

Packaging and Labeling Overview



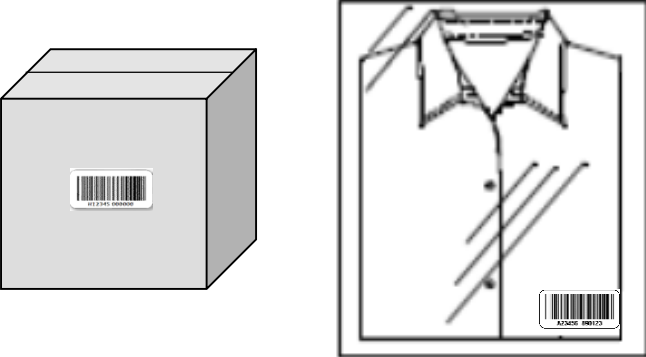
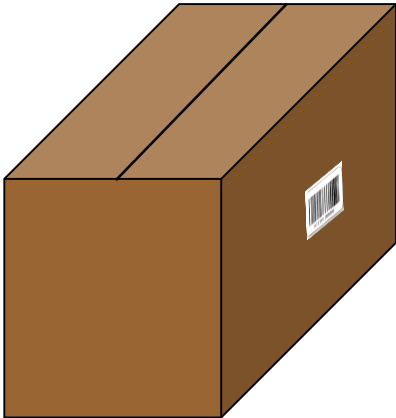
Goal

The goal of this document is to provide you a high level understanding of our packaging and labeling requirements.

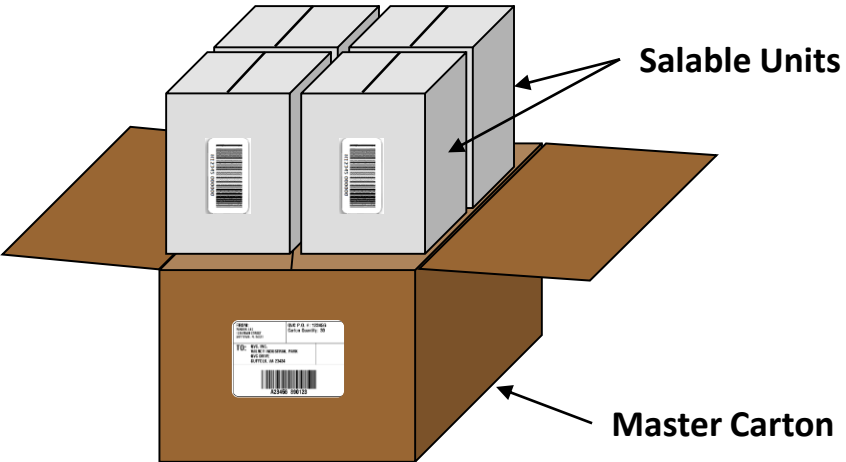
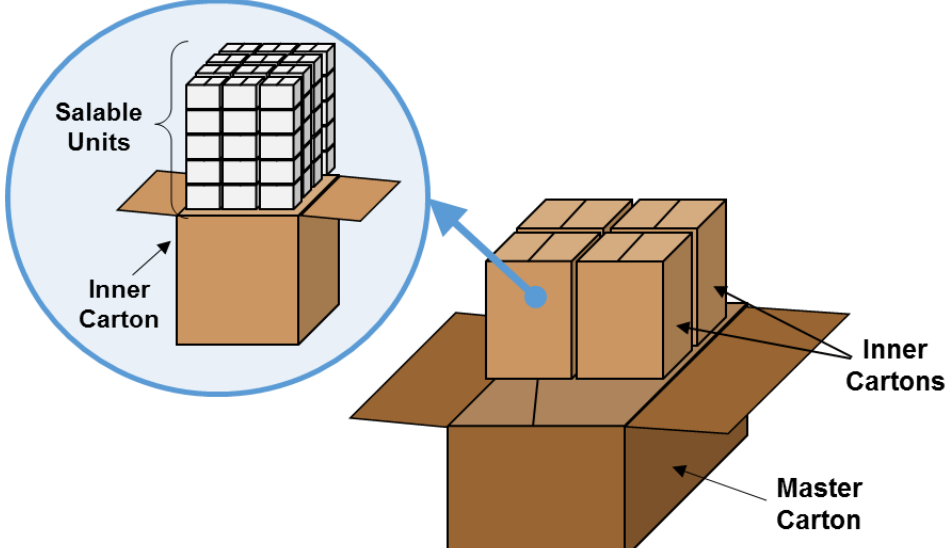
QVC and Direct to Consumer Shipping

- QVC has been shipping directly to customers for years. A lot of our orders are a single item for a single customer. We get thousands upon thousands of orders daily so it is critical for us to be extremely efficient moving product through our distribution centers.
- Because of this we have different requirements than what a typical retail store would have.
- Most of the requirements are the same across commodities, but some vary depending on which commodity. Some of the categories include hardgoods(kitchen, toys, home goods, beauty, electronics, etc.), softgoods (apparel and accessories), jewelry, and others.

Definitions

Saleable Unit	One (1) QVC SKU as it will be shipped to a QVC customer	
Vendor carton (reshipper)	<p>Sturdy outer package which QVC can ship directly to our customers with minimum processing and handling.</p> <ul style="list-style-type: none">• It protects and cushions merchandise within a heavy unbleached brown kraft corrugate container and should have minimal carton markings and graphics, be securely sealed, and meet package testing requirements.• Minimum dimensions for automation eligible reshipper – 9" x 6" x 1.5" (This is always the preferred packing method for most commodities)	

Definitions (con't.)

Master Carton	Corrugate container which consolidates saleable units for the shipment to the QVC DC	 <p>The diagram shows a brown corrugated master carton with its top flaps open. Inside, two smaller grey boxes are stacked. Each grey box has a barcode label on its front. An arrow points to one of the grey boxes with the label 'Saleable Units'. Another arrow points to the brown master carton with the label 'Master Carton'.</p>
Inner carton	Carton or polybag that contains multiple saleable units and is packed into a master carton. <ul style="list-style-type: none">• Inner carton packaging is optional and should only be used for very small products (like jewelry)	 <p>The diagram shows a brown corrugated master carton with its top flaps open. Inside, two smaller brown boxes are stacked. An arrow points to one of the brown boxes with the label 'Inner Cartons'. Another arrow points to the brown master carton with the label 'Master Carton'. A blue circular callout on the left shows a magnified view of a stack of small white units inside a brown box. An arrow points from the callout to the brown box in the main diagram. The callout is labeled 'Inner Carton' and 'Saleable Units'.</p>

General Requirements

Barcode Labeling – Saleable Unit

- The outermost packaging of the saleable unit **MUST** have a saleable unit barcode on it and the QVC human readable SKU.
- QVC has two approved barcode label suppliers.
 - The vendor has the option to provide their own barcodes but they must be compliant (and scannable)
- Label placement – generally largest flattest side, but varies by product type.

General Requirements

Master cartons

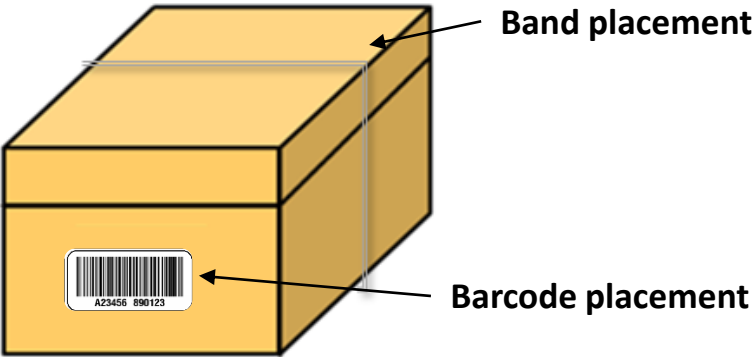
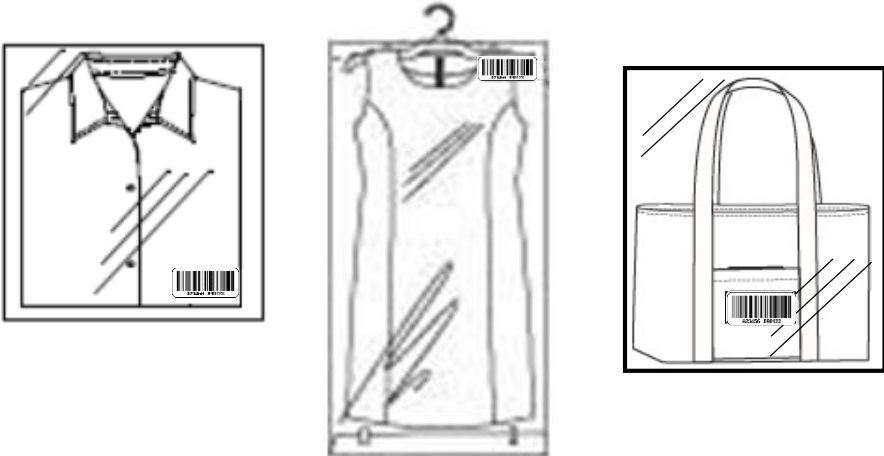
- If you are using a reshipper (a package that can ship directly to customer), we prefer that a master carton is NOT used. There are times that a master carton cannot be used.
- If you do use master cartons, there are maximum dimension requirements (per product type) and the total weight cannot exceed 40 pounds per master carton.
- A master carton must contain 4 or more units and this quantity must be consistent throughout SKU on a PO with only one partial master carton per SKU.
- All master cartons must be single SKU.
- All master cartons must have a master carton label with appropriate information.

ISTA Testing

International Safe Transit Association (ISTA)

- ISTA has developed a variety of internationally recognized package test protocols which predict the ability of a packaged-product to survive transit and handling.
- QVC requires that most packaged-products pass a variation of the ISTA Integrity Test Procedure 1A.
- QVC will require some products to be tested using ISTA Test Method 3A. ISTA 3A testing must be done via third party test lab, see ISTA.org to search for an approved test lab.

Commodity Specific Packaging Call Outs

<p>Shoes</p>	<ul style="list-style-type: none"> All shoe boxes must be banded with clear plastic bands. SKU Barcode placement should be on the short flat side for shoes. 	
<p>Apparel & Soft Accessories</p>	<ul style="list-style-type: none"> Each saleable unit must be packaged in a polybag. Polybags must be clear (transparent) plastic polyethylene. Polybag suffocation warning needs to be compliant with all state guidelines. 	
<p>Jewelry</p>	<p>Because of the size of jewelry items there are specific requirements for jewelry. Listed below are two commonly used requirements across all jewelry types.</p> <ul style="list-style-type: none"> Packaging must not contain any sulfur and or/chlorine, or any other chemical that would accelerate the tarnishing of silver products. Anti-tarnish strips or tabs in an appropriate size are required for silver. 	

Other Unique Circumstances

- Hazardous Materials – All items deemed Limited Quantity MUST be:
 - Packaged in a corrugate Carton
 - Marked with a limited quantity symbol
- Liquids have special packaging requirements
 - All liquids containing 8 fluid ounces or more must have an induction seal
- Limit excessive Void Space
 - Maximum of 35% void is allowable, however all void must be filled with approved internal cushioning/packing material.
- Lithium Batteries
 - Items with a Lithium Battery require submission of a Lithium Battery Form
 - If Lithium Battery/Cell is included, then the appropriate marks are required.