



E-Commerce Price Ticket Standards Supply Chain

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Introduction

Myer Pty Ltd requires the majority of its merchandise to be price marked for our customers.

As a component of the **Price Ticket Standards** Myer has introduced **SOURCE TAGGING** which uses Radio Frequency (RF) Electronic Article Surveillance (EAS) devices that will need to be applied to and incorporated within the price ticket designated merchandise “at source” (ie. At factory and / or the Suppliers premises prior to merchandise being supplied to Myer.

Myer has created the following separate documents that must be reviewed and adhered to in relation to merchandise price marking and Source Tagging where applicable.

Source Tagging Supplier Information Package

This document outlines the Source tagging requirements for Electronic Article Surveillance (EAS) devices.

Source Tagging - Hard tag positioning guidelines - Apparel

This document outlines the Hard Tag positioning guidelines for EAS devices for Apparel.

Source Tagging - Soft Tag positioning guidelines - Fashion accessories and Footwear

This document outlines the Soft Tag positioning guidelines for EAS devices for Fashion Accessories and Footwear.

Source Tagging - Soft/Hard Tag positioning guidelines - Hardgoods

This document outlines the Soft/Hard Tag positioning guidelines for EAS devices for Hardgoods.

These **Source Tagging** documents are listed on the Myer Supplier web page <http://Myersupplier.myer.com.au> under Supplier Information. The documents detail the Radio Frequency Source Tagging Policy and Procedures.

The consistent appearance and quality of the bar code and ticket ensures our customers can clearly identify the price of the merchandise and items are processed quickly and effectively at Point of Sale (POS).

To support the Myer E-Commerce process Suppliers are required to ticket all applicable merchandise.

This ticket is not a substitute for any statutory labelling requirements such as...

- Care labelling, including children’s nightwear fire hazard labelling
- Country of origin labelling
- Composition

The components of ticketing for Myer E-Commerce that are detailed in this booklet are...

- Information required on tickets
- Layout/design of tickets

Information Required

The Myer standard for information on tickets is ...

- EAN (GTIN) bar code
- EAN (GTIN) number
- Supplier style number or name
- Supplier size/each/set, if applicable
- Supplier colour, if applicable
- Myer Retail price
- Myer Class Group number
- Myer keycode

Please also note...

- The Myer logo is not required on tickets.
- The above information can appear on a combination of Supplier packaging or swing ticket and the Myer ticket.
- All first proofs must be tested and approved by Myer E-Commerce Team prior to implementation.

Variations to the Myer Standard

Variations to the preferred standard may be considered, but any exceptions must be approved in writing by Myer E-Commerce Team.

If the merchandise is easily identifiable as one Class Group, the Myer Class Group and keycode may be omitted, with the agreement of the Myer E-Commerce Team.

- If the information required is incorporated in the supplier standard packaging or swing tag and the product carries a recommended retail price which is identical to the Myer Retail price then the Myer ticket may not be required.
- If the recommended retail price does not correspond to the Myer retail price or the retail price is not included on the supplier standard packaging or swing tag then the minimum ticket requirement is the Myer retail price.

Layout and Design

All EAN (GTIN) bar codes must be printed to GS1 international standards, as per information provided by GS1 Australia. The digits in the EAN (GTIN) should be easily readable and not less than 2mm high.

- We acknowledge that different production techniques may require different ticket sizes.
- Myer E-Commerce team will approve all tickets.

Myer Minimum Standards

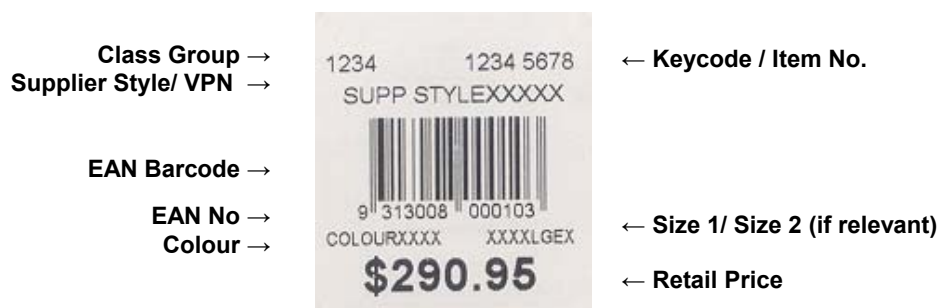
- The price should be clear and prominent to enable customers to clearly identify the price of the product
- The price must be bold and not smaller than 4mm high for small tickets and 6mm high for larger tickets.
- Other customer information, such as size/each/set/colour if applicable, should be bold and not be smaller than 2mm high.
- Other specific information, such as Class Group, keycode and style number should be no smaller than 2mm high.
- The EAN (GTIN) bar code and company number it represents must be in accordance with GS1 Australia standards.
- Print font types are optional but must be clear and should not be script type fonts

Please also note...

- Any EDI established solution provider, accredited by Myer, will guide you through the Industry standards.

Price/Barcode Standard Format/Layout

Myer's standard format/layout for printed EAN (GTIN) barcodes is provided below. It is a Myer expectation that suppliers will strictly adhere to this format for all merchandise supplied to Myer.



Field	Characters	Comment
Class group	4	Always 4 characters
Keycode/Item No:	8 or 9	Old keycode is 8 characters. MyMerch item No is 9 (ie. Keycode with a zero on the end)
Supplier Style/VPN:	15	
EAN No	13	
Colour	10	Up to 10 characters
Size1/Size2	8	Will be Size 1 mostly, and a combined Size1/Size 2 where needed (eg. Bras, footwear)
Retail Price	9	

Obstruction of Important Information

Price / barcode stickers (whether EAS devices or plain stickers) should be attached to the merchandise in accordance with the following instructions. Care should be taken not to obscure important product information, such as:

- Care instructions
- Country of origin
- Fibre content
- Ingredients listings
- Barcodes (if needed for scanning)
- Manufacturer's logos
- Mandatory standards and warning / caution signs

Positioning of Price Tickets

Price Tickets should be attached to the merchandise with the Suppliers tag/label. Where this is not possible, the price ticket should be attached through the waist, neck or care label.

Wherever possible, sticky labels should be applied on the top right hand corner.

When possible to apply to the right hand corner, the suppliers' label/tag should be used and applied in an appropriate area so it does not cover the manufacturer's logo, instructions or EAN (GTIN) barcode.

Please do not place the Myer barcode label next to other barcodes on the merchandise.

Care must be taken to ensure that the price ticket is not bent and the correct price ticket is affixed to the correct merchandise as errors picked up at our delivery points will delay the whole order and may result in rejection of the whole order and the return of the goods to you for re-processing.