



# TABLE OF CONTENTS

|   |    |
|---|----|
| INTRODUCTION.....                       | 1  |
| TECHNICAL SPECIFICATIONS.....           | 2  |
| DIP BRAND AND CUSTOMER INFORMATION..... | 3  |
| ADULT FOLDING.....                      | 7  |
| CHILDREN'S FOLDING.....                 | 8  |
| FABRIC QUALITY APPROVAL PROCESS.....    | 9  |
| LAB DIPS.....                           | 10 |
| PROPRIETARY ARTWORK.....                | 11 |
| STRIKE OFFS.....                        | 12 |
| PROPRIETARY COLOR AND TREND.....        | 13 |
| HANGERS.....                            | 14 |
| COMPLIANCE.....                         | 15 |
| LOGISTICS.....                          | 17 |
| REGISTERED IDENTIFICATION NUMBER.....   | 18 |
| STANDARD VENDOR AGREEMENT.....          | 19 |
| SCORS.....                              | 20 |
| EDI.....                                | 21 |
| TICKETING AND LABELS.....               | 22 |

# INTRODUCTION

The standards guide allows vendors and suppliers to achieve perfect execution of apparel products falling under the Dip umbrella. Through strong partnerships with vendors and suppliers, we offer customers an outstanding product experience, driving sales, and fostering loyalty.

# TECHNICAL SPECIFICATIONS

All technical specifications for private label products in the Home and Apparel Divisions of the Kroger Enterprise will be reviewed by the Design and Product Development Departments located in Portland, Oregon. All private label products must include a private label UPC, which will be provided upon confirmation of commitment.

If you have any questions after reviewing materials within the standards guide, please contact us directly at 1-800-858-9202 ext. 3002. Our team will put you in contact with someone who can help!

Kroger Merchandise Group  
3800 SE 22nd Avenue  
Portland, OR 97202





## DIP IS EASY

From simple, smart looks with great quality and feel. To right-at-your-fingertips shopping with fantastic prices, Dip makes dressing the whole family easier than ever.

## DIP IS STYLISH

Whether it's an elevated basic you want to wear all the time, or a fashionable highlight you can't wait to show off. Dip is always in style.

## DIP IS DAILY

High-quality fabrics and construction, clothes for every occasion, and great prices all the time. This means you can truly enjoy Dip day, after day, after day.





dip<sup>®</sup>

## BRAND PURPOSE

TO UPLIFT AND  
NURTURE THE  
HUMAN SPIRIT.

## BRAND DNA

SIMPLISTIC STYLE  
GIVING DELIGHT.

## BRAND TONE

EFFORTLESS  
PLAYFUL  
STYLISH  
UPLIFTING  
APPRECIATIVE  
REAL  
IMAGINATIVE  
DELIGHTFUL  
APPETIZING  
INVITING  
SENSIBLE



## OUR TARGET CUSTOMER ENGAGED | SPLURGER | STYLE-DRIVEN



MEET *Ava*

### LIFE STAGE

They're experiencing lots of 'firsts.'

### LIFE DRIVERS

They thrive on variety and leading the way.

### APPAREL DRIVERS

They're highly engaged in fashion/-style and looking good.

### ATTITUDES

Looks matter and affect how I feel. I want clothes that make me feel attractive, comfortable, and confident.

### ATTRIBUTES

Quality design with functionality. I want clothes that fit well, wash well, and have a flattering cut.

### ACCESS

Convenience and price are key. I want clothes that are conveniently located and frequently on sale.

*"Life isn't perfect, but your outfit can be!"*



## OUR ASPIRATIONAL CUSTOMER YOUNG | TRENDY | EXTERNALLY VALIDATED



### MEET *Scarlet*

#### LIFE STAGE

There's change happening in her world. Experimental, loves to be noticed, style over comfort, trendy, fashion advice giver.

#### LIFE DRIVERS

Open to trying new things. Older millennial, early adopter, goes with gut instinct, impulsive.

#### APPAREL DRIVERS

Look at me! Spouse/partner big influencer, likes to splurge, indulges by buying quality items, not a big coupon user, brand names are important.

#### BODY IMAGE AND WHAT TO WEAR

The process of deciding what to wear is something that she loves, she tends to plan ahead at least some of the time.

#### HOW SHE SHOPS

Indulges herself with high quality products. Likes to splurge. Doesn't bother with coupons.

#### WHERE SHE SHOPS

While she's likely to consider Kroger Family Multi-Department Stores as other women, she aspires to notably higher-end specialty retailers

*"Dress like you're already famous."*

# ADULT FOLDING REQUIREMENTS

To achieve greater holding capacity, product should be folded by the manufacturer after production. Please follow the guidelines so that perfect execution may be achieved.

## ADULT FOLDING REQUIREMENTS

- All folded product must be folded to the specified dimensions unless otherwise noted on the purchase order.
- All folded product must have an approved size strip placed (see the Adult Folding Instructions link below).
- Integra Trim LTD is the designated provider for ticketing and labels unless otherwise indicated on the purchase order: [www.integratrim.com](http://www.integratrim.com)

Go to the General Merchandise Document Library to view and download the Adult Folding Instructions.

# CHILDREN'S FOLDING REQUIREMENTS

To achieve greater holding capacity, product should be folded by the manufacturer after production. Please follow guidelines so that perfect execution may be achieved.

## CHILDREN'S FOLDING REQUIREMENTS

- All folded product must be folded to the specified dimensions unless otherwise noted on purchase order.
- All folded product must have an approved size strip placed (see the Children's Folding Instructions below)
- Integra Trim LTD is the designated provider unless otherwise indicated on the purchase order:  
[www.intergratrim.com](http://www.intergratrim.com)

Go to the General Merchandise Document Library to view and download the Children's Folding Instructions.

# FABRIC QUALITY APPROVAL PROCESS

Fabric quality approvals for all private label apparel will be managed by the Design team. By centralizing this process, it is expected that the execution of fabric quality across the apparel group will improve consistency and customer satisfaction.

## FABRIC QUALITY APPROVAL REQUIREMENTS

- Vendors are responsible for submitting fabrication swatches for approval.
- Vendors are to attach fabrication swatches to the Kroger Development Identification Card for fabric quality approvals. If vendor fabric quality cards contain all required information, they may be submitted in lieu of a Kroger Approval Card.
- Fabric quality sample size is to be 7" x 7".
- The sample must be delivered in a timely manner, in accordance with the DC due date and the development timeline.
- Fabric quality samples must be resubmitted if not approved. Vendors may submit samples up to three times before Kroger exercises the right to cancel the P/O order.



# LAB DIPS

Color approvals for all Apparel Corporate Brands will be managed by the Designer. By centralizing this process, the execution of color application across the apparel group will improve consistency and customer satisfaction. For questions regarding the lab dip approval process, please contact the Designer for the specific category of goods.

## LAB DIP REQUIREMENTS

- Vendors are responsible for submitting lab dips for all colorways.
- Vendors are to attach three lab dip swatches to the Kroger Lab Dip Approval Card for lab dip approvals. If a vendor's lab dip card contains all required information, it may be submitted in lieu of the Kroger card.
- Dip size is to be 2" x 2".
- Written approval must be provided by Designer prior to bulk production.
- The above must be sent in a timely manner, in accordance with the development timeline.
- Lab dips must be resubmitted if not approved. Vendors may submit samples up to three times before Kroger exercises the right to cancel the P/O order.



# PROPRIETARY ARTWORK

Kroger continues to differentiate from competition by using proprietary artwork in product design and development. Any vendor requested to quote on a product requiring the use of proprietary artwork must sign a confidentiality agreement.

## PROPRIETARY ARTWORK REQUIREMENTS

If a vendor quotes on a product using proprietary artwork, the vendor must:

- Contact their respective Designer to request a Confidentiality Agreement. An officer of the company must sign the agreement (not a domestic sales representative).
- Submit agreement to respective Designer.
- Proprietary artwork will be forwarded upon completion and submission of Confidentiality Agreement.

Please contact your respective Designer for more information.

# STRIKE OFFS

Proprietary graphic design and print work reinforces Kroger's commitment to differentiate from the competition. Vendors completing screen-print and pattern work must provide strike-off samples as required, to ensure excellence in execution.

## STRIKE OFF REQUIREMENTS

If a vendor quotes on product using proprietary graphic design and print, the vendor must:

- Please follow the requirements for obtaining Proprietary Artwork (previous page).
- Strike-off samples must be attached to the Fabric Quality Approval Card. For children's strike-off approval, provide strike-off sized to 3T, if size is within committed size range. For adults, strike-off should be provided in size medium.
- Allow 7 business days for Design department to review and approve.

# PROPRIETARY COLORS & TRENDS

Kroger subscribes to several resources for trend and color services. Each season, countless hours are spent constructing color palettes, which align with forecasted trends. Trend and color packets are considered proprietary information. Dozens of color palettes are selected and directed each season by the creative manager.

## PROPRIETARY TREND AND COLOR DIRECTION REQUIREMENTS

If a vendor quotes on product using proprietary trend and/or color direction, the vendor must adhere to the following:

- Please follow the requirements for the obtaining Proprietary Artwork.
- Trend and color direction is published four times a year.
- All colors are selected from Pantone and colors are provided using the Pantone numbering system for fabrics.

If a supplier is using any color standard that is not on the current Kroger color palette they must send a color cutting to the product developer.

# HANGERS

Kroger has designated Mainetti Hanger as our international supplier of hangers. For a list of standard hanger availability or for contact information go to the website:  
<http://www.mainettihangerstore.com/>

## HANGER REQUIREMENTS

Go to the General Merchandise Document Library to access our hanger guide.

# COMPLIANCE

Safety is a core value at Kroger. Private label merchandise must be tested to meet the basic safety and performance standards as outlined by the CPCSIA. Social awareness and responsibility are of great importance for the enterprise.

## COMPLIANCE REQUIREMENTS

We expect all Kroger private label goods to be produced in compliance with international quality standards.

- Bureau Veritas and Intertek are our preferred third-party lab responsible for executing testing, as outlined by Kroger Enterprise protocols. Find more information here: <https://www.thekrogerco.com/vendors-suppliers/general-merchandise-compliance/>
- For information regarding Consumer Product Safety please visit <https://www.cpsc.gov/>

# COMPLIANCE

## SOCIAL RESPONSIBILITY

The labor and safety conditions under which products are manufactured are a critical factor when The Kroger Company and its family of companies chooses its suppliers. Our customers trust that the products we bring to market are sourced from reputable suppliers who provide safe and fair working conditions for their workers. Supplier facilities that provide products for the Company, including our branded products, must maintain a safe and fair working environment for their workers and meet all other requirements of our Vendor Code of Conduct and Statement on Human Rights. This is confirmed through annual on-site facility audits.

All facilities used for Kroger production of Our Branded or National Branded where Kroger is the Importer of Record are required to be disclosed in Supplier Hub. Each facility will need a Dun & Bradstreet number that reflects the production location. The Kroger Responsible Sourcing Program team will review and request the on-site audits with our designated auditing firms.

Further information on the Kroger Responsible Sourcing Program can be found at <https://www.thekroger-co.com/vendors-suppliers/corporate-social-responsibility/>.

# LOGISTICS

Kroger considers all merchandise perishable. It is in our best interest and our customer's best interest to ship product in the most efficient way, at the lowest possible expense.

## LOGISTICS REQUIREMENTS

The Kroger Enterprise Logistics Department is separated into two categories:

- International Logistics manages all logistical aspects of the importing of merchandise from foreign countries.
- Domestic Logistics include transportation and warehouse services for all enterprise warehouses.

For additional information regarding logistics visit:  
<http://www.fmroutinginstructions.com/>

# REGISTERED IDENTIFICATION NUMBER

A registered identification number, or RN, is a number issued by the FTC, upon request, to a business residing in the U.S. and engaged in the manufacture, importing, distribution, sale of textile, wool, or fur products.

## KROGER RN#

Kroger requires the use of the Kroger Registered Identification Number to be used on all Corporate Brand product falling under the regulatory requirements outline by the Kroger General Merchandise Product Development team.

If you have questions after reviewing materials within the standards guide, please contact us directly at: 1-800-858-9202 ext. 3002. Our team will put you in touch with someone who can help!

For more information, please visit: <http://www.usitc.gov/>



# STANDARD VENDOR AGREEMENT

All of Kroger's merchandise suppliers are required to review, complete, sign, and return the Standard Vendor Agreement. This agreement ensures that our suppliers agree to meet our standards and share our business policy of putting the customer's needs first.

## STANDARD VENDOR AGREEMENT REQUIREMENTS

In addition to the Standard Vendor Agreement, vendors producing private label merchandise for Kroger are required to submit additional documentation. This includes the Corporate Brands Addendum to Standard Vendor Agreement and the Our Brands Addendum (OBA). The OBA, can be accessed on the Documents Library page.

To download and preview the Standard Vendor Agreement and the Corporate Brands Addendum to Standard Vendor Agreement , please use the links below.

Standard Vendor Agreement: [https://www.thekrogerco.com/wp-content/uploads/2017/09/krostandard\\_vendor\\_agreement\\_merchandising.pdf](https://www.thekrogerco.com/wp-content/uploads/2017/09/krostandard_vendor_agreement_merchandising.pdf)

Corporate Brands Addendum to Standard Vendor Agreement: [https://www.thekrogerco.com/wp-content/uploads/2017/09/kro\\_standard\\_vendor\\_agreement\\_merchandising.pdf](https://www.thekrogerco.com/wp-content/uploads/2017/09/kro_standard_vendor_agreement_merchandising.pdf)

# SCORS

SCORS is a barcode scanning conveyor system which allows product to flow through our Retail Service Center (RSC) efficiently expediting delivery of product to our sales floors.

## SCORS REQUIREMENTS

With SCORS, cartons are placed onto a conveyor from the inside of the delivery truck. Cartons' barcodes are read as they are conveyed through a scan tunnel, which automates the receiving and store billing processes. The transfer from delivery truck to outbound store pallets takes less than 5 minutes, potentially putting product into stores the same day it arrives at the RSC. Packing for SCORS is required, not optional.

For more information or label approval, please contact: Kyla Galbraith, Kroger Logistics Specialist, at 503-797-7611 or [kyla.galbraith@kroger.com](mailto:kyla.galbraith@kroger.com)

# EDI

EDI is the Electronic Data Interchange that allows the transfer of data between Kroger and each vendor. EDI improves efficiency and reduces costs associated with logistics.

## EDI REQUIREMENTS

EDI allows Kroger to collaborate with suppliers to meet customer demand in the most efficient and cost-effective manner.

To review requirements and details regarding EDI, please visit this website: <https://edi.kroger.com/EDIPortal>

# TICKETING & LABEL

Kroger uses Integra Trim LTD as our designated supplier for ticketing and label needs for private label Apparel merchandise. Integra Trim LTD offers many services and innovations in ordering, allowing EDI transmission and web-based ordering.

## TICKETING AND LABEL REQUIREMENTS

The Product Development group will assist vendors in the selection of tickets or labels needed for each product. Ticketing information should be included on PO's provided from our Buyers. If ticketing information is incomplete and not specified in PO comments, please contact the respective Product Developer in the Product Development team.

Please reference our Label Guide located on the Documents Library page for more information.



# THANK YOU!

As a vendor, it is important you receive prompt, accurate feedback and direction from our merchandising, design, and product development teams. Please feel free to contact us!