

Packaging Template Library Guide

Footwear Only

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Purpose

This guide is the current and up-to-date guide for all approved Footwear Packaging Templates utilizing variable data.

Please see the [Packaging Execution & Production Share Drive](#) and the [FOOTWEAR: Packaging Variable Guide](#) for additional information and resources.

What do I do if I need a Template not in this Guide?

Production and/or Merchant partners should bring all requests for new and/or updates to templates through the Packaging Filter meeting to be reviewed and process aligned on. To have your request added to the agenda please fill out a WMJ request and complete the Template PD [[PKG Production Project Details](#)].

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Template Code Naming

Code Structure

Brand Code (required) [#] Division (required) [#] descrip (optional) [#] Pkg type Code (required)

Ex.

NB FTW OL SHT

Non-Branded, Footwear, Ortholite, Supplemental Hangtag

AP FTW SHT

Apt 9, Footwear, Ortholite, Supplemental Hangtag

NOTES: If there is only one version the description will be omitted

File Name and Code are intentionally the same

KOHL'S PACKAGING PRODUCTION

JOB ID: 135974-250300_FK_MB/White Ticket: FTW Variable Templates

ORDER CODE: NB FTW BxST

FILE NAME: NB FTW BxST

RELEASE DATE: 8/21/2025

RELEASED BY: Quality Control

PRODUCTION DESIGNER: Amy Hinkle

PACKAGING DESIGNER: Amy Hinkle

PKG TYPE: Sticker

STOCK/MATERIAL: Bright White
Sticker Stock

WEIGHT: Vendor to determine

FINAL COATING: Matte

COLOR:



CMYK

DO NOT PRINT:

— DIELINE — FOLD — SCORE — PERF — TYPE SAFETY
— SEW — CREASE — KISS CUT — NOTES

FINISHED DIELINE SIZE:
4 in. x 1.6 in.

Shoe Size Color Coding:

5 7.1/6.5-7.0/6.5	6 8.1/7.5-8.0/7.5	7 9.1/8.5-9.0/8.5	8 10.1/9.5-10.0/9.5	9 11.1/10.5-11.0/10.5
10 12.1/11.5-12.0/11.5	11 13.1/12.5-13.0/12.5	12 14.1/13.5-14.0/13.5	13 15.1/14.5-15.0/14.5	14 16.1/15.5-16.0/15.5
15 17.1/16.5-17.0/16.5	16 18.1/17.5-18.0/17.5	17 19.1/18.5-19.0/18.5	18 20.1/19.5-20.0/19.5	19 21.1/20.5-21.0/20.5
20 22.1/21.5-22.0/21.5	21 23.1/22.5-23.0/22.5	22 24.1/23.5-24.0/23.5	23 25.1/24.5-25.0/24.5	24 26.1/25.5-26.0/25.5
25 27.1/26.5-27.0/26.5	26 28.1/27.5-28.0/27.5	27 29.1/28.5-29.0/28.5	28 30.1/29.5-30.0/29.5	29 31.1/30.5-31.0/30.5
30 32.1/31.5-32.0/31.5	31 33.1/32.5-33.0/32.5	32 34.1/33.5-34.0/33.5	33 35.1/34.5-35.0/34.5	34 36.1/35.5-36.0/35.5

Kid's Shoe Size
Color Coding:

1 7.1/6.5-7.0/6.5	2 8.1/7.5-8.0/7.5	3 9.1/8.5-9.0/8.5	4 10.1/9.5-10.0/9.5	5 11.1/10.5-11.0/10.5
6 12.1/11.5-12.0/11.5	7 13.1/12.5-13.0/12.5	8 14.1/13.5-14.0/13.5	9 15.1/14.5-15.0/14.5	10 16.1/15.5-16.0/15.5
11 17.1/16.5-17.0/16.5	12 18.1/17.5-18.0/17.5	13 19.1/18.5-19.0/18.5	14 20.1/19.5-20.0/19.5	15 21.1/20.5-21.0/20.5
16 22.1/21.5-22.0/21.5	17 23.1/22.5-23.0/22.5	18 24.1/23.5-24.0/23.5	19 25.1/24.5-25.0/24.5	20 26.1/25.5-26.0/25.5
21 27.1/26.5-27.0/26.5	22 28.1/27.5-28.0/27.5	23 29.1/28.5-29.0/28.5	24 30.1/29.5-30.0/29.5	25 31.1/30.5-31.0/30.5
26 32.1/31.5-32.0/31.5	27 33.1/32.5-33.0/32.5	28 34.1/33.5-34.0/33.5	29 35.1/34.5-35.0/34.5	30 36.1/35.5-36.0/35.5

FTW FEATURE ICON VARIABLES



Box Sticker

NB FTW BxST

NOTE: This is used for
all brands

ONE FEATURE OPTION



TWO FEATURE OPTION



ONE FEATURE OPTION
EXAMPLE



TWO FEATURE OPTION
EXAMPLE



Glossary

Pkg Type Codes

Division

FTW = Footwear

Descriptions

OL = Ortholite

Wt = Waterproof/resistant

S = Sustainability

SS = Special Size

Pkg Types

Bx = Shoebox

BxST = Box Sticker

BxTP = Box Tissue Paper

ST = Sticker

SHT = Supplemental Hangtag

HT = Hangtag

SK = Footbed Sock

HAN = Hanger Head (plastic)

KOHL'S PACKAGING PRODUCTION

RELEASE DATE: 9/26/2025

PKG TYPE: Sticker

JOB ID: 137445-251003_PK_NB_FTW Boot Box Sticker_B18

RELEASED BY: Quality Control

STOCK/MATERIAL: Bright White Sticker Stock

ORDER CODE: NB FTWbt BxSt

PRODUCTION DESIGNER: Amy Hinkle

WEIGHT: Vendor to determine

FILE NAME: NB FTWbt BxSt

PACKAGING DESIGNER: Amy Hinkle

FINAL COATING: Matte

COLOR:



CMYK

DO NOT PRINT:

DIELINE FOLD SCORE PERF TYPE SAFETY
SEW CREASE KISS CUT NOTES

FINISHED DIELINE SIZE:

4 in. x 1.6 in.

Shoe Size Color Coding:

5 11.0 11.25	6 11.5 11.75	7 12.0 12.25	8 12.5 12.75	9 13.0 13.25
9.5 13.5 13.75	10 14.0 14.25	10.5 14.5 14.75	11 15.0 15.25	11.5 15.5 15.75
12 16.0 16.25	12.5 16.5 16.75	13 17.0 17.25	13.5 17.5 17.75	14 18.0 18.25
14.5 18.5 18.75	15 19.0 19.25	15.5 19.5 19.75	16 20.0 20.25	16.5 20.5 20.75
17 21.0 21.25	17.5 21.5 21.75	18 22.0 22.25	18.5 22.5 22.75	19 23.0 23.25

Kids' Shoe Size Color Coding:

1 11.0 11.25	2 11.5 11.75	3 12.0 12.25	4 12.5 12.75	5 13.0 13.25
6 13.5 13.75	7 14.0 14.25	8 14.5 14.75	9 15.0 15.25	10 15.5 15.75
11 16.0 16.25	12 16.5 16.75	13 17.0 17.25	14 17.5 17.75	15 18.0 18.25
16 18.5 18.75	17 19.0 19.25	18 19.5 19.75	19 20.0 20.25	20 20.5 20.75

FTW FEATURE ICON VARIABLES

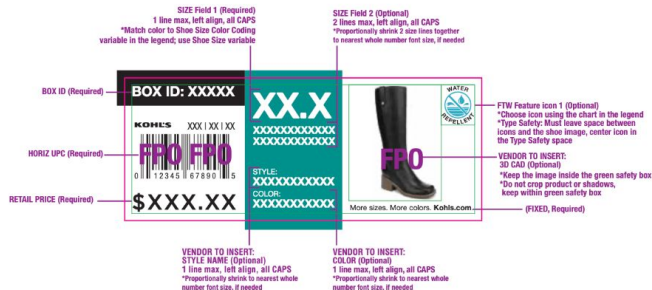


Boots Box Sticker

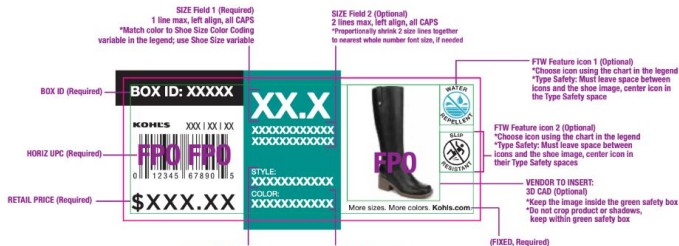
NB FTWbt BxSt

NOTE: This is used for all brands

ONE FEATURE OPTION



TWO FEATURE OPTION



ONE FEATURE OPTION
EXAMPLE



TWO FEATURE OPTION
EXAMPLE



Tissue Paper

NB FTW BxTP

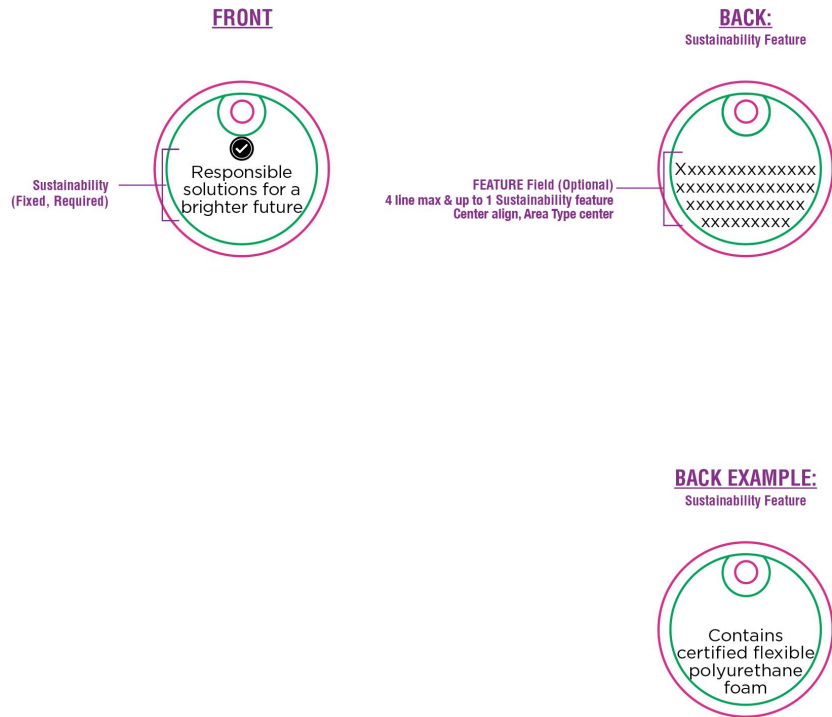
*NOTE: This is used for
all core brands*



Supplemental Hangtag

NB FTW S SHT

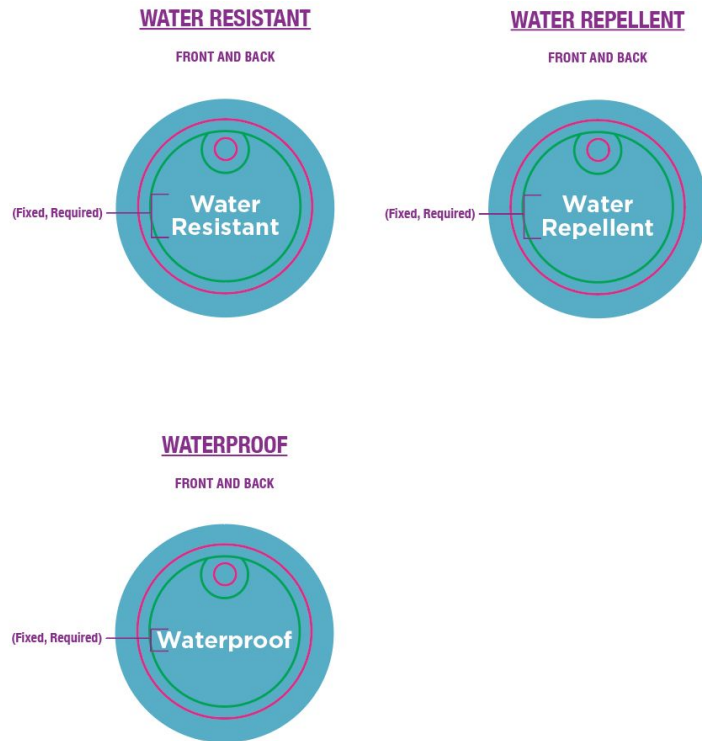
NOTE: This is used for all brands



Supplemental Hangtag

NB FTW Wt SHT

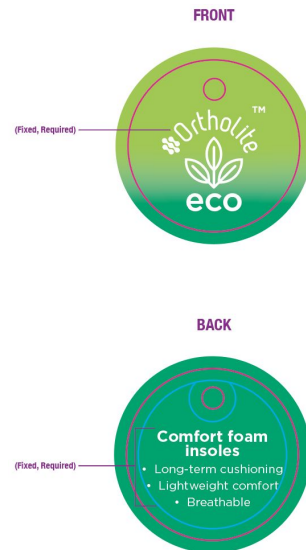
NOTE: This is used for all brands



Supplemental Hangtag

NB FTW OL SHT

NOTE: This is used for all brands

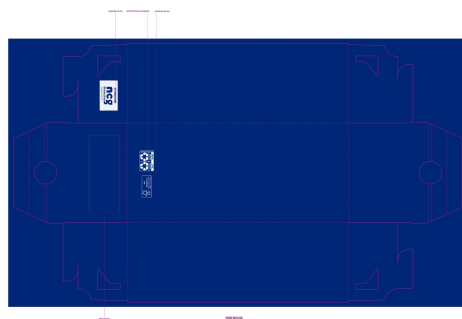


Footwear Core Packaging Boxes

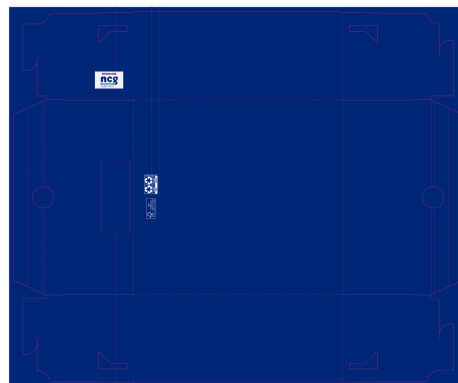
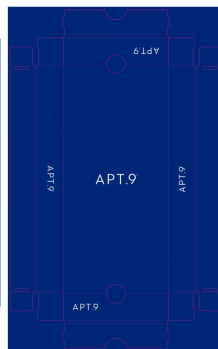
Core Boxes

Removable lid

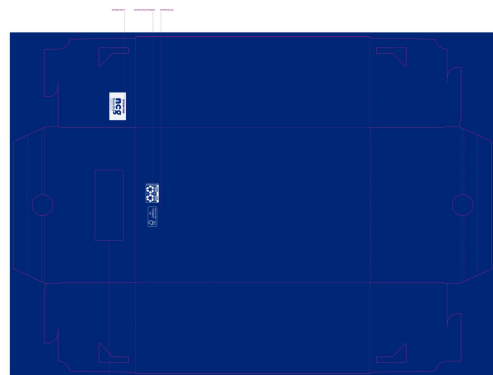
AP Examples



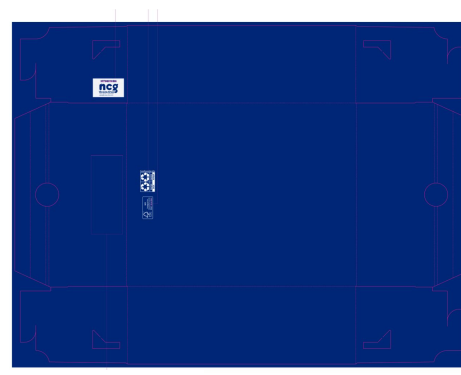
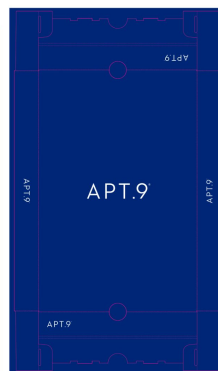
AP FTW BXG1



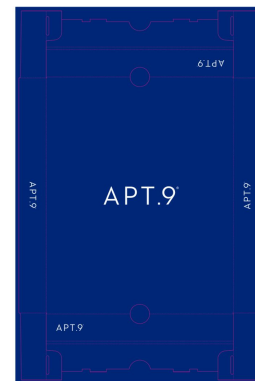
AP FTW BXM1



AP FTW BXFF1



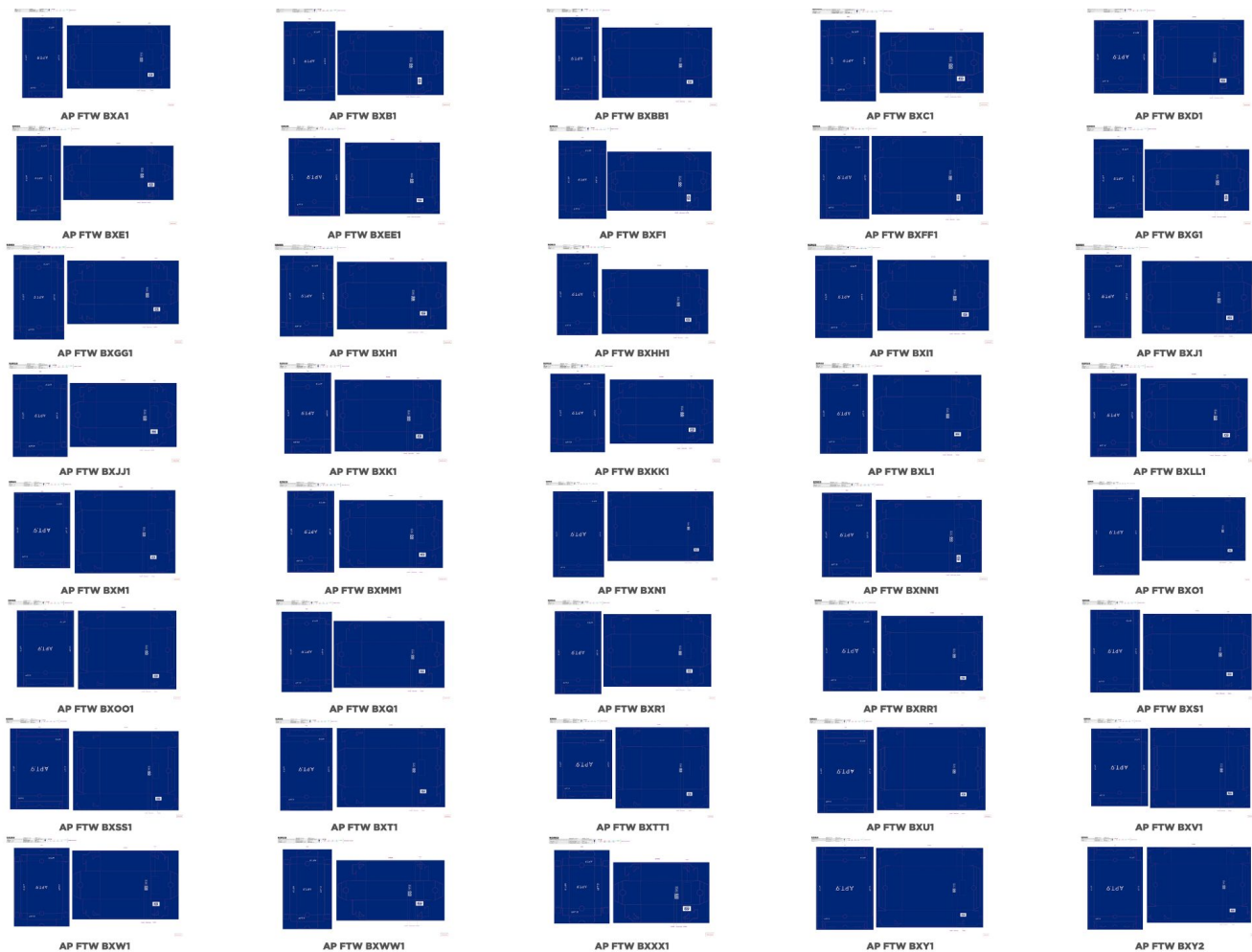
AP FTW BXEE1



Core Boxes

Removable lid

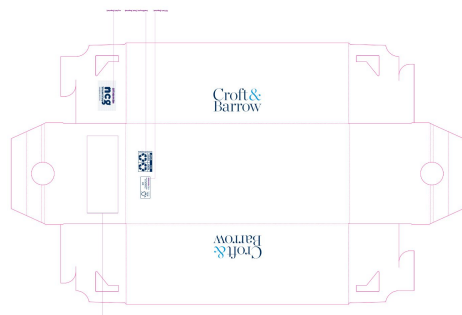
AP FTW BX__



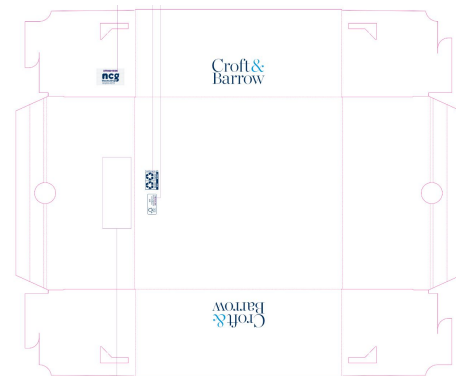
Core Boxes

Removable lid

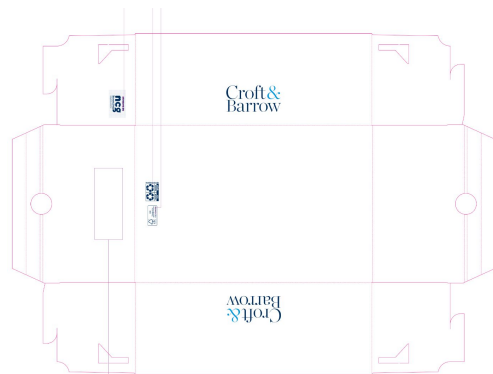
CB Examples



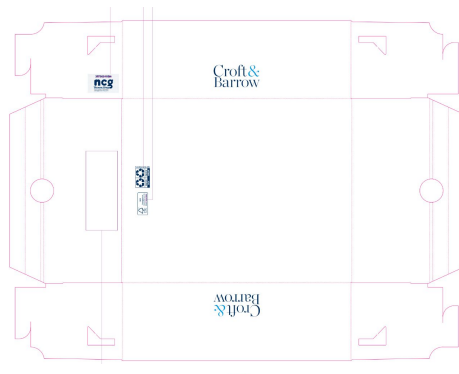
CB FTW BXG1



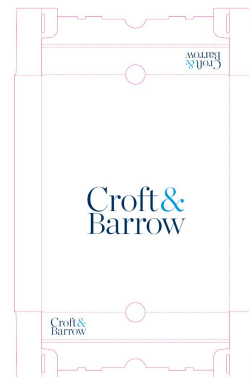
CB FTW BXM1



CB FTW BXFF1



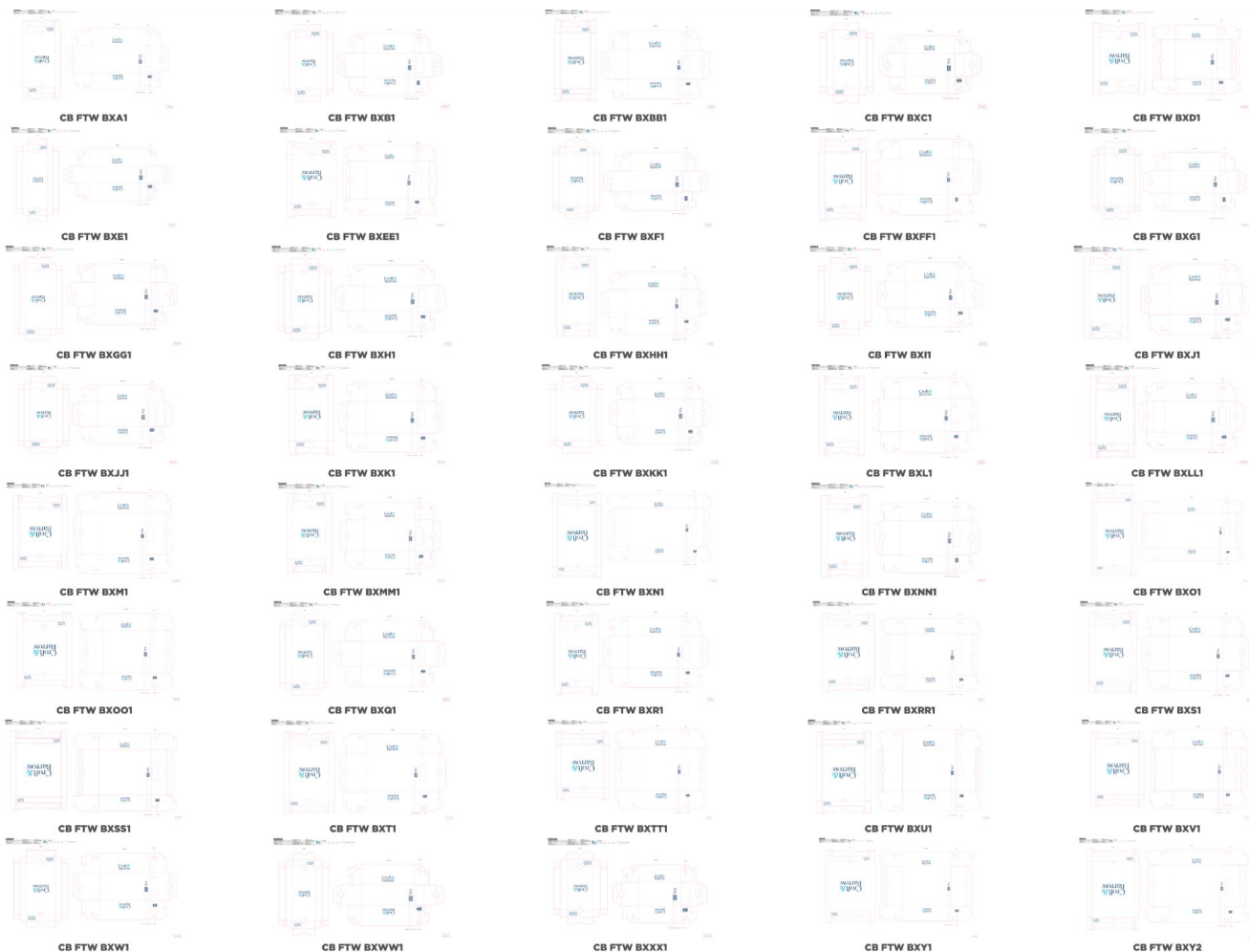
CB FTW BXEE1



Core Boxes

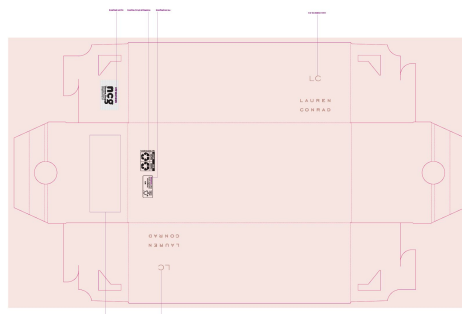
Removable lid

CB FTW BX__



Core
Boxes
Removable lid

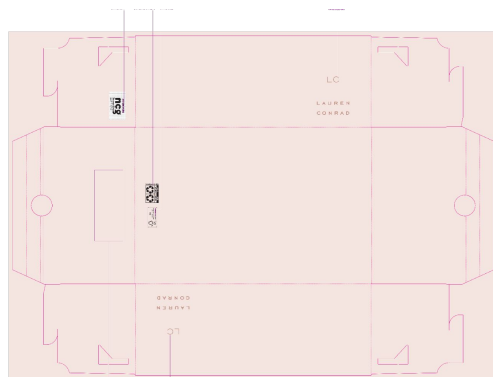
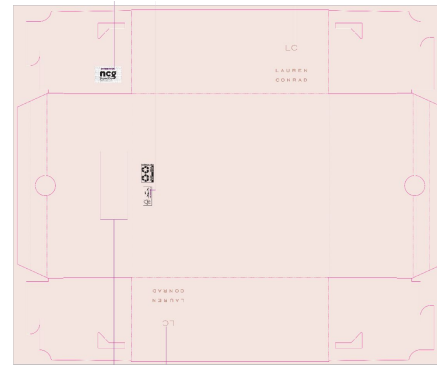
LC Examples



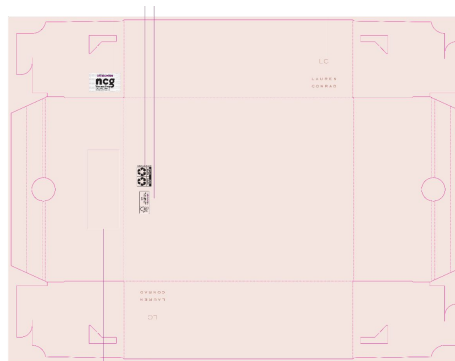
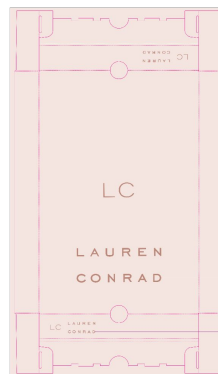
LC FTW BXG1



LC FTW BXM1



LC FTW BXFF1

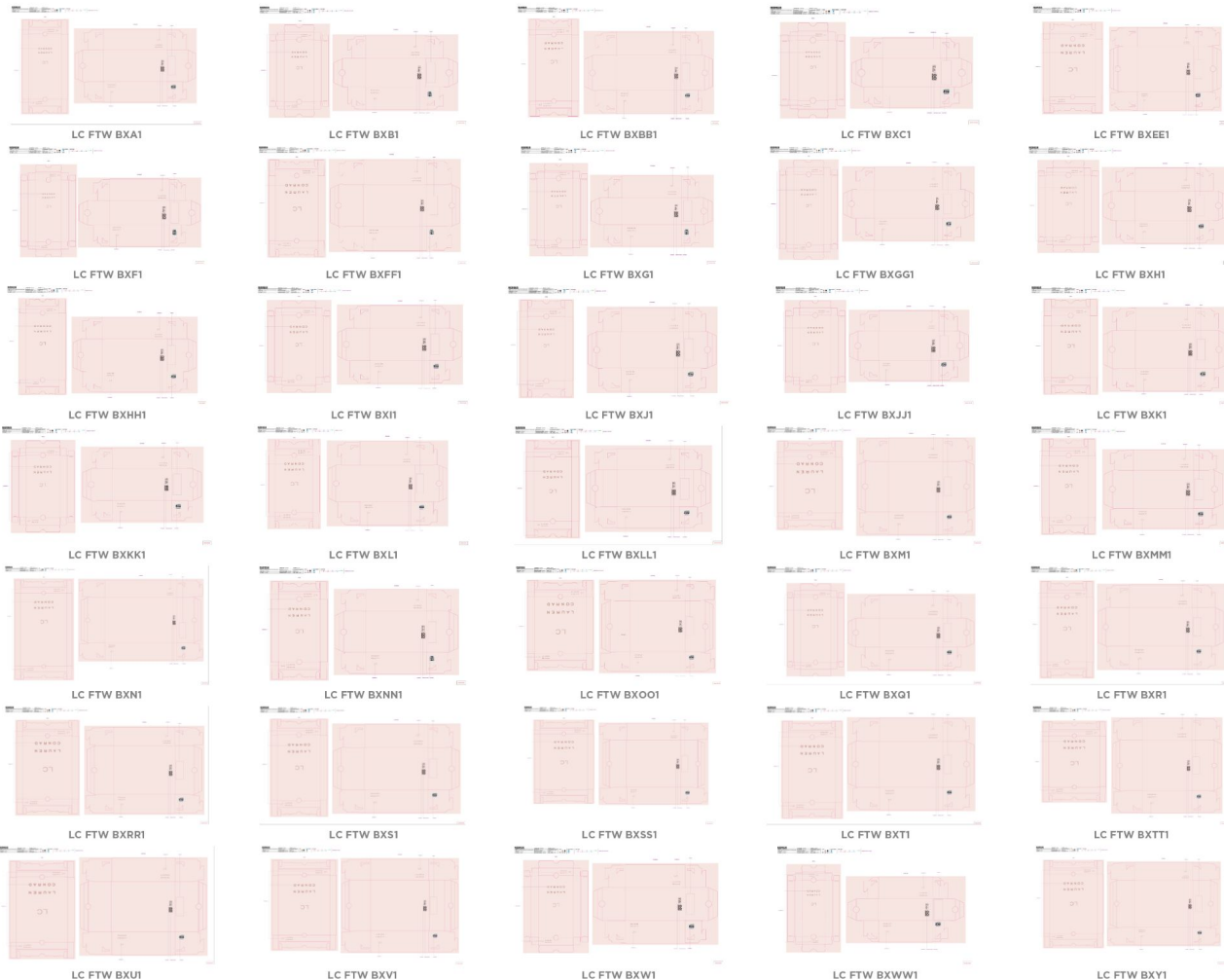


LC FTW BXEE1



Core Boxes Removable lid

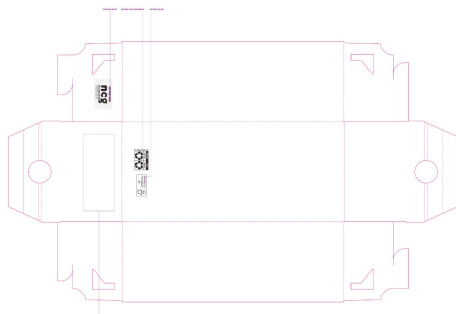
LC FTW BX__



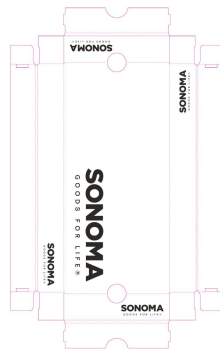
Core Boxes

Removable lid

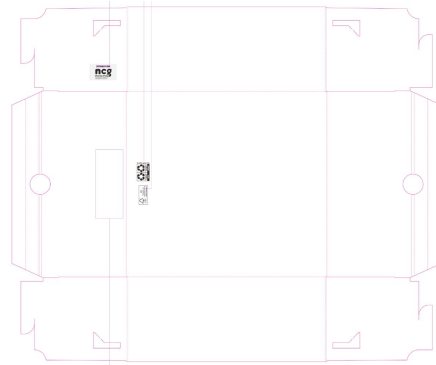
SN Examples



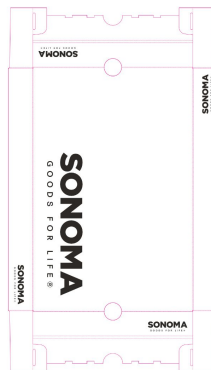
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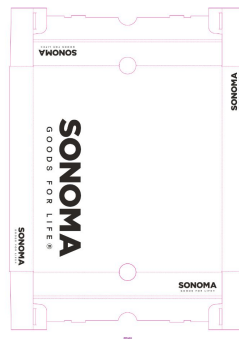
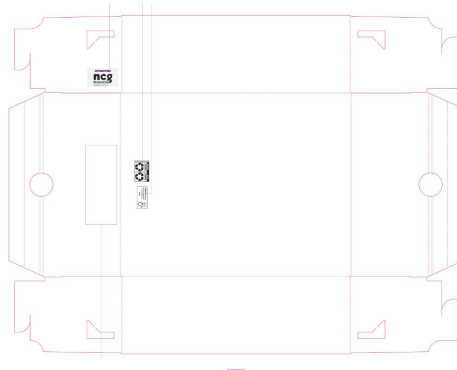
SN FTW BXM1



SN FTW BXFF1



SN FTW BXEE1



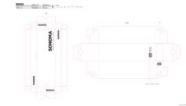
Core Boxes

Removable lid

SN FTW BX__



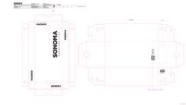
SN FTW BX1A1



SN FTW BX1E1



SN FTW BXGG1



SN FTW BXJJ1



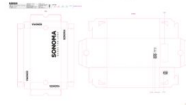
SN FTW BXM1



SN FTW BXOO1



SN FTW BXSS1



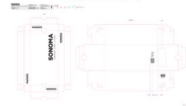
SN FTW BXW1



SN FTW BXB1



SN FTW BXEE1



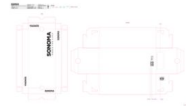
SN FTW BXH1



SN FTW BXK1



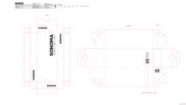
SN FTW BXMM1



SN FTW BXG1



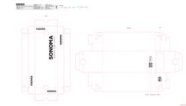
SN FTW BXT1



SN FTW BXWW1



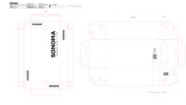
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SN FTW BXF1



SN FTW BXHH1



SN FTW BXKK1



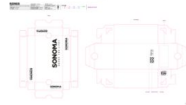
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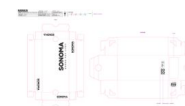
SN FTW BXR1



SN FTW BXTT1



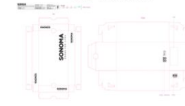
SN FTW BXX1



SN FTW BXC1



SN FTW BXFF1



SN FTW BXI1



SN FTW BXL1



SN FTW BXNN1



SN FTW BXRR1



SN FTW BXU1



SN FTW BXY1



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SN FTW BXG1



SN FTW BXJ1



SN FTW BXL1



SN FTW BXO1



SN FTW BX51



SN FTW BXV1

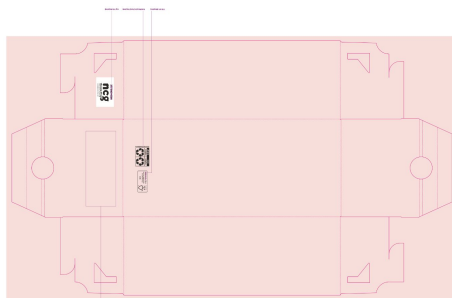


SN FTW BXY2

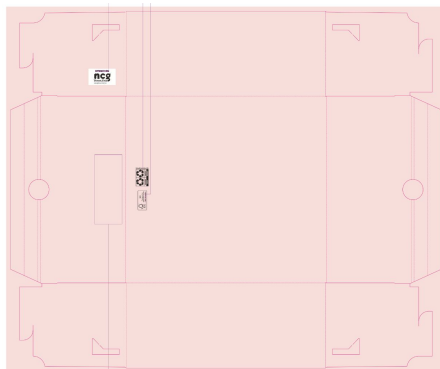
Core Boxes

Removable lid

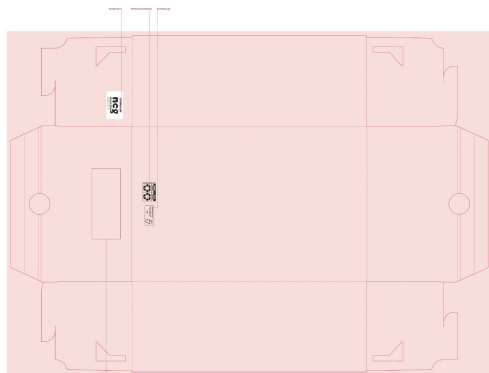
SO Examples



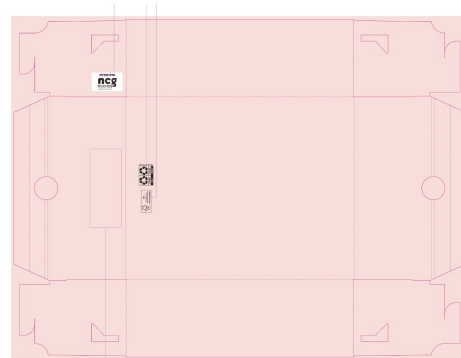
SO FTW BXG1



SO FTW BXM1



SO FTW BXFF1



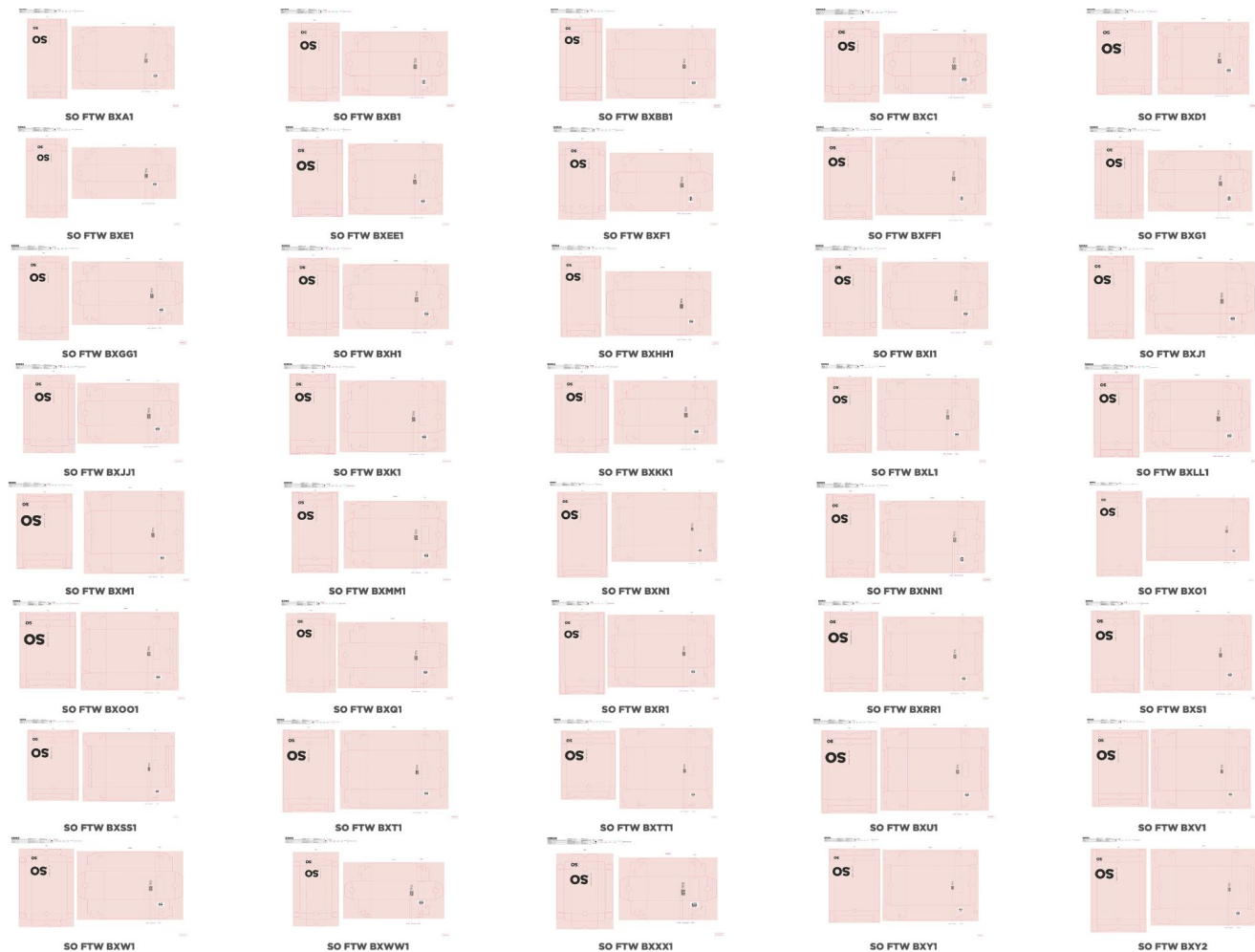
SO FTW BXEE1



Core Boxes

Removable lid

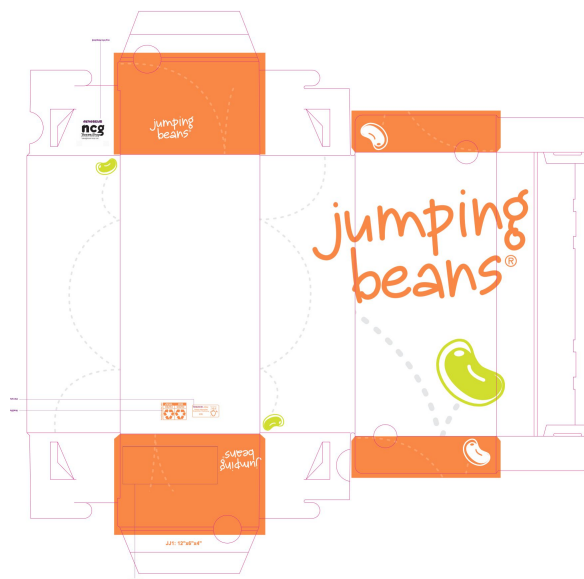
SO FTW BX__



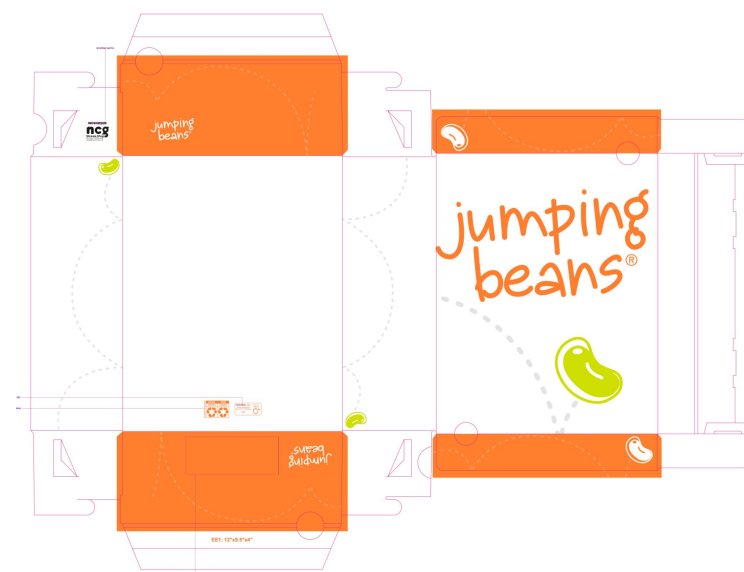
Core Boxes

1-Piece/
Foldover

JB Examples



JB FTW BXJJ1



JB FTW BXEE1

Footwear Core Packaging Hang Tags

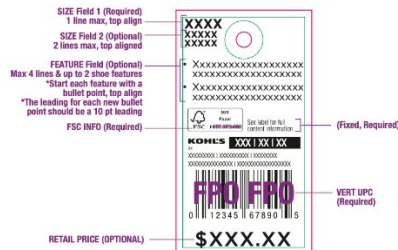
Core Hangtags

APT 9
AP FTW HT

FRONT



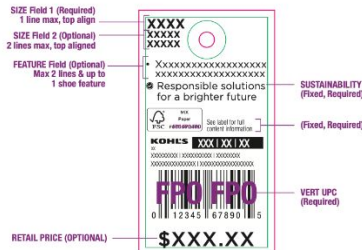
BACK:
Shoes Features Option



EXAMPLE



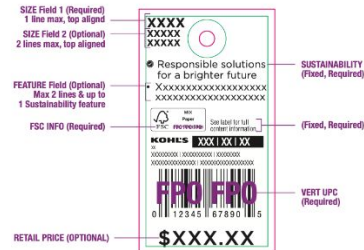
BACK
Shoes & Sustainability Feature Option



EXAMPLE



BACK
Sustainability Features Option

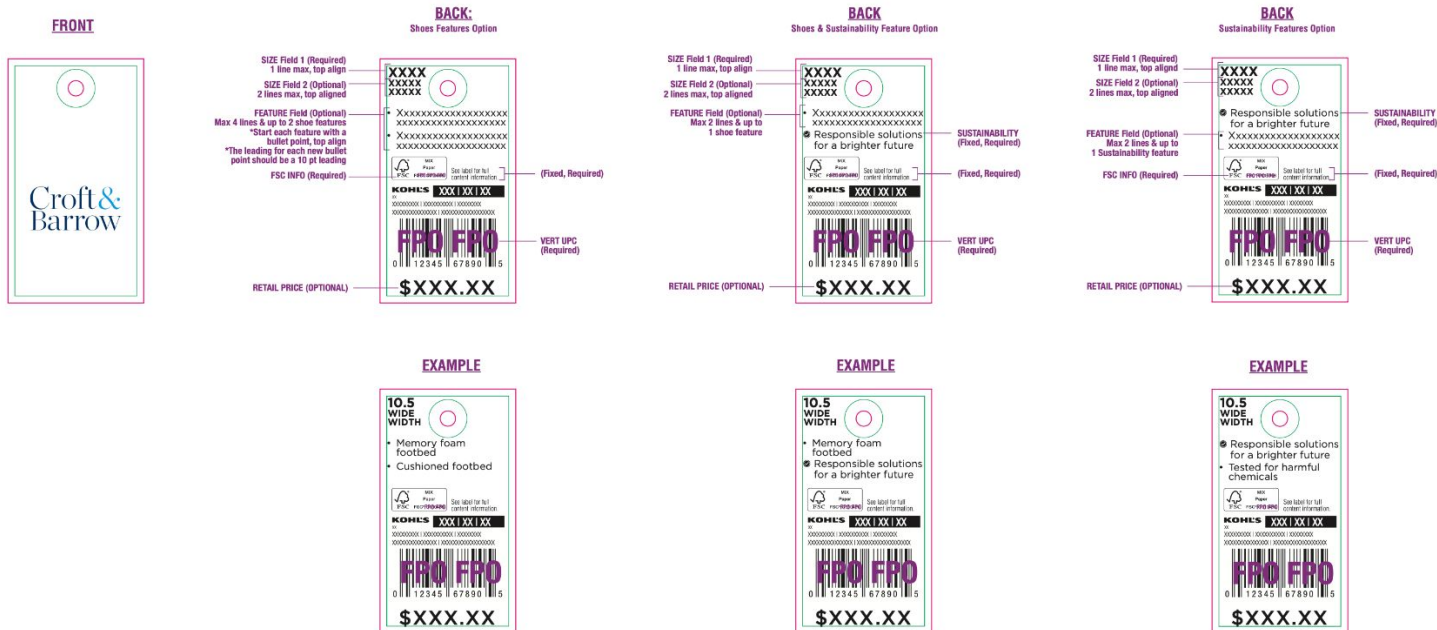


EXAMPLE



Core Hangtags

Croft & Barrow
CB FTW HT



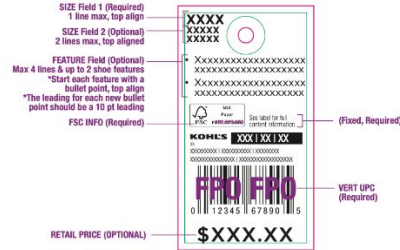
Core Hangtags

Jumping Beans
JB FTW HT

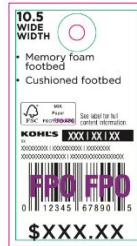
FRONT



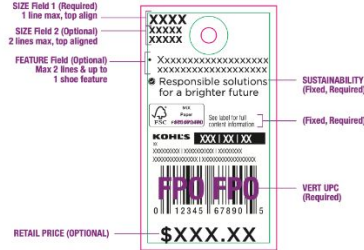
BACK: Shoes Features Option



EXAMPLE



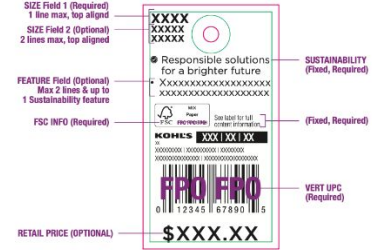
BACK: Shoes & Sustainability Feature Option



EXAMPLE



BACK: Sustainability Features Option



EXAMPLE



Core Hangtags

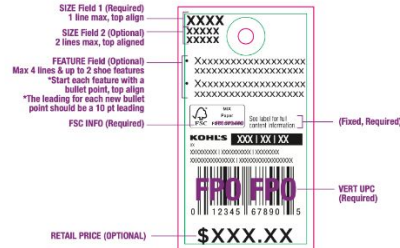
SO
SO FTW HT

FRONT



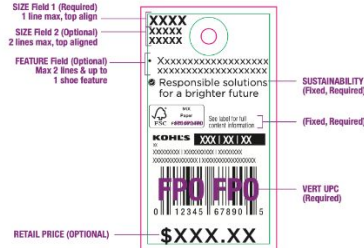
BACK:

Shoes Features Option



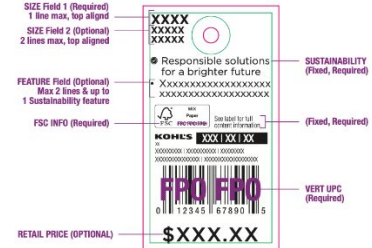
BACK

Shoes & Sustainability Feature Option

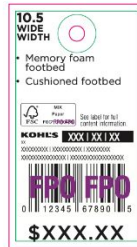


BACK

Sustainability Features Option



EXAMPLE



EXAMPLE

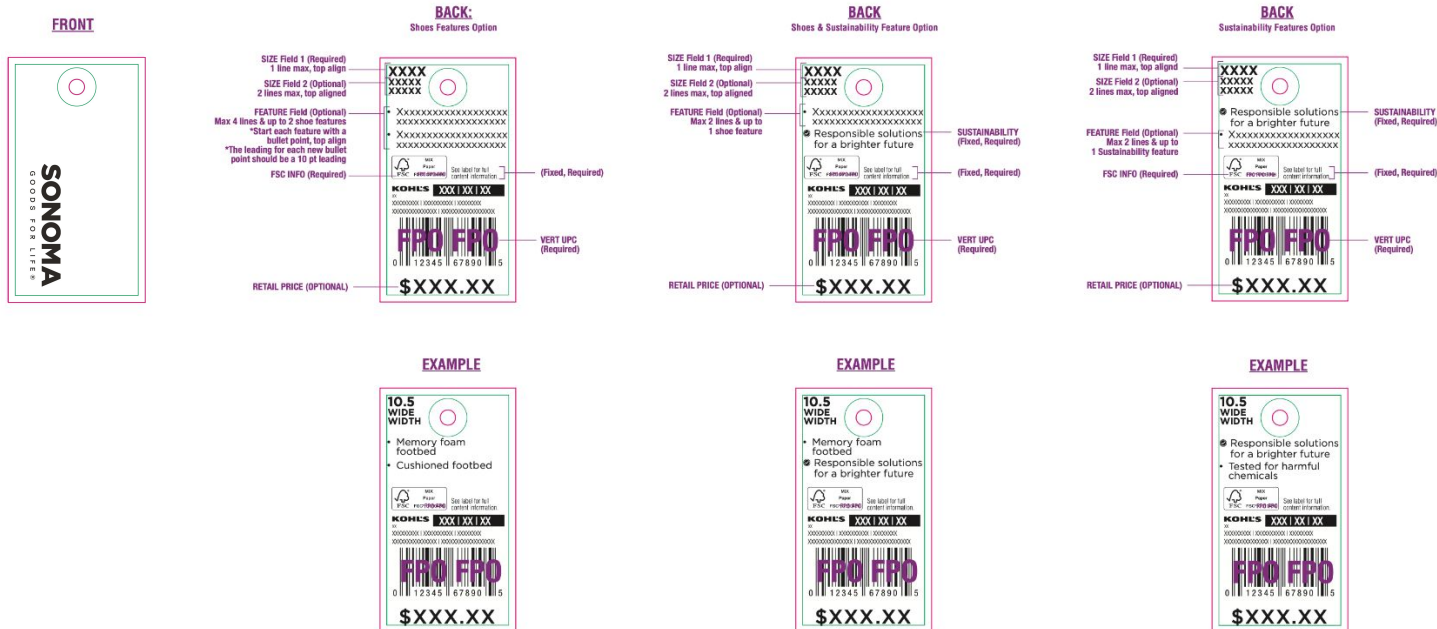


EXAMPLE



Core Hangtags

Sonoma
SN FTW HT



Elevated Brand Hangtag

Lauren Conrad
LC FTW HT

KOHL'S PACKAGING PRODUCTION

JOB ID: 135914-200503_PK_ML_White Tote: FTW Variable Templates

RELEASE DATE: 8/21/2025

PKG TYPE: Footwear Hang Tag

ORDER CODE: LC FTW HT

RELEASED BY: Quality Control

STOCK/MATERIAL: KHL Hlt

FILE NAME: LC FTW HT

PRODUCTION DESIGNER: Amy Hinkle

WEIGHT: 36pt

PACKAGING DESIGNER: Amy Hinkle

FINAL COATING: Uncoated

COLOR:



DO NOT PRINT:

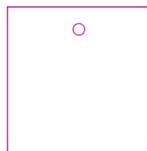


FINISHED DIELINE SIZE:
2 in. H x 1.95 in W

SPECIAL FINISHES:

FRONT

BACK



SIZE Field 1 (Required)
1 line max, top align
SIZE Field 2 (Optional)
2 lines max, top align
FEATURE Field (Optional)
Max 2 lines & up to 125 characters
*The leading for each new output point should be a 10 pt leading

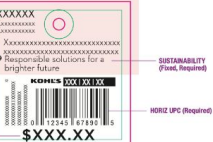


RETAIL PRICE (OPTIONAL)

BACK:

Shoes Features Option

SIZE Field 1 (Required)
1 line max, top align
SIZE Field 2 (Optional)
2 lines max, top align
FEATURE Field (Optional)
Max 2 lines & up to 125 characters
*The leading for each new output point should be a 10 pt leading



RETAIL PRICE (OPTIONAL)

BACK

Shoes & Sustainability Feature Option

SIZE Field 1 (Required)
1 line max, top align
SIZE Field 2 (Optional)
2 lines max, top align
FEATURE Field (Optional)
Max 2 lines & up to 125 characters
*The leading for each new output point should be a 10 pt leading



RETAIL PRICE (OPTIONAL)

BACK

Sustainability Features Option

SUSTAINABILITY (Fixed, Required)

HORIZ UPC (Required)



BACK:

Shoes Features Option



BACK

Shoes & Sustainability Feature Option



BACK

Sustainability Features Option

SUSTAINABILITY (Fixed, Required)

HORIZ UPC (Required)

Footwear
Core Packaging
Supplemental Hang Tags

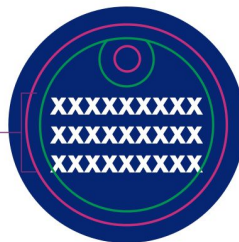
Supplemental Hangtags

APT 9
AP FTW SHT

TEMPLATE

FRONT AND BACK

FEATURE Field (Required)
3 line max & up to 1 feature,
Center align, Area Type center,
All CAPS



EXAMPLE

FRONT AND BACK

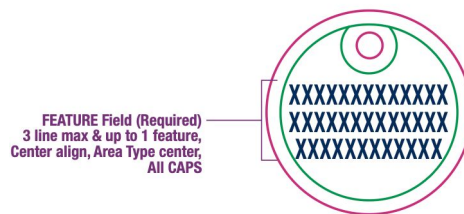


Supplemental Hangtags

Croft & Barrow
CB FTW SHT

TEMPLATE

FRONT AND BACK



EXAMPLE

FRONT AND BACK

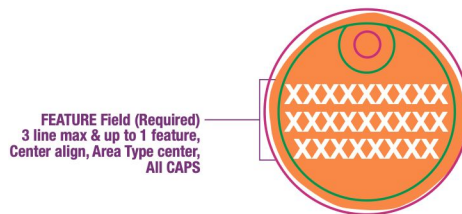


Supplemental Hangtags

Jumping Beans
JB FTW SHT

TEMPLATE

FRONT AND BACK



EXAMPLE

FRONT AND BACK



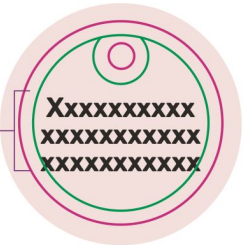
Supplemental Hangtags

SO
SO FTW SHT

TEMPLATE

FRONT AND BACK

FEATURE Field (Required)
3 line max & up to 1 feature,
Center align, Area Type center



EXAMPLE

FRONT AND BACK

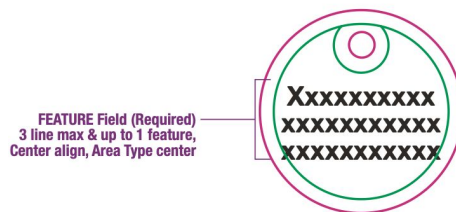


Supplemental Hangtags

Sonoma
SN FTW SHT

TEMPLATE

FRONT AND BACK



EXAMPLE

FRONT AND BACK



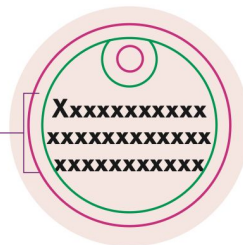
Elevated Brand Supplemental Hangtag

Lauren Conrad
LC FTW SHT

TEMPLATE

FRONT AND BACK

FEATURE Field (Required)
3 line max & up to 1 feature,
Center align, Area Type center



EXAMPLE

FRONT AND BACK



Footwear
Core Packaging
Footbed/Sockbed

Apt 9
AP FTW SK

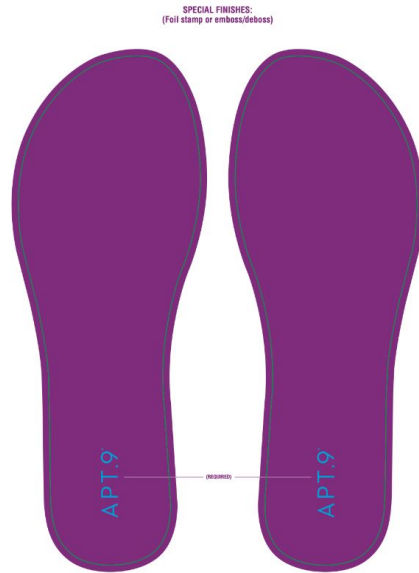
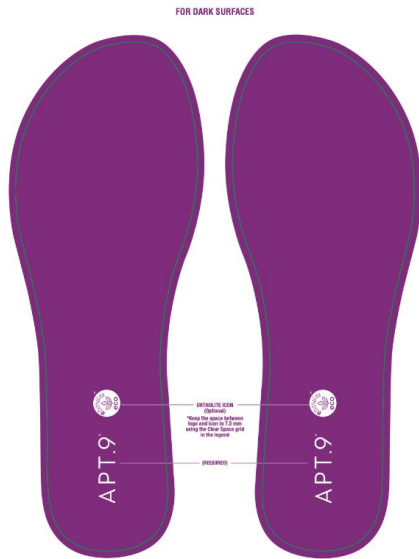
SPECIAL INSTRUCTIONS

APT 9

LOGO SIZE: 30.688mm W x 7.5mm H
CLEAR-SPACE: vertical logo height, maintained on all sides
*DO NOT alter logo or registration mark (®)

APT 9

LOGO WITH THIRD PARTY LOGO SIZE: 55.248 mm W x 17mm H
CLEAR-SPACE between APT 9 logo and third-party logo must equal the vertical logo height
*DO NOT alter logo or trademark symbols (™ or ®)

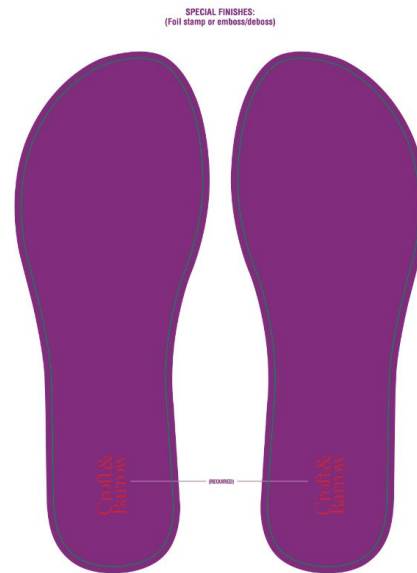
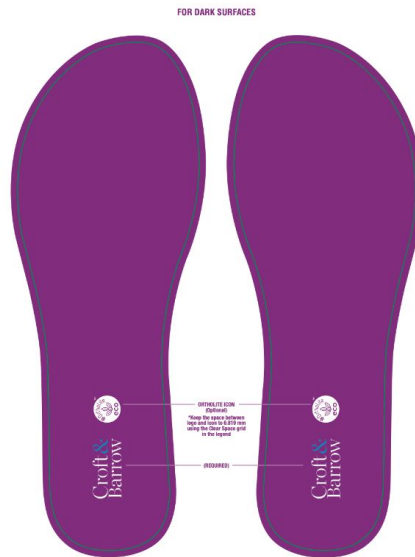


Croft & Barrow
CB FTW SK

SPECIAL INSTRUCTIONS

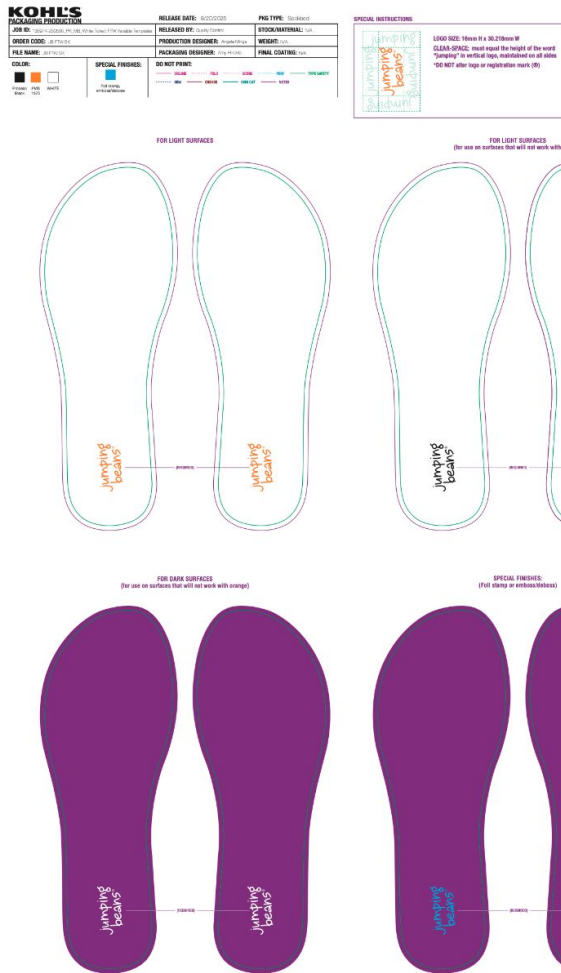
 **LOGO SIZE:** 26.780mm H x 13mm W
CLEAR-SPACE: must equal the height of the "C" in Croft, maintained on all sides
*DO NOT alter logo

 **LOGO WITH THIRD PARTY LOGO SIZE:**
48.253 mm H x 12mm W
CLEAR-SPACE: between C&B logo and third-party logo must equal the height of the "C" in Croft
*DO NOT alter logo or trademark symbols (*H or ®)



Footbed Sock

Jumping Beans
JB FTW SK



So
SO FTW SK

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Footbed Sock

Sonoma
SN FTW SK

KOHL'S PACKAGING PRODUCTION		RELEASE DATE: 8/22/2025	PKG TYPE: Sockbed
JOB ID: sonoma_sonoma_p_kohls_offers_sock_ftw_template		RELEASED BY: Quany Chen	STOCK/MATERIAL: sock
ORDER CODE: SN FTW SK		PRODUCTION DESIGNER: Angela Mingo	WEIGHT: 1.14
FILE NAME: SN FTW SK		PACKAGING DESIGNER: Amy Herold	FINAL COATING: 10K

COLOR:	SPECIAL FINISHES:	DO NOT PRINT:
PREVIOUS BLACK WHITE For shiny, emboss/deboss	OUTLINE FIELD SCENE PEARL TYPE SAFETY	LEW CREASE KIDS CUT NOTCH

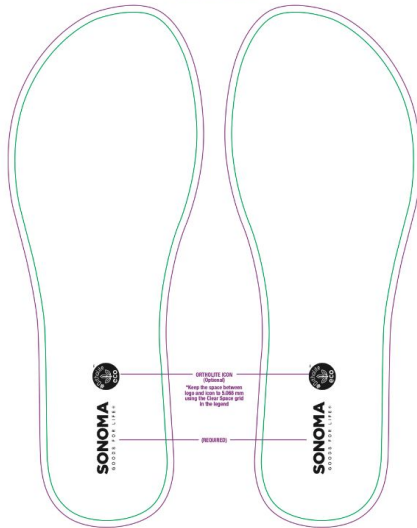
SPECIAL INSTRUCTIONS

LOGO SIZE: 32.128 mm H x 8mm W
 CLEAR-SPACE: vertical logo height, maintained on all sides
 *DO NOT alter logo or registration mark (®)

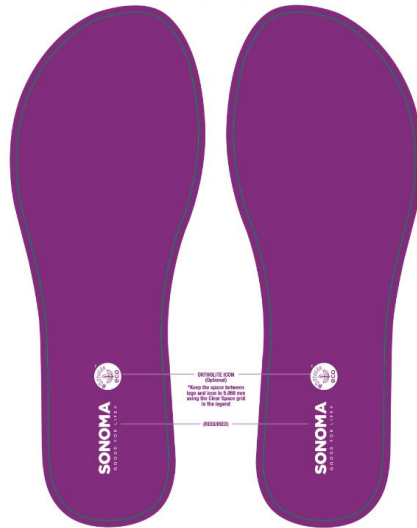


LOGO WITH THIRD PARTY LOGO SIZE: 48.253 mm H x 12mm W
 CLEAR-SPACE: between Sonoma logo and third-party logo must equal the height of the "O" in Sonoma
 *DO NOT alter logo or trademark symbols (** or ®)

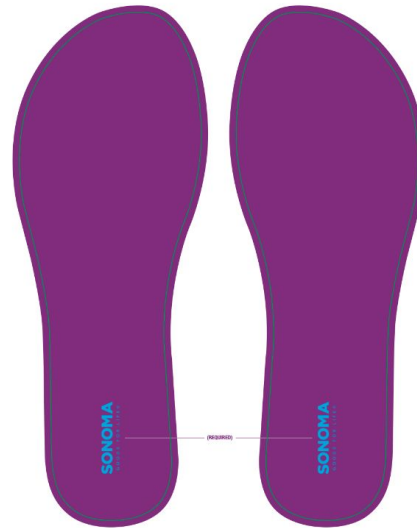
FOR LIGHT SURFACES



FOR DARK SURFACES

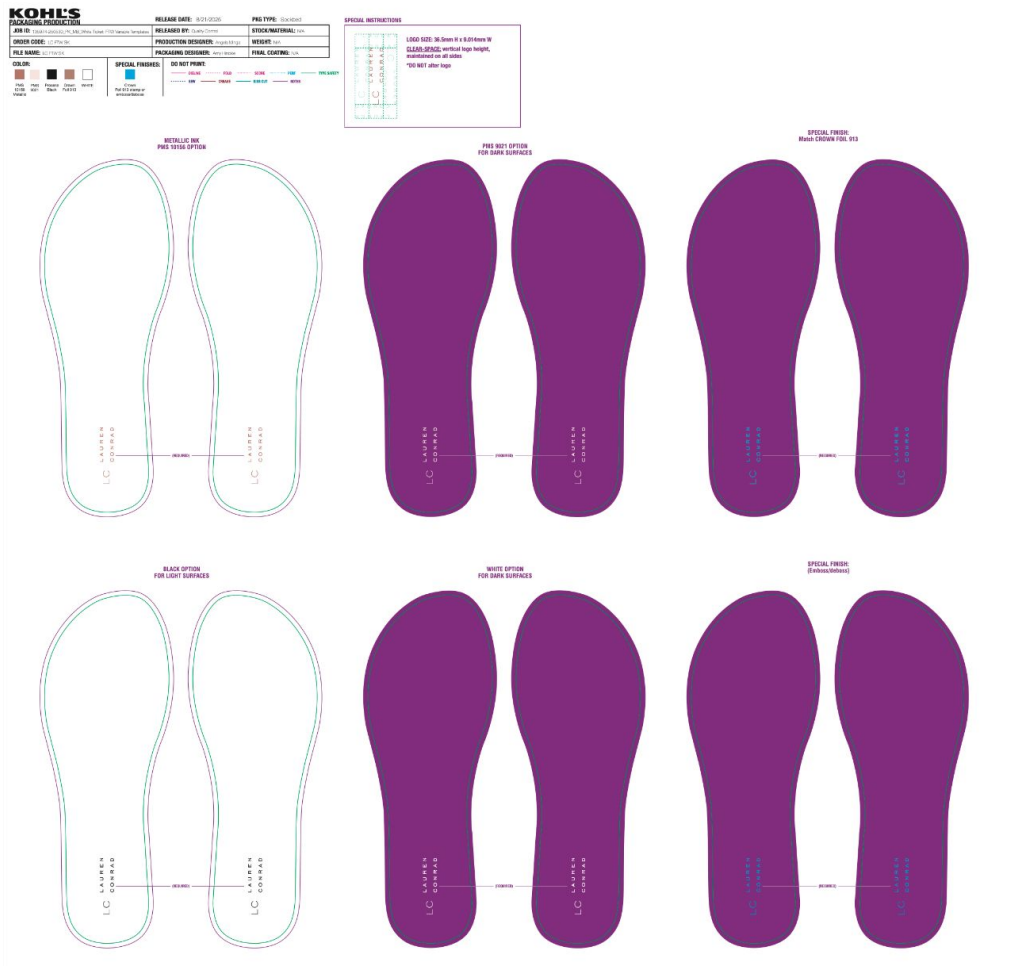


SPECIAL FINISHES:
(Foil stamp or emboss/deboss)



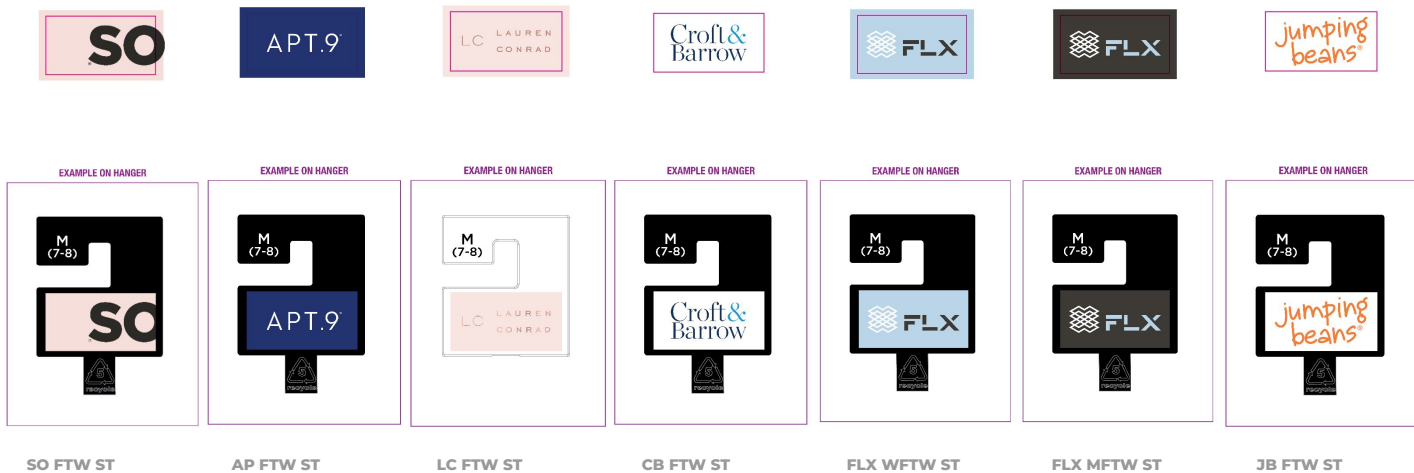
Footbed Sock

Lauren Conrad
LC FTW SK

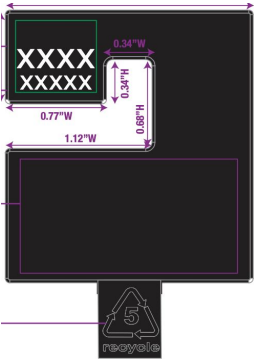


Footwear Core Packaging Hangers

Plastic Hanger Stickers



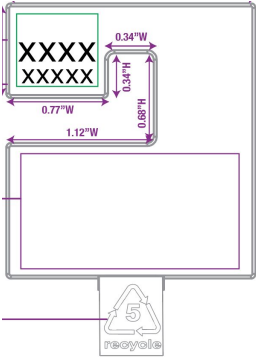
Plastic
Hanger
Head



NB FTW HAN



SN FTW HAN

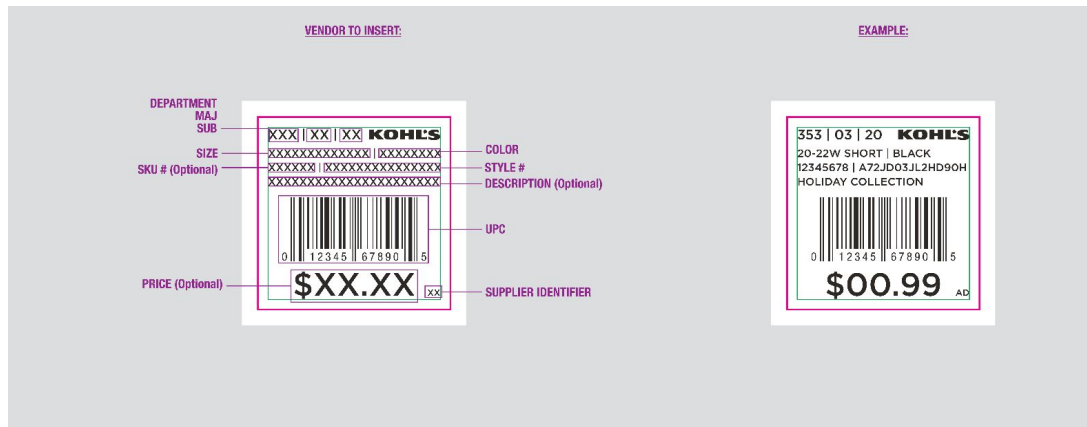


LC FTW HAN

Gum Label Polybag Sticker

NB GLPb ST

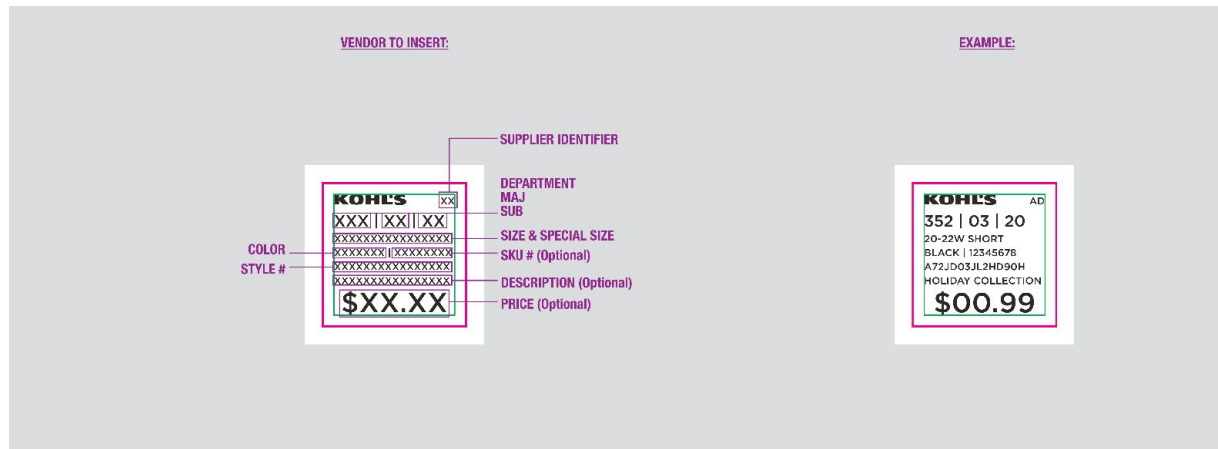
NOTE: This is used for all brands



Suppressed Gum Label Polybag Sticker

NB SupGLPb ST

NOTE: This is used for all brands



Swift Tacks

Substrate: Plastic || Size: 75mm, 3in length || Color: Clear

Code: NB SwTk

XXXX

Substrate: Xxxxx || Size: XXmm || Color: Xxxx

Code: NB Xxxxx

Generic / Non-Branded Packaging

UPC & Retail Price Stickers

For Vendor Use Only

Horizontal UPC

Horiz UPC

NOTE: This is for Vendor Use Only and is used for all brands

KOHL'S PACKAGING PRODUCTION

RELEASE DATE: 5/23/2025 (RE-WORK)

JOB ID: 135774_250519_UTC_Net_UrC_Template_Update_09	RELEASED BY: Quality Control
ORDER CODE: Horiz UPC	PRODUCTION DESIGNER: Taylor Penlmas er
FILE NAME: Horiz UPC	PACKAGING DESIGNER: Taylor Hornmaster

COLOR:



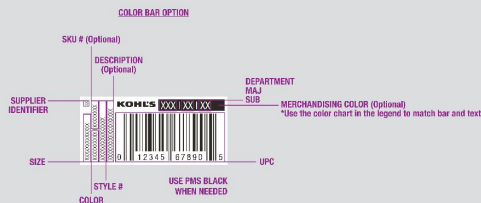
DO NOT PRINT:

--- DIELINE --- FOLD --- SCORE --- PERF --- TYPE SAFETY
 --- SEW --- CREASE --- KISS CUT --- NOTES

Merchandising Color Variables

Yellow PMS 100	Orange PMS 111	Lt Orange PMS 160	Teal PMS 3126
Lt Blue PMS 636	Mint PMS 313	Green PMS 300	Red PMS 190
Pink PMS 218	Lt Pink PMS 182	Purple PMS 280	Lt Purple PMS 296
Berry PMS 185			

FINISHED SIZE: 1.58 in. W x .73 in. H



USE PROCESS BLACK WHEN NEEDED



COLOR BAR EXAMPLE



Horiz UPC Box Sticker Only

Hz UPC FW BxST

NOTE: This is for **Vendor Use Only**
and is used for all brands

KOHL'S PACKAGING PRODUCTION

RELEASE DATE: 8/21/2025

JOB ID: 135974-250530_PK_MB_White Ticket: FTW Variable Templates

RELEASED BY: Quality Control

ORDER CODE: Horiz UPC FTQ BxST

PRODUCTION DESIGNER: Amy Hinckle

FILE NAME: Horiz UPC FTQ BxST

PACKAGING DESIGNER: Amy Hinckle

COLOR:



PMS
Black



CMYK

DO NOT PRINT:

— DIELINE — FOLD — SCORE — PERF — TYPE SAFETY
— SEW — CREASE — KISS CUT — NOTES

FINISHED SIZE: 1.23 in. W x .73 in. H

PMS & PROCESS BLACK OPTIONS



USE PMS BLACK
WHEN NEEDED



USE PROCESS BLACK
WHEN NEEDED

EXAMPLE

