



Packaging Variable Guide

Footwear Only

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Size Variables

SIZE Field 1 – Longest variable: XLG MEDIUM (10 characters)

SIZE Field 2 – Longest variable: Extra-Wide Width (4 characters)

Kids' Footwear

Size Field 1 Size Variables

Toddler

- 2-3T
- 3-4T
- 4-5T
- 6-7T
- 7-8T
- 8-9T
- 9-10T
- 10-11T
- 1T
- 2T
- 2.5T
- 3T
- 3.5T
- 4T
- 4.5T
- 5T
- 5.5T
- 6T
- 6.5T
- 7T
- 7.5T
- 8T
- 8.5T

- 9T
- 9.5T
- 10T
- 10.5T
- 11T
- 11.5T
- 12T
- 13T

Alphanumeric

- S 5T/6
- M 7T/8T
- L 9T/10T
- S 11/12
- M 13/1
- L 2/3
- XL 4/5

Kid

- 1
- 1.5
- 2
- 2.5
- 3
- 3.5
- 4
- 4.5
- 5
- 5.5
- 6.5
- 7
- 7.5
- 8
- 8.5
- 9
- 9.5
- 10
- 10.5
- 11
- 11.5
- 12
- 12.5
- 13
- 13.5

Longest variable: L 9T/10T (8 characters)

Women's Footwear

Size Field 1 Size Variables

- 5
- 5.5
- 6
- 6.5
- 7
- 7.5
- 8
- 8.5
- 9
- 9.5
- 10
- 10.5
- 11
- 11.5
- 12
- 12.5
- 13

Alpha

- S-M
- M-L
- L-XL

Alphanumeric

- S 5/6
- M 7/8
- L 9/10
- XL 11
- XL 11/12

Longest variable: XL 11/12 (8 characters)

Men's Footwear

Size Field 1 Size Variables

- 6
 - 6.5
 - 7
 - 7.5
 - 8
 - 8.5
 - 9
 - 9.5
 - 10
 - 10.5
 - 11
 - 11.5
 - 12
 - 12.5
 - 13
 - 14
 - 14.5
 - 15
 - WIDE ONLY
 - 17
 - WIDE ONLY
 - 18
 - WIDE ONLY
- Alphanumeric**
- S 6/7
 - S 7/8
 - M 8/9
 - M 9/10
 - L 10/11
 - L 11/12
 - XL 11/12
 - XL 12/13
 - XL 13/14
 - XXL 13

Longest variable: XL 13/14 (8 characters)

Flip Flops

Size Field 1 Size Variables

Boys

- S 1/2
- M 3/4
- L 5/6
- XL 7/8

Girls

- S 10/11
- M 12/13
- L 1/2
- XL 3/4

Women

- S 5/6
- M 7/8
- L 9/10
- XL 11

Men

- S 6/7
- M 8/9
- L 10/11
- XL 12/13
- XXL 14/15

Longest variable: XXL 14/15 (9 characters)

Size Field 2 Special Sizes Variables

- Wide Width
- Extra-Wide Width
- Wide Calf
- Wide Width
Wide Calf
- Extra-Wide Width
Wide Calf
- Extra-Wide Calf
- Medium
- Wide Shaft
- Extra-Wide Shaft

Longest variable: Extra-Wide Width (16 characters)

Feature Variables

FEATURE Field – Longest variable: Contains certified flexible polyurethane foam (45 characters)

Testing NOT Needed

Feature Field Feature Hangtag Variables

- Adaptive
- Added comfort
- Adjustable fit
- Bump toe
- Bungee laces
- Comfort knit
- Contoured footbed
- Cushioned footbed
- Dual density
- Easy on
- Easy zip
- Extra comfort
- Flexible outsole
- Genuine hair calf
- Genuine leather
- Genuine suede
- Hook & loop closure
- Leather & man-made
- Leather upper
- Lightweight
- Lined with faux fur
- Machine washable
- Memory foam
- Memory foam footbed
- Reinforced bump toe
- Removable insole
- Slip resistant
- Slip on
- Sockless style
- Stretch material
- Suede & canvas
- Suede & man-made
- Suede upper
- Wear two ways

Longest variable: Memory foam footbed (19 characters)

Testing **REQUIRED**

Feature Field Feature Hangtag Variables

The items below are a “Performance Claim” and must be tested for. Please reference the [QA Claims documentation](#) for more details. If you are unsure if the product has been tested, please reach out to Quality Assurance.

- Antimicrobial
- Breathable
- Weather resistant

Unique Codes

- Water resistant
- Water repellent
- Waterproof

Feature Field Feature Shoe Box Sticker Variables

Testing NOT Needed

- Ortholite
- Adaptive
- Genuine Leather
- Genuine Suede
- Machine Washable
- Memory Foam
- Slip Resistant
- Water Resistant
- Water Repellent
- Waterproof

Testing REQUIRED

- Water Resistant
- Water Repellent
- Waterproof

FTW FEATURE ICON VARIABLES



Longest variable: Machine Washable (16 characters)

Feature Field Sustainability Feature Variables

For more information and specifics on requirements for usage please reference the [Sustainability Playbook](#) & [Responsible Product Attribute Guidance](#)

Unique Code

Program Level Message - Required (front)

- ☑ Responsible solutions
for a brighter future

Specific Features - Optional (back)

- Contains recycled material
- Supports more-responsible cotton farming
- Contains organically grown cotton
- Fabric tested for harmful chemicals
- Tested for harmful chemicals
- Made from responsibly sourced wood fibers
- Made from responsibly sourced wood pulp
- Contains certified flexible polyurethane foam

Color Variables

Color Coding Variables

Size Color Coding

Baby Only	Toddler Only	Toddler Only	Toddler Only	Toddler Only	Toddler Only	Toddler Only	Toddler Only	Toddler Only	Toddler Only		
Prewalk CMYK 32/0/7/9 PMS Green 0921 C	Size 4T CMYK 50/11/0/0 PMS Blue 0821 C	Size 5T CMYK 0/26/9/5 PMS Magenta 0521 C	Size 6T CMYK 0/1/33/5 PMS Yellow 0131 C	Size 7T CMYK 14/30/0/13 PMS Violet 0631 C	Size 8T CMYK 10/0/40/8 PMS 372 C	Size 9T CMYK 0/31/26/0 PMS Red 0331 C	Size 10T CMYK 29/6/9/9 PMS 635 C	Size 11T CMYK 0/29/37/8 PMS 487 C	Size 12T CMYK 0/29/37/8 PMS 284 C		
Kids Only	Kids Only	Kids Only	Kids Only	Kids Only	Kids Only	Kids Only	Kids Only				
Size 1 CMYK 0/89/66/0 PMS 1787 C	Size 1.5 CMYK 14/95/84/17 PMS 1805 C	Size 2 CMYK 0/49/96/0 PMS 1495 C	Size 2.5 CMYK 0/76/99/0 PMS Orange 021 C	Size 3 CMYK 22/0/100/0 PMS 382 C	Size 3.5 CMYK 36/18/100/0 PMS 383 C	Size 4 CMYK 72/0/0/0 PMS 306 C	Size 4.5 CMYK 100/23/0/10 Process Blue C	Size 5 CMYK 9/100/0/20 PMS 227 C	Size 5.5 CMYK 0/90/0/0 PMS 225 C	Size 6 CMYK 0/27/92/0 PMS 7409 C	Size 6.5 CMYK 0/5/80/0 PMS 7404 C
										Mens / Womens	Mens / Womens
Size 7 CMYK 48/99/5/46 PMS 7652 C	Size 7.5 CMYK 45/91/0/5 PMS 7656 C	Size 8 CMYK 59/0/100/41 PMS 364 C	Size 8.5 CMYK 48/0/100/0 PMS 376 C	Size 9 CMYK 0/100/68/35 PMS 7427 C	Size 9.5 CMYK 0/100/80/5 PMS 7427 C	Size 10 CMYK 94/16/43/59 PMS 7722 C	Size 10.5 CMYK 82/5/39/9 PMS 7716 C	Size 11 CMYK 0/77/100/14 PMS 1525 C	Size 11.5 CMYK 0/54/100/0 PMS 151 C	Size 12 CMYK 100/79/0/37 PMS 288 C	Size 12.5 CMYK 69/34/0/0 PMS 279 C
Mens / Womens											
Size 13 CMYK 39/14/96/76 PMS 5747 C	Size 13.5 CMYK 58/43/99/18 PMS 5757 C										

Color Coding Variables

Merchandising Color Variables

Color only, Copy would appear on the planogram only

