

JOHNSTON & MURPHY[®]
A GENESCO
COMPANY

FOOTWEAR

Product Category Standards

TABLE OF CONTENTS

How To Use This Guide.....	03
Brand & Collection Identity.....	04
Product Marking Standards	
Tongue Lining.....	05
Heel Pad.....	06-08
Outsole.....	09
Pre-Production Procedures.....	10
Packaging Standards	
Box Interior.....	11
Shoe Lacing.....	12
Boxes.....	13-15
Labeling Procedures	
Label Ordering Information.....	16-22
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
Additional Resources	35

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. The second section will be provided to you specific to your product category.
- The Guide should be distributed to the appropriate individuals within your organization.

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

SECTION • PAGE #
02B•06

CONTENT
PRODUCT MARKING STANDARDS HEEL PAD

1

JOHNSTON & MURPHY. FOOTWEAR

JOHNSTON & MURPHY
63mm
6mm

2

40mm
JOHNSTON & MURPHY

1. HEEL PAD HEAT STAMP
- The only acceptable logo is the primary brand logotype.
- The logo heat stamp is a self emboss with no color fill unless otherwise directed.
- The logo is heat stamped 63mm wide and 6mm tall.

2. HEEL PAD HEAT STAMP PLACEMENT
- The heel pad heat stamp is 40mm from the heel of the shoe and centered side to side.
- The logo should read from heel to toe.

3-4 on next page
To access the above artwork visit www.genescopartners.com/jm/logos_artwork.php

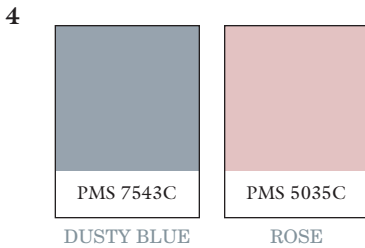
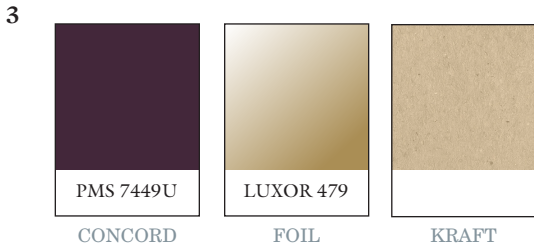
VERSION DATE (MONTH_DAY_YEAR)
REV 10_07_15

WEB ADDRESS FOR FORMS OR ADDITIONAL INFORMATION.

1 **JOHNSTON & MURPHY®**

2 **JOHNSTON
& MURPHY®**

3 **JOHNSTON & MURPHY®**
SINCE 1850



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. TERTIARY BRAND LOGO

A third logo option only used on shoebox lid.

4. PRIMARY BRAND COLORS

- PMS 7449U Concord
- LUXOR 479 Foil
- Kraft Paper

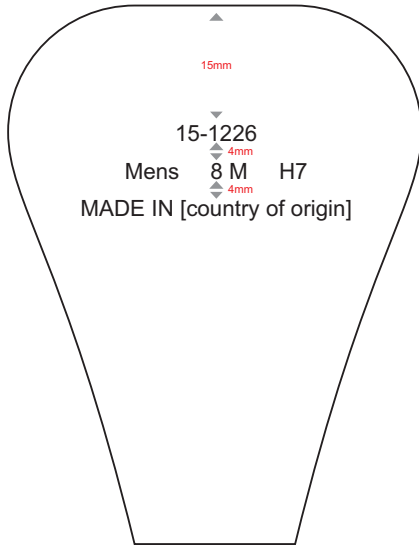
4. ACCENT COLORS

- PMS 7543C Dusty Blue
- PMS 5035C Rose

5. BRAND FONTS

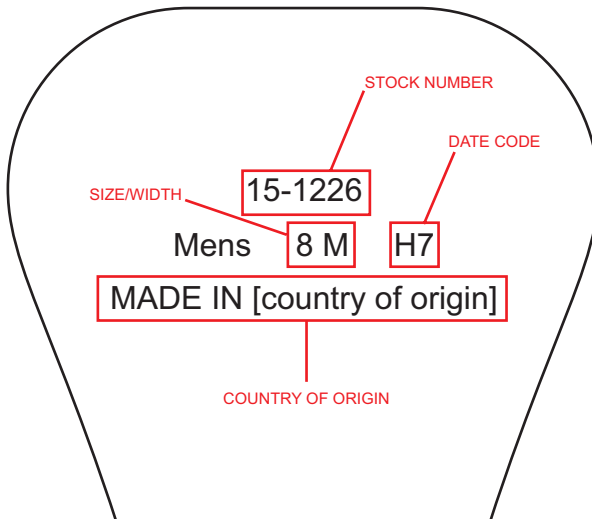
- New Century Schoolbook Roman
- *New Century Schoolbook Italic*
- ITC Galliard STD Roman
- **ITC Galliard STD Bold**
- *ITC Galliard STD Italic*
- Berthold Akzidenz Grotesque, Medium Condensed

1,2



70% of Actual Size

3



Actual Size

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 4mm from the baseline of the top line of information.
- The bottom line is 4mm from the baseline of the middle line of information.

3. INTERNAL STAMP INFORMATION

- The information is stamped in 12pt Arial 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 HEAT STAMP

- The only acceptable logo is the primary brand logo.
- The logo heat stamp is a self emboss with no color fill unless otherwise directed.
- The logo is heat stamped 63mm wide and 6mm tall.

2. HEEL PAD HEAT STAMP PLACEMENT

- The heel pad heat stamp is 40mm from the heel of the shoe and centered side to side.
- The logo should read from heel to toe.

3-4 on next page

3



4

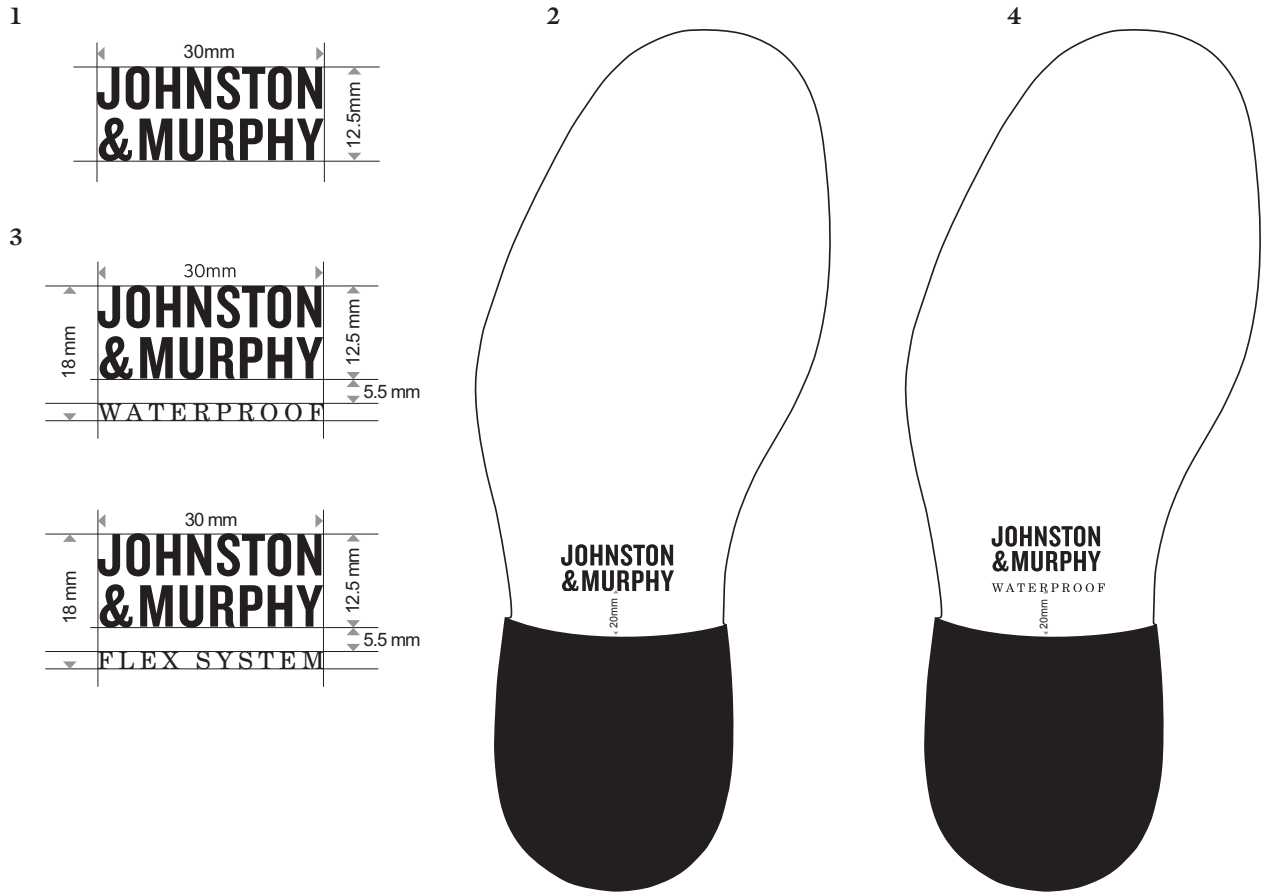


3. HEEL PAD WITH FEATURE/BENEFIT HEAT STAMP

- The only acceptable logo is the primary brand logo.
- The logo heat stamp is a self emboss with no color fill unless otherwise directed.
- The logo is heat stamped 63mm wide and 6mm tall.
- The feature/benefit heat stamp is a self emboss with no color fill unless otherwise directed.
- The feature/benefit is heat stamped in all caps using 10pt New Century Schoolbook Roman and no longer than one line.
- The feature/benefit heat stamp is 21.5mm wide.
- The top of the feature/benefit heat stamp is 12.5mm perpendicular from the left side of the logo and centered side to side.

4. HEEL PAD WITH FEATURE/BENEFIT HEAT STAMP

- The logo in the heel pad with feature/benefit heat stamp is 31mm from the heel of the shoe and centered side to side.
- The logo should read from heel to toe.



1. SHANK OUTSOLE STAMP

- The only acceptable logo is the secondary brand logo.
- The logo is heat stamped 30mm wide and 12.5mm tall.

2. SHANK OUTSOLE STAMP PLACEMENT

- The shank outsole 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.
- Placement of logo may vary by style.

3. SHANK OUTSOLE STAMP WITH FEATURE/BENEFIT

- The only acceptable logo is the secondary brand logotype.
- The logo must feature the ® registration mark.
- The logo is heat stamped 30mm wide and 18mm tall.
- The feature/benefit is heat stamped in all caps using 12pt New Century Schoolbook Roman and letterspaced to be 30mm wide.
- The baseline of the feature/benefit heat stamp is 5.5mm below the baseline of the logo and centered side to side.

4. SHANK OUTSOLE STAMP PLACEMENT WITH FEATURE/BENEFIT

- The baseline of the shank outsole heat stamp with feature/benefit is 20mm above the heel of the shoe and centered side to side.
- Placement of logo may vary by style.

PRE-PRODUCTION PROCEDURES

FIT TRIALS FOR FOOTWEAR

After adoption of each new style, fit trials will be requested by the Commercialization Manager to ensure that new styles will conform to J&M standards. The Commercialization Manager will advise the agent/vendor of sizes required for fit trials. The Commercialization Manager will also notify the agent/vendor upon approval of the fit trials. If the trials are not approved, the Commercialization 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.

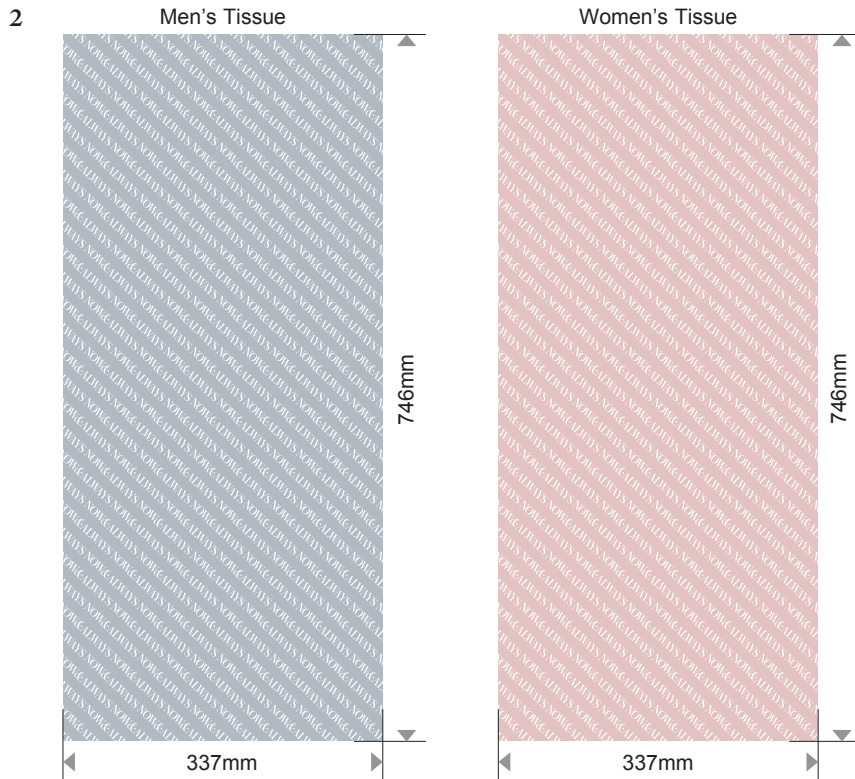
CONFIRMATION SAMPLES

Each agent/vendor will be required to send confirmation samples to the Johnston & Murphy Commercialization 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 from production materials where possible. Confirmation samples should be sent in with a half pair that was produced at the same time as salesman samples to ensure that the color, finish, and style is matched.

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

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 (Q.C.) 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. One pair out of the first case lot is forwarded to the Commercialization manager in Nashville, Tennessee. The Commercialization manager will review the fit of this pair compared to the approved fit sample and notify the agent/vendor of the results of this review prior to shipping the balance of the initial order.



1. DIVIDER CARD

- The card dimensions are 25.4cm wide and 11.43cm tall.
- The cards are printed using PMS 7449U and gold foil.
- The cards are printed on 130# uncoated white cover.

2. TISSUE

- The tissue is 337mm wide and 746mm tall.
- Artwork will be printed on the matte side of the paper.
- The men's tissue is PMS 7543U.
- The women's tissue is PMS 5025U.

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 toward 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



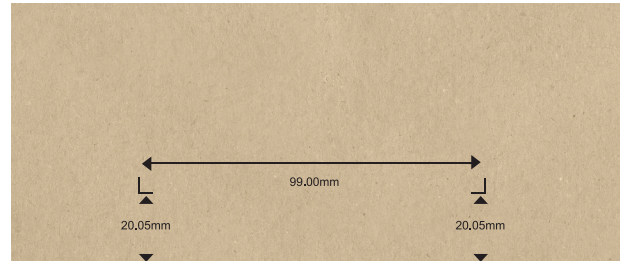
LID TOP



1, 2



2



Our preferred box vendor is Pou Ming. If you choose to produce your own boxes and tissue, there will need to be prior approval of all samples by the sourcing team.

1. SHOE BOX LID

- The box lid is PMS 7449U on a textured paper. Paper selection must be approved by Sourcing.
- The preferred box lid material is chip board.
- The box lid is fully wrapped with a concord interior, PMS 7449U.
- The only acceptable logo is the tertiary brand logo on the lid top.
- The only acceptable logo is the primary brand logo on the lid ends.
- The logo must feature the ® registration mark.
- The logo is centered from top to bottom and left to right.
- The logo is gold foil in Luxor 479.
- The logo is 100.0mm wide and 9.5mm tall on the lid ends.
- The logo is 115mm wide and 23.4mm tall on the lid top.

2. SHOE BOX BASE

- The box base is kraft.
- 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 from bottom of box base. These will be completely covered by label.

1



2



3



4



5



6



PACKING SHOE BOX

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

4. 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.
5. Place two pieces of tissue, printed side facing out, in bottom of box on left hand side, with box label facing packer.
6. Place left shoe in box with heel facing box label.

7



8



9



10



PACKING SHOE BOX (CONTINUED)

- 7. Fold both sheets of packing tissue over left shoe, and place a folded/rolled piece of tissue at each end of shoe box.
- 8. Place right shoe in box with toe facing shoe box label.

- 9. Fold one piece of tissue completely over and under the right shoe. Place a piece of rolled tissue paper between toe and heel of both shoes.
- 10. Fold in tissue ends and fold second piece of tissue paper on top. Place divider card on top of tissue 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.

Each sheet of labels includes 6 or 12 individual shoe box labels, one case label, and one manifest label.

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.

The manifest label at top of the sheet is to be attached to the carton Label Manifest form and given to the Freight forwarder with shipping documents. This applies only to Asian factories.

VENDOR ORDERING INFORMATION FOR BARCODE LABELS

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 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 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 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-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.

If you are located in a currency restricted country, when the label orders are received, a Proforma Invoice will be issued and emailed to the vendor requesting to arrange the payment for the label orders.

Vendors are requested to email 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. 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.

If you have additional questions, please contact the 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 Vendor Set-up Forms and will be invoiced as agreed upon.

For questions, contact the footwear sourcing manager.

30 DAYS CREDIT

Invoices are due 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 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

Both Carton Label and Shoe Box Labels are included on the same sheet.

Size:

Carton Label: 165.1mm x 104.8mm


Shoe Box Label: 38.5mm x 81.0

LABELS - FIRST COST

Example Barcode Label

Factory orders product (UPC) and shipping (UCC-128) labels from Avery

Case Label



Total Quantity this Case: 12

QTY: 12

SIZE: 8


QTY: 12

SIZE: 080

STOCK #: 20-0537

WIDTH: M

Tear Off Label for Manifest



























EMBRON N° 10440001 E AMTE
ZINZ, WILSON, KAMBOURIS, MATE
PANA, SPANALCO

JOHNSTON & MURPHY
1501 WASHINGTON BLVD
NEW YORK, NY 10014

Case Number: 0001 of 0450

P.O. Number: 80422606

FAVETTERALE, N° 22024

<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p> <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	 

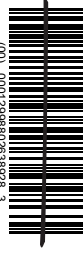
Shoe Box Labels

LABELS - FIRST COST

Example Barcode Label


Factory orders product (UPC) and shipping (UCC-128) labels from Avery

Case Label


















<p>FACTORY ORDER TO: JOHNSTON & MURPHY 2270 W. WISCONSIN AVENUE P.O. BOX 100 PASCAGO, MISSISSIPPI 39369</p> <p>Case Number 0001 of 0450</p> <p>STOCK # 20-0537</p> <p>SIZE: 8</p> <p>QTY: 9</p> <p>SIZE: 9</p> <p>QTY: 9</p> <p>Total Quantity this Case: 9 9</p>	<p>JOHNSTON & MURPHY 1001 W. WISCONSIN AVENUE PASCAGO, MISSISSIPPI 39369</p> <p>P.O. Number 80422606</p> <p>WIDTH: M</p>
---	--

Tear Off Label for Manifest



Shoe Box Labels

<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>
<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>	<p>TILDEN Slip-On Black Smooth Calfskin 20-0537</p> <p>8 M</p> <p>EURO 41 JPN 26 UK 7</p>  <p>MADE IN BRAZIL HECHO EN BRASIL FABRIQUE AU BRÉSIL</p>

CARTON LABEL MANIFEST

This form only applies to Asian factories.

GENESCO CARTON LABEL MANIFEST

Page _____ Of _____	PLACE CARTON BAR CODE LABELS IN EMPTY BOXES BELOW
Purchase Order Number _____	
Purchase Order Number _____	
Total No. of Cartons in Container _____	
 (00) 00012998801221579 4	

LABEL ORDERING CONTACTS

ASIA:

Kathy Leng

Avery Dennison

Retail Branding and Information Solutions

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

P.R.C. 511458

Tel: 86-20-3930-6249

Fax: 86-20-3930-6952

Email: kathy.leng@ap.averydennison.com

MEXICO:

Felipe Lomeli

Customer Service Representative

Avery Dennison México

Retail Branding and Information Solutions

Av. La Montaña No. 114 Módulo II

Parque Industrial Querétaro

Querétaro, México 76220

Phone +(52) 442 229 5625

felipe.lomelin@averydennison.com

BRAZIL:

Leticia Lima

Customer Service Representative

Avery Dennison Brasil | RBIS

Street Francisco Foga, 225 A/B

Distrito Industrial

City Vinhedo

State São Paulo

Brazil 13280-000

Tel: + 55 (19) 3876-7765

Email: leticia.lima@averydennison.com

LABEL ORDERING CONTACTS (continued)

EUROPE:

Elena Scodeller

Avery Dennison Germany

Kleinbeckstrasse 3-17

45549 Sprockhoevel

Germany

Tel: +49 2324 7002 230

Fax: +49 2324 7002 291

Email: elena.scodeller@eu.averydennison.com

INDIA:

Musthaf Jamal

Associate Manager - Customer Service

Retail Branding and Information Solutions

Avery Dennison India

Direct Line: +91 80 67744 438

6B, 1st Main Road, Peenya 1st Phase, Bangalore 560058 India

Email: mustaf.jamal@ap.averydennison.com

LABEL ORDERING FORM

GENESCO/Johnston & Murphy Laser Label Order Form

GENESCO LABEL ORDER FORM (BGEXXI)

DOCKER'S JOHNSTON & MURPHY (LASER LABEL, CARTON LABEL, BELT LABEL, or PRICE STICKER)

JOURNEY'S JOURNEY'S KIDZ

JARMAN UNDERGROUND STATION

ADDITIONAL BARCODE HANGTAG, ITEM# GENBARCODE (Apply to Journey's, Journey's Kidz, Underground Station and Jarman 4 divisions totaly)

Division option (tick one): _____

ORDER DATE: _____

BILL TO : COMPANY NAME: _____

ADDRESS: _____

ATTN: _____

TEL: _____

FAX: _____

SHIP TO : COMPANY NAME: _____

ADDRESS: _____

ATTN: _____

TEL: _____

FAX: _____

SHIPPING INSTRUCTIONS: AIR FREIGHT FEDERAL EXPRESS

OTHER UPS

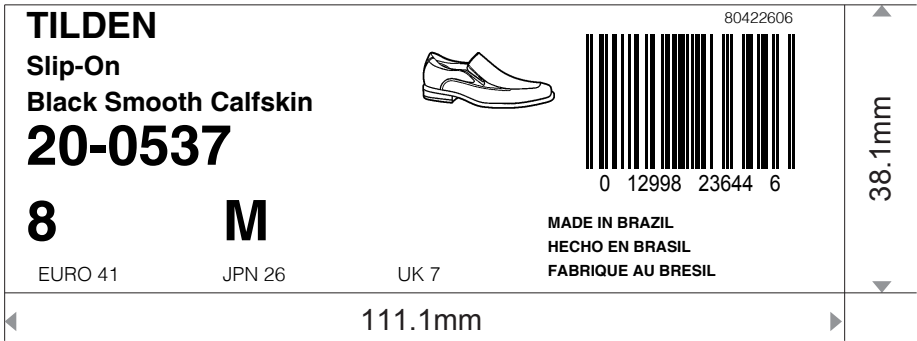
GENESCO PO NUMBERS	GENESCO PO NUMBERS

Please send order to: AVERY DENNISON
No.9 Gunguqi Road, Western Industrial District, Nansha Economic and Technological Development Zone, Guangzhou P.R.C.
Tel: 86 20 3991 8831, Fax line: 8620 3991 8117
Email: bym.zhang@ap.averydennison.com

In no event shall Avery be liable for any incidental or consequential damages including, but not limited to, loss or profit, loss or use of production or loss of capital and the total liability of Avery arising out of any contract or from the manufacture.

Avery Laser Label Order Form 4/15 02B15

1



2



1. PRODUCT LABEL

- Label dimensions are 111.1mm 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.
- Positioning tickmarks are completely covered by label.
- Bottom of label is 19.1mm from bottom of box base.

OUTER CASE LABELLING 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

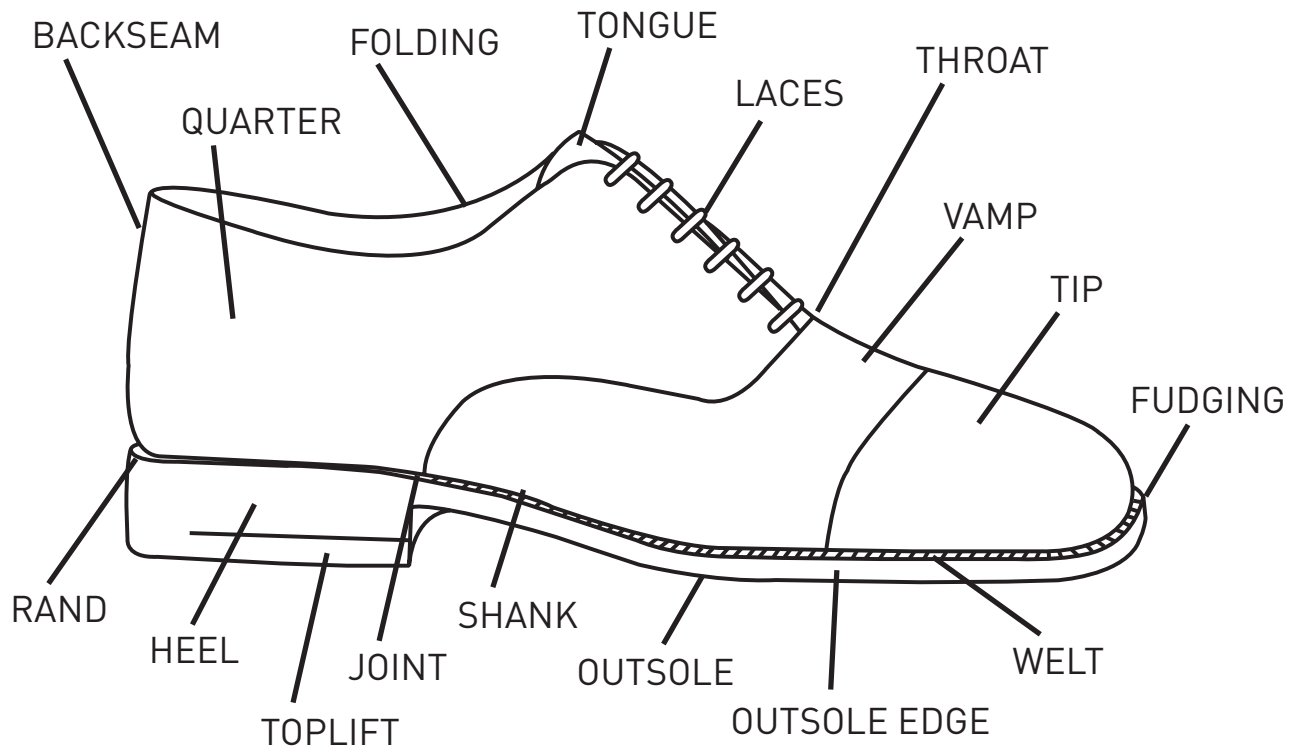
9. Waterproof Shoe Test

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

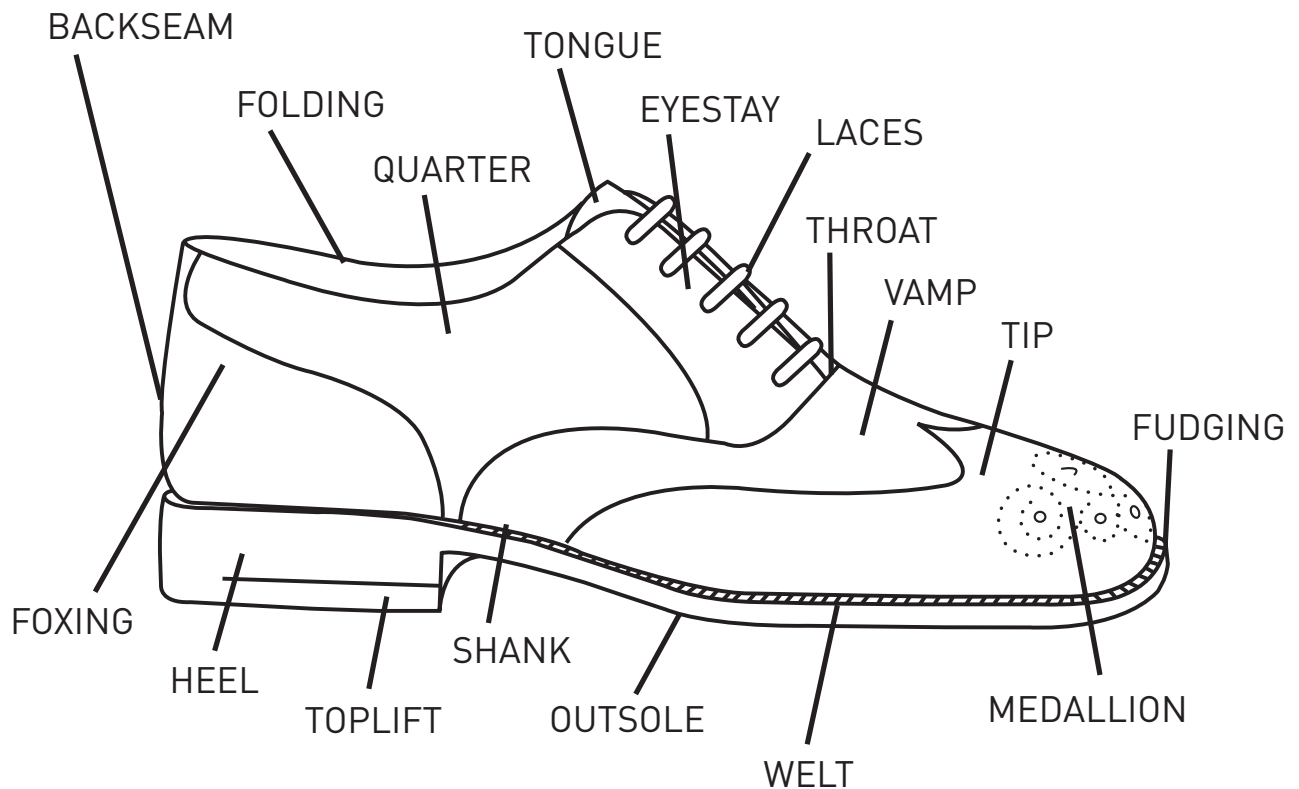
GLOSSARY OF TERMS

I. Picture Illustrations of Shoe Styles

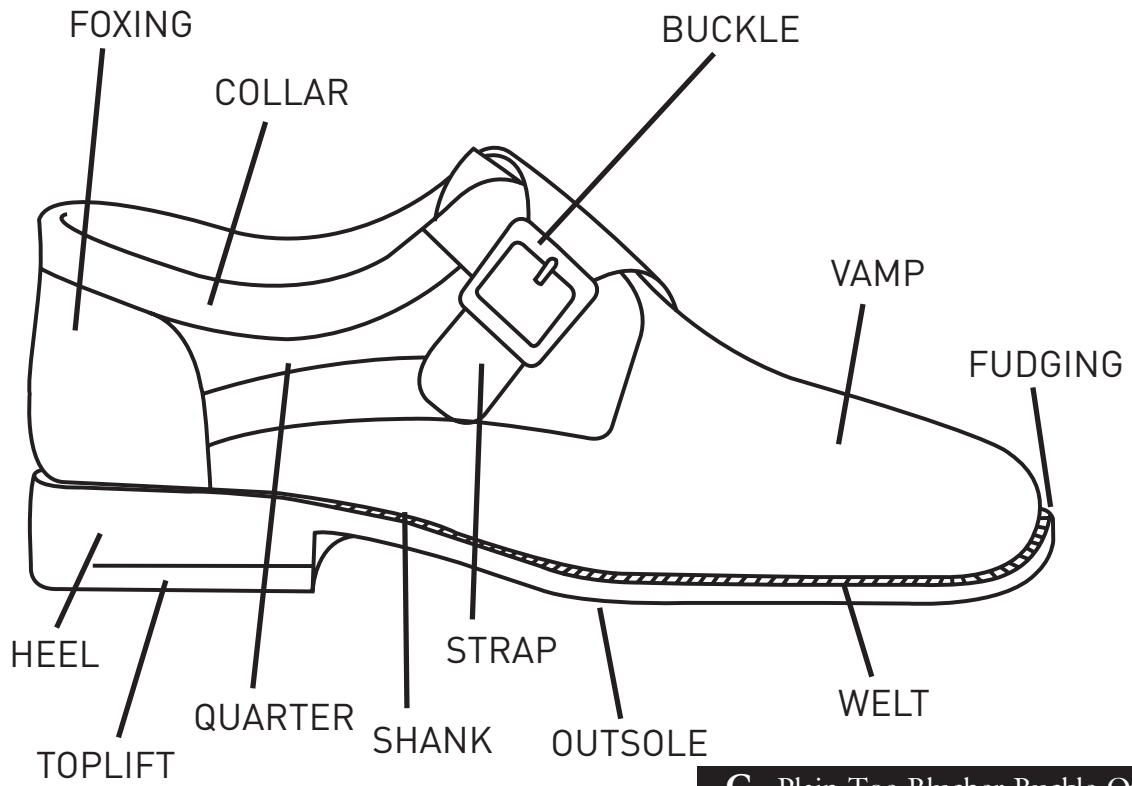
- A. Straight Tip Bal Oxford
- B. Wing Tip Bal Oxford
- C. Plain Toe Blucher Buckle Oxford
- D. Wing Tip Kiltie Slip On
- E. Tassel, Saddle, Handsewn Moc, Slip On



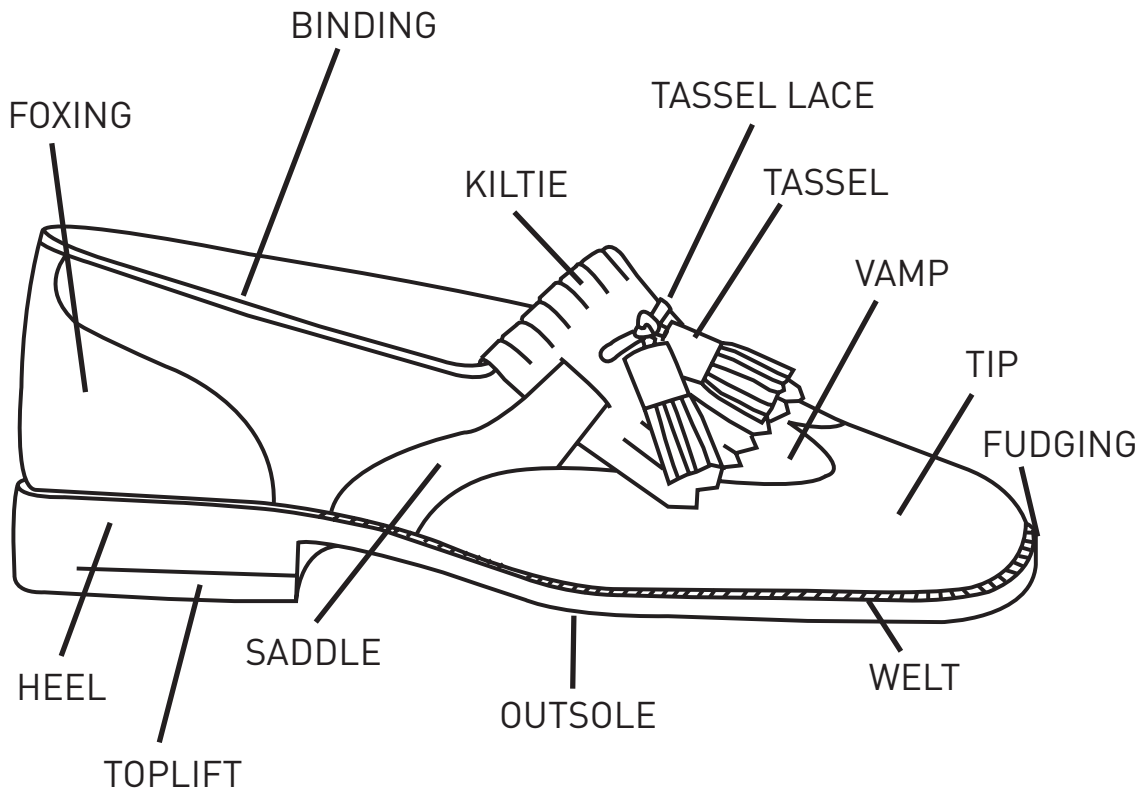
A. Straight Tip Bal Oxford



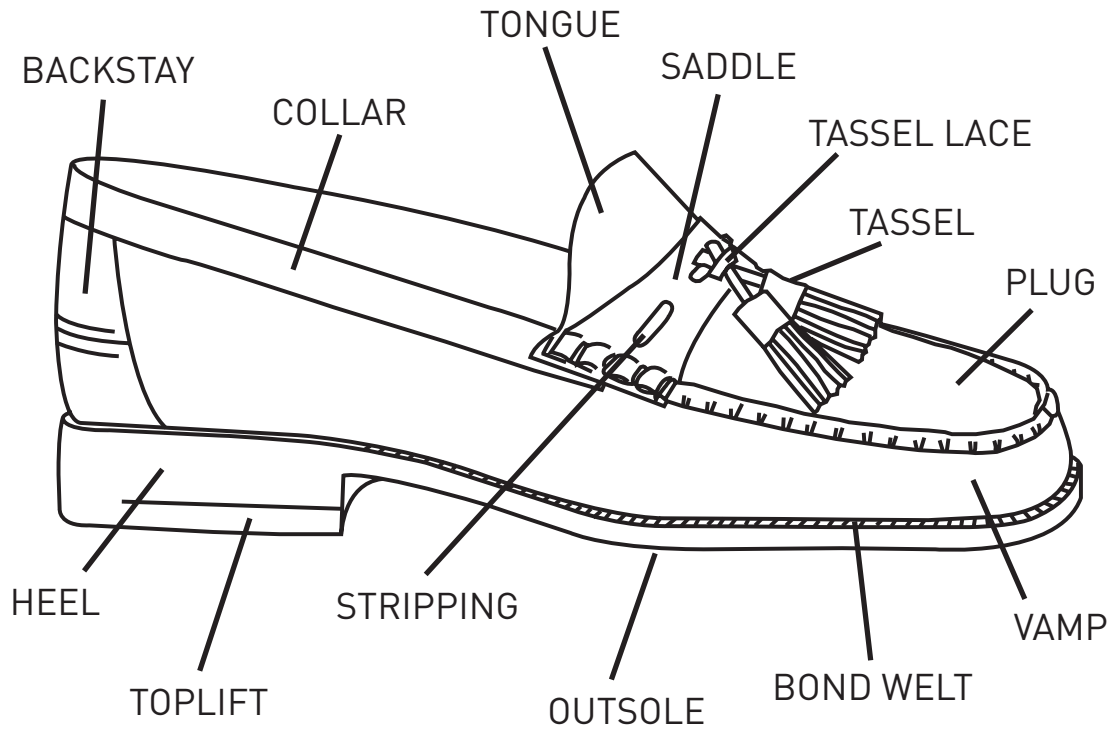
B. Wing Tip Bal Oxford



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
02B•04	1	PRIMARY BRAND LOGO	JM_LOGO_BIG_®.eps
02B•04	2	SECONDARY BRAND LOGO	JM_LOGO_STACKED_BIG_®.eps
02B•04	3	TERTIARY BRAND LOGO	JM_SINCE1850_TM.eps
02B•06	1	HEEL PAD HEAT STAMP	JM_INSOLE_STAMP.eps
02B•07	1	HEEL PAD WITH FEATURE/BENEFIT HEAT STAMP	JM_INSOLE_FB_STAMP.eps
02B•08	1	SHANK OUTSOLE STAMP	JM_SHANK.eps
02B•08	3	SHANK OUTSOLE STAMP WITH FEATURE/BENEFIT	JM_SHANK_WATERPROOF.eps JM_SHANK_FLEX.eps
02B•10	1	DIVIDER CARDS	JM_DIVIDER_CARD_FRONT.eps JM_DIVIDER_CARD_BACK.eps
02B•10	2	MEN'S TISSUE	JM_MENS_TISSUE.tif
02B•10	2	WOMEN'S TISSUE	JM_WOMENS_TISSUE.tif
02B•12	1	LID ENDS LOGO	JM_LOGO_BIG_®.eps
02B•12	2	LID TOP LOGO	JM_SINCE1850_TM.eps

AVERY CODE: GEN-XC4-WMN

Shoe box insert card for women's XC4 shoes.

Colors:

5435 C 5



1807 C

100% C

BLACK

Size:

4.5" x 3"

 EXTREME COMFORT SYSTEM		
1 SUPERIOR FIT	3 ADVANCED CUSHIONING	
2 PERFORMANCE TECHNOLOGY	4 WATERPROOF 	
> Removable footbed allows for a custom orthotic or a wide fit	> Highly durable, multi-density outsole for shock absorption and optimum flexibility	> Multi-density footbed with memory-foam cushioning
> High-quality waterproof leather	> Moisture-wicking lining for enhanced breathability	> Super-soft leather linings

Redefine comfort
with the XC4® Collection

JOHNSTON & MURPHY®

AVERY CODE: JM_XC4_BXSTKR

(For women's xc4 only)

Colors:

5435 C 5

1807 C

BLACK

106.38mm x 11.15mm

 XC4 EXTREME COMFORT SYSTEM	▶ WATERPROOF
	▶ DUAL WIDTH REMOVABLE INSERT



JOHNSTON & MURPHY®

SINCE 1850

FUR & FAUX FUR STICKERS

AVERY CODE: RF-CLRSTK

FUR STICKER: CLEAR STICKER W/ BLACK TEXT

SIZE: 2 1/4" X 1 1/2"

FRONT

Real Fur
Brisa Shearling Lamb
RN 124179
Fur Origin: Spain
Contains Dyed Fur

AVERY CODE: FF-CLRSTK

FAUX FUR STICKER: CLEAR STICKER W/ BLACK TEXT

SIZE: 2 1/4" X 3/4"

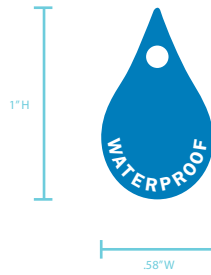
FRONT

Faux Fur

WATERPROOF

AVERY CODE: GEN19-H2O-SLC

Silicon hangtag
Pantone 7461 C



AVERY CODE: JM19-H2O-STIC

Sticker
Pantone 7461 C

