



December 8, 2020

Subject: Important - New Belk Private Brand RFID Requirements

Dear Vendor and Agent 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** for all of our **Private 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 **Private Brand June 2021 NDC orders** (all international orders placed on or after December 18, 2020), Belk will require all units to be **shipped with either a supplemental RFID hangtag or RFID sticker**.

- Belk is mandating that these supplemental RFID tags must be purchased from **Avery Dennison**
 - Avery Dennison will be set up to **accept your RFID orders beginning December 18th**
- Requirement applies to all Apparel, Footwear, Soft Home products, Hard Home products in packaging, and all Handbags, Accessories and Jewelry with hangtags, headers, or backer cards.

Account Setup and Contact Info

Upon receipt of this message, please **reach out to Avery Dennison to complete set up of an account**, as well as to schedule training on what to order, how to order, and how to apply the RFID hangtags / stickers.

- Please find your Avery Dennison Service Bureau contact listed below by County of Origin
- RFID hangtags and stickers for Belk will be printed in Avery Dennison service locations in China, India, Vietnam, Honduras, and Mexico
 - Many of you already have an established relationship with Avery Dennison for your retail and brand tags today, this will speed up the process

Hangtags/Stickers and Lead Times

You will find information below on the RFID hangtags and stickers you will be required to use (see chart below).

- There are three options for Supplemental RFID Tags / Stickers, and direction has been provided on which format to use on each type of product
- Belk has already negotiated prices for these with Avery Dennison, please note that there will be no further local discounting on these costs

- You will also find **lead time and delivery information** below by Country
 - 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
 - Note that there will be no MOQ per order, and Avery Dennison's production lead time will be 10 business days, plus transit time

Purchase Order Updates

Please begin **work with your sourcing and buying partners for any Purchase Order updates** that need to be made to account for this additional RFID hangtag / sticker.

It is important that you **reach out to Avery Dennison as soon as possible**, as they will share much more detailed information in the required Vendor training that they will facilitate. Belk will also be updating the Belk VBR with RFID requirements as well, look for an updated document online at belk.com, no later than 12/11. **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 directly to your Avery Dennison Service Bureau contact listed below. You can also **check the attached FAQ file**, as that may help to answer some initial questions, please start there!

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

Bek RFID Hangtag and Sticker Information



Type	Format Number	Size	Inlay	Price/per 1000	Apparel	Handbags, Jewelry, Accessories	Footwear	Soft Home	Hard Home (In Boxes)
Hangtag	BELK21-RFID-HT	3.25 x 1.0	AD237	\$49.00	Primary use if a Brand / Retail hangtag is also used	Primary use if a Brand / Retail hangtag is also used		Primary use if a Brand / Retail hangtag is also used	
LG Sticker	BELK21-RFID-LG-STR	3 X 0.8	AD237	\$47.00	Secondary use if a product does not have a Brand / Retail hangtag (liker only)	Primary use if a product has a header or backer card	Primary	Secondary use if a product is packaged (V2B, Box)	Primary
SM Sticker	BELK21-RFID-SM-STR	1.75 X .75	AD321	\$47.00	Secondary only use if a large sticker will not fit	Secondary only use if a large sticker will not fit			Secondary only use if a large sticker will not fit

RFID Launch Exclusions: Sunglasses, Jewelry and Accessories without headers / backers / hang tags, Hard Home not in packaging, metals, and liquids/lotions

Avery Dennison Production and Contact Information

Country of Origin (RFID labels ship-to country)	Lead Time (Working Days)	Transit Time	Service Bureau	Primary Contact Name	Primary contact E-mail	Primary contact Phone	Secondary Contact Name	Secondary contact E-mail	Secondary contact Phone
Bangladesh	10	7 Days	China (Nansha)	Anna Zeng	anna.zeng1i@ap.averydennison.com	+ 86 2032335145	Lena Li	lena.li@ap.averydennison.com	+ 86 203 2032335141
China		3 Days							
Philippines		7 Days							
Egypt		7 Days							
Jordan		7 Days							
Madagascar		7 Days							
Pakistan		7 Days							
Turkey		7 Days							
Singapore		7 Days							
Lauren Chen		7 Days		lauren.chen@ap.averydennison.com	+ 86 2032335142				
El Salvador		7 Days	Honduras	Marcia Andino	marcia.andino@averydennison.com	+504 98627243	Veronica Brenis	veronica.brenis@averydennison.com	+ 52 442 2265600 ext 628
Guatemala		7 Days							
Nicaragua		7 Days							
Honduras		3 Days							
India		3 Days							
Mexico	3 Days	Mexico	Monica Sierra	monica.sierra@averydennison.com	+ 52 442 2295600	Paula Mendez	paula.mendez@averydennison.com	+ 52 442 2264794	
USA	7 Days								
Cambodia	7 Days	Vietnam	Truc Nguyen	Minhtruc.Nguyen@ap.averydennison.com	Tel: +84 2837763181 (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	
Indonesia	7 Days								
Vietnam	3 Days								