

JOHNSTON & MURPHY[®]

A GENESCO
COMPANY

SOCKS

Product Category Standards

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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. →

JOHNSTON & MURPHY. 01•08

AUDIT OF ENGAGEMENT STANDARDS page 1

AUDIT OF ENGAGEMENT STANDARDS

1 GENERAL INFORMATION

MAIN OFFICE
 ORGANIZATION NAME: _____
 ADDRESS: _____
 STATE/PROVINCE: _____ POSTAL CODE _____
 COUNTRY: _____
 CONTACT & TITLE: _____
 PHONE: _____ FAX: _____ E-MAIL: _____

FACTORY
 ORGANIZATION NAME: _____
 ADDRESS: _____
 STATE/PROVINCE: _____ POSTAL CODE _____
 COUNTRY: _____
 CONTACT & TITLE: _____
 PHONE: _____ FAX: _____ E-MAIL: _____

STATUS
 SUPPLIER SINCE: _____
 CURRENT RELATIONSHIP: INITIAL VISIT SEASONAL USE CONTINUAL USE

AUDIT INFORMATION
 Johnston & Murphy Representative _____ Title _____
 Factory Representative _____ Title _____
 Date _____

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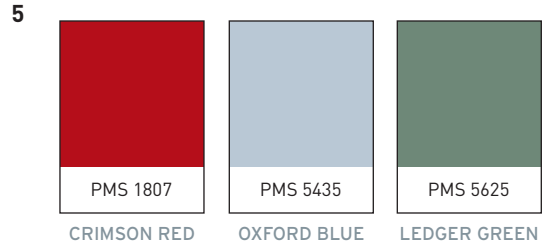
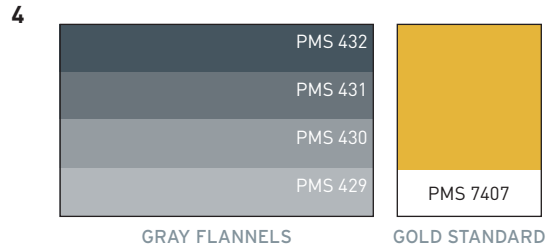
www.genescopartners.com REV 05_02_08

SECTION • PAGE #

CONTENT

VERSION DATE (MONTH_DAY_YEAR)

WEB ADDRESS FOR FORMS OR ADDITIONAL INFORMATION.



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. ICON LOGO

An additional branding element only used on a piece that already features one of the other logo marks.

4. PRIMARY BRAND COLORS

- PMS 429, 430, 431, 432 Gray Flannels
- PMS 7407 Gold Standard

5. ACCENT COLORS

- PMS 1807 Crimson Red
- PMS 5435 Oxford Blue
- PMS 5625 Ledger Green

PRE-PRODUCTION PROCEDURES

CONFIRMATION SAMPLES

Each agent/vendor will be required to send six confirmation samples of each new style and color to the Johnston & Murphy Sourcing Manager before production can begin. Please send confirmation samples to:

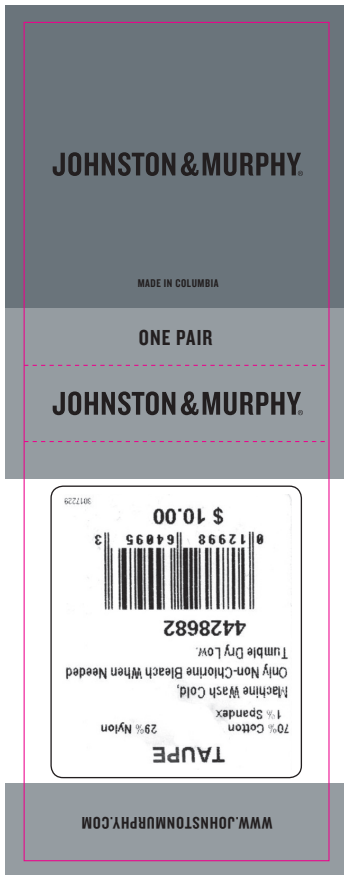
Johnston & Murphy
Attn: Amanda McClenney
1415 Murfreesboro Road
Suite 450
Nashville, TN 37217
615-367-7284
amcclenney@genesco.com

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.

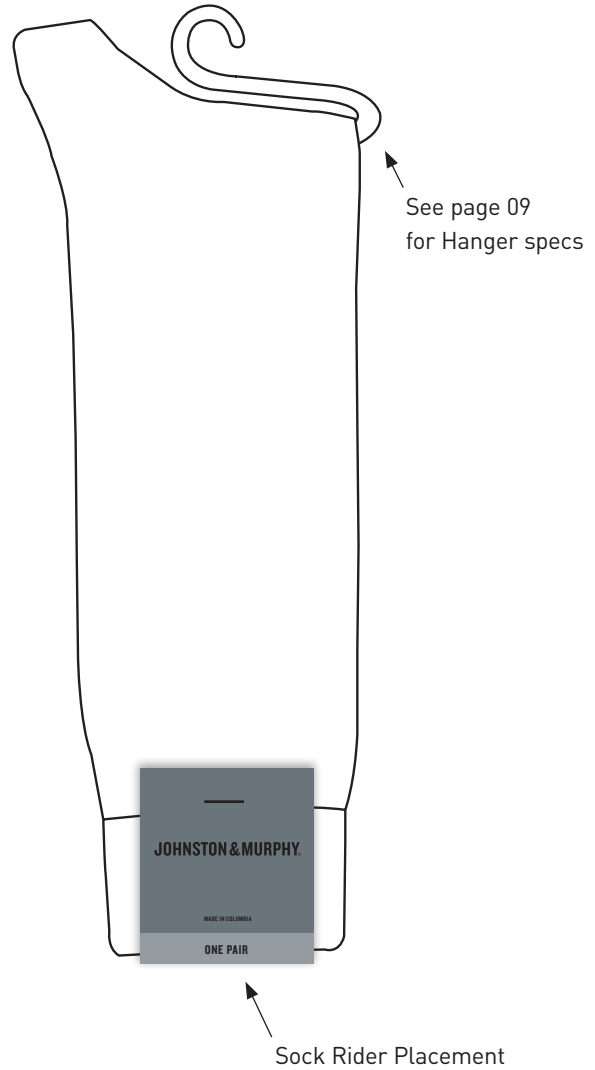
The Sourcing Manager will notify the agent/vendor of approval or corrections required for acceptance of the confirmation samples.

When sending confirmation samples from outside of the U.S., when J&M is the importer of record, please be certain to include the bill to account number for the shipment on the commercial invoice and forward a copy of the invoice to Kim Hedgecoth (khedgecoth@genesco.com) at the time of shipment.

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2



1. SOCK RIDER

- Dimensions: 2" x 5.5"
- Background colors: PMS 431, PMS 430
- Logo and copy: Black
- Sock riders may be ordered from AVERY DENNISON by submitting a completed order form to the appropriate AD office.

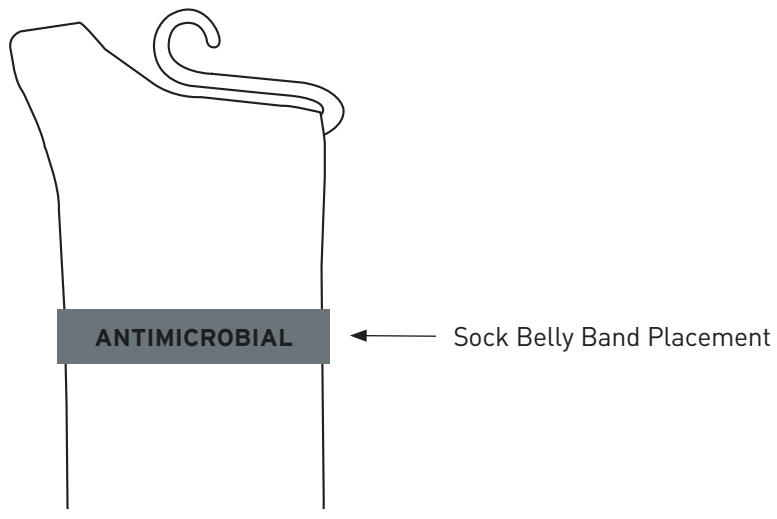
2. SKU/PRICE LABEL PLACEMENT

- The SKU/Price, Care & Content label is to be produced by the vendor in the format as shown above.
- For UPC code lookup information please see link below.

To access UPC Codes visit www.genescopartners.com/jm/upc.
 To access an Avery Dennison order form visit www.genescopartners.com/jm/forms.php
 To access the Avery Dennison contact list visit www.genescopartners.com/jm/contacts.php

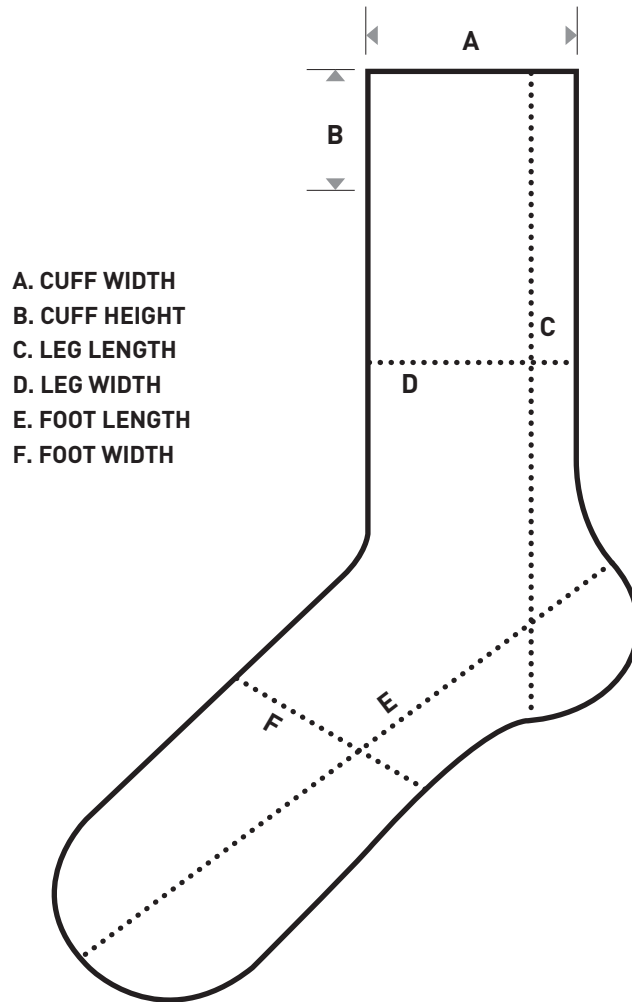
1

	3.25"	
ALOE VERA INFUSED		Avery Item # GEN-SB-ALDE
FIRST IN COMFORT		Avery Item # GEN-SB-FIC
FIRST IN COMFORT <small>ANTIMICROBIAL MOISTURE MANAGEMENT ARCH SUPPORT</small>		Avery Item # GEN-SB-FICWO
FIRST IN COMFORT ALOE VERA INFUSED		Avery Item # GEN-SB-FICAL
EGYPTIAN COTTON		Avery Item # GEN-SB-EGYPT
PERUVIAN PIMA COTTON <small>ANTIMICROBIAL</small>		Avery Item # GEN-SB-PERUV
ANTIMICROBIAL		Avery Item # GEN-SB-ANTIM
MERCERIZED PIMA COTTON <small>ANTIMICROBIAL</small>		Avery Item # GEN-SB-MPC



1. SOCK BELLY BANDS

- 9.875" x 0.5"
- Sock Belly Bands may be ordered from AVERY DENNISON by submitting a completed order form to the appropriate AD office.



WOOL OR COTTON BASICS SLACK:

- A. Cuff Width: 7.5cm.
- B. Cuff Height: 6.5cm.
- C. Leg Length: 32.0cm.
- D. Leg Width: 9.0cm.
- E. Foot Length: 29.0cm.
- F. Foot Width: 9.5cm.

FASHION PIMA SLACK:

- A. Cuff Width: 7.5cm.
- B. Cuff Height: 6.5cm.
- C. Leg Length: 32.0cm.
- D. Leg Width: 9.0cm.
- E. Foot Length: 29.0cm.
- F. Foot Width: 9.5cm.

FIRST IN COMFORT SLACK:

- A. Cuff Width: 9.0cm.
- B. Cuff Height: 6.5cm.
- C. Leg Length: 33.0cm.
- D. Leg Width: 9.0cm.
- E. Foot Length: 26.0cm.
- F. Foot Width: 9.0cm. (8.5cm in elastic band)

WOOL OR COTTON BASICS OTC:

- A. Cuff Width: 7.5cm.
- B. Cuff Height: 13.5cm.
- C. Leg Length: 46.0cm.
- D. Leg Width: 9.0cm.
- E. Foot Length: 29.0cm.
- F. Foot Width: 9.5cm.

FASHION PIMA OTC:

- A. Cuff Width: 7.5cm.
- B. Cuff Height: 6.5cm.
- C. Leg Length: 46.0cm.
- D. Leg Width: 9.0cm.
- E. Foot Length: 29.0cm.
- F. Foot Width: 9.5cm.

FIRST IN COMFORT OTC:

- A. Cuff Width: 9.0cm.
- B. Cuff Height: 6.5cm.
- C. Leg Length: 45.5cm.
- D. Leg Width: 9.5cm.
- E. Foot Length: 26.0cm.
- F. Foot Width: 9.0cm. (8.5cm in elastic band)

1



2



1. SOCK HANGER

- Overall Dimensions: 92.08 x 23.81mm (3.63 x .94 in)
- Color: Black

2. LINER/ANKLE HANGER

- Overall Dimensions: 19.05 x 50.8mm (.75 x 2 in)
- Color: Black

PACKAGING STANDARDS

PACKAGING

Socks are to be packaged in a clear plastic poly bag, with 6 pair to a bag.

Place a SKU/Price label on the front outside of the poly bag that corresponds to the SKU/Price label inside.

Package 360 pair of slack/crew length socks to a shipping carton.

Package 288 pair of over the calf (OTC) socks to a shipping carton.

package 576 pair of no show socks to a shipping carton.

The Carton Labels that you receive from Avery Dennison (Please see ordering instructions below) will direct you as to what stock numbers and quantity are to be packed in each carton. The contents of the carton will then correspond to the carton label for receiving.

CARTON LABEL ORDERING

Carton labels are ordered through Avery Dennison by submitting a completed order form to the appropriate AD office and referencing your J&M P.O.#. (please see links below)

Carton labels should be placed on the end of the carton. The x-factory date of the carton should also be stamped on the end.

If for any reason the contents of the carton do not correspond to the information on the carton label, please mark through the UPC codes on the carton label and hand write the correct information.

SHIPPING CARTON

SHIPPING CARTON DIMENSIONS

Shipping Carton Dimensions should be:

24" (62.0cm) Tall

13.25" (34.0cm) Wide

24.25" (62.0cm) Long

SHIPPING PROCEDURES

FIRST CASE (TOP OF PRODUCTION)

For approval prior to shipment, send one carton of the initial production of any new stock numbers to:

Genesco DC
Attn: Don Morrow
1501 Winchester Hwy
Fayetteville, TN 37334
931-433-3501
dmorrow@genesco.com

This first case should be sent by air freight. When sending Top of Production from outside of the U.S., when J&M is the importer of record, please be certain to include the bill to account number for the shipment on the commercial invoice and forward a copy of the invoice to Kim Hedgecoth (khedgecoth@genesco.com) at the time of shipment.

Please refer to the shipping procedures information in the General Information Vendor Guide.

CONCLUSION

For any questions regarding the policies and procedures, please contact Ken Lester at klester@genesco.com or 615-367-8183.

ARTWORK FILES DIRECTORY

PAGE	KEY	ARTWORK NAME	FILE NAME
03B•04	1	PRIMARY BRAND LOGO	JM_LOGO_BIG_®.eps
03B•04	2	SECONDARY BRAND LOGO	JM_LOGO_STACKED_BIG_®.eps
03B•04	3	ICON LOGO	JM_ICON.eps