



Subject: Important - New Belk Single Supplier - Wonderly Marketing

Dear Vendor and Agent Partners—

I hope that this finds you safe and healthy in the new year.

We have an exciting update to share with you. Belk is piloting going to a single source supplier for all of our **Private Brand** products to improve our consistency in execution and service level/timing. This is an important initiative not only for our internal Belk teams, but also to help support our vendors with the best product, execution, lead times and service level.

Mandate

Beginning with **WONDERLY brand only**, all marketing (tickets, paper, jokers, labels, wovens, etc) will be moving to a single source supplier (all marketing trim orders placed on or after February 6, 2023)

- Belk is mandating Wonderly brand be ordered from **Avery Dennison**
 - Avery Dennison will be set up to **accept all marketing orders starting on February 6th 2023**
- Requirement applies to all Apparel products (excluding intimates and center core)

Account Setup and Contact Info

Upon receipt of this message, please **reach out to Avery Dennison to complete set up of an account** if you do not currently already have one set up.

- Please find your Avery Dennison Service Bureau contact listed below by County of Origin

Marketing and Lead Times

You will find information below on the general lead times for marketing trims. Please note that all trims will be produced in China, India and Vietnam. If your Country of Production is outside of these three countries, please work with AD to determine where best to place your orders.

- Please make sure to reach out to your country contacts sooner than later to ensure timelines are accurate and you will not have any delivery delays due to not placing trim orders on time.
- Pricing should remain flat to the current costs and there will not be any further discounting at the local level.

It is important that you **reach out to Avery Dennison as soon as possible**. This will ensure you have accurate timing and are able to finalize the delivery dates you need for items. Please note we will be deactivating these trims with previous suppliers, so the only option will be to place these orders through Avery after the 2/1/23 start date. If you have any issues or questions, please first reach out to your local country contact at Avery Dennison. Before escalating any issues to Belk or their US support, please give them 72 hours to respond. If you do not receive an update, you can add in Nancy Nelson (Nancy.Nelson@averydennison.com) to help facilitate. It is important that you develop a relationship directly with your local Avery Dennison office.

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. **Thank you for your partnership in this new initiative!**

Lead times for Marketing Trims

* Note WD = Working Days

End to End Leadtime		AD HK/S.China	AD India	AD Vietnam
CS order processing (Confirmation back to Vendor)		1-2 WDs (normal); up to 3 WDs (peak)	1-2 WDs (normal); up to 3 WDs (peak)	1-2 WDs (normal); up to 3 WDs (peak)
	Peak Season	Apr-May and Sept-Oct	Jan-March and Sept-Dec	Apr-May and Sept-Oct
Layout for approval (if needed)		1-3 WDs (WVN & HTL) and 1-2 WDs (POS)	1-3 WDs (WVN & HTL) and 1-2 WDs (POS)	1-3 WDs (WVN & HTL) and 1-2 WDs (POS)
- upon layout approval -				
Woven Label (WVN)		12-15 WDs	12-15 WDs	26 WDs (Made in China)
Paper (POS)		12-14 WDs	12-14 WDs	12-14 WDs
Heat Transfer (HTL)		12-15 WDs	12-15 WDs	12-15 WDs
Packing and shipping time:		1-3 WDs after getting clear ship mode and payment for proforma invoice customers.	1-3 WDs after getting clear ship mode and payment for proforma invoice customers.	1-3 WDs after getting clear ship mode and payment for proforma invoice customers.
MOQ		AD HK/S.China	AD India	AD Vietnam
Woven (WVN)		300 PCS/SKU	300 PCS/SKU	300 PCS/SKU
Paper (POS)		NO MOQ	NO MOQ	NO MOQ
Heat Transfer (HTL)		300 PCS/SKU	300 PCS/SKU	300 PCS/SKU

Avery Dennison Production and Contact Information

Service Bureau	Primary Contact Name	Vendor Bill To Region	Primary contact E-mail	Primary contact Phone	Secondary Contact Name	Secondary contact E-mail	Secondary contact Phone
CHINA/HK	Fiona Chen	BANGLADESH	fiona.chen@ap.averydennison.com	8620-3233 5162	Lena Li	lena.li@ap.averydennison.com	8620-3233 5141
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		VIET NAM					
		INDONESIA					
	CHINA :J						
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