



# 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)**



# Feature Field Feature Hangtag Variables

- Adaptive
- Added comfort
- Adjustable fit
- Antimicrobial
- Breathable
- 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
- Weather resistant

## Unique Codes

- Ortholite
- Water resistant
- Water repellent
- Waterproof

# Feature Field Feature Shoe Box Sticker Variables

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

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# Color Variables

# Color Coding Variables

## Size Color Coding

Kids Only	Kids Only	Kids Only	Kids Only	Kids Only	Kids Only	Kids Only	Kids Only				
<b>Size 1</b> CMYK 0/89/66/0 PMS 1787 C	<b>Size 1.5</b> CMYK 14/95/84/17 PMS 1805 C	<b>Size 2</b> CMYK 0/49/96/0 PMS 1495 C	<b>Size 2.5</b> CMYK 0/76/99/0 PMS Orange 021 C	<b>Size 3</b> CMYK 22/0/100/0 PMS 382 C	<b>Size 3.5</b> CMYK 36/18/100/0 PMS 383 C	<b>Size 4</b> CMYK 72/0/0/0 PMS 306 C	<b>Size 4.5</b> CMYK 100/23/0/10 Process Blue C	<b>Size 5</b> CMYK 9/100/0/20 PMS 227 C	<b>Size 5.5</b> CMYK 0/90/0/0 PMS 225 C	<b>Size 6</b> CMYK 0/27/92/0 PMS 7409 C	<b>Size 6.5</b> CMYK 0/5/80/0 PMS 7404 C
<b>Size 7</b> CMYK 48/99/5/46 PMS 7652 C	<b>Size 7.5</b> CMYK 45/91/0/5 PMS 7656 C	<b>Size 8</b> CMYK 59/0/100/41 PMS 364 C	<b>Size 8.5</b> CMYK 48/0/100/0 PMS 376 C	<b>Size 9</b> CMYK 0/100/68/35 PMS 7427 C	<b>Size 9.5</b> CMYK 0/100/80/5 PMS 7427 C	<b>Size 10</b> CMYK 94/16/43/59 PMS 7722 C	<b>Size 10.5</b> CMYK 82/5/39/9 PMS 7716 C	<b>Size 11</b> CMYK 0/77/100/14 PMS 1525 C	<b>Size 11.5</b> CMYK 0/54/100/0 PMS 151 C	Mens / Womens <b>Size 12</b> CMYK 100/79/0/37 PMS 288 C	Mens / Womens <b>Size 12.5</b> CMYK 69/34/0/0 PMS 279 C
Mens / Womens <b>Size 13</b> CMYK 39/14/96/76 PMS 5747 C	<b>Size 13.5</b> CMYK 58/43/99/18 PMS 5757 C										

# Color Coding Variables

## Merchandising Color Variables

Color only, Copy would appear on the planogram only

