



February 16, 2021

## **Subject: Important - New Belk RFID Requirements for National Brand Vendors**

**Dear Brand and Vendor Partners—**

I hope that this finds you safe and healthy, and adjusting to a new normal during this time.

We have an exciting update to share with you. Belk is launching **RFID tagging** on all of our **National Brand** products to improve our inventory accuracy and our order fulfillment. This is an important initiative, and will have tremendous impact in our stores and for our customers. However, we cannot embark on this initiative alone, and we need your help as our partners!

### **Mandate**

Beginning with all **August 2021 NDC orders** (orders shipped to arrive at Belk in August 2021), Belk will require **all National Brand units to be shipped with a RFID tag / sticker.**

- You may source your RFID tags / stickers from your choice of supplier, however they must meet the prescribed Auburn RFID standards per the specifications by product category below
- If you do not have an existing RFID supplier, we recommend Avery Dennison for your RFID needs and suggest that you **reach out to Avery Dennison for more information.** The Avery Dennison contact is Fabian Blanco at [fabian.blanco@averydennison.com](mailto:fabian.blanco@averydennison.com)
- Requirement applies to all Apparel, Footwear, Soft and Hard Home products, and all Handbags, Accessories and Jewelry. Please see complete list below by product category for specifics
- You may use an integrated RFID tag in conjunction with your current Brand UPC hangtag / packaging, or you may use a supplemental RFID Hangtag or Sticker

### **Questions about RFID Specifications and Placement on Product**

In the attached file, you will find more information on the RFID specifications and product placement.

- This information can also be found in the Belk Vendor Business Requirements at Belk.com under Vendor Resources

### **Approval of RFID Placement**

Before your first shipment of product with RFID tags, please **send a photo of your RFID tag placement** to [Belk\\_Compliance@Belk.com](mailto:Belk_Compliance@Belk.com) for approval.

- Please include product information (apparel, ceramic, metal, etc) and packaging information if applicable (cardboard box, metal tin, VZB, etc).
- You can expect to receive feedback within 3 business days.

## **More RFID Information**

If you are new to RFID, **Avery Dennison will be holding two information sessions** to help you learn more about RFID

- Sessions will be held on Feb 25<sup>th</sup> 9 – 10 am and March 9<sup>th</sup> 3:30 – 4:30 pm  
Please reach out to [fabian.blanco@averydennison.com](mailto:fabian.blanco@averydennison.com) at Avery Dennison if you are interested in attending and he will share session information
- RFID training and education is also available on the GS1 US website at <https://www.gs1us.org/industries/apparel-general-merchandise/implementation-resources/epc-item-levelreadiness>

Please feel free to respond to this email or reach out to [Belk\\_Compliance@Belk.com](mailto:Belk_Compliance@Belk.com) with any further questions on the new Belk requirements. You can also **check the attached FAQ file**, as that may help to answer some initial questions, please start there!

**Please also share and review this communication with your teams as needed.**

More information will follow, but in the meantime, **thank you for your partnership and your attention to this critical initiative for Belk!**

## **Belk RFID Specifications by Product Category**

<b>Apparel: Women's, Men's &amp; Kids</b>	
All Apparel products	Spec G
<b>Shoes: Women's, Men's &amp; Kids</b>	
Boxed Shoes	Spec F
Hanger Card Shoes	Spec F
<b>Cosmetics &amp; Fragrance</b>	
Cosmetics	TBD
Fragrances	TBD
Bath Gels and Lotions	TBD
Shaving & Beard Care	TBD
Hair Dryers and Accessories	Spec F
<b>Jewelry</b>	
Bracelets	Spec F
Earrings	Spec F
Necklaces	Spec F
Rings	Spec F
Watches	Spec F
Cufflinks	Spec F
Fine Jewelry	TBD

<b>Accessories</b>	
Belts	Spec F
Gloves & Mittens	Spec F
Hair Accessories	Spec F
Hats	Spec F
Headphones	Spec F
Phone Cases	Spec F
Scarves & Wraps	Spec F
Eyewear	Spec Q
Sunglasses	Spec Q
Suspenders	Spec F
Ties	Spec G
Pocket Squares	Spec G
Handbags & Wallets	Spec F
Boxed Accessories	Spec G
<b>Home &amp; Gifts</b>	
Bedding Sets	Spec F
Blanket & Throws	Spec F
Comforters & Quilts	Spec F
Pillows	Spec F
Duvet Covers & Shams	Spec F
Sheets & Bed Skirts	Spec F
Rugs & Mats	Spec F
Towels	Spec F
Bath Accessories	Spec G
Art, Wall Décor, Mirrors	Spec G
Home Décor	Spec G
Candles & Diffusers	Spec G
Desk Accessories & Stationery	Spec G
Faux Flowers, Plants, Wreaths	Spec G
Lighting & Lamps	Spec G
Picture Frames	Spec G
Tabletop & Kitchen - Open Stock	Spec G
Tabletop & Kitchen- Boxed	Spec G
Bar Accessories	Spec G
Cookware & Bakeware - Packaged	Spec G
Dinnerware & Glasses - Packaged	Spec G
Cookware & Bakeware - Open Stock	TBD
Dinnerware & Glasses - Open Stock	Spec G
Flatware & Utensils - Boxed	Spec G
Serveware - Open Stock with no packaging	Spec G
Serveware - Boxed	Spec G

Speakers & Home Audio	Spec F
Luggage & Travel	Spec F

TBD product categories do not require RFID at this time.