE	KEY	ARTWORK NAME	FILE NAME
02A•04	1	PRIMARY BRAND LOGO	JM_ITALY_LOGO_®.eps
02A•04	2	SECONDARY BRAND LOGO	JM_ITALY_SHANK_®.eps
02A•06	1	HEEL PAD LABEL	JM_ITALY_INSOLE_LABEL.eps
02A•07	1	SHANK OUTSOLE STAMP	JM_ITALY_SHANK_®.eps
02A•10	2	SHOE BAG LOGO	JM_ITALY_LOGO_®.eps
02A•11	1	SHOE BOX LOGO	JM_ITALY_LOGO_®.eps