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Introduction:

This standards guide allows vendors and suppliers to achieve perfect execution of home products falling under the Corporate Brands umbrella. This standards guide will be updated on a semi-annual basis. Through strong partnerships with vendors and suppliers, we offer Customers an outstanding product experience, driving sales and fostering loyalty.



imagine it.
find it.
make it happen.

Home Corporate Brands:

This standards guide personifies each of our Home Corporate Brands.

Each brand has its own unique profile, demographic and quality requirements.

Individual brands offer further detail in subsequent pages.









































TECHNICAL SPECIFICATIONS:

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

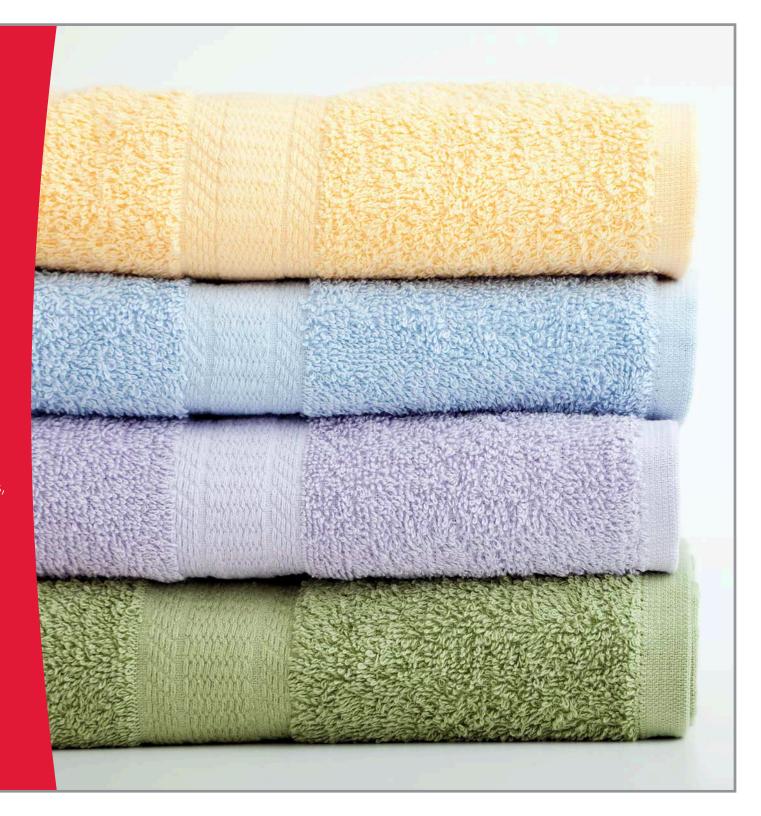
If you have questions after reviewing materials within the standards guide, please contact us directly at: 1-800-858-9202 ext. 3002.

Our team will put you in touch with

someone who can help!

EverydayLiving

Not everything in life needs to be complicated. Today's Customers like the convenience of quickly grabbing a basic item in a trusted brand and moving on. Everyday Living is a no-frills, no gimmicks, easy purchase. Quality is never sacrificed for these essentials and the designs are always fresh.









Everday Living® for Customers who appreciate a quality variety in the convenience of a trusted brand.

CUSTOMER TARGET:

Female and Male: Age 20+

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

- Kitchen towels
- Gadgets and tools
- Cooking and baking accessories
- Audio/Video Cables and Accessories
- Pet toys and beds
- Lightbulbs
- Bedding and Bath
- Storage

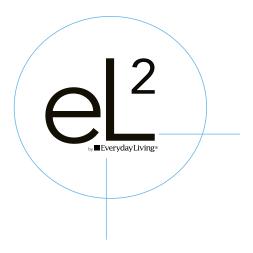
Everyday Living® is for the value-minded Customer who is always on the lookout for the best quality at the best price.

Everyday Living® offers a full line of common household essentials, designed to deliver reliable quality and value to Customers.



For the young, tech-savvy and active
Customer that understands the latest
trends. Keeping busy with social
activities and networking, this driven
Customer seeks versatile style at solid
values. As the market changes, this
Customer goes with the flow and





eL2® for the young and trendy Customer, just getting started.

CUSTOMER TARGET:

Female (Moms) – shopping with or for children, 10+ years of age

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

- Chairs, Lamps and Mirrors
- Towels, Beadspreads and Linens
- Dinnerwear
- Kitchen Accessories

eL2® focuses on trend right products
at best value prices. Design features
are contemporary and functional with
an emphasis on meeting the lifestyle
needs of a young and trend
conscious Customer.

DESIGNS®

For the Customer who loves creating comfortable, inviting living spaces indoors and out. Conscious of price, but willing to spend more when design speaks to their broad tastes and appreciation for high-quality goods and accessories.













HD Designs® for Customers who want quality and design at a moderate price point.

CUSTOMER TARGET:

Female: Age 35-55

QUALITY STATEMENT:

Better level of product

GOODS AND SERVICES:

- Chairs, Tables, Stands, Bookcases and Entertainment Centers
- Lamps and Lamp Shapes
- Blankets, Sheets
- Comforters, Throws and decor pillows
- Outdoor Furniture
- Grills and Grilling Accessories
- Indoor Decor Accessories for everyday and holiday

HD Designs® brands deliver highquality furnishings for Customers with
an elevated sense of style. HD Designs,®

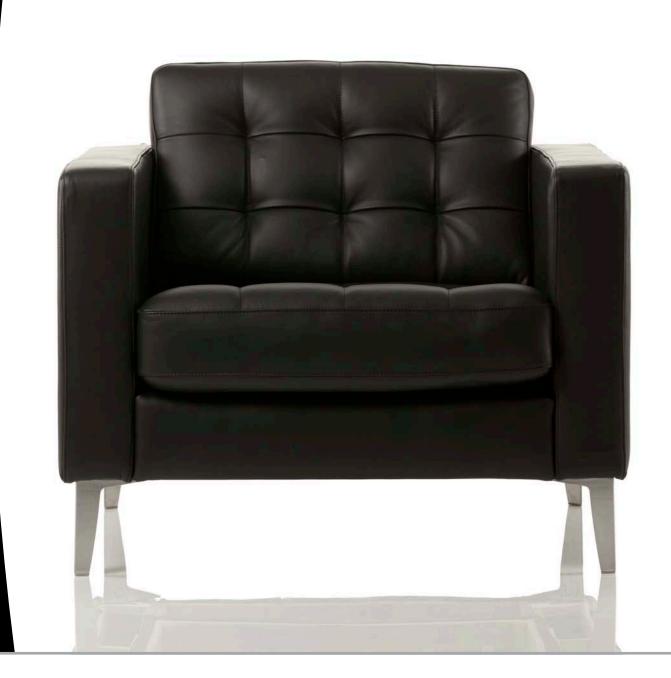
HD Designs Grill® and HD Designs

Outdoors® offer functional, casual
updated traditional furnishings for
relaxing indoor and outdoor spaces.



The MODAVARI® Customer expects excellent quality when selecting product for their living space, inside and out.

The MODAVARI® Customer considers price, but is willing to spend more when elevated design speaks to their own sense of personal style.





ModavariTM for Customers with an elevated sense of style.

CUSTOMER TARGET:

Female: Age 30+ – and or couples making a long-term investment in the design decisions for their household and want the look of high-end furniture, without paying an extraordinary designer price.

QUALITY STATEMENT:

Best level of product

GOODS AND SERVICES:

- Chairs, Tables, Bookcases and Entertainment Centers (product made from real wood)
- Lamps and Lamp Shades
- Home Fashion Accessories
- Blankets, Sheets and Comforters
- Bath Towels, Rugs and Accessories

MODAVARI™ delivers high-quality

home furnishings for Customers with

an elevated sense of style.



Wellness and a sense of family inspire

cooks who use food to gather everyone

around the table. Dash of ThatTM is about

having the right tools for your family's

favorite recipes.





Dash of ThatTM – for people who love to cook and entertain, using tools that offer modern function and timeless appeal.

CUSTOMER TARGET:

Female: Age 25-55 – Existing and new Customer, mother, loves to cook, cares about price, interested in wellness and freshness, loves to entertain, likes to have the right tools for recipes.

QUALITY STATEMENT:

Better level of product

GOODS AND SERVICES:

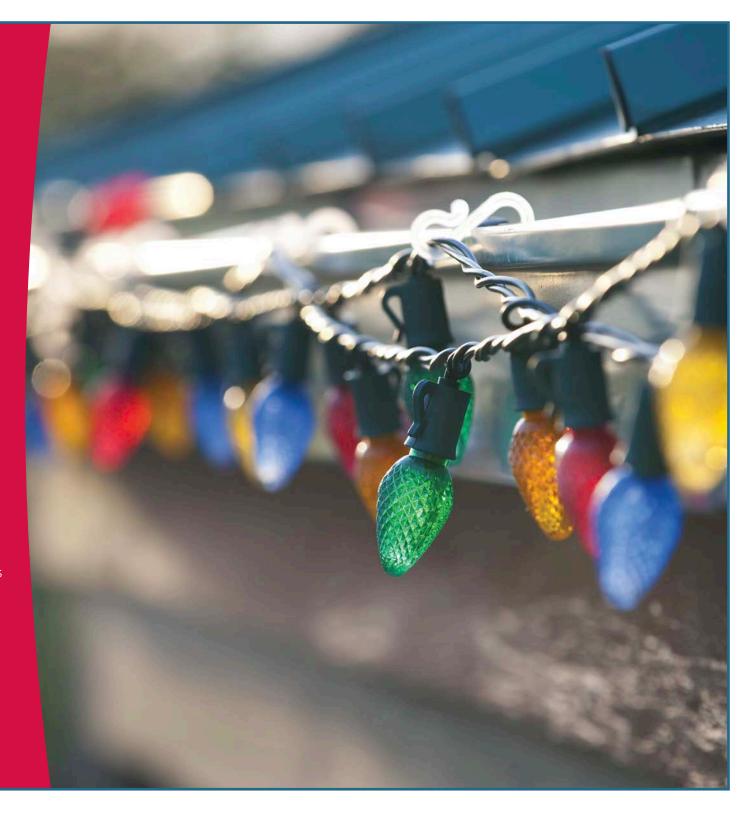
- Prep Tools
- Cookware
- Serving
- Bakeware

Dash of That[™] offers a selection of quality and functional housewares that inspire. Designed to make entertaining effortless and memorable.

(Holiday Home)

Today's`enjoys the holiday season to the fullest, getting all of the details just right.

From the glow of string lights, to crisp table linens to the warmth created by holiday décor, Holiday HomeTM is about demonstrating her enthusiasm for that special time of year. She cherishes her time with extended family and especially enjoys entertaining holiday guests.





Holiday Home® for traditional interior and exterior holiday seasonal décor.

CUSTOMER TARGET:

Female: Age 25-55

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

- Decorative Lights
- Ornaments and decor
- Home Textiles
- Dinnerware and Serving Dishes
- Valentines, Easter, 4th of July, Halloween and Christmas

Holiday Home® offers fun décor that celebrates the season. From traditional to quirky designs, there is something for everyone. With a full variety at competitive prices, Customers will always go home with a smile.



Today's kids are high-energy and always excited by the latest and greatest toys.

Playville offers parents a brand that consistently delivers fun, safe, inspiring and durable toys that are easy on the budget.





Playville® means playtime for high energy, imaginative children.

CUSTOMER TARGET:

Female (Moms): Age 25-35

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

- Activity toys
- Novelty Toys
- Plush
- Dolls
- Role Play
- Remote Control

Playville® presents a full spectrum of classic and current toy designs suitable for active children. Kids will find plush characters, electronic toys and role play, all designed to engage, entertain and educate. Playville products have broad appeal and lasting value.

TurfKing®

Today's Customer takes pride in a well-maintained landscape. Creating a natural environment with grass and plan is a stress relieving activity that benefits the whole neighborhood. From potting soil to gardening tools, the quality speaks for itself.





TurfKing® for better-quality and reliable lawn and garden products.

CUSTOMER TARGET:

Female: Ages 25-55

QUALITY STATEMENT:

Better level of product

GOODS AND SERVICES:

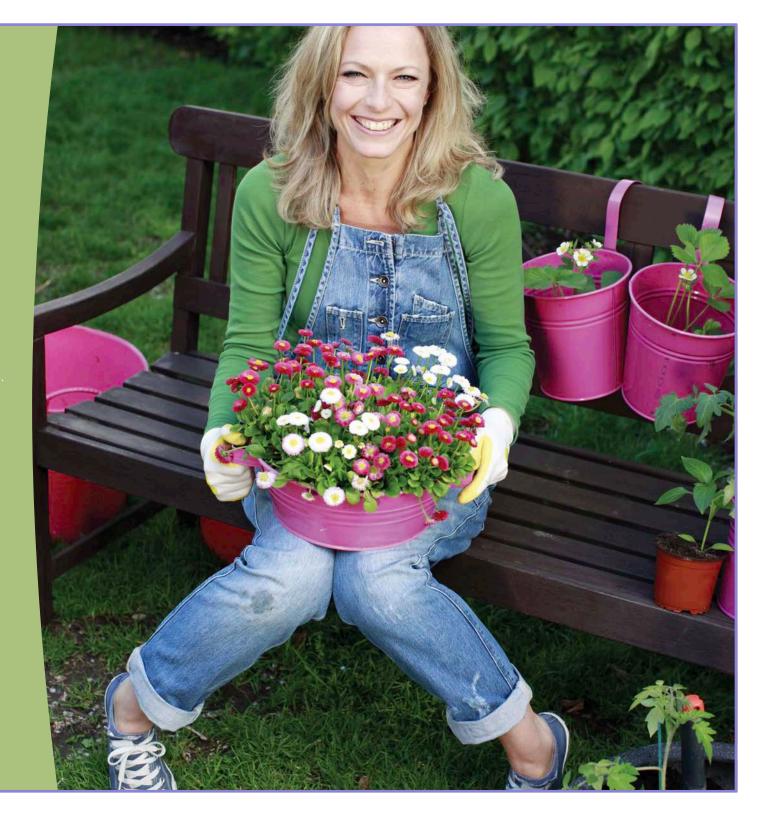
- Fertilizer
- Garden Hoses
- Gloves
- Tools

Turf King® delivers high-quality lawn and garden products that are safe and easy to use. A broad variety of innovative products with a price that's tough to beat, making it the gardener's choice.

Gardening is this Customers way of creatively connecting with nature in a personalized and relaxing environment.

They are looking for inspiration and style to create their own outdoor oasis In addition to inspiring design, they want quality and value.







The Joy of Gardening® for the garden enthusiest, looking for dependable quality at a reasonable price.

CUSTOMER TARGET:

Female: Age 25-55

QUALITY STATEMENT:

Better level of product

GOODS AND SERVICES:

- Gardening tools and accessories
- Live goods (outdoor floral and greenery)
- Hanging baskets and planters
- Plant stands, pedestals, statues, baskets
- Water fountains

The Joy of Gardening® offers a wide variety of decorative and functional garden acessories for gardening enthusiasts. Drawing from vintage and contemporary designs,

The Joy of Gardening® delivers a selection of accessories to enhance the feel and function of any garden space.



Today's nature loving Customer knows
that the best way to enjoy the company of
our feathered friends and little critters is to
feed them nutritious and attractive foods
from a proper feeder. Getting the right
selection at the right price is important
because this Customer doesn't want
to spend her time shopping around.
The quality and value are affirmed by the
continued appearance of different species
right at their doorstep or kitchen window.





Nature's Song® for a variety of food and feeders to nurture a whole host of fine feathered friends and critters.

Customer Target:

Female: Age 25-65

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

- Seed and Feed
- Feeders

Nature's Song® offers the right mix

of feeders and food to attract a

wide of variety of birds and critters.

Through research and development,

Nature's Song® makes the hobby of

watching wild life at home easy

and rewarding.

Fireside (supreme

Fireside Supreme® is for Customers seeking seamless quality and dependable utility. Designed to deliver consistent results and offer a choice that is environmentally friendly.





Fireside Supreme® for dependable and environmentally friendly fire logs and starters, for the superior fire experience.

CUSTOMER TARGET:

Female: Ages 25-55

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

- Fire Logs
- Fire Starters

Fireside Supreme® products perform efficiently and burn cleaner, producing a much smaller carbon footprint, while providing warmth and comfort you can enjoy year round.



Today's Customer works hard for what they have. MotoTech® offers quality car accessories and technical additives at a value any Customer will appreciate.





MotoTech® for essential automotive fluids and basic car care accessories.

Customer Target:

Male: Age 25-55

QUALITY STATEMENT:

Better level of product

GOODS AND SERVICES:

- Conventional and Synthetic Blend Motor Oils
- Windshield Washer Fluid, Antifreeze and Cleaners
- Wash and Detail Supplies

MotoTech® offers essential automotive
fluids and basic car care accessories for
Customers that are hands on and
value driven. MotoTech products are
straightforward and reliable, with a
quality and price that speaks volumes.

mobile market

Mobile Market® provides an innovative line of mobile accessories, designed to meet each specific need and keep you connected.

Quality electronic accessories at a price that won't blow the budget.





Mobile Market® – the right connection at the right time and best of all, the right price!

Customer Target:

Female: Age 25-55

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

- Carrying cases, holders and protective cases
- Data sync, connectors/adapters for mobile devices
- Vehicle, wall and battery chargers

Mobile Market® – a well-designed and thoughtful solution for Customers in need of a mobile connection, just in time and at just the right price.

OfficeWorks®

Today's Customer is often busy juggling work and family commitments.

Products for the home and office should function and have quality workmanship. This means less time worrying about the tools and more time focused on getting things done.





Office Works® for creative and cost effective solutions to your essential office needs.

CUSTOMER TARGET:

Female: Age 20+

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

- Pens, Pencils, Erasers
- Paper, Envelopes, Note Pads
- Paper Fasteners and Clips, Tape, Glue
- Rulers, Protractors
- Mailing and packaging supplies
- Desk Lamps

Office Works® offers a true value when it comes to supplies that are essential to getting work done. The classic and fun designs pair well with the solid quality and performance.

Today's outdoor enthusiast wants to remain warm and dry when it's cold and wet outside. They expect their outdoor gear to stand up to the elements and enhance their outdoor experience with the latest innovations in outdoor wear. Whether they're hitting the slopes, trekking through rugged terrain or taking in a scenic view, adventurers want to do it in style. Along with modern innovations and design, quality and value are also of great importance to the outdoor enthusiasts.







BRAND POSITION:

Glacier's Edge® includes cold-weather technical gear and on-the-go necessities.

CUSTOMER TARGET:

Female: Age 25-45

QUALITY STATEMENT:

Better level of product

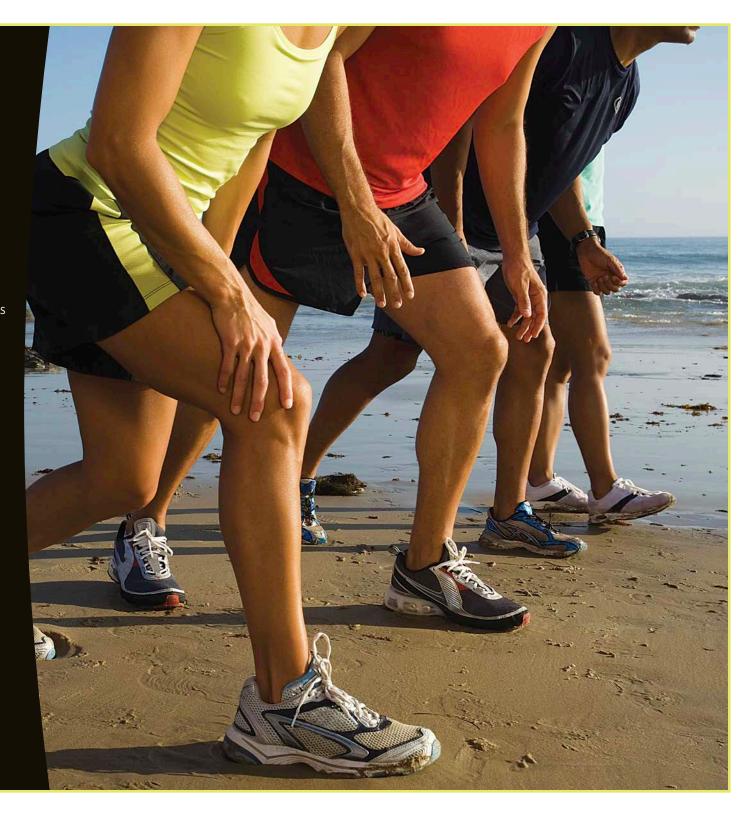
GOODS AND SERVICES:

- Camping gear and accessories
- Plastic water bottles
- Soft-sided luggage, backpacks, duffle bags

Glacier's Edge® focuses on performance, design innovations and details. Engineered to do more than just get the job done, Glacier's Edge designs feature technologies that combat the elements. Adventure is out there and having the right gear with the best value makes exploring effortless.

Today's athlete is not dedicated to a sole sport, such as basketball, running, weightlifting, yoga or cycling. Although the market is saturated with countless specialized items, today's athlete expects versatility and quality in active sporting goods and accessories. These athletes appreciate innovative design, quality, performance and value. Versatile active sporting goods are foundational for a modern athlete's lifestyle.







BRAND POSITION:

Cascade Sport[™] athletes include quality active sporting goods and accessories.

CUSTOMER TARGET:

Female: Age 25-45

QUALITY STATEMENT:

Good level of product

GOODS AND SERVICES:

Technically inspired sporting goods and accessories:

- Golf Accessories
- Balls for sports
- Backpacks, duffel bags

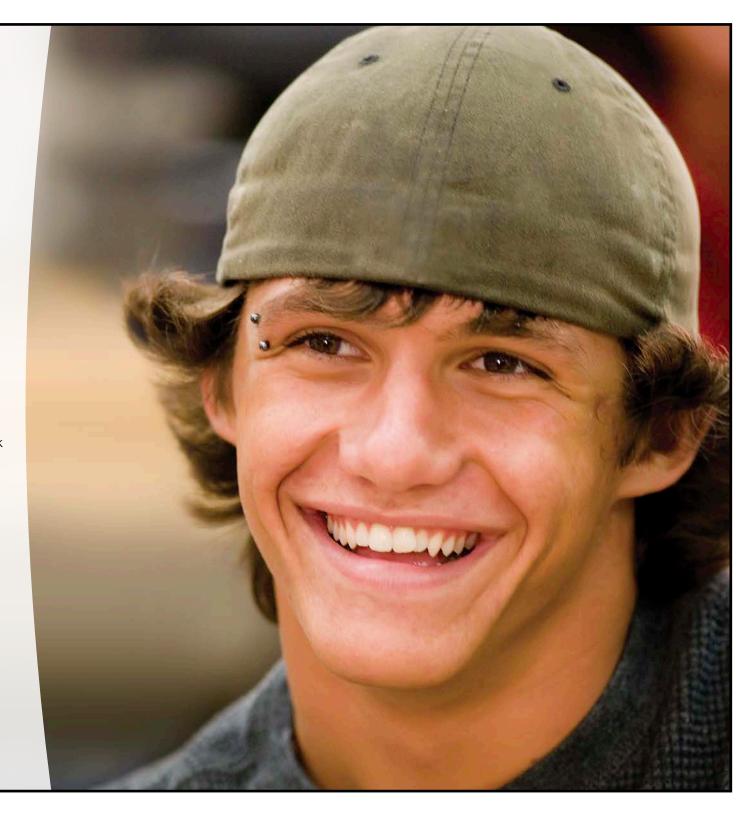
Designed with versatility in mind,

Cascade Sport® offers a line of
versitile sporting goods and accessories
for a full range of lifestyles. Inspired by
technical innovation, Cascade Sport™
is designed to keep families equipped
for a modern, active lifestyle.

Edgy Styling Caleb

Caleb is an active teenager who is never far from his iPod. He is a moderately social high-schooler, planning to attend college. On any given afternoon, Caleb may be found skateboarding at his neighborhood park or at home playing drums and video games. He also enjoys snowboarding during the winter months.







BRAND POSITION:

Fission® for young males includes active sporting gear and accessories.

CUSTOMER TARGET:

Male: Age 20+®

QUALITY STATEMENT:

Better level of product

GOODS AND SERVICES:

- Scooters, Skateboards
- Accessories

early-twenties males who desire trendy
and expressive accessories for an
active lifestyle. Taking design cues
from popular skate and urban brands,
Fission® is imaginative and edgy with
streetwear influences. Fission® blends
vintage-inspired colors and prints
with seasonal trends.

FABRIC QUALITY Approval Process:

Fabric quality approvals for all private label home merchandise will be managed by the Product Development group. By centralizing this process, it is expected that the execution of fabric quality across the Home 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 development timeline.
- Written approval must be provided by the Product Development team prior to bulk production.
- Fabric quality samples must be resubmitted if not approved. Verdors may submit samples up to three times before Kroger exercises the right to cancel the PO/order.

Click here to view and download the Fabric Quality Approval Card.



LAB DIP AND COLOR APPROVAL 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.
- Pantone TCX color swatches for fabric/textiles and Pantone Coated ink swatches for hard products are required.
- Dip size is to be 2"x2".
- 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 PO/order.
- Written approval must be provided by Product Developer prior to bulk production.

Click here to view and download the Kroger Lab Dip Approval Card.



LAB DIP APPROVAL PROCESS:

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

Proprietary Trend and Color Direction:

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.

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:

- All vendors and sales representatives that provide merchandise to Kroger and it's subsidiaries must sign a confidentiality agreement to recieve trend and color information.
- Annual trend information will only be provided to current vendors of record or a vendor being asked to propose/bid on a program.
- Trend and Color direction is published twice a year.
- All colors are selected from Pantone and colors are provided using the Pantone numbering system for fabric and ink.



Proprietary Artwork Requirements:

If a vendor is requested to quote on product using proprietary artwork, the vendor must:

- Sign a confidentiality agreement, for the fiscal year. Note: The agreement will need to be signed by an officer of the company, who has legal authority to do so.
- Proprietary artwork will be forwarded upon completion and submission of Confidentiality Agreement.

Please contact your respective Product Developer for more information.



Proprietary Artwork:

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

STRIKE-OFFS:

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

CAD, Strike-Off, Pre-production Requirements:

If a vendor quotes on product using proprietary graphic design/artwork or color:

- A pre-production sample must be submitted for review and approval.
- Allow 7 business days for PD Department to review and approve.











QUEEN

CONFLICT MINERALS RESOURCES.

To download the Special Legislation Acknowledgement Dod Frank Wall Street Reform Act, Section 1502, Conflict Minerals, click here.

To download the Conflict Minerals Reporting Template, please visit: http://www.conflictfreesourcing.org/conflict-minerals-reporting-template/



3800 SW 22nd Avenue, Portland OR 97202

Dodd Frank Wall Street Reform Act, Section 1502, Conflict Minerals Special Legislation Acknowledgement

United States federal regulations, effective January 1, 2013, mandate publicly traded companies, such as Kroger, examine their united states regeral regulations, effective January 1, 2013, mandate publicity traded companies, such as kroger, examine their supply chain to determine if certain minerals (gold, tin, tungsten and tantalum) are contained in product being manufactured supply chain to determine if certain minerals (gold, tin, tungsten and tantalum) are contained in product being manufactured supply chain to determine if certain minerals (gold, tin, tungsten and tantalum) are contained in product being manufactured.

Kroger requires the recording and documentation of minerals covered in this legislation used in corporate brand private label for resale. If so, additional inquiry is required, along with mandatory reporting obligations.

product. Compliance requires the cooperation of all our manufacturing vendor partners including the on-going maintenance of records detailing the country of origin of all raw materials used in production.

Kroger vendors need to remain knowledgeable about the legislation and make good faith efforts to support Kroger with compliance efforts. To assist with this, vendors are being asked to register through the Supplier Information Management (SIM) portal. If you are not familiar with Kroger's Supplier Information Management Program attached is a letter with details about the program. As part of the registration process, vendors will be asked to read and answer questions specific to the program. As part of the registration process, vendors will be asked to read and answer questions of the registration process, vendors will be asked to read and answer questions of the registration process, vendors will be asked to read and answer questions of the registration process, vendors will be asked to read and answer questions of the registration process. about the program. As part or the registration process, vendors will be asked to read and answer questions specific to the Dodd Frank Wall Street Reform Act and complete the EICC Conflict Minerals reporting survey. If you are receiving this letter, which have been identified as a manufacturer for kinger which may be manufacturing product using one or more of the mineral process. You have been identified as a manufacturer for Kroger which may be manufacturing product using one or more of the minerals potentially determined to be conflict based on country of origin. In the next counte of days you will receive an email containing you nave been identified as a manufacturer for Kroger which may be manufacturing product using one or more of the minerals potentially determined to be conflict based on country of origin. In the next couple of days you will receive an email containing loss in gradability and the class postal and complete the requested information. potentially determined to be conflict based on country or origin. In the next couple of days you will receive an email containing log in credential to enter the SIM portal and complete the requested information. Please submit your responses no later than

If Kroger determines the current manufacturing process does in fact compel further action under the rules, you will be

Sectly. If you would like more information on our efforts, please contact us.

CONFLICT MINERALS:

United States federal regulations, effective January 1, 2013, mandate publicly traded companies, such as Kroger, examine their supply chain to determine if certain minerals (gold, tin, tungsten and tantalum) are contained in product being manufactured for resale. If so, additional inquiry is required, along with mandatory reporting obligations.

Kroger requires the recording and documentation of minerals covered in this legislation used in corporate brand private label product. Compliance requires the cooperation of all our manufacturing vendor partners including the on-going maintenance of records detailing the country of origin of all raw materials used in production.

Kroger vendors need to remain knowledgeable about the legislation and make good faith efforts to support Kroger with compliance efforts.

Inventory Control Tags:

Kroger continues to focus on shrink-reduction as a way to provide a healthier bottom line that we may reinvest in our stores, our systems and our pricing. This practice enables us to further drive greater Customer satisfaction.

INVENTORY CONTROL TAG REQUIREMENTS:

To view and download the Kroger Source Tagging Handbook, click here.



Mold-Prevention Requirements:

Vendors should make every effort to eliminate potential for mold. This process should include preventative measures in sourcing and storing of raw materials, as well as post-production packaging, storage and shipping.

For more information regarding Micro-Pak or mold-prevention, please visit: http://www.micropakltd.com/



Mold-Prevention:

Kroger is committed to assisting manufacturer with the necessary resources needed to improve the prevention of mold on imported products. Kroger is working to eliminate the use of Silica in mold management. Micro-Pak® is our designated provider for mold-prevention-enhanced products in packaging.

QUALITY CONTROL:

All merchant-initiated private label goods are held to the highest quality standards possible. All vendors manufacturing private label goods for the company should adhere to outlined quality control processes in order to maintain optimal quality of goods.

QUALITY CONTROL REQUIREMENTS:

At the request of the Product Development group, vendors will provide a full outline of quality control process used during production of private label goods, which should include the following:

- Timeline
- Contacts
- Compliance testing protocols
- Project management tools



Compliance Requirements:

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

- Bureau Veritas is our preferred third-party lab responsible for executing testing, as outlined by Kroger Enterprise protocols. For product testing information, click here.
- SGS is our preferred third-party organization responsible for the inspection of factories for social compliance. For questions concerning Social Compliance, please click here to contact International Logistics.
- For information regarding Consumer Product Safety, please click here.



COMPLIANCE:

Safety is a core value at Kroger.
All 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.

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, please click here.



Standard Vendor Agreement Requirements:

In addition to the Standard Vendor Agreement, vendors producing private label merchandise for Kroger are required to submit additional documentation.

To download and preview the Standard Vendor Agreement, please click the links below:

Standard Vendor Agreement

Corporate Brand Addendum to Standard Vendor Agreement

Corporate Brands Documentation



THE KROGER CO.

STANDARD VENDOR AGREEMENT

FOR MERCHANDISE (PRODUCTS)

JANUARY 2015

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.

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.

For detailed information, please click here.

For more information or label approval, please contact:

Kyla Galbraith: 503-797-7611 or kyla.galbraith@kroger.com



EDI Requirements:

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

To review requirements and details regarding EDI, please click here.



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.

PRIVATE LABEL PACKAGING:

Some products require packaging for proper presentation on store shelves. Effective packaging is often more persuasive to Customers than a salesperson. Our Kroger Corporate Brands team achieves consistency by using a standards guide in the development (and management) of packaging for each corporate brand.

Private Label Packaging Requirements:

All Private Label merchandise is managed by the Kroger Corporate Brands and Packaging team.

Kroger requires all vendors manufacturing private label goods for the company to use an company provided GTIN and private label packaging or ticketing.

All private label packaging requires submission of a Packaging Design Request (PDR) form, filled out by the respective Buyer or Product Developer.

Please contact your respective Buyer or Product Developer for more information.



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 POs 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 group.

Integra Trim LTD® Contacts:

Heather Grant, Representative: 925-577-0271 or heather@integratrim.com

Candy See, Customer Service Representative: candy.see@integratrim.com

Click here to view the Integra Trim LTD® website: http://integratrim.com/







DESIGNS®

LAMP NAM E

00 IN (00 см) 00-Watt Bulb

(not included)

designated supplier for ticketing and label needs for private label Home merchandise. Integra Trim LTD® offers many services and innovations in ordering, allowing EDI transmission and web-based ordering.

OFF-SHELF DISPLAYS:

When shelf space is at a premium during promotions, Kroger may install custom corrugated, off-shelf displays. A custom display adds interest to the sales floor and attracts the targeted Customer. We also use PDQs and CDUs for merchandising.

For assistance with the design and sourcing of displays, please contact the Corporate Brand Packaging team in Portland Oregon. Toll Free: 800-858-9202 Local: 503-797-3908

DISPLAY REQUIREMENTS:

Contact your Buyer or Product Developer to discuss off-shelf display specifications.

The Buyer or Product Developer will submit a Packaging Design Request to Corporate Brands and Packaging, once general parameters are established.

Corporate Brands and Packaging will then work directly with the vendor and ensure proper execution of the design, production and distribution logistics. A design specification worksheet will be provided, per project or season.

Note: This process will also apply to PDQs and CDUs. Design and color must be approved for all displays being submitted.



CONTACT US:

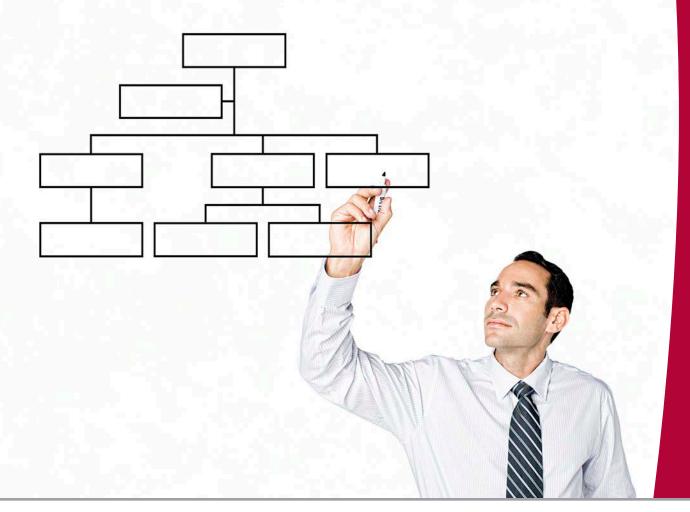
To direct you to the correct person, call our toll-free line and use the voice-automated prompts to conntect to the appropriate individual.

Call Toll Free:

1.800.858.9202

Direct line for Product Development:

503.797.3002



COMMUNICATION:

Driving sales through corporate brands continues to be a key initiative for Kroger. As a vendor, it is important you receive prompt, accurate feedback and direction from our Merchant and Product Development teams.

Please feel free to contact us.

THANK YOU!

