

KOHL'S DIMENSIONS SPECIFICATIONS FOR MERCHANDISE SETUP

VENDOR BEST PRACTICE GUIDE

WHAT IS
PROJECT
SMART SPACE
(S.P.A.C.E.)

STRATEGIC PLACEMENT & ASSORTMENT for CUSTOMER EXPERIENCE

To enable a fully **connected, dynamic** platform where assortment, space and execution work in harmony-unlocking **data-driven** decisions, increased productivity and seamless **customer experience** in every store.

WHY ARE WE
REQUIRING
DIMENSIONS?

We are embarking on the journey to become more **spatially aware** and launching the **Blue Yonder** Space Planning & Floorplanning Program for **strategic assortment** and **strategic space**. In order to do that we are requiring product dimensions for all products to ensure all categories fit within their given fixture allocations.

All products across **all categories** of business are required to have **PRESENTATION** dimensions. **Presentation Dimensions** represent the measurable space a physical item occupies within its final packaging including the hanger, hang tag or hooks.

WHAT ARE WE
REQUIRING
DIMENSIONS
FOR?



OPEN TOWEL



FOLDED TOWEL



COOKWARE NO PACKAGE



COOKWARE SET IN PACKAGE

There are two types of dimensions: **manually entered** and **standardized** dimensions.

Manually entered dimensions: vary based on category of business will need to be entered at time of item set up **provided by the vendor**.

Standard dimensions don't vary across department/category of business can be standardized using Department, Merch Category and Silhouette.

Please work with your **merchants** or **product development partners** to determine which dimensions apply to your specific product categories.

DIMENSION SPECS

Merchandise Orientation:

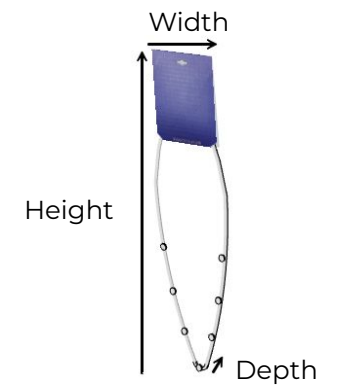
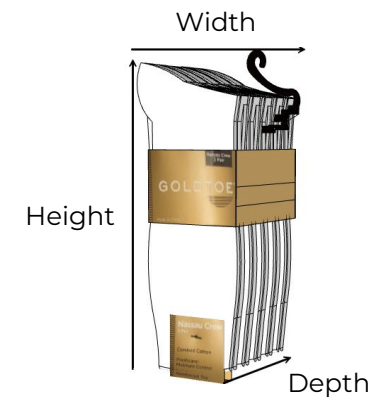
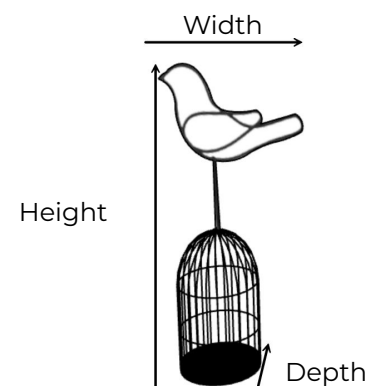
- Measure the product as it will appear on the fixture
 - Front of product facing forward with package label visible.

Unit of Measure

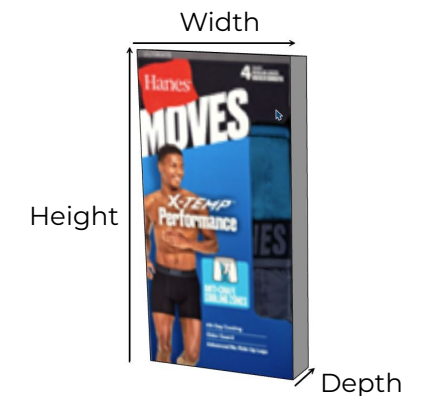
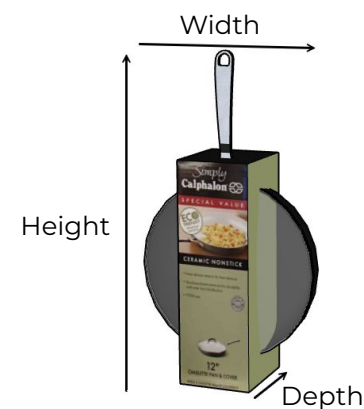
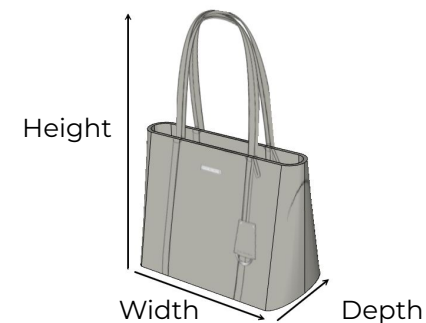
- Inches
- Round all measurements to the nearest tenth (one decimal place)
- Example: If measurement is 10.25, round up to the nearest whole number 10.3

How to Measure

- Measure height, width & depth:
 - **Height:** Top to bottom of product including extensions such as hang tags, hangers or hooks.
 - **Width:** Side to side from the widest point of the product.
 - **Depth:** Front to back from the widest point of the product.



DIMENSION EXAMPLES



QUESTIONS

- Email questions to: merchant or product development partners