



OUR BRANDS

Packaging Supplier Resource Guide

HOME | General Merchandise

In collaboration with our nominated service providers:



Please bookmark this link and check the version number on the lower right corner of this document to verify you have the most recent update:

<https://www.thekrogerco.com/vendors-suppliers/general-merchandise-document-library/>



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Introduction

January 25, 2021

Dear Kroger Home *Our Brands* Suppliers,

This letter is to announce we have made some adjustments to the Kroger GM *Our Brands* Packaging Process.

The past few years have been extremely valuable in determining how we best manage, sustain and constantly improve our mandated brand packaging process.

We would like to thank you for your cooperation in our initiatives.

Our findings conclude we will continue to maintain control over all packaging standards.

Sincerely,

A handwritten signature in black ink that reads "Cory Ellis".

Cory Ellis
Senior Director Home and Product Development
General Merchandise Kroger Co.



Updated Process: Overview Please review carefully as some processes have changed

ALL **Kroger GM Our Brands** artwork and photography production will be provided by either **Southern Graphic Systems, LLC**, aka “**SGS&Co**” and/or **Integra Trim**. All related costs will be paid by the Kroger Merchandise Supplier.

Artwork/photography and PQM are mandated initiatives, and we are continuing to grant the option to Kroger suppliers to choose their own structural packaging print manufacturers.

Overseas trim-related packaging and print production will continue to be **end-to-end: Integra Trim**

Domestically manufactured goods requiring trim packaging, with a country of origin of Mexico, USA or Canada will be allowed to follow the structural artwork workflow. Artwork for domestic trim items will be developed by **SGS&Co.**, followed by mandatory PQM testing. **IMPORTANT:** If this applies to your project, please alert your project manager immediately so the work can be assigned to the appropriate team.

Please consider carefully if your chosen print vendor will be able to produce the quality needed to pass our PQM (print quality management) testing protocol. **Please review this guide in detail to understand the criteria related to choosing this option.** As before, if you choose YFY Jupiter as your bulk print resource, the PQM testing and automatic “PASS” scoring will be applied.




MANDATORY:




MANDATORY:

Integra Trim is the required end-to-end provider of trim-related packaging:
hang tags, header cards, paper belly bands, labels, inserts, etc.

SGS&Co is the required provider for all artwork/design/photography relating to:
boxes, folding cartons, structural inserts, displays, PDQs, color litho labels, domestic trim print exceptions, direct print, etc.

Artwork development (*Note: Any items requiring photography will require the imaging be provided by **SGS&Co** in partnership with a photography agency of record, designated by Kroger*)

Artwork development, Project Management & Technology Solutions, Photography, Print Quality Management (PQM):

- Print manufacturing

- PQM: **SGS&Co** will measure and capture spectral data on pre-production and mass production printed pieces
- PQM: A scorecard is provided to Kroger to monitor print accuracy



Updated Process: Overview (Continued)



OPTIONAL: (Structural packaging ONLY)

Kroger suppliers are being granted the option to choose their own structural packaging print manufacturer.

If you opt to have YFY Jupiter print your packaging, you will **NOT** be subject to any compliance fines, which can occur under several categories, including:
Structural design • Material / substrate review • Right sizing • Print manufacturing • In-store audits

If you opt to print your own structural packaging or domestic trim bulk printing, you will be subject to color management and material standard reviews. The PQM process is outlined in greater detail beginning on page 27. All related costs will be paid by the Kroger Merchandise Supplier.



IMPORTANT: If you choose your own packaging manufacturer

- As part of the intake process, you must provide **SGS&Co** with your print supplier contact information
- **SGS&Co** will review and communicate the following targets to print suppliers, upon request:
 - LAB / Pantone Digital Color / CxF • dot gain tolerances for all CMYK printing • substrate LAB target • color bar on all released artwork
- You will be required to provide a pre-production sample to **SGS&Co** for PQM scoring. Failure to do so will result in a **\$1000** fine per SKU and automatically place you out of compliance for the in-store audits, resulting in an additional minimum fine of **\$2000** per SKU and potentially having to reprint your packaging at your own expense.
- If you miss ship dates due to printing delays, there will be an additional fine and supplier will be responsible for additional fines to compensate for lost sales
- **If your mass production packaging output is not in compliance, you will be subject to reprinting your packaging at your own expense, as well as a minimum \$2000 fine per SKU from Kroger**
- In-store audits will be held to ensure print integrity, cross-referenced with the PQM scorecard that is generated at the approval phase of the process
- If found out of compliance due to inconsistency, additional fines will apply



Total fines for not submitting PQM samples will a minimum of \$3000 per sku



Kroger GM *Our Brands* Packaging Team



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Responsibilities:

- Brand Packaging Standards and Compliance
- Creative Review of Photography and Artwork
- Audit Enforcement and Corrective Actions
- Project Intake Process – Project Management
- Manage Print Proof Approval for Kroger



Primary Supplier Contacts: Do not contact the Kroger Buying office regarding packaging.
melinda.flamma@kroger.com for structural packaging and photography questions
keaton@integratrim.com for trim packaging questions



Melinda Flamma

Account Manager – SGS&Co
Onsite at Kroger

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Elmer Publico

Project Manager Lead – SGS&Co

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TBD

Project Coordinator – SGS&Co

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TBD

Project Coordinator – SGS&Co

Email: TBD@sgsco.com



MANDATORY:

SGS&Co
is the required provider for
all artwork/design/photography
relating to:
boxes, folding cartons,
structural inserts, displays,
PDQs, color litho labels, etc.

Project Management &
Technology Solutions,
Artwork development,
Photography
and Print Quality Management
(PQM)

PQM: SGS&Co will measure and
capture spectral data on
pre-production and mass
production printed pieces.

A scorecard will be provided to
Kroger to monitor print accuracy



Responsibilities:

All phases of structural and
photography project
management:

- Collection of assets,
confirming receipt of
samples
- Requesting the
photography shoot
- Briefing the artwork
creation to our HK
production team routing
artwork for approval

Main goal is to manage the
timeline to ensure the files
to printer date is met.



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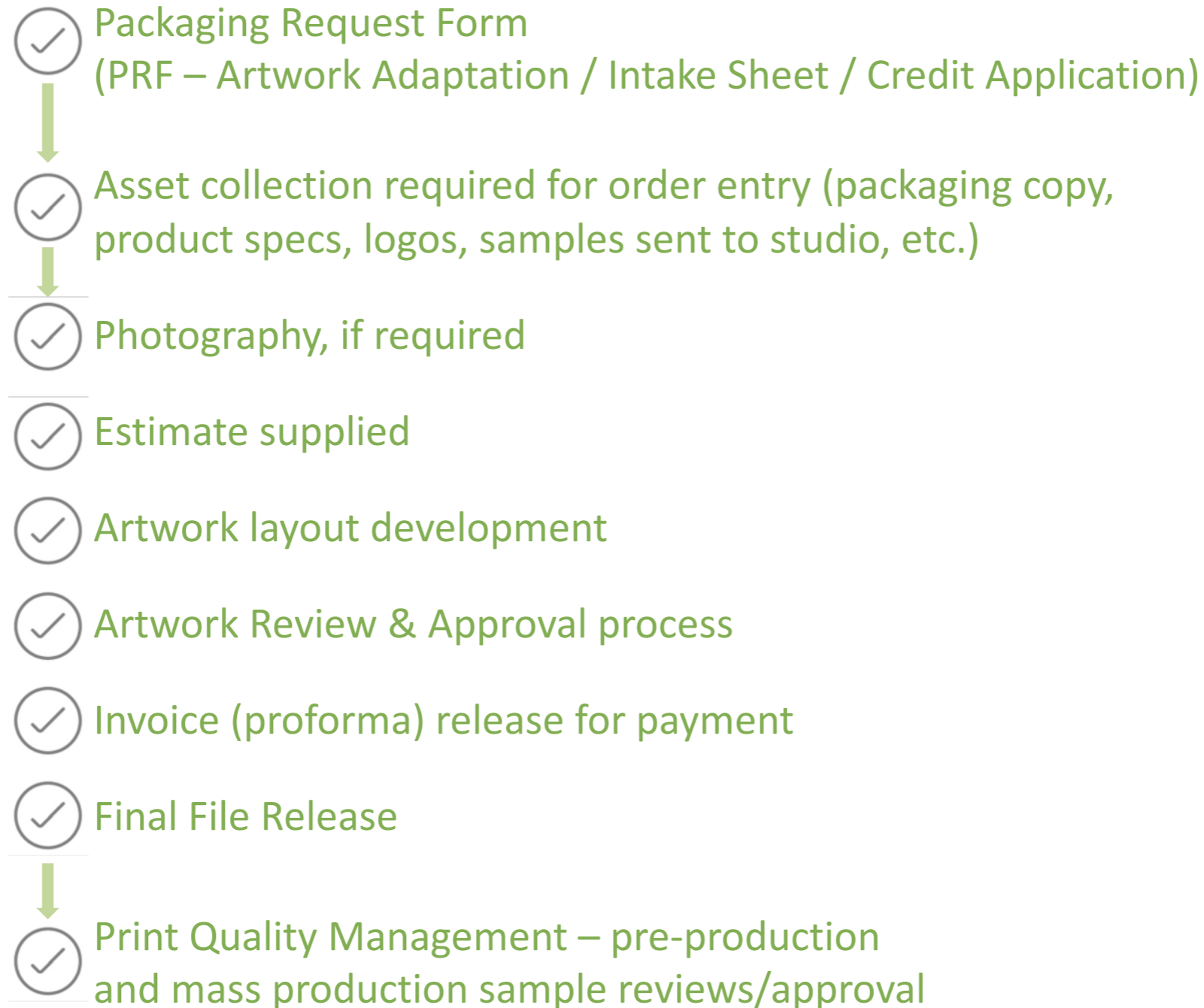
Phone: +1-513-325-5624



Responsibilities:

- Ensure Kroger's expectations are being achieved
- Manage Kroger *Our Brands* initiatives
- Process improvement initiatives

SGS & CO Process: Overview

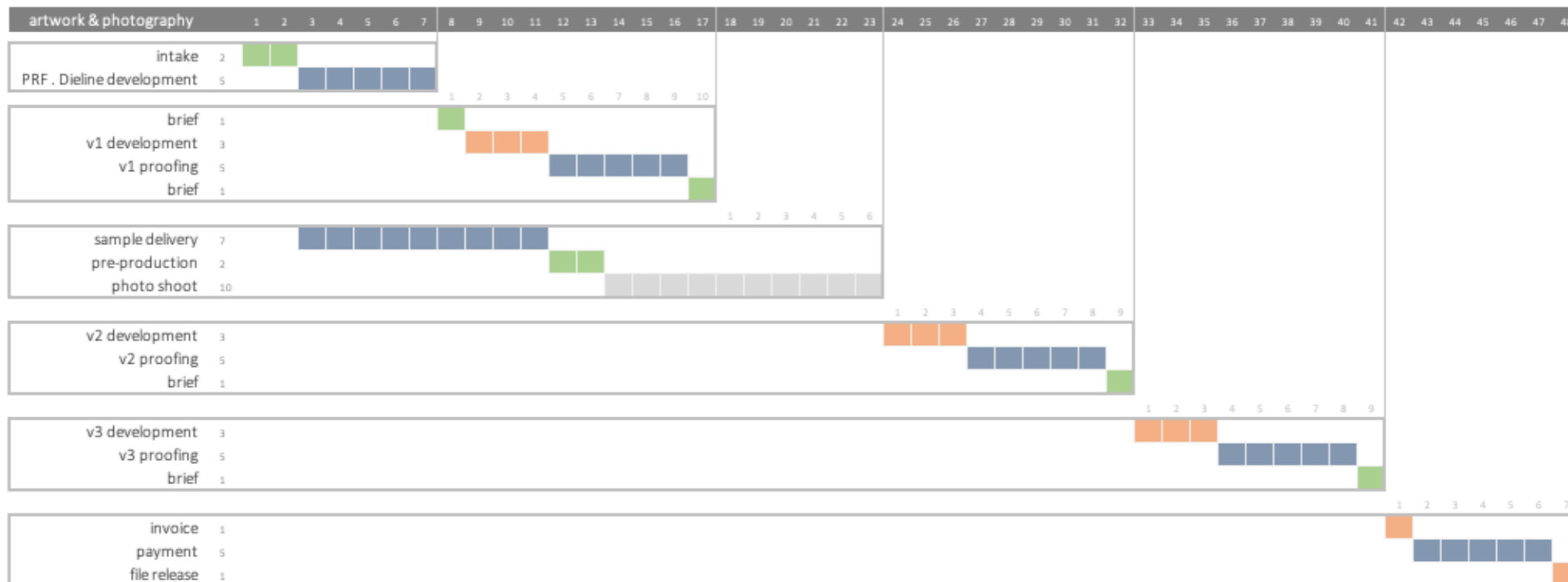
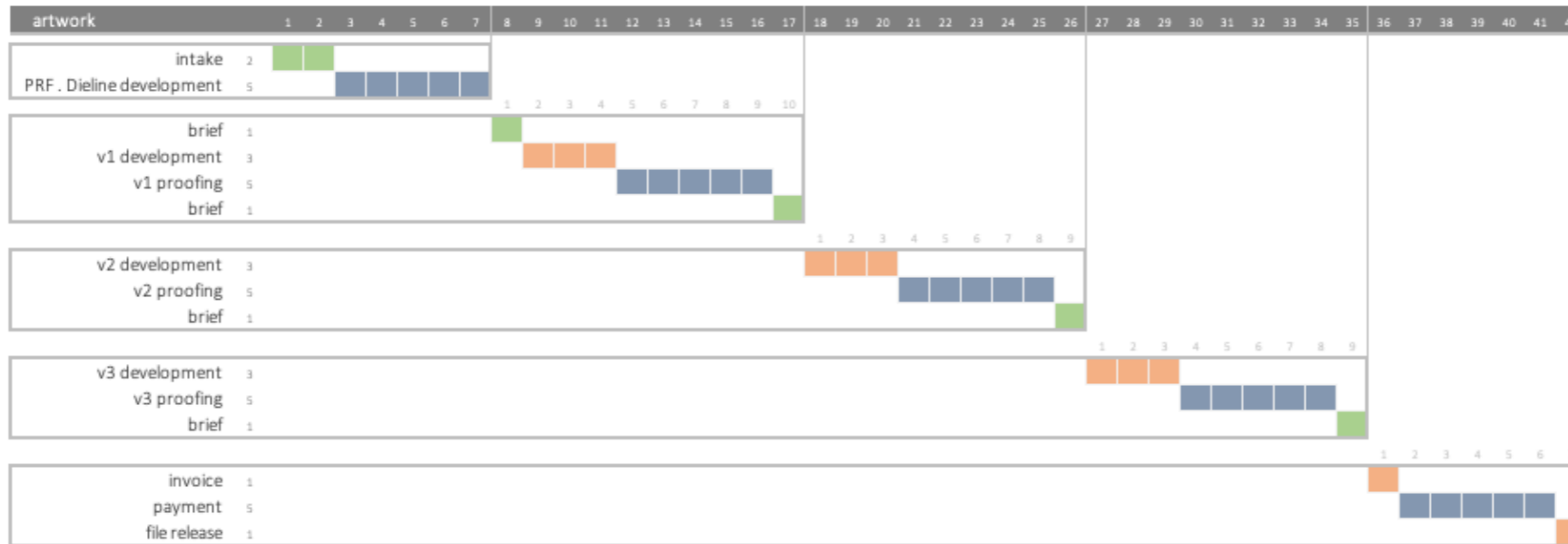


SGS&Co STRUCTURAL TIMELINES

<p>SGS&Co · Artwork ONLY</p> <p>ART ONLY: SUPPLIER PRINT</p> <p>This timeline is to be used for PDQs, domestic trim and structural packaging artworks without photography, plus PQM preflight</p>	<p>SGS&Co · Artwork · Photography</p> <p>ART ONLY: SUPPLIER PRINT</p> <p>This timeline is to be used for all domestic trim and structural packaging artworks that require photography and PQM preflight</p>	<p>SGS&Co + YFY Jupiter · Artwork · Photography · Print</p> <p>ART & PRINT: END TO END</p> <p>This timeline is to be used for all artworks that require photography and YFY Jupiter printing, with PQM preflight</p>
<p>8.5 CALENDAR WEEKS 42 BUSINESS DAYS</p>	<p>10 CALENDAR WEEKS 50 BUSINESS DAYS</p>	<p>13.5 CALENDAR WEEKS 67 BUSINESS DAYS*</p>
<p>DOES NOT INCLUDE BULK PRINTING</p>	<p>DOES NOT INCLUDE BULK PRINTING</p>	<p>INCLUDES BULK PRINTING</p>
<p>2 business days project kick off and vendor communication</p> <p>5 business days intake of dielines, assets and completion and return of PRF (Packaging Request Form)</p> <p>28 business days Artwork Development + Proofing Design, reviews and approvals (up to 3 rounds)</p> <p>7 business days artwork invoice and payment, prepress and release</p>	<p>2 business days project kick off and vendor communication</p> <p>5 business days intake of dielines, assets and completion and return of PRF (Packaging Request Form)</p> <p>37 business days - simultaneous events Artwork Development + Proofing Design, review, approvals (up to 3 rounds)</p> <p>Photography:</p> <ul style="list-style-type: none"> • Samples delivered to studio (7 days) • Pre-production meeting with studio (2 days) • Photo shoot & post-processing (10 days) • Image delivery & distribution (2 days) <p>7 business days artwork invoice and payment, prepress and release</p>	<p>2 business days project kick off and vendor communication</p> <p>5 business days intake of dielines, assets & completion/return of PRF (Packaging Request Form)- PRF shared with YFYJ Print Team for kickoff</p> <p>60 business days - simultaneous events Bulk Printing Print Estimate & Quote, Mock-up, Fit, Approvals, PQM, Bulk Print Production & Delivery (begins after intake & continues 18 days after artwork release)</p> <p>37 business days - simultaneous events Artwork Development + Proofing Design, review, approvals (up to 3 rounds)</p> <p>Photography:</p> <ul style="list-style-type: none"> • Samples delivered to studio (7 days) • Pre-production meeting with studio (2 days) • Photo shoot & post-processing (8 days) • Image delivery & distribution (2 days) <p>7 business days artwork invoice and payment, prepress and release</p>
<p>DOES NOT INCLUDE BULK PRINTING</p>	<p>DOES NOT INCLUDE BULK PRINTING</p>	<p>INCLUDES BULK PRINTING</p>

IMPORTANT
*ADD 3-4 Weeks transit time if printing outside of China

Examples of artwork and artwork + photography workstream:





Structural Artwork Adaptation & Digital Proof Process

Artwork Adaptation (Packaging Request Form) Process:

1 Once the final assortment list has been approved, work with your Kroger Product Developer (Kroger PD) to have your structural packaging requests initiated to SGS&Co .

2 SGS&Co team will receive a notification via CENTRIC and an introduction conversation will be sent within the CENTRIC Packaging Project. The PROJECT DOCUMENTS will contain a credit application form. The project kickoff conversation will explanation of the process.

! ATTENTION: If you have an existing account for payment set up with SGS North America, advise in advance to skip the Credit application process.

3 Complete and return these forms along with any necessary information/assets within **5 business days** of receipt of SGS&Co response.

! ATTENTION: Incomplete Packaging Request Forms (PRF) will be rejected and may delay packaging release

4 SGS&Co will provide an initial estimate for approval to the vendor contact that will include artwork creation as well as photography costs (if necessary). This estimate is for budgeting purposes and will update throughout the process to include any additional costs should they be necessary.

The project will be initiated once vendor has provided a fully completed packaging request form (PRF) with pack copy and dieline.

5 You will receive a link to your proof via email when it is ready for your review. A "Supplier Training Guide" is also available from your SGS&Co PM should you need assistance with marking amends on the proof.

! Please be sure that you close out your approval by clicking Make Decision on the proof.

6 Once the files are approved, SGS&Co will prepare outlined art files and send a final invoice for payment.

! Payment must be received by SGS&Co before files will be released.

7 Once the files are released, you will receive an email with further instructions regarding print and PQM.



Please see TRAINING DOCUMENTS within Centric

This portion of the process has integrated with our proprietary PLM system.

Please see the Training Documents located within the system for step-by-step guides & instructions.



Dieline Submission Requirements

General Guidelines for submitting Dielines to **SGS&Co**

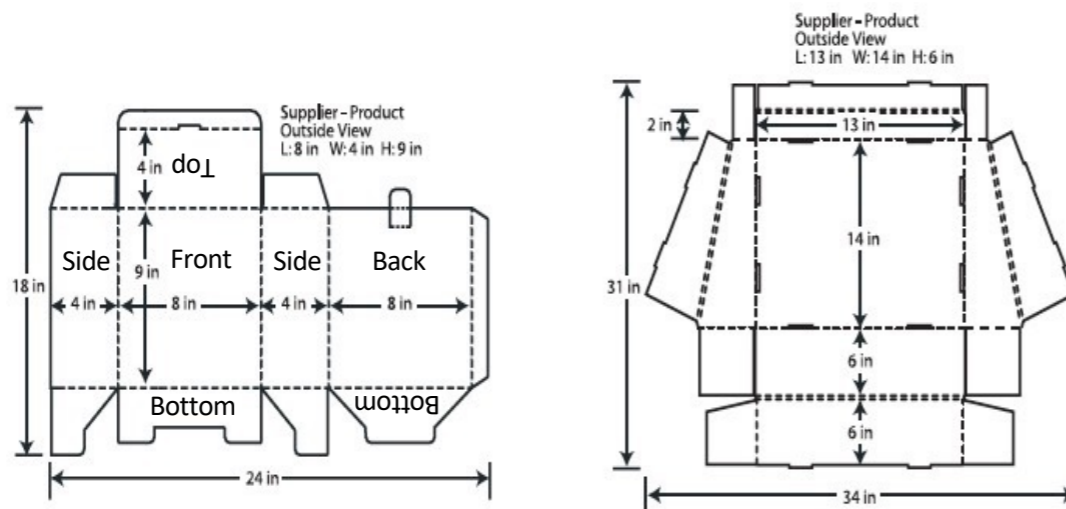
It is the Kroger Merchandise Supplier's responsibility:

- To ensure that all Dielines are 100% to scale (1:1) and accurate prior to artwork production
- Dielines must indicate: internal and external dimensions, die cuts, folds or paths and copy orientation for each panel based on how it will be merchandised
- Dielines must be received with a completed Packaging Request Form (Centric PRF & Item Details)
- **Dielines must be received in: native vector .AI (Adobe Illustrator) or Editable Adobe PDF format at 100% scale**
- Dieline file names should be labeled with the Vendor Style Number (VSN) and correspond to the PRF/Project Item details
- Dielines must be submitted on the PROJECT LINE ITEM which they are paired to. There is a DIELINES attribute to upload them directly within the project item.

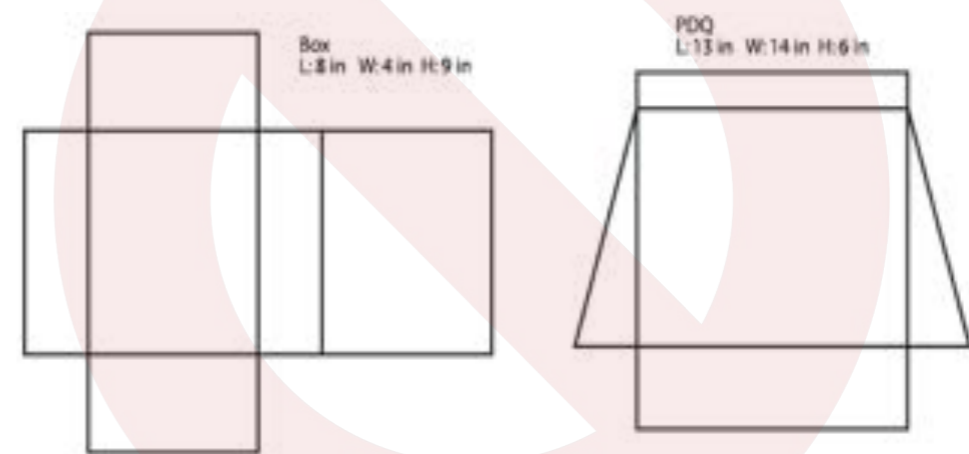


Once artwork development has begun, if a new dieline is received that changes the entire format, an additional full artwork cost will apply.

Examples of Acceptable Dielines



Examples of Unacceptable Dielines





Artwork Adaptation and Digital Proof Process

Digital Artwork Approvals

SGS&Co will initiate the approval process with:

- ✓ Kroger Brand Packaging
- ✓ Kroger Product Developer
- ✓ Kroger Merchandise Supplier
- ✓ Kroger Compliance and/or Intertek Compliance Teams, as required
- ✓ Kroger Buying teams, as needed

Kroger Product Developer will:

- Initiate the project request in CENTRIC once assortment list is approved.
- Verify any other specific data relevant to the selling of the product, (i.e., Product Name)

Kroger Merchandise Supplier ensures all product information is accurate, including:

- Copy for product features
- Specifications
- Compliance Information



Please see additional document: “HOW TO REVIEW/APPROVE” artwork (if you did not receive, please request from your SGS&Co PM)

- IMPORTANT: Kroger Buying office will confirm accuracy of UPC & variable data (when applicable) in the workfront proof
- **Do not contact the Kroger Buying office regarding packaging, please work with your project manager directly.**



SGS & CO Artwork Service List

Artwork Prices First in Series (FIS)/Next in Series (NIS) in USD\$*

(A) Simple Layouts line extension artwork ranging from no-copy/flood color, to basic copy/logo & variable data fields for series/collection, COO, material content and product dimension/capacity copy.

- Simple:
- Hang Tag
- Sticker
- Backer
- Header
- Dustcovers
- Facepapers
- Bath Clam
- Satin Care Labels
- Paper tear-away labels
- Flood color structural PDQ/Shipper/Display



SIMPLE LAYOUTS
FIS \$157.00
NIS \$115.00

(B) Basic Layouts 1-2 sided line extension artwork with standard production design requirements, which could include one (or more) of the following: compliance warnings/statements, image placement(s) to create FPLA/NIST-compliant packaging layouts. Can include variable data fields.

- Basic:
- Hang Tag
- Sticker
- Backer
- Header
- Bath Clam



BASIC LAYOUTS
FIS \$221.00
NIS \$153.00

(C) Complex Layouts 1-2 sided & multi-panel line extension artwork with mid-level production design requirements, which could include one (or more) of the following: compliance warnings/statements, image placement(s) to create FPLA/NIST-compliant packaging layouts. ALL BUILDS ARE FULLY DEVELOPED, No variable data input, these should be full built files due to compliance risk/complexity and full-color photography print quality expectations.

- Complex:
- Folding Carton Color Label
- Colorbox
- Structural Insert
- Fact Tags



COMPLEX LAYOUTS
FIS \$266.00
NIS \$157.00

(D) Involved Layouts line extension artwork with elevated production design requirements, could include several of the following: compliance warnings, image(s), arranging elements around window cutouts, problem-solving to adhere to style standards and create FPLA/NIST-compliant packaging layouts.

- Involved:
- Folding Carton Color Label
- Colorbox
- Structural Insert
- Fact Tags



INVOLVED LAYOUTS
FIS \$365.00
NIS \$221.00

Pricing includes the following services to support **Kroger Home Our Brands Packaging** programs:

- Onsite Project Management
- Overseas Project Management
- Technology solution to manage packaging program
- Artwork – building the files to Kroger’s style guides
- Brand Assurance (3) rounds - ensuring branding meets Kroger’s expectations
- (2) rounds of artwork amends / revisions
- File release to the supplier / printer

Print Quality Management cost will be applied if the supplier uses their own print manufacturer: **\$50 per SKU + cost of color target output**

- Pre-production sample review
- Post-production sample review
- Scorecard created based on review of print samples
- Print color targets for printer to match to on press
 - Epson (Swatch) - \$25 • Epson (Small) - \$35
 - Epson (Medium) - \$45 • Epson (Large) - \$50** (see page 26)



PDQ structures will not be subject to the PQM Test Fee but are required to follow the full PQM process

Kroger and SGS&Co will have the final determination of layout complexity/rates, based on project details.

*For your reference, First-in-Series vs. Next-in-Series:

First-in-Series artwork is the normal fee for artwork adaptation.

However, when similar skus are batched together within the same project, it is possible to acquire Next-in-Series pricing for the similar items. These additional skus must share the SAME dieline, be under the SAME brand name and the image/text variation from the First-in-Series artwork can't significantly impact the layout. If layout, dieline or other changes occur that deviate from these guidelines, the artwork fees will revert to First-in-Series pricing. **The price will be determined based on market fluctuation.

Artwork adaptation includes the original proof, with 2 rounds of revisions/amends. After 2 rounds, SGS&Co will charge an additional cost of \$95.00 per round, per sku. Any rush/expedite fee will be charged separately.

Maintenance to Existing Artwork – minor changes such as: updated Country of Origin, adding a retail price, updating a UPC or fixing a copy error, **will only include 1 round of revision** at a rate of \$95.00 per sku. Additional revisions would result in a full layout fee, based on project complexity. Dieline changes do not qualify for this maintenance rate.



Photography Service List

Photography Prices (in USD\$)

THE PRICING LISTED BELOW IS FOR BUDGETARY PURPOSES ONLY AND IS AN ESTIMATED COST. Base prices listed below are determined by complexity and time on set. Items requiring extra time for styling, food prep, product assembly, etc. may shift into the next category surcharge, because the cost is time-dependent (this is why some examples shown below have 2 cost codes next to their image). This will vary depending on product needs vs. Style Guide. Actual estimates will be provided to suppliers once the volume and scope of work has been defined.



C1
C1 photo: \$85.45
Complexity 2: \$46.50
TOTAL ESTIMATE: **\$130.95**



C1
C1 photo: \$85.45
Complexity 2: \$46.50
TOTAL ESTIMATE: **\$130.95**

CATEGORY 1 (c1): \$85.45

CATEGORY 2 (c2): \$220.20

CATEGORY 3 (c3): \$370.35

CATEGORY 4 (c4): \$420.40

PLUS:
Set construction, steaming, masking, props, food prep, etc. See page 18

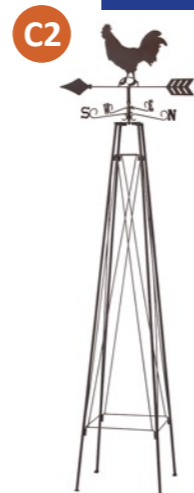
PRICE BREAKDOWNS SHOWN ON THIS PAGE ARE ESTIMATES ONLY. THEY ARE PROVIDED TO ASSIST IN FORECASTING PHOTO EXPENSES. IMAGE DIRECTION WILL ALWAYS REMAIN AT THE DISCRETION OF DIRECTION FROM KROGER BRAND PACKAGING TEAM.



C2 **C3**
C2 photo: \$220.20
Complexity 2: \$46.50
Food prep/prop/shop: \$79
TOTAL ESTIMATE: **\$344.70**



C2
C2 photo: \$220.20
Complexity 2: \$46.50
TOTAL ESTIMATE: **\$265.70**



C2
C2 photo: \$220.20
Complexity 3: \$77.50
Assembly: \$33
TOTAL ESTIMATE: **\$329.70**



C2 **C3**
C2 photo: \$220.20
Complexity 2: \$46.50
TOTAL ESTIMATE: **\$265.70**



C2
C2 photo: \$220.20
Complexity 2: \$46.50
TOTAL ESTIMATE: **\$265.70**



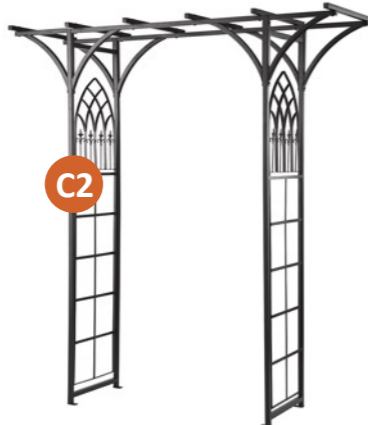
C2
C2 photo: \$240.24
Complexity 2: \$46.50
TOTAL ESTIMATE: **\$265.70**



C2 **C3**
C2 photo: \$220.20
Complexity 2: \$46.50
TOTAL ESTIMATE: **\$265.70**



C2
C2 photo: \$220.20
Complexity 2: \$46.50
TOTAL ESTIMATE: **\$265.70**



C2
C2 photo: \$220.20
Complexity 3: \$77.50
Assembly: \$33
TOTAL ESTIMATE: **\$349.74**



C3
C3 photo: \$370.35
Complexity 3: \$77.50
Assembly & Stylist/steam: \$44
TOTAL ESTIMATE: **\$490.85**



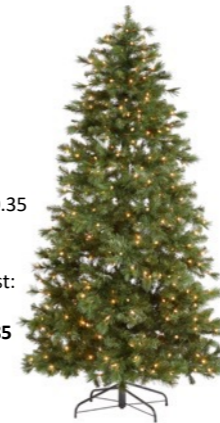
C3
C3 photo: \$370.35
Complexity 2: \$46.50
TOTAL - **\$415.85**



C3 **C4**
C3 photo: \$370.35
Complexity 2: \$46.50
Set construction: \$25
TOTAL - **\$440.85**



C4
Category 4 photo: \$420.40
Complexity 3: \$77.50
Set construction: \$66
TOTAL - **\$562.90**



C3 **C4**
C3 photo: \$370.35
Complexity 4: \$94.50
Assembly/stylist: \$122
TOTAL - **\$585.85**



C3 **C4**
C3 photo: \$370.35
Complexity 2: \$46.50
Food prep/prop/shop: \$55
TOTAL - **\$470.85**



C4
Category 4 photo: \$420.40
Complexity 3: \$77.50
Set construction: \$25
TOTAL - **\$521.90**



C4
Category 4 photo: \$420.40
Complexity 2: \$46.50
Set construction: \$25
TOTAL - **\$490.90**



Photography Service List



The following items are included in the photography pricing:

- Account management, provided by SGS&Co and the photography studio
- Photographer
- Studio space and equipment
- Prop stylist
- Merchandise management
- Pick up of merchandise from Kroger HQ
- Studio Art Director, as needed

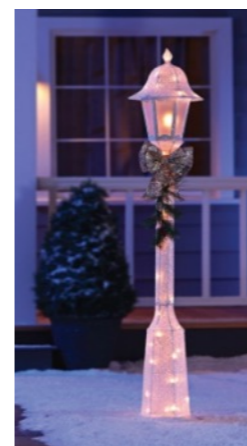
Per shot pricing does not include:

- Props procurement
- Set construction and materials
- Model fees
- Hair & make-up fees
- Stylist fees
- Rentals and product assembly

Continued..



Complex photography (lifestyle/outdoor and/or on location, etc.) may require additional time on set or needs dictated by style guide &/or Kroger instruction. Therefore, actual estimates will be provided to suppliers by SGS&Co once the volume and scope of work has been defined.



Rates for supplemental/variable items not included in base/category photography pricing

These **ADDITIONAL** costs are added to the Estimate/Invoice(s) and are non-negotiable.

NOTE: If shots are held on set or require multiple rounds of updates and approvals, Studio will charge for additional time on set rather than moving up into the next category.

- Set Construction.....\$55 per hour
- Shopping/pre-pro work.....\$50 per hour
- Props and set materials.....at cost
- Post-production image processing:
 - Complexity 1: \$17.50
 - Complexity 2: \$46.50
 - Complexity 3: \$77.50
 - Complexity 4: \$94.50

Additional Masking, Color correction, image edits/mods, etc., are based on \$120/hr. rate



Required: Photography and Product Sample Process

Photography

! **MANDATORY:** Kroger Packaging Photography will be managed by **SGS&Co** for all projects. Final images will remain the property of Kroger for proprietary reasons and cannot be used for any other medium.

- Kroger Merchandise Supplier to send the approved live product samples (please affix Sample Tag with UPC identification to the product sample) to Photography Studio with shipping label. **No swatches for finish or pattern will be accepted.**
- Kroger Merchandise Supplier ships out the approved samples (including specific assembly instructions when required)

! **MANDATORY:** Kroger Merchandise Supplier to provide **SGS&Co** shipping and tracking information for product samples sent to the photography studio.

- After the Artwork is approved: Kroger Merchandise Supplier needs to advise their **SGS&Co** PM if they wish to retrieve samples **within 10 business days** or Kroger Merchandise Supplier may be charged a sample disposal fee.

! **ATTENTION:** Any reshoot-related costs and/or delays due to inaccurate, or lack of up-front information, shipping incorrect product or providing incomplete instructions will be the responsibility of the Kroger Merchandise Supplier. If there are specific print/pattern orientations that need to be taken into consideration while shooting the images, please make these notes on the intake form.



Photography Studio Contacts

Supplier to Label Each Product for Easy Identification



MANDATORY: Please tag/label each sample with the following:

- **VENDOR + BRAND**
- **PD or PDA name** [so studio has contact info if there's an issue with the sample]
- **DESCRIPTION / ITEM NAME**
- **RETURN INFO** [who should the studio return the sample to? BUYER? SUPPLIER? If return to supplier, provide shipping info]
- **SKU/UPC**
 - SKU = 8 digits
 - UPC = 10 digits – do not use leading 0 or check digit (as shown by the highlighted example below):



• **JOB Type & Date**

Job Type: PACKAGING

Date: [input SEASON/YEAR product will be in stores]

This sample tag format can be requested from your PD or PM. You can create your own sample tags, but it must contain all required information, as shown:

[1] Job type: PACKAGING PHOTOGRAPHY	[2] Product season / year: (example: HALLOWEEN 2021, BTS 2022, p8 2021)	
[3] Product Description / Item Name / Style / Color, etc. Name	[4] KROGER Product Developer Name KROGER PD Name	[5] Supplier - Company Name Supplier COMPANY Name
[6] UPC (10 digits) or SKU (8 digits) 4122600000 (or) 00000000	[7] Supplier - Primary Contact Supplier CONTACT Name	[8] Supplier - Primary Contact Info Phone or email
[9] Special instructions – PRODUCT ASSEMBLY: Please list any product assembly instructions & notations here		
[10] Special Instructions (Please note any product specifics we should be aware of while imaging): Please list instructions & notations here (example: Show stripes on bed horizontally (or) minimize product seam from molding process (or) product selling feature is the mosaic pattern, please highlight (or) show with lights on), etc.		



Ship ALL Product Samples to address below:



PureRED Photo Studio

ATTN: PACKAGING

16745 SE Kens Ct. – Suite I
Portland, OR 97267

Email: Chris.Adams@PureRED.net

Phone: 503-786-2200



Responsibilities:

- Kroger Photography Account Manager
- Manage Product Sample Workflow, Scheduling, Intake & Traffic



YFY Jupiter Print Team Contacts

Asia Print Production Contacts:

 **Shenzhen**

Email: Kroger.print@yfyjupiter.com

Phone: +86-755-2686-9997

 **Kunchan**

Email: Kroger.print@yfyjupiter.com

Phone: +86-512-3662-9177



Responsibilities:

- Manage Intake and Review of RFQ
- Provide Packaging Production Costs and Sales & Agreements
- Manage and Assess Approved Product Sample in Box
- Provide Packaging Print Estimates
- Manage Print Production Timelines



Structural End-to-End Process for SGS&Co and YFY Jupiter

Estimate a range of 68 business days turnaround



Note: for print suppliers located outside China in South East Asia, it will take an additional 3-4 weeks for shipping

If you select YFY Jupiter to be your print manufacturer: SGS&Co will manage the artwork project and send out the introduction email to the Kroger Merchandise Supplier. The YFYJ Print Team will be copied in on that email so that they are made aware of the packaging request and will follow-up separately to kick off the print portion of the work.

Kroger Merchandise Supplier will provide all of the requested items in that email back to the SGS&Co PM, as directed.

The YFYJ Print Team will reach out to you and provide the Request for Quote (RFQ) form in a separate email. Since they are the print experts, they will be able to answer any questions your teams have about print and shipping final pieces, as well as delivery expectations. SGS does NOT manage printing, they provide artwork and print inspection services only. YFYJ is a separate company, and our recommended print supplier.

With YFYJ selected as the printer, PQM and quality control are part of their normal process. This means, you will not be subjected to PQM surcharges, or any print manufacturing fines, which can occur under several categories, including:

- **Structural design**
- **Material/substrate review**
- **Right sizing**
- **Print manufacturing**
- **In-store audits**

SGS&Co + YFY Jupiter

- Artwork
- Photography
- Print

ART & PRINT: END TO END

This timeline is to be used for all artworks that require photography and YFY Jupiter printing, with PQM preflight

IMPORTANT

13.5 CALENDAR WEEKS

67 BUSINESS DAYS*

***ADD 3-4 Weeks transit time if printing outside of China**

INCLUDES BULK PRINTING

2 business days project kick off and vendor communication

5 business days intake of dielines, assets & completion/return of PRF (Packaging Request Form)- **PRF shared with YFYJ Print Team for kickoff**

60 business days - simultaneous events
Bulk Printing Print Estimate & Quote, Mock-up, Fit, Approvals, PQM, Bulk Print Production & Delivery
(begins after intake & continues 18 days after artwork release)

37 business days - simultaneous events
Artwork Development + Proofing
Design, review, approvals (up to 3 rounds)

Photography:

- Samples delivered to studio (7 days)
- Pre-production meeting with studio (2 days)
- Photo shoot & post-processing (8 days)
- Image delivery & distribution (2 days)

7 business days artwork invoice and payment, prepress and release

INCLUDES BULK PRINTING

YFY Jupiter Print Process Overview



ATTENTION: Incomplete RFQ forms and/or submitting incorrect dielines will cause the intake to be rejected and may delay the production process.

If you choose to use YFY Jupiter as your printing resource:

- YFY Jupiter will provide a Cost Quote, Sales Terms & Agreements to Kroger Merchandise Supplier for review
- YFY Jupiter will provide 3 pieces of structural Mock-Up Samples for fit and finish to Kroger Merchandise Supplier for approval/sign-off (see page 24 for checklist)
- The supplier will keep 2 samples for their records and must return the 3rd signed-off sample to YFY Jupiter
- Packaging production will not move forward until YFY Jupiter receives the approval on mock-up samples and the signed estimate









By having YFY Jupiter print your packaging, you will **bypass** the PQM process, as this is already part of the YFY Jupiter workflow. As a result, you will automatically be in compliance with Our Brands print integrity expectations & will **not** be subject to any print audits or fines

OPTIONAL: YFY Jupiter Print Process Overview

Kroger Merchandise Supplier is responsible for checking below items while receiving structural mock-up provided by YFY Jupiter:

Checklist:

-  Overall packaging setup size
-  Product fit in package
-  Fluting material quality & Flute grade (i.e., B Flute, C Flute, E Flute, double-wall, etc.)
-  Corrugation direction
-  Closure function (such as box flap)
-  Drop Testing (according to your product testing requirement, if applicable)

By Using YFY Jupiter for your mass print production you will benefit from:

- ❑ Packaging which complies to Kroger GM *Our Brands* color standards
- ❑ Packaging which complies to material standards, whiteness and material GSM
- ❑ QC (Quality Control) prior to delivery
- ❑ Compliance to structural standards
- ❑ PQM Scorecard report supplied to Kroger for record of compliance
- ❑ Right-sizing
- ❑ Packaging mock-ups prior to printing, to assure proper dieline measurements



Benefit of selecting YFY Jupiter: Automatic print expectation compliance! Averting the need to manage print sample approvals, in-store PQM audits and program infractions (fines begin at \$2,000 USD if you select your own printer and do not achieve output expectations).



Supplier-side structural Print Process Overview

Structural Packaging Print Production

Once the artwork has been approved and released from SGS&Co to begin production, you will have the option to source your own structural packaging printing manufacturers.

- **Kroger Merchandise Suppliers will be required to follow Print Quality Management (PQM) procedures**
 - This process is outlined *in detail* on page 30 and is a **mandatory requirement**
 - To receive your PQM evaluation, send your print samples to the PQM contacts and addresses listed on page 27
 - Please ensure you have referenced your Brand Standards to achieve in-store performance

NOTE

NOTE: there is a \$50 PQM fee per SKU **plus**, \$25-\$50 for Epson output of printer targets to match on press (Price determined by output size, see page 16) **and** the cost of shipping/transit for delivery of these materials to designated print vendor*

- **Packaging will be graded on (for itemized PQM criteria, see page 35):**
 - Substrate brightness and hue
 - Ink Color (process/spot, color-match)
 - Finish (aqueous coating: matte/gloss & soft touch coating: matte)
 - Brand Standard Compliance
 - Usage of correct die line & copy matching to approved layouts
 - Absence of substrate cracking, scuffing or other print issues, sturdy adhesives/blisters/windows, etc.
 - Materials used are up to Brand Standard requirements



Packaging not complying to standards will be fined a minimum \$2,000 fee, plus audit costs



Asia Based Factory

PQM Center of Excellence – China

Email: krogerinformation@sgsco.com

Phone: +86-20-89286871

Address:

SGS PQM Center of Excellence

Attn: Kroger Evaluations

Room 126, Flat 8

No. 67 Dongpu 2nd Road

Tianhe District

Guangzhou, China 510660



U.S. Based Factory

PQM Center of Excellence – United States

Email: krogerinformation@sgsco.com

Phone: +1-952-767-9268

Address:

SGS PQM Center of Excellence

Attn: Kroger Evaluations

9300 Winnetka Ave N

Brooklyn Park, MN 55445

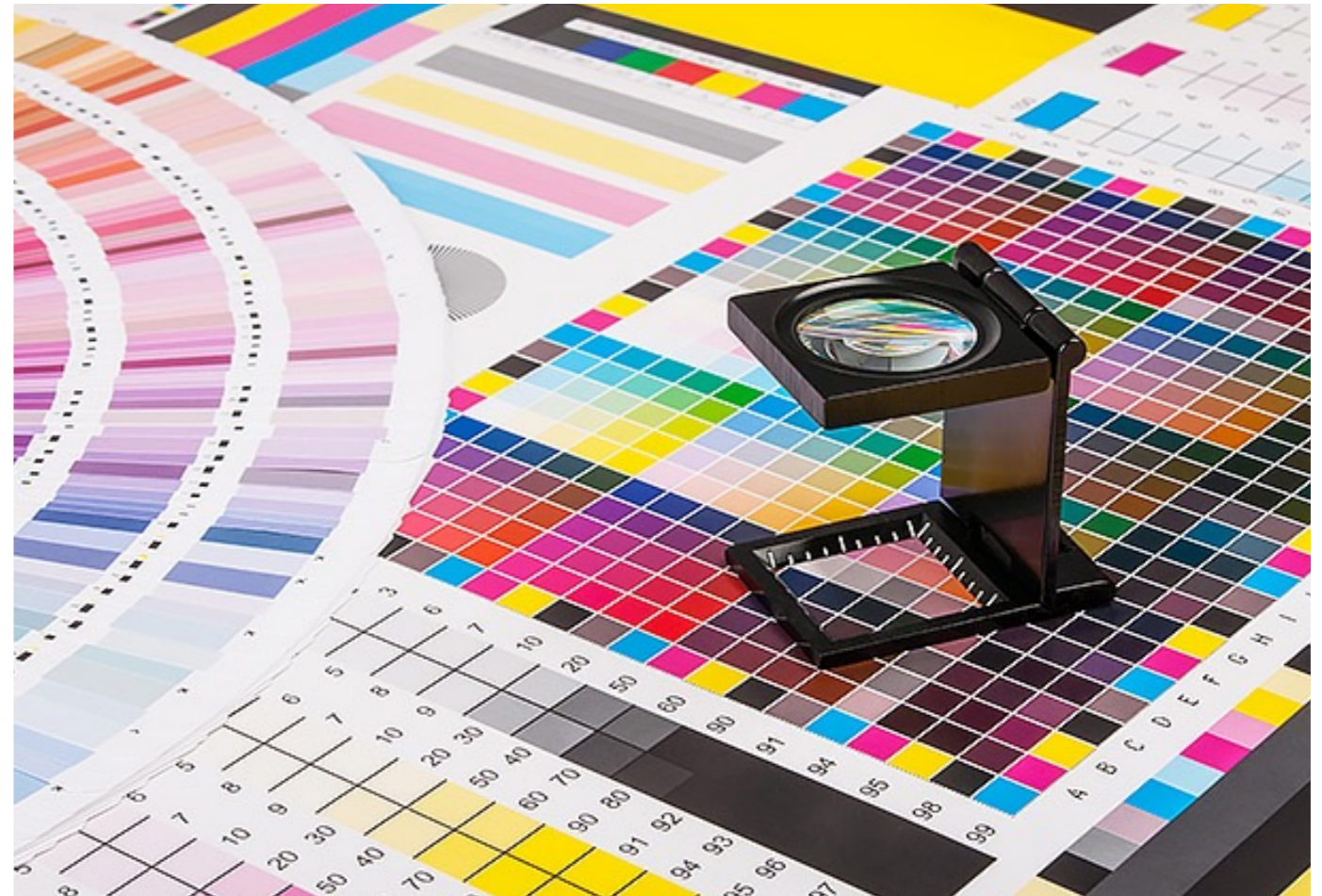


Do not contact the Kroger Buying office regarding packaging.

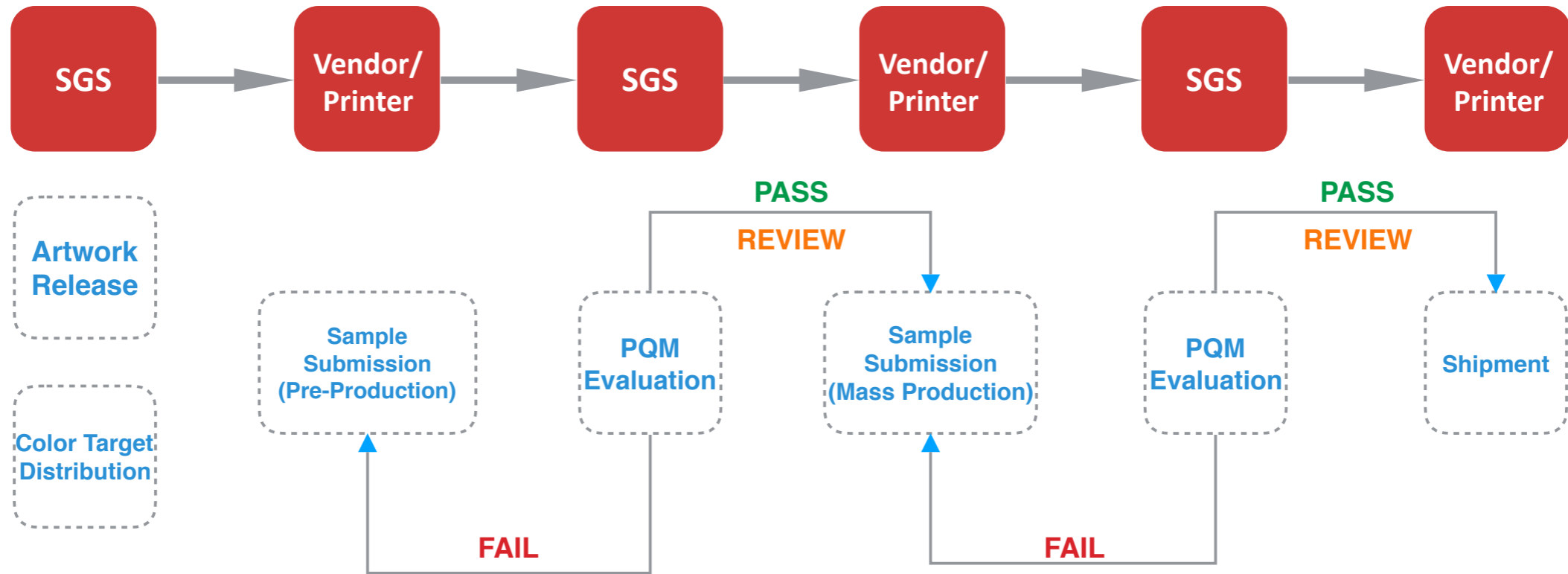
All communication should be sent to your Asia or US based contacts depending on print and factory location.

PQM Evaluation Criteria

- Spot Color Matching
- Process Color (CMYK) Matching
- Control Targets (*Color Bars & Registration Marks*)
- Spot Color Consistency | CMYK Color Consistency
- Coating/Finish
- Registration
- Trapping
- Brand Content & Copy Check (Artwork)
- Barcode/UPC/QR code
- Dieline Accuracy
- Substrate
- Print Defects
- Other Observations



PQM Evaluation Workflow



Product Vendor must ensure their Packaging Printers submit press sheets/samples to avoid receiving a fine. If samples are submitted and receive a FAIL/REVIEW score, they must resubmit samples or will be marked as non-compliant and may also receive a fine. (See page 26)

PQM Press Sheet / Sample Evaluations

- Suppliers are required to provide printer company name and contact information to **SGS & Co** to start PQM process
- **SGS & Co** will publish **Spot Color** matching values (L*a*b* / CXF) onto PQM web portal and communicate targets to suppliers
- **SGS & Co** will publish **Process Color (CMYK)** values/specifications onto PQM web portal and communicate targets to suppliers
- **SGS & Co** will publish **Substrate** specifications onto PQM web portal and communicate targets to suppliers
- **SGS & Co** will include a **Color Bar** on all artwork released to supplier. The printer must keep the color bar on the press sheet when providing pre-production and mass-production print samples.
 - *If the color bars are not on the press sheet samples, the evaluation will automatically be documented as a **FAIL**.*
- **Printers will send 3 Pre-Production Press Sheets and 3 Finished Samples for PQM Evaluation**
 - **SGS & Co** will perform the PQM Sample Evaluation and notify supplier/printer/Kroger of evaluation results
 - PQM sample evaluations resulting in a **PASS (No Defects or Minor Defects)** may proceed with the mass production steps listed below
 - PQM sample evaluations resulting in a **REVIEW (Major Defects)** will have Kroger review and advice on next steps
 - PQM sample evaluations resulting in a **FAIL (Critical Defects)** will require corrections to be made and a new set of pre-production press sheets sent to **SGS & Co** or a secondary PQM evaluation
- Once pre-production approval is received the printer is authorized to begin **Mass Production**
 - *Upon completion, **Printers** will send 3 mass-production press sheets and 3 finished samples to **SGS & Co** for PQM evaluation*
- **SGS & Co** will perform the PQM Sample Evaluation and notify supplier/printer/Kroger of evaluation results
- **In-Store Assessments** will be performed on a regular basis to ensure production consistency, and will be graded back to PQM specifications

Control Targets (Color Bars & Registration Marks)

- Color Bars are to be placed along the edge of the press sheet. **See page 32.**
- If Film Output is required, the Color Bar must be output together with the packaging artwork.
- Submitted **Press Sheets** must include Color Bars, Registration Marks and Coating/Finish, without trimming.

Color Bars are to be applied to the edge of the press sheet.

Must be repeated across the press width in line with any area containing the image or spot colors.

The Process Color Bar must be produced as supplied by SGS & Co and cannot be modified.

Spot Color Bars must contain at least a 100% solid patch and may include tint patches as needed.

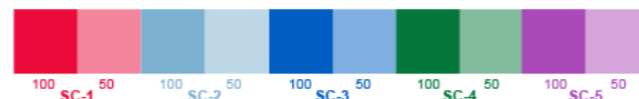
Minimum Size of each color swatch/block = 6mm x 6mm

Registration Marks must be applied to opposite edges of the press sheet.

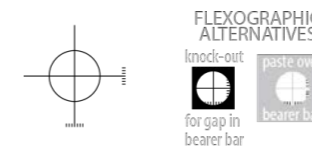
Process Color Bar



Spot Color Bar



Registration Marks



The PQM requirements are noted in the **Artwork Release** email sent from SGS, see **example below**.

The email has links to sections in the PQM website including the **Packaging Specifications**. On that page there are several menus that contain the specifications the printer should follow during production, including the **Control Target Guidelines**. What you can expect:

Artwork Release Email

Color Target will ship out and should be referenced by the printer for final printed packaging. Process Color visual reference only. Spot Colors are required to match the specified values on the PQM website.

PRINT QUALITY MANAGEMENT (PQM) PROCESS:

If you have decided to use your own printer (instead of YFY-Jupiter), please share the below information with your print partners so they can begin the required Kroger PQM process (via SGS).

Packaging Submission – pre-production (if in Asia) and post-production press sheets must be submitted to SGS for PQM evaluation using the Kroger PQM website: <https://www.gmiprime.com/kroger>

Printing Specifications – printers are required to follow the packaging printing specifications posted on the Kroger website:
Color Library: <https://www.gmiprime.com/kroger/Color-Library>

Packaging Specifications: <https://www.gmiprime.com/kroger/Packaging-Evaluations/Documents-User-Guides>
Contact our PQM team for assistance: krogerinformation@sgsco.com

Packaging Sample Specifications and User Guides

Packaging Sample Evaluations

The information contained in the following menus provides packaging production information and step-by-step instructions for the required packaging sample submission. The **Packaging Sample Evaluation** process is in place to monitor ongoing packaging production for Kroger Our Brand products and achieve brand consistency on shelf.

Printed packaging for Kroger products is **required to be submitted to the PQM Center of Excellence prior to and following packaging mass production**. If the packaging does not pass the evaluation, corrections will need to be made and packaging resubmitted for evaluation until a **PASS** result is achieved.

If you have any questions about this process, or if you require assistance, please contact our Customer Support Team by emailing: krogerinformation@sgsco.com.

- Process Color Guidelines
- Control Targets
- Packaging Sample Measurement Guidelines
- Packaging Sample Process Workflows
- Packaging Sample Submission User Guide

Control Target Requirements

Control Targets

The following Control Targets are required when applicable inks are used.
Please note: packaging will receive a **FAIL** grade on the packaging sample evaluation if the control targets are missing and printed colors are not able to be measured.

- PQM Specific Process Color Bar
- Spot Color Bars
- Registration Marks

The below Adobe Illustrator native .PDF files contain the various control targets (color bars, registration marks) and requirement guidelines - **USE FOR PRINT PRODUCTION**

- [Control Target Guidelines](#) - (July 19, 2018)

The below files contain placement instructions for applying the control targets to your press sheet - **Files for viewing reference only - NOT FOR PRINT**

- [Control Target Placement - English](#) (June 26, 2018)
- [Control Target Placement - Chinese](#) (October 12, 2015)

Process Color (CMYK) Matching

- Printing should be based on **ISO 12647-2** standard.
- Product Photography to match Epson GMG.
 - If color on Epson GMG is different to the actual product, please contact **SGS & Co** immediately.
- Contact **SGS & Co** immediately if the color target is unclear.

Spot Color Matching

- Spot Color is required to match to the published L*a*b* color value provided by SGS & Co
- Color value will be derived from a **Brand Color Standard** or the **Pantone Digital Library**
- **DO NOT match to your own Pantone Book**
- Contact SGS & Co immediately if the Color Target is unclear.

Measurement Settings

- Color Difference Model: ΔE_{2000}
- Tolerance/Ratio: $kL^*1 kC^*1 kH^*1$
- Measurement Device Geometry: **0/45**
- Colorimetric Observer Standard: **2°**
- Illuminant: **D50**
- Density Measurement: **Status T, Absolute**
- Instrument Filter: **M0 (No Filter)**

If the final packaging will have a coating applied (example: gloss aqueous coating), the spot color inks should be formulated to anticipate any coating effects.

*The coated, final packaging should match the supplied L*a*b* values.*

Spot Color Tolerance

PASS = $\Delta E < 1.8$

REVIEW = $\Delta E 1.81 - 2.8$

FAIL = $\Delta E > 2.8$

PQM Criteria Subcategories

	PASS	REVIEW	FAIL
Spot Color Matching	$\Delta E2000 < 1.8$	$\Delta E2000 1.81 - 2.8$	$\Delta E2000 > 2.8$
Process Color (CMYK) Matching	Matches within the tolerance.	Slightly out of tolerance.	Out of tolerance.
Control Targets	Color Bars & Registration Marks are present on the Press Sheet.	Color Bars are present, but Registration Marks are missing from press sheet.	Color Bars are missing from press sheet.
Spot Color Consistency	Spot colors printed consistently across the entire press sheet. $\Delta E2000 < 1.8$	Spot colors have slight inconsistency across the press sheet $\Delta E2000 1.81 - 2.8$	Spot colors are inconsistent across the press sheet. $\Delta E2000 > 2.8$
Coating/Finish	Accurate coating applied. Even application.	Accurate coating applied. Uneven application.	Incorrect coating applied or coating is missing.
Registration	Accurate registration or misregistration between 2 colors is $\leq 0.15\text{mm}$.	Misregistration between any 2 colors is $0.15\text{mm} - 0.20\text{mm}$.	Misregistration between any 2 colors is $> 0.20\text{mm}$ or visually out of register.
Trapping	Adequate trapping, no visible white lines between any different color.	-	Insufficient trapping, visible white lines between any different color or no trap applied.
Brand Content Check (Artwork)	Printed sample is correct per the released artwork file.	Major brand infringements; all elements still present on printed sample.	Printed sample does not contain required elements from released artwork file.
Barcode/UPC	Grade A or B, and barcode number on printed samples matches scanned barcode (and artwork if applicable).	Grade C	Grade D or below, and/or the barcode number on the printed sample does not match the scanned barcode (or number on artwork if applicable).
Dieline Accuracy	Dieline is correct per Released artwork file.	-	Dieline does not match released artwork file.
Substrate	Conforms to specification.	-	Does not conform to specification.
Print Defects	No noticeable print defects.	Slight defects.	Very noticeable print defects.

If any criteria subcategory registers as a FAIL, the PQM Sample Evaluation Report will be certified as FAIL.

Next Step – Based on PQM Result

PASS
合格

Approved for Mass Production.

Please submit Mass Production Sample / Press Sheet to SGS for review.

已符合标准，可作大量印刷生产。
请提交大货样本 / 印张予 SGS 再作检阅。

REVIEW
检讨

Mass Production is allowed. Please make improvement based on SGS comments and submit Mass Production Sample / Press Sheet to SGS for review.

可进行大货生产, 请根据报告中的意见于生产时作出改善,
并提交大货样品 / 印张予 SGS 再作审批。

FAIL
不合格

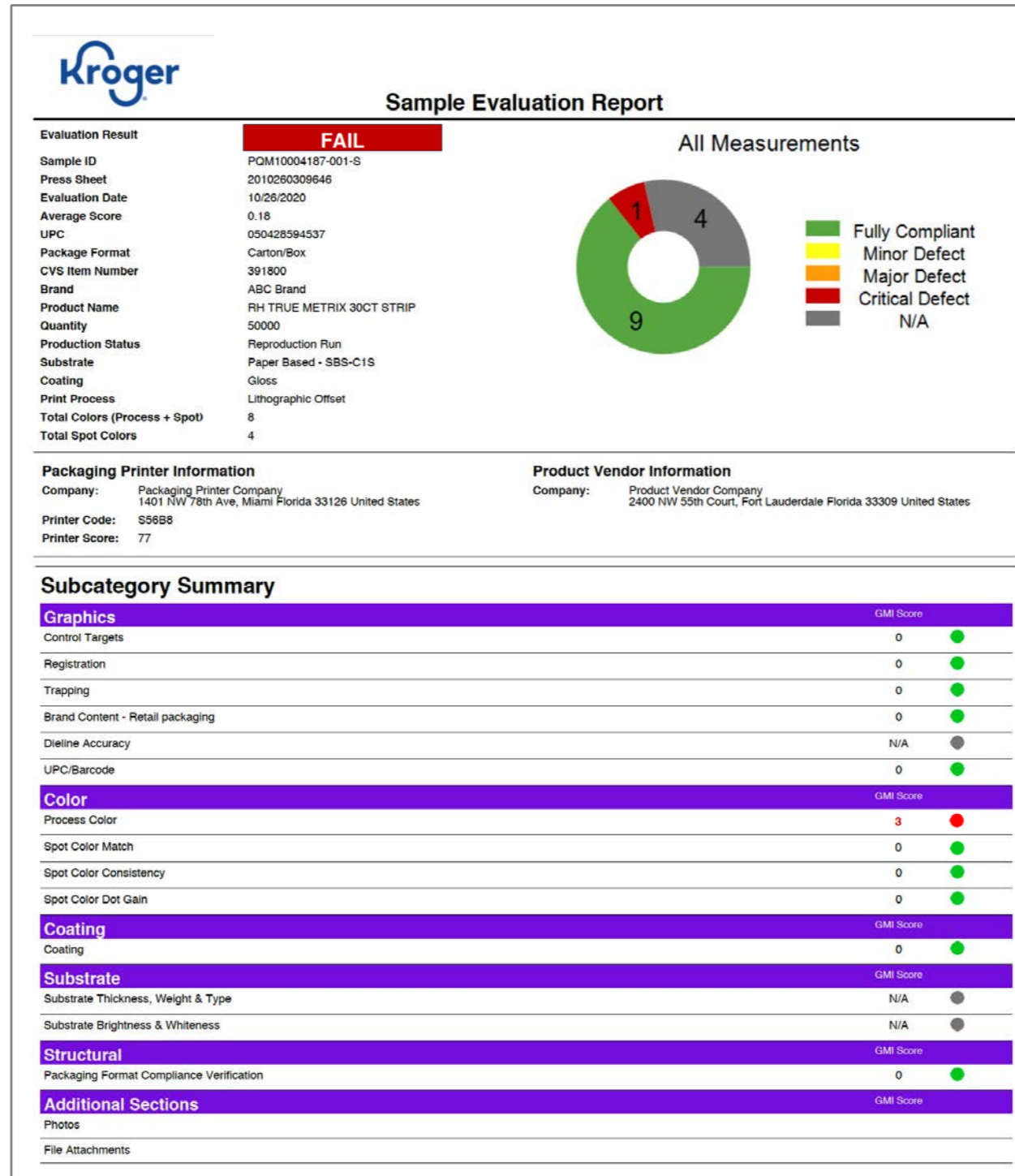
Major issues are found, Mass Production is NOT allowed.

Please submit revised Sample / Press Sheet for further evaluation.

发现严重问题，不容许生产大货。
请把问题改正后再提供样本 / 印张予 SGS 再作审批。

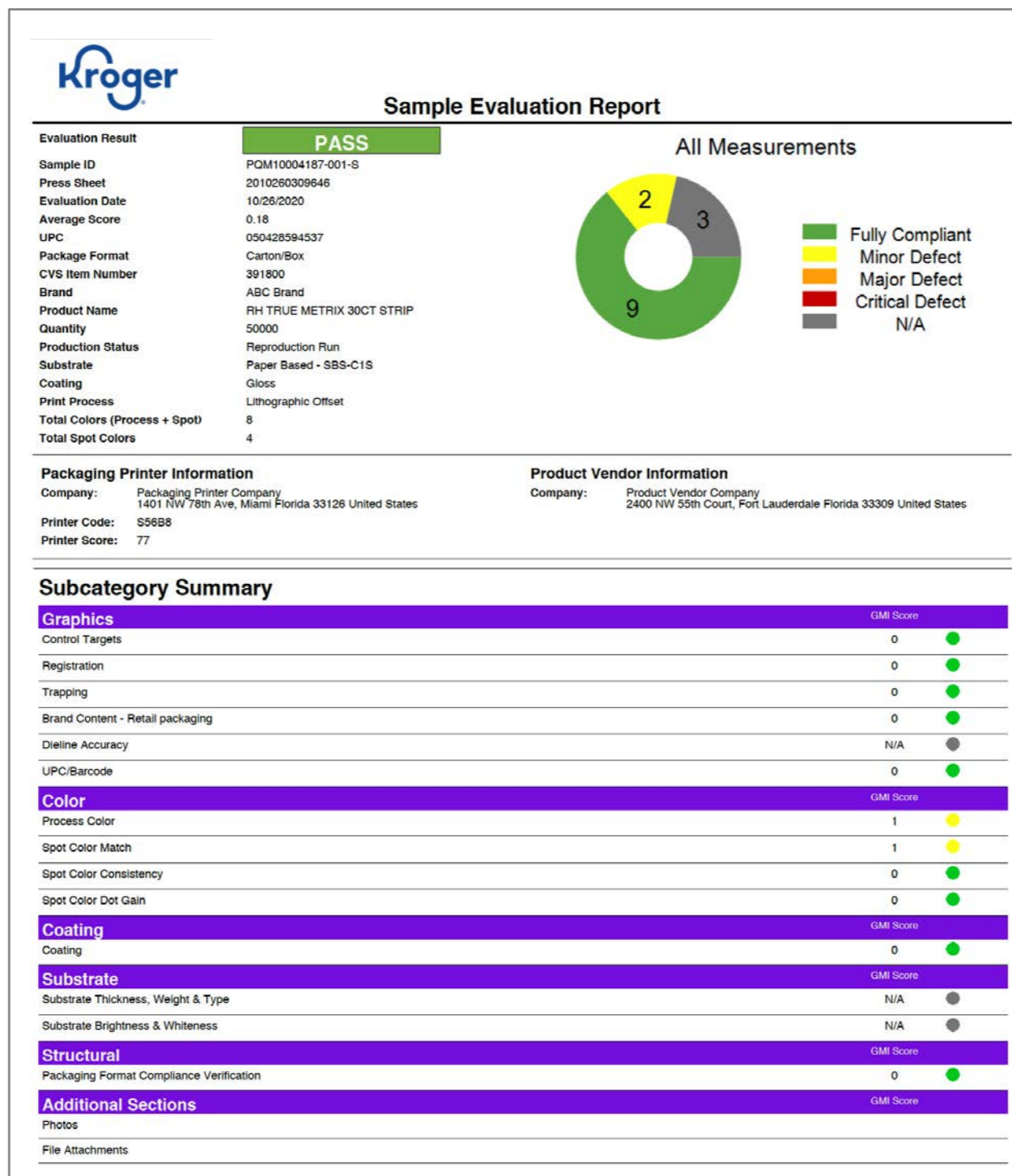
SGS & CO PQM Scorecard Example

Example of a PQM Sample Evaluation Report – FAIL



SGS & CO PQM Scorecard Example

Example of a PQM Sample Evaluation Report – PASS



YFY Jupiter & SGSCo will be doing store audits throughout the year and will be looking at the following packaging elements:

- ◆ Color
- ◆ Finish
- ◆ Brand Standards
- ◆ Use of correct die line
- ◆ Ensure there is no cracking, scuffing or other print issues
- ◆ Materials used are up to brand standard requirements



► What we make

Hangtags, Stickers, Header Cards, Inserts, Belly Bands, Ribbons, Tapes, Backer Cards, Woven Labels, etc.

► How to register

Log onto our web ordering system at www.integratrim.com.

Once you register, you will receive a login and password within 24 business hours to place your order, or (prior to ordering) check pricing or verify information requested.

► Where we make the goods

China, Hong Kong, India, Bangladesh and Pakistan, when needed.

If printing in India, Bangladesh and Pakistan, we will need to have your items approved there (prior to production) which will take additional time.

Plan your timeline accordingly and alert Integra Trim as soon as possible so we can get samples made.

► If photography is required

Once a request is submitted, a project manager will be assigned and will reach out to you directly to help facilitate the request. Photography services are invoiced and managed through SGS&Co.

See pages 41-44 for detailed information about the photography process.





► Information needed for successful packaging development

- Actual packaging example/sample if it is a new item for Integra Trim
- Image or PDF of vendor packaging
- All packaging details will be input in the CENTRIC project product item(s) during intake:
 - Product name
 - Brand
 - Label description
 - Product specs, etc.
 - Battery information/type
 - Legal specifications & clarification (including UL, ETL or OEKO-TEX logo, if applicable)
 - Hazardous materials
 - Etc.
- **FINAL** dieline including dimensions (that is 100% to scale) and Adobe Illustrator file of dieline

► Reference materials

Please send your reference material to the IT office in Hong Kong so that we can match your historical packaging for this item.
Please reference IT ordering codes with your material.

If an item code is unavailable when sending your material to match, please provide:

Brand (& Holiday, if applicable), vendor name, UPC code(s), and the Product Developer at Kroger.

Send to: Jointak Industries

Attn: Candy See
7/F, 38 Hung To Rd,
Kwun Tong
Kowloon Bay, Hong Kong
Ph# (852) 3184 6791

Print Production & Artwork Development Timelines:

- **14-21 business days (3-4 calendar weeks):** Artwork layout (by Integra Trim) + Packaging review(s) and approval by Kroger Brand Packaging and Compliance. Additional time may be needed if photography is required, please reference the packaging timelines diagrams.
- **3-4 business days:** Once template is approved, the final Layout to Hong Kong to be added to the web ordering system
- **1-3 business days: *Vendor submits order via web ordering system with all variable data input.***

Proof of artwork layout generated and sent to vendor for approval.

- The more revisions needed from initial order layout proof, the more time needed for this process.
- Please have **ALL ACCURATE** information when placing initial order to ensure a timely delivery!
- After receiving approval, production begins

! **Dip & Modavari: 15-21 business days (3-4 calendar weeks):** Dip and Modavari have a longer production time as a result of multiple printing processes and foil.

All other brands: 10-14 business days (2-3 calendar weeks): Print production lead time.

NOTE

Supplier is responsible for transit method and timeline for delivery of bulk print to factory

If there are more than 3 art, dieline or variable text changes after initial order is placed, an **ADDITIONAL fee of \$50.00** will be charged per SKU layout. Please ensure all initial art and variable data is correct when placing an order.

INTEGRA TRIM TIMELINES

(INCLUDES DIP AND MODAVARI)

Integra Trim
· Artwork
ONLY

This timeline is to be used when it's artwork only; NO photography needed

ART & PRINT: END TO END

DIP & MODAVARI ONLY

13.5 CALENDAR WEEKS

68 BUSINESS DAYS*

✓ INCLUDES BULK PRINTING

2 business days project kick off and vendor communication

5 business days intake of dielines, assets and completion and return of Packaging Request Form (PRF)

29 business days
TEMPLATE Development + Proofing Design, reviews, edits and approvals (up to 3 rounds)

2 business days for artwork release to IT iWeb

2 business days art files to be available for vendor order

7 business days for order processing, PDF proofs to vendor and variable data approvals

21 business days bulk print production

✓ INCLUDES BULK PRINTING

* NOTE: SUPPLIER IS RESPONSIBLE FOR TRANSIT METHOD AND TIMELINE FOR DELIVERY OF BULK PRINT TO FACTORY

Integra Trim
· Artwork
· Photography
ONLY

This timeline is to be used when it's artwork that needs photography

ART & PRINT: END TO END

DIP & MODAVARI ONLY

13.5 CALENDAR WEEKS

68 BUSINESS DAYS*

✓ INCLUDES BULK PRINTING

2 business days for project kick off and vendor communication

5 business days for intake of dielines, assets and completion and return of PRF

29 business days - simultaneous events:

TEMPLATE Development + Proofing (29 days):

Design, review, approvals (up to 3 rounds) with BP/PDD and Compliance* as needed.

Photography (19 days, plus 7 days for payment):

- Samples delivered to studio
- Pre-production meeting with studio
- Photo shoot & post-processing
- Image delivery & distribution
- Invoice from studio to JPG > JPG to vendor > payment from vendor to JPG > images released

2 business days for artwork release to IT iWeb

2 business days art files available for vendor order

7 business days for order processing, PDF proofs to vendor and variable data approvals

21 business days for bulk print production

✓ INCLUDES BULK PRINTING

* NOTE: SUPPLIER IS RESPONSIBLE FOR TRANSIT METHOD AND TIMELINE FOR DELIVERY OF BULK PRINT TO FACTORY

Integra Trim
· Photography
ONLY

This timeline is to be used when it's artwork that needs photography ONLY; existing template

ART & PRINT: END TO END

DIP & MODAVARI ONLY

12.5 CALENDAR WEEKS

63 BUSINESS DAYS*

✓ INCLUDES BULK PRINTING

2 business days for project kick off and vendor communication

5 business days for intake of dielines, assets and completion and return of PRF

19 business days

- Samples delivered to studio
- Pre-production meeting with studio
- Photo shoot & post-processing
- Image delivery & distribution

7 business days
Invoice from studio to JPG > JPG to vendor > payment from vendor to JPG > images released

2 business days for artwork release and project completion

7 business days for order processing, proofs to vendor and variable data approvals

21 business days for bulk print production

✓ INCLUDES BULK PRINTING

* NOTE: SUPPLIER IS RESPONSIBLE FOR TRANSIT METHOD AND TIMELINE FOR DELIVERY OF BULK PRINT TO FACTORY

INTEGRA TRIM TIMELINES

(EXCLUDES DIP AND MODAVARI)

Integra Trim
· Artwork ONLY

This timeline is to be used when it's NEW TRIM artwork only; NO photography needed

ART & PRINT: END TO END

EXCLUDES DIP & MODAVARI

12.2 CALENDAR WEEKS

61 BUSINESS DAYS*

INCLUDES BULK PRINTING

- 2 business days** project kick off and vendor communication
- 5 business days** intake of dielines, assets and completion and return of Packaging Request Form (PRF)
- 29 business days** **TEMPLATE Development + Proofing** Design, reviews, edits and approvals (up to 3 rounds)
- 2 business days** for artwork release to IT iWeb
- 2 business days** art files to be available for vendor order
- 7 business days** for order processing, PDF proofs to vendor and variable data approvals
- 14 business days** bulk print production

INCLUDES BULK PRINTING

* NOTE: SUPPLIER IS RESPONSIBLE FOR TRANSIT METHOD AND TIMELINE FOR DELIVERY OF BULK PRINT TO FACTORY

(EXCLUDES DIP AND MODAVARI)

Integra Trim
· Artwork · Photography

This timeline is to be used when it's NEW TRIM artwork that also needs photography

ART & PRINT: END TO END

EXCLUDES DIP & MODAVARI

12.2 CALENDAR WEEKS

61 BUSINESS DAYS*

INCLUDES BULK PRINTING

- 2 business days** for project kick off and vendor communication
- 5 business days** for intake of dielines, assets and completion and return of PRF
- 29 business days – simultaneous events:**
TEMPLATE Development + Proofing (29 days): Design, review, approvals (up to 3 rounds) with BP/PDD and Compliance* as needed.
- Photography (19 days, plus 7 days for payment):**
 - Samples delivered to studio
 - Pre-production meeting with studio
 - Photo shoot & post-processing
 - Image delivery & distribution
 - Invoice from studio to JPG > JPG to vendor > payment from vendor to JPG > images released
- 2 business days** for artwork release to IT iWeb
- 2 business days** art files available for vendor order
- 7 business days** for order processing, PDF proofs to vendor and variable data approvals
- 14 business days** for bulk print production

INCLUDES BULK PRINTING

* NOTE: SUPPLIER IS RESPONSIBLE FOR TRANSIT METHOD AND TIMELINE FOR DELIVERY OF BULK PRINT TO FACTORY

(EXCLUDES DIP AND MODAVARI)

Integra Trim
· Photography ONLY

This timeline is to be used when EXISTING TRIM needs photography ONLY

ART & PRINT: END TO END

EXCLUDES DIP & MODAVARI

11.2 CALENDAR WEEKS

56 BUSINESS DAYS*

INCLUDES BULK PRINTING

- 2 business days** for project kick off and vendor communication
- 5 business days** for intake of dielines, assets and completion and return of PRF
- 19 business days**
 - Samples delivered to studio
 - Pre-production meeting with studio
 - Photo shoot & post-processing
 - Image delivery & distribution
- 7 business days**
Invoice from studio to JPG > JPG to vendor > payment from vendor to JPG > images released
- 2 business days** for artwork release and project completion
- 7 business days** for order processing, proofs to vendor and variable data approvals
- 14 business days** for bulk print production

INCLUDES BULK PRINTING

* NOTE: SUPPLIER IS RESPONSIBLE FOR TRANSIT METHOD AND TIMELINE FOR DELIVERY OF BULK PRINT TO FACTORY

INTEGRA TRIM TIMELINES	(EXCLUDES DIP AND MODAVARI)	<p style="text-align: center;">Integra Trim • Existing eBook Templates</p> <p style="text-align: right; background-color: #ffeb3b; border-radius: 50%; padding: 5px; display: inline-block;">EXISTING TRIM & PRINT</p> <p style="font-size: small;">This timeline is to be used when it's EXISTING eBook Templates ONLY; NO photography needed</p>	(INCLUDES DIP AND MODAVARI)	<p style="text-align: center;">Integra Trim • Existing eBook Templates</p> <p style="text-align: right; background-color: #ffeb3b; border-radius: 50%; padding: 5px; display: inline-block;">EXISTING TRIM & PRINT</p> <p style="font-size: small;">This timeline is to be used when it's EXISTING eBook Templates ONLY; NO photography needed</p>
	EXCLUDES DIP & MODAVARI	EXCLUDES DIP & MODAVARI		(INCLUDES DIP AND MODAVARI)
		4.5 CALENDAR WEEKS		DIP & MODAVARI ONLY
		22 BUSINESS DAYS*		6 CALENDAR WEEKS
		INCLUDES BULK PRINTING		29 BUSINESS DAYS*
		INCLUDES BULK PRINTING		INCLUDES BULK PRINTING
		* NOTE: SUPPLIER IS RESPONSIBLE FOR TRANSIT METHOD AND TIMELINE FOR DELIVERY OF BULK PRINT TO FACTORY		* NOTE: SUPPLIER IS RESPONSIBLE FOR TRANSIT METHOD AND TIMELINE FOR DELIVERY OF BULK PRINT TO FACTORY

- 1 business day** PD sends vendor IT ticket #
- 7 business days** for order processing, PDF proofs to vendor and variable data approvals
- IT generates proof, delivers to supplier, Supplier verifies info
 - Delivers final PDF to PD
 - PD confirms PDF/approval variable data with buying team
 - Issues PDF approval to supplier
 - Supplier provides proof approval to IT
- IT schedules & begins print manufacturing of approved trim
- 14 business days** bulk print production

- 1 business day** PD sends vendor IT ticket #
- 7 business days** for order processing, PDF proofs to vendor and variable data approvals
- IT generates proof, delivers to supplier, Supplier verifies info
 - Delivers final PDF to PD
 - PD confirms PDF/approval variable data with buying team
 - Issues PDF approval to supplier
 - Supplier provides proof approval to IT
- IT schedules & begins print manufacturing of approved trim
- 21 business days** bulk print production



Heather Grant

Primary Contact for all ordering questions & process

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Mandatory: Integra Trim is the required end-to-end provider of ALL trim-related packaging:

Hang tags, header cards, belly bands, labels, inserts, etc.

Artwork development

(Note: any items needing photography will require the imaging be provided by

PureRED/SGS&Co)

- **Print manufacturing**

Thank you

