

# **KOHL'S**

## **SHOEBOX LABELS REQUIREMENTS**

This document contains information regarding shoebox label photo requirements, retail price ticketing, and shoebox label codes with diagrams.

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Shoebox Label Photo Requirements

**Product/Print Vendor Requirements**

All shoe photos are required to be printed on all shoe box labels. The photo is a required 4 color image supplied by the product vendor or approved product vendor agent. For all photo and file format information, please see the below requirements.

File requirements:

- Vector file only
- Photo is a high-resolution jpeg image (at least 300dpi resolution at 100% size)
- 4 color process only (**NO RGB files – only CMYK**)
- CAD (color)
- Clipped image (outlined image of shoe only, no background)
- No line art or black & white images will be accepted
- File names should be as below:
  - Shoe image – STYLENAMECOLOR ex: RONALDGREY
  - Shoe chips – STYLENAMECOLOR\_CHIP ex: RONALDGREY\_CHIP

Photo styling requirements:

- 1 shoe in image, right shoe (submit as shown as below label)
- Product visual preferred at 3/4 side profile at a 30 degree vertical angle
- Minimum shoe size should be 1”(W) X 0.75”(H)



Not acceptable formats include: black and white images, left shoe only or line drawings.

Black & white



Left Shoe



Line drawing



**Retail Price Ticketing**

**Ticketing of Shoe Shipments**

It is the vendor’s responsibility to supply the retail price labels on the shoe boxes.

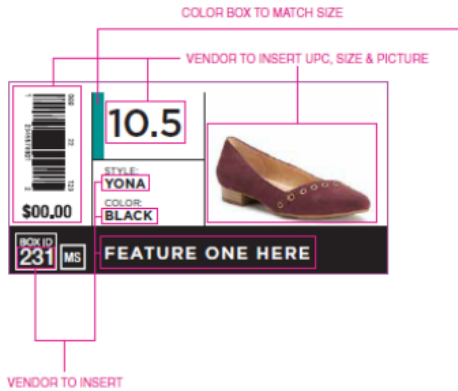
The format of the Kohl’s shoe label is on file at Avery Dennison.

If you are a LC Vendor who is using the Avery Dennison InfoChain Express/ICE program to order UCC Carton labels, you will have the opportunity to use that system to order the shoe retail tickets.

Data needed to print the tickets will be on file at Avery Dennison with the exception of Box ID #. Vendors have the Box ID # available on their Buyer Quote Sheets.

**Footwear Box Label Diagrams with Size Color Coding**

**PKG. TYPE:** Shoebox Label  
**DIE SIZE:** 4 in. x 2in.  
**STOCK:** Bright White Sticker Stock  
**WEIGHT:** XXX  
**FONTS:** XXX  
**LINKS:** XXX  
**FINISH/VARNISH:** XXX  
**COLOR:**  
 Variable PMS colors (See Chart)  
**CMYK**  
 CMYK Image  
**DO NOT PRINT:**  DIE  
**NOTES** (Callouts on artwork: Embossed, Debossed, Attacher, Perforated, Pair with... etc): XXX



SIZE COLOR CODING all colors should be printed 4 color process			Toddler Sizes Color to be provided by PD
12 Pantone 101 C	6.5 Pantone 7404 C	11 Pantone 1525 C	5T Pantone 227 C
13 Pantone 3255 C	7 Pantone 7652 C	11.5 Pantone 151 C	6T Pantone 7409 C
1 Pantone 1787 C	7.5 Pantone 7656 C	12 Pantone 288 C	7T Pantone 7652 C
2 Pantone 1495 C	8 Pantone 364 C	12.5 Pantone 279 C	8T Pantone 364 C
3 Pantone 382 C	8.5 Pantone 376 C	13 Pantone 5747 C	9T Pantone 7427 C
4 Pantone 306 C	9 Pantone 7427 C		10T Pantone 7722 C
5 Pantone 227 C	9.5 Pantone 186 C		11 Pantone 1525 C
5.5 Pantone 225 C	10 Pantone 7722 C		
6 Pantone 7409 C	10.5 Pantone 7716 C		

# SHOEBOX LABEL REQUIREMENTS

## Footwear Box Label Codes



\*Use for all brands

<p>61623001MB</p>	<p>1 Feature Sizes</p>	
<p>61623002MB</p>	<p>1 Feature Width - used when med width style/color also comes in wide width</p>	
<p>61623003MB</p>	<p>1 Feature No Extra Colors</p>	
<p>61623004MB</p>	<p>1 Feature WIDE Sizes</p>	

# SHOEBOX LABEL REQUIREMENTS

<p>61623005MB</p>	<p>1 Feature WIDE Widths - used for all wide width style/colors since they will always also come in med width</p>	
<p>61623006MB</p>	<p>1 Feature WIDE No Extra Colors</p>	
<p>61623007MB</p>	<p>2 Features Sizes</p>	
<p>61623008MB</p>	<p>2 Features Width - used when med width style/color also comes in wide width</p>	

# SHOEBOX LABEL REQUIREMENTS

<p>61623009MB</p>	<p>2 Features No Extra Colors</p>	
<p>61623010MB</p>	<p>2 Features WIDE Sizes</p>	
<p>61623011MB</p>	<p>2 Features WIDE Widths - used for all wide width style/colors since they will always also come in med width</p>	
<p>61623012MB</p>	<p>2 Features WIDE No extra colors</p>	