



8/30/2021

Subject: Important - Updated Belk Private Brand RFID Requirements

Dear Vendor and Agent Partners—

I hope that this finds you safe and healthy and enjoying the final days of Summer!

Thank you for your partnership in helping Belk to rollout RFID tagging earlier this year. We are already seeing the big “wins” in inventory management and order fulfillment that we expected, and we couldn’t have done it without you!

We do have an exciting update to share with you concerning our RFID tags and stickers. **Belk has now developed fully integrated RFID UPC / Price tickets and stickers.** With this development, you will no longer be required to use a second / supplemental RFID tag or sticker on your products. Instead, you will be ordering a new integrated RFID / UPC tag from Avery Dennison and will only need to attach ONE tag or sticker that will have the UPC, Retail Price, and RFID all in one!

New Tag / Sticker Information

Attached please find a full catalog of the new Belk integrated Tags and Stickers. Please note the **availability dates and the pricing** for each specific tag.

- All pricing has been negotiated with Avery Dennison and there will be no further local discounting on these costs.
- Belk is mandating that these integrated RFID/UPC Price tags and stickers must be purchased from **Avery Dennison for all Private Brand products.**
- Requirement applies to all Apparel, Soft Home products, Hard Home products, and all Handbags, Accessories and Fashion Jewelry.
- Footwear will continue to use a supplemental RFID sticker go forward.
- If an integrated RFID / UPC tag or sticker is not available for your specific product or brand, please continue to use a supplemental RFID tag or sticker on your product. If you have any questions about which tag or sticker you should be using on your product, please reach out to Dina Samuel from the Belk marketing team with any questions dina_samuel@belk.com
- Cosmetics, Fragrances, Fine Jewelry, and all Metal products continue to be exempt from all RFID requirements.

Timing

Avery Dennison will be set up to **accept your RFID integrated tag / sticker orders beginning September 1st . All RFID tag orders after September 15th should be for integrated tag / sticker formats.** Please review the attached Tag / Sticker catalog for order availability dates by specific tag / sticker. **If the integrated tag / sticker you need to use is not yet available, or if your PO has not been updated in the Avery Dennison system with the correct tag part number, please continue to use the supplemental tags / stickers as you are doing today until the integrated tag format or information is available.**

- Please transition to using integrated RFID / UPC tags as quickly as possible. Please use the integrated RFID UPC tag / sticker for all products arriving to Belk with a Dec NDC forward.
- Supplemental RFID tags and stickers should continue to be used if there is no Integrated RFID / UPC tag or sticker available for your brand / seasonal tag format.
- If you have already ordered supplemental RFID tags and standard UPC tags for any Belk order shipping for a Dec NDC forward, it is OK to continue to use the supplemental tag.
- If you have any questions about which new tag your product should now use, please reach out to Dina Samuel from the Belk marketing team at dina_samuel@belk.com
- All products must ship to Belk with a RFID tag / sticker, unless it is an exempted product category as listed above.
- Note that due to COVID factory closures in Vietnam, tags are expected to be ready to order on 9/24 in Vietnam however this date may change depending on circumstances; Any tag needs can be fulfilled by the China bureau in the interim.

Order Lead Times and MOQ

Avery Dennison has committed to shipping all Integrated tag orders within **10 working days of order / payment receipt in China and Vietnam**, and temporarily within **18 working days of order / payment receipt in India**.

- It will be the Vendor's responsibility to plan RFID tag order timing to meet your production needs, using the delivery commitments that Avery Dennison has made.
- Avery Dennison is working to reduce the India leadtime to 10 days as quickly as possible and expect to achieve this in Q1 2022.
- Note that there will be no MOQ per order.
- All items will be available in the following countries for orders / exports: China, Vietnam, and India. All order terms are ex works-EXW production locations.
- Vendors will have the ability to order from Honduras, however the Vendor will need to reach out to Avery Dennison immediately to discuss specific needs by tag type; With a forecast, Avery Dennison will be able to fulfil tag / sticker orders in Honduras within 10 days.
- Products produced in China and shipped to the USA will be subject to a 25% tariff added to invoice.
- If you are interested in Honduras or USA options, please reach out to Fabian Blanco from Avery Dennison at Fabian.Blanco@averydennison.com

Purchase Order Updates

Your **sourcing and buying partners may reach out to you to discuss any needed Purchase Order changes** that may be necessary due to the change in ticket / sticker requirements related to product costs.

- For Belk International vendors, you will receive an updated EDI PO with the new integrated RFID / UPC tag part number for all Jan NDC orders and forward.

Avery Dennison Account Setup and Contact Info

Please continue to work with your local Avery Dennison Service Bureau for all of your Belk RFID needs.

- Please find your Avery Dennison Service Bureau contact listed below.
- If you need any assistance with orders, or have any delivery concerns, please contact Nancy Nelson from Avery Dennison at Nancy.nelson@averydennison.com

Belk will also be updating the Belk VBR with this new RFID information as well, look for an updated document online at belk.com, no later than 9/15. **Agent partners, please also share and review this communication with your Vendors.**

Please feel free to reach out to me with any further questions on the new Belk requirements, or contact the Belk vendor compliance team at VendorCompliance_Support@Belk.com. You can also reach out directly to your Avery Dennison Service Bureau contact listed below.

Thank you for your partnership and for making our RFID initiative such a success at Belk!

Avery Dennison Production and Contact Information

Service Bureau	Vendor Bill To Region	Primary Contact Name	Primary Contact E-mail	Primary Contact Phone	Secondary Contact Name	Secondary Contact E-mail	Secondary Contact Phone
China (Nansha)	TAIWAN	Gemma Chen	gemma.chen@ap.averydennison.com	8620-3233 5144	Lena Li	lena.li@ap.averydennison.com	+ 86 203 203235141
	CHINA :W Z						
	BANGLADESH						
	INDIA	Fiona Chen	fiona.chen@ap.averydennison.com	8620-3233 5162			
	VIET NAM						
	INDONESIA						
	CHINA :O-T	Joanna Zhou	joanna.zhou@ap.averydennison.com	8620-3930 6861			
	UNITED STATES						
	CANADA						
	KOREA	Lauren Chen	lauren.chen@ap.averydennison.com	8620-3233 5142			
	JORDAN						
	EGYPT						
	GUATEMALA						
	HONG KONG						
	PAKISTAN						
SINGAPORE							
SRI LANKA							
TURKEY							
CHINA:UV X Y	Rita Huang1	rita.huang1@ap.averydennison.com	8620-3233 5159				
CHINA:A-N							
ICE/IPPS							
Honduras		Mariana Pardo	mariana.pardo@averydennison.com	(+52) 442-229-5600 ext 652	Veronica Brenis	veronica.brenis@averydennison.com	+ 52 442 2265600 ext 628
India		Harinakshi	harinakshi.c@ap.averydennison.com	+ 91 7022029199	Ramya Raju	ramya.raju@ap.averydennison.com	+ 91 7022029209
Vietnam		Truc Nguyen	Minhtruc.Nguyen@ap.averydennison.com	Tel: +84 2637763181 (direct) HP: +84 908 950 915	Doan Nguyen	cassie.nguyen@ap.averydennison.com	Tel: +84 8 3776 3336 (Ext: 3719) HP: +84 32 945 2715

Best Regards,
Ashley

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Vice President – Global Sourcing Operations

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