

Cardboard Display Units Process & Guidelines

Purpose

The purpose of this document is to outline the requirements and approval required for vendor supplied Cardboard Display Units only. Vendor supplied Cardboard Shippers will not follow this process.

- **Cardboard Display Units (CDUs):** Defined as but not limited to temporary product display units that are free standing and will have an expected life of 4 weeks or less.
- **Shippers/PDQs:** Defined as but not limited to items that are placed on an existing fixture that will have an undefined life expectancy.

CDU Requirements

- **All CDUs must be submitted to a Category Team Partner for review (preferred CDU vendor below).**
 - R-pac International Corporation | N106 W14357 Amen Court, Germantown, WI, 53022
 - Contact: Susan Leitel (susan.leitel@r-pac.com or 262-219-2031)
- All CDUs must meet department specific requirements on following pages.
- All CDUs must have a servicing information label on back of CDU.
- **All CDUs are allowed a maximum of 4 weeks on the sales floor.**
- All CDUs have a minimum material requirement of the below.
 - Double-wall 5 layer BE-Flute white corrugate (125GM + 125GM + 125GM), adhered 300GM coated bright white top art paper, adhered 100GM white backing paper.
 - **Kohl's standard red: PMS 200C with UV gloss finish.**
- All CDUs must have rolled/folded edges. No raw or exposed edges are permitted. (Figure 1)
- CDU Pallet Requirements:
 - Flat-packed CDUs can ship on wooden or plastic pallets.
 - Pre-Packed CDUs that require a pallet on the sales floor must ship on black plastic pallets (preferred vendor below requires 6-8 weeks lead time for production). Reference Figure 2/3 for pallet sizes.
 - Orbis Corporation | 1328 Earl Street Menasha, WI 54952
 - Contact: Terry Harstford (terry.harstford@orbiscorporation.com or 262-443-6782)
- All display content (video/music), when applicable, must be provided for review.
- **All marketing elements (in pdf format) must be provided for review.**
 - National Brands are permitted to print branding/imagery on CDU. Graphic elements must be approved by Category Team Partner team prior to approval.
 - Non-Branded CDU should have a flood of all over color with UV gloss finish.
- **All Merchant teams must work with a Category Team Partner to determine CDU size and placement within store prior to approval.**
- CDU Dimensions: Guidance to be provided based on planned location on sales floor.
 - Height cannot be below 45" or exceed 60" (including pallet and header if applicable)
 - Width and depth must not exceed the size of a full size pallet (40"x 48")
- **Final approval of CDU must be provided from the Category Team Partner team prior to production/shipment to stores.**
 - Stores are instructed to discard unapproved CDUs
- **No CDUs in 35K stores.**

Figure 1



Figure 2 (40x48 CICS LDS)



Figure 3 (24x48 MODULAR POP)



Cardboard Display Unit Approval Steps

All of the following steps must be completed before the Category Team Partner can approve a CDU for production/shipment.

	Task	Responsible Party
1	Vendor coordinates initial proposal/timing with Merchant office. If strategy is pursuable, Merchant office to connect with the appropriate Category Team Partner contact.	V M
2	Determine store list and store execution date and propose to the Category Team Partner.	V M
3	Provide Final Approval Timeline for when CDU will be approved by the Category Team Partner (based on CDU sample review)	C
4	Provide the following to the Category Team Partner and the Merchant office: <ul style="list-style-type: none"> Final construction image/rendering of the CDU including dimensions, merchandise, and assembly instructions. PDF document of all marketing elements the CDU will utilize. Photos and dimensions of electronic or environmentally hazardous materials/components (if applicable). Examples of electronics and regulated materials typically found in CDUs: <ul style="list-style-type: none"> Circuit Boards Power Cords Batteries Light bulbs LCD Screens Liquids Assembly Instructions (if applicable) Safety Data Sheet (if applicable) 	V
5	Send prototype of the CDU to the Category Team Partner at the Brookfield Innovation Studio (address below) in FINAL PRODUCTION QUALITY, unless specified otherwise. Prototype should reflect correct Pantone color, branding, construction materials, etc. Prototype should be sent as if it were to be executed in store that day. <ul style="list-style-type: none"> If the CDU is to arrive to stores pre-packed (assembled with product), the prototype should arrive assembled with product for review. Include required packaging labels. If the CDU is to arrive to stores flat-packed (unassembled), the prototype must include assembly instruction in the box. <p>Kohl's Brookfield Innovation Studio Attn: Store Experience & Merchandising - [Category Team Contact Name] RE: *Program Name* CDU Review 2325 N 124th Street Brookfield, WI 53005</p> <p><i>** Provide tracking information to ensure the Category Team Partner is aware of the prototype's arrival</i> <i>** Kohl's Brookfield Innovation Studio can only receive hand-carry shipments (such as UPS/FedEx/DHL) or those delivered on straight-trailer truck compatible with a standard dock. Forklifts are not available to unload deliveries.</i></p>	V
6	Review CDU prototype and assembly instructions (if applicable) Provide feedback/approval of rendering and CDU prototype. Provide CDU name, set date, and reference information for shipping labels to vendor (reference packing labels on page 4)	C M
7	Provide CDU prototype to applicable internal parties (if applicable). <ul style="list-style-type: none"> When sending to In-Store Marketing, include the PDF of all marketing elements the CDU will utilize. When sending to Environmental Compliance, include the Vendor Cut Sheet and Safety Data Sheet. 	C

= Vendor

= Category Team

= Merchant

= In-Store Marketing

= Environmental Compliance

= Loss Prevention

= Fixture & Design

= Loss Control & Safety

Cardboard Display Unit Approval Steps

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	Task	Responsible Party
8	<p>Merchant Responsibilities</p> <ul style="list-style-type: none"> Review CDU and work with Category Team Partner for approved set dates, . Provide price points of product correlating to the CDU to Loss Prevention (if applicable). <p>In-Store Marketing Responsibilities</p> <ul style="list-style-type: none"> Review all marketing elements that the display will utilize and provide feedback to Category Team Partner. <p>Environmental Compliance Responsibilities (Category Team Partner to determine if applicable)</p> <ul style="list-style-type: none"> Review Vendor Cut Sheet and Safety Data Sheet and provide feedback to Category Team Partner, including end of life recycling and/or disposal guidance. <p>Loss Prevention Responsibilities (Category Team Partner to determine if applicable)</p> <ul style="list-style-type: none"> Review CDU design and provide feedback to Category Team Partner. If CDU features high risk components (i.e. working display units), determine if additional security for CDU needs to be integrated. If price points of product correlating to the CDU (information will be provided by Merchant office) exceeds the product protection threshold, include in your feedback to Category Team Partner to ensure stores can facilitate the CDU with spider wraps in place. <p>Fixture & Design Responsibilities (Category Team Partner to determine if applicable)</p> <ul style="list-style-type: none"> Review CDU design and provide feedback to Category Team Partner. <p>Loss Control & Safety Responsibilities (Category Team Partner to determine if applicable)</p> <ul style="list-style-type: none"> Review CDU design and provide feedback to Category Team Partner. If CDU features high risk components (i.e. working display units), determine if additional security for CDU needs to be integrated. 	
9	<p>Provide feedback/approval on CDU prototype to vendor.</p> <ul style="list-style-type: none"> If edits/updates are requested after review of first prototype CDU, an additional updated final production quality prototype may be required to be sent to the Category Team Partner Brookfield Innovation Studio. Final approval will be given once Category Team Partner has confirmed all edits/updates have been applied. Once a CDU has final approval merchants create PO's and provide to Category Team Partner. <ul style="list-style-type: none"> CDU PO's are written as cross-dockable unit - casepack, PBS, or multi SKU For Pre-packed CDU's merchants enter "Preloaded CDU - Do not open or audit" on the PO Instruction Inquiry for the Distribution Centers. Merchants are required to contact EDI MIO, Transportation (for vendors new to CDU shipments), Logistics, and Customs Compliance (if overseas vendor) with PO details to ensure proper guidelines are followed (contacts below). <ul style="list-style-type: none"> EDI MIO: edimio@kohls.com Transportation: TMS@kohls.com Logistics: Vendor.Services@kohls.com Customs Compliance: Customs.Compliance@kohls.com 	
10	<p>Align on method of shipment.</p> <ul style="list-style-type: none"> Option 1: Route CDU through our Distribution Centers, CDU will need to include a PO Number, SKU/UPC, etc. to ensure it is shipped with the correct product. Merchant team will coordinate with vendor on this. Option 2: Ship CDU direct to stores. Merchant team will provide vendor with a store address list for shipment. 	
11	Final information given to Logistics	
12	<p>Package and ship CDUs per the following requirements.</p> <ul style="list-style-type: none"> Securely package CDUs using cardboard shrouds or other materials to ensure no damage during shipment. If routing CDUs through Kohl's Distribution Centers, label packages using Label #1, 2, & 3 If shipping CDU's direct to stores, label packages using Label #2 & 3 	

- = Vendor
- = Category Team
- = Merchant
- = In-Store Marketing
- = Environmental Compliance
- = Loss Prevention
- = Fixture & Design
- = Loss Control & Safety

Cardboard Display Unit Labels

Packaging Label #1

Colored label (yellow is preferred) on the top right of all (4) sides of the packaging with the following black text

Attn: Kohl's DC
Do Not Open
Do Not Audit
Floor Ready Display

Packaging Label #2

White label on the top right of all (4) sides of the packaging with the following black text

Attn: Store Manager, Store Visual
Display Name: _____ (Provided by Category Team Partner)
Display Set Date: _____ (Provided by

Packaging Label #3

Zone A From: Vendor's Shipping Address	Zone B To: Kohl's Receiving Location, Facility Number and Address
Zone C Ship to Postal Zip Code (GS1-128 barcode)	Zone D Carrier Name (if available) Pro # (if available) Bill of Lading Number (if available)
Zone E Kohl's PO Number Style Number - color - size - total units (if Prepack, total units by size and color)	
Zone G Kohl's Store Number or Distribution Center Number (GS1-128 barcode)	Zone H If Pack by Store PO type, list store number. If Bulk or Prepack PO type, list DC number.
Zone I SSCC-18 (GS1-128 barcode)	

Packaging Label #3 (example)

From: Acme Supplier 123 A Street Chicago, IL 60611	To: Kohl's Dist. Center #800 456 B Street New York, NY 11768
Ship To Postal Code (420) 11768 	Carrier: Acme Freight Pro# 1234567 Bill of Lading 123456789123
PO #: 1234567 Dept: 123 Color: Red Units: 12	Style: A1234567 S M L XL 2 4 4 2
For: (90)00080 	00800
SSCC-18:  (00) 0 0718908 562723189 6	

Packaging Label Placement



Additional requirements, including Team Lift information found on Vendor Portal:

<https://kss.traversesystems.com/#/login>