

VENDOR MANUAL

2017-2018 VERSION 2.0

*SECTION 5 – On Product Marketing,
Nominated/Preferred Suppliers*

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SECTION 5 – ON PRODUCT MARKETING & NOMINATED/PREFERRED SUPPLIERS

Overview of On Product Marketing Requirements (OPM)

Overview

Destination Maternity Corporation **On Product Marketing** (OPM) in our branded products are the sole responsibility of DM creative and OPM Teams. Vendors may not independently create artwork for Destination Maternity OPM unless authorized in writing by the OPM Team. Destination Maternity has nominated suppliers who are responsible to ensure the approved artwork that DM creates is available to all Vendors ordering the following branded OPM trims:

- Woven Main Labels
- Woven and color matched country of origin/size Labels
- Heat Seals (Brand/COO/Size) or (Brand/COO/Size/RN/CA/Care Instructions)
- Price Tickets
- Marketing hangtags
- Instructions/use hang tags
- Leg Size Stickers

The above OPM trims required per style will be exhibited in the DeSL system, within the Tech Pack; Vendor BOM Tab:

View of DeSL System - Vendor BOM Tab: Labels/Heat Seal Box with OPM Trim uploaded:

Labels/Heatseals											
Save		Add Component(s)			Import		Delete Selected		Delete All		Swap
BOM	Material Code #	Fabric Description	Size	Qty	UOM	Placement	Scrap %	Unit Cost	Unit Freight	Unit Labor	Notes
10	LB-MH/COO	MH NEW PRINTED SIZE/COO CUT/LOOP TOP SEW			Each	Error	0.03	0.0286	0.0300	0.0000	WHITE SATIN FABRIC GROUND PMS COOL GREY 11 TRILINGUAL SIZE AND COUNTRY INFO 19MM X 64MM CUT & LOOP TO 33MM TALON #MOTLBSB53 1K+ \$0.034595/EA FOB HK 5K+ \$0.02738/EA FOB HK 10K+ \$0.022755/EA FOB HK 25K+ \$0.022015/EA FOB HK 50K+ 0.021275/EA FOB HK \$0.020535/EA FOB HK MOQ: 1000 PCS/ORDER 500 PCS/CHANGE UP-CHARGE: USD\$20/CHANGE

OPM trim image

OPM description

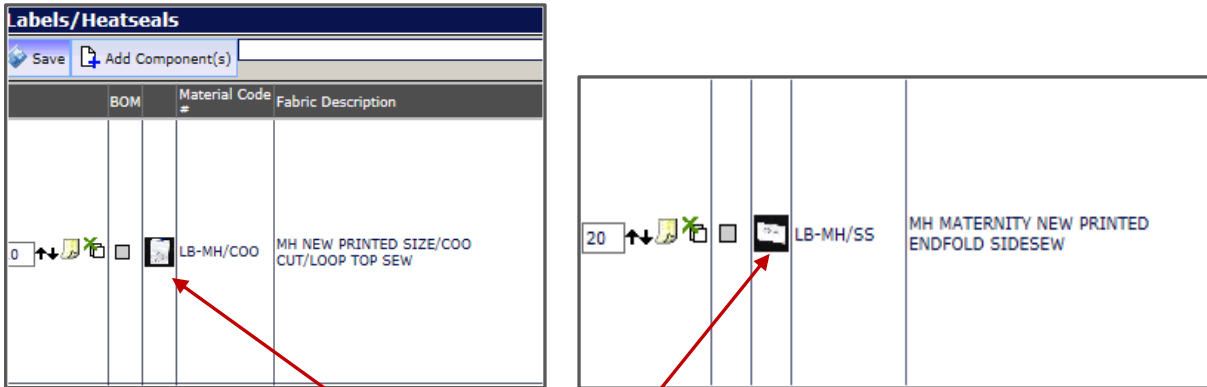
OPM specifications, nominated supplier name & pricing

SECTION 5 – ON PRODUCT MARKETING & NOMINATED/PREFERRED SUPPLIERS

OPM Trim in DeSL System

When viewing the Vendor BOM, Vendors can click on the OPM trim images, in the Labels/Heat seals box, to expand the view of these trims to a larger size.

Larger view of BOM Labels/Heat Seal Box with OPM Trim uploaded:



OPM IMAGES

Expanded View LB-MH/COO label



Expanded View LB-MH/SS label



***NOTE: For help with missing OPM images in DeSL Tech Pack please contact the appropriate Designer/PD per brand/category.**

SECTION 5 – ON PRODUCT MARKETING & NOMINATED/PREFERRED SUPPLIERS

Standard Trims

Standard trims are also required for DM branded products. Standard Trims are not handled through Nominated Suppliers. Vendors are required to locally source Standard Trims with their own suppliers based on DM Specifications. The following table explains the differences between Branded OPM Trims and Standard Trims:

Branded OPM Trims	Standard Trims
<ul style="list-style-type: none"> ❑ Woven Main Labels ❑ Woven and color matched country of origin/size Labels ❑ Heat Seals (Brand/COO/Size) <u>or</u> (Brand/COO/Size/RN/CA/Care Instructions) ❑ Price Tickets ❑ Marketing hangtags ❑ Instructions/use hang tags ❑ Leg Size Stickers 	<ul style="list-style-type: none"> ❑ Care labels ❑ Warning Hang Tags ❑ Tracking labels ❑ Polybags
<p><i>Process & Supply Chain Requirements:</i></p>	<p><i>Process & Supply Chain Requirements:</i></p>
<ul style="list-style-type: none"> ❑ Artwork/layout/specification's created & controlled by DM. ❑ Artwork images, cost, supplier and details are in Vendor BOM for Vendors to access. ❑ Vendors may not locally source or approve artwork – the approved artwork resides at DM nominated suppliers. ❑ Artwork resides at Nominated Supplier and in DeSL tech packs ❑ Trim Is ordered directly from DM Nominated Supplier using DM order forms. ❑ Is produced by DM Nominated Supplier. 	<ul style="list-style-type: none"> ❑ Specifications created and controlled by DM. ❑ Care Label/Warning Hangtag & Tracking Label images/specs reside in DeSL Tech Packs, within the Testing Details Tab. ❑ Polybag image/specs reside in VM Section 10. ❑ Vendor is required to source and produce with their own <u>local suppliers</u>. ❑ Does not require artwork approval by DM. Vendor is responsible to maintain integrity of materials and specifications as detailed in VM Sections 7 & 10.

****Vendors must refer to VM Sections 7 Testing/Labeling/Product Compliance & Section 10 Packing & Carton Requirements for the specifications surrounding standard trims. Both these sections also have forms related that are accessible in the [Forms Download Link](#), on the Vendor Manual Dashboard, SECTION 7 & 10 FORMS.***

SECTION 5 – ON PRODUCT MARKETING & NOMINATED/PREFERRED SUPPLIERS

Nominated & Preferred Suppliers

Nominated OPM Suppliers

Destination Maternity has designated the following Nominated Suppliers for Motherhood and APIP OPM Trims:

Labels/Hangtags/Leg Stickers:

- AVERY DENNISON
- SML
- TAG IT/TALON
- JOINTAK (Jessica Simpson Only)

Price Tickets/ Price Stickers:

- AVERY DENNISON

NOTE: Unless otherwise approved by Destination Maternity, Vendors are required to order from these Nominated Suppliers. *Any exception to the above requires approval of the DM OPM team.

NOMINATED SUPPLIER CONTACT LIST – Labels/Hangtags/Leg Stickers/Price Tickets/Price Stickers: MOTHERHOOD & APIP

AVERY DENNISON

USA Contact: Johnathan Pinnix

Email: jonathan.pinnix@averydennison.com

Tel: (336) 808-7267

Cell: (336) 412-1565

GUANGZHOU Contacts: Paris Wang & Jennifer Tang

Email: rbis.ap.cs.dmc@ap.averydennison.com

Tel: (86) 20 3930 6555 (Paris) & 86 20 3991 8596 (Jennifer)

Factory No.3, South Jin Ling Road, Da Chong Village, Nansha ETDZ, Guangzhou, P.R.C. 511458

VIETNAM Contact: Sophie Nguyen (Uyen)

Email: sophie.nguyen@ap.averydennison.com

Tel: (84) 2837763126

Fax: (84) 2837763111

HP#: (84) 932061010 or (84) 908013174

For Urgent Matters Contact Hong Kong Office:

Julie Leung, Customer Service Supervisor:

Tel: (852) 3146 8071

Julie.Leung@ap.averydennison.com

16/F Octa Tower 8 Lam Chak Street Kowloon Bay, Kowloon, HK

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Nominated & Preferred Suppliers

NOMINATED SUPPLIER CONTACT LIST - Labels/Hangtags/Leg Stickers: MOTHERHOOD & APIP
<i>SML</i>
USA Contact: Adrienne Klynstra Email: adrienneklynstra@sml.com Tel: (847) 496-7452
HONG KONG Contact: Summer Yang Email: Summeryang@sml.com Tel: (86) 769 8554 5888 Ext. 3618
GUATEMALA Contact: Leslie Hernandez Email: LeslieHernandez@sml.com Tel: (502) 2442-4363 Cell: (502) 4548-0161
VIETNAM Contact: Dinh Huynh (Mr.) Email: Dinhhuynhcao@sml.com Tel: (84) 6502220820 Ext. 110 Cell: (84) 1222.975.375 Skype: smlgroupvn_dinhhuynh

NOMINATED SUPPLIER CONTACT LIST - Labels/Hangtags/Leg Stickers: MOTHERHOOD & APIP
<i>TAG IT/TALON</i>
USA Contact: Sandra Salazar Email: ssalazar@talonzipppers.com Tel: (818) 444-4100 x116 Fax: (818) 302-1888
HONG KONG Contact: Vivian Shi Email: vivianshi@talontrims.com.hk Tel: 0755-8235-2414 Fax: 0755-8235-3011

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Nominated & Preferred Suppliers

NOMINATED SUPPLIER CONTACT LIST - Labels/Hangtags/Leg Stickers/Price Tickets/Price Stickers (All OPM): JESSICA SIMPSON

JOINTAK

HONG KONG Contacts:

Esther Chui

[**esther.chui@jointak.com.hk**](mailto:esther.chui@jointak.com.hk)

Tel: 852-2757-5212

Fax: 852-2796-9128

Yuen Man

[**yuenman.wong@jointak.com.hk**](mailto:yuenman.wong@jointak.com.hk)

Tel: 852-3167-4445


Fax: 852-2796-9128

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Nominated & Preferred Suppliers

How to order OPM Trims:

DM order forms are set up with each nominated supplier. Vendors are required to contact the nominated supplier directly when they are ready to order OPM trim. See example below:

 **Graphics** **Mother Works UPC Ticket Order Form** Contact: Gloria Zhou
Email: gloria.zhou@ap.averydennison.com

Order Date: _____
Bill To: _____
Please must be filled in English


Bill To Phone: _____
E-mail Address: _____

Item Code: UPC ticket
Item Description: UPC ticket
VIPS item Ref.: UPCKT / Part# 1-051127-000-01 (for Avery internal use)

PO#: _____
Req. Ship Via: _____
Ship To: _____
(Please must be filled in English)

Ship To Phone: _____
E-mail Address: _____
Ship Via: _____
Account#: _____

**If SF Express is chosen, Chinese Company name/ address!*



PO (Max. 8 digits)	CONTROL LABEL (Max. 10 digits)	STYLE (Max. 12 digits)	SIZE (Max. 5 digits)	PRICE (Max. 9 digits)	CONT2 PRE-PREGNANCY SIZE-USA or CANADA	UPC (Max. 12 digits)	CLASS (Max. 2 digits)	Order Qty (in pieces)

Remark: If UPC code is start from "0", please add "*" before "0", thank!

Sales Terms and Conditions:
1. There is a minimum charge of US\$50.00 per purchase order.
2. The minimum order quantity per Stock Keeping Unit (SKU) is 50pcs and the increment is 1pc.
3. The normal turnaround leadtime is 10 working days.

Order placed by (Company): _____
Contact name: _____
Email: _____

Disclaimer:
In no event shall Avery be liable for any incidental or consequential damages including, but not limited to, loss or profit, loss or use of production or loss of capital and the total liability of Avery arising out of any contract or from the manufacture, sale, delivery, resale, installation or use of any products shall not exceed the purchase price of the products upon which liability is based.

When ordering from DM Nominated Suppliers, please note the following best practice:

- ❑ Nominated supplier will provide the appropriate order form directly to our Vendors upon engagement / request.
- ❑ Vendors ordering DM OPM Trims, may not use any other form other than the form provided by our nominated suppliers.
- ❑ Vendors must be sure to cross reference the DM material code from the DeSL Tech Pack (Vendor BOM page) for best accuracy when communicating and ordering from our nominated suppliers.

Vendors are responsible to work directly with DM nominated suppliers to ensure DM Branding and OPM accuracy on all DM products as well as on time delivery of these trim items for production. Any exception to the above requires the review/ approval of the OPM team.

For questions or help regarding the OPM requirements outlined in this VM Section please contact OPM team at: opm@destinationmaternity.com

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Nominated & Preferred Suppliers

Preferred Zipper Suppliers

Destination Maternity requires high quality zipper suppliers who are committed to providing ‘best in category’ components to our manufacturing partners around the world. These supplier’s products are fully tested to meet high performance and all regulatory requirements therefore no additional testing is necessary during preliminary and pre-production stages. In addition, these suppliers offer real time technical assistance regarding functionality, design, performance and capabilities. Please refer to the list below for mandatory preferred zippers per brand:

APIP:

- YKK

MOTHERHOOD / JS:

- IDEAL
- TALON
- LIRUI

NOTE: Generic Brand Zippers are not permitted. In the rare case where a generic zipper is permitted it is the exception and the generic zipper will require full testing, at Intertek Testing lab under the DM Zipper Test Protocol. The Zipper Test Report must be submitted to the Testing Team for review and approval before purchasing any generic zippers for production.

PREFERRED ZIPPER SUPPLIERS CONTACT LIST: APIP		
YKK		
USA:	info@ykk-usa.com	Tel: (770) 427-5521
North & Central America:	contact@ykk-usa.com	Tel: (770) 261-6120
Outside of North/Central America:	Contact Global Sourcing: http://www.ykkfastening.com <i>☞ Global Sourcing</i> <i>☞ Contact Us – locate contact information by country</i>	

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Nominated & Preferred Suppliers

PREFERRED ZIPPER SUPPLIERS CONTACT LIST: MOTHERHOOD / JS		
IDEAL FASTENER CORP.		
Sales - New York:	ny@idealfastener.com	Tel: (212) 244-0260 Fax: (212) 622-3083
Sales - LA:	la@idealfastener.com	Tel: (213) 622-3083
Manufacturing - North Carolina:	nc@idealfastener.com	Tel: (991) 693-3115 Fax: (991) 693-3118
Hong Kong:	info@idealfastener.com.hk	Tel: 852-2345-2049 Fax: 852-2172-7298
*All other global locations:	http://www.idealfastener.com/contacts  <i>Contact Us</i>  <i>Locate contact information by country</i>	
TALON		
HK Office: Ms. Kathy Sit Director, Sales & Marketing	kathy@talonzippers.com.hk	Tel: 852-3189-0639 Mobile: 852-9277-6911
LIRUI		
China Contact: Bruce Dai	bruce@sszippers.com	Tel: 0086-21-64787713 Fax: 0086-21-64783570 Mobile: 0086-13391249020
Vietnam, Guatemala, Bangladesh, India, US, Cambodia Contact: Julie Wen	juliewenzl@sszippers.com	Tel: 0086-571-86808521 Fax: 0086-571-86808529 Mobile: 0086-13666635990

DM Zipper Test Protocol is accessible in the [Forms Download Link](#), on the [Vendor Manual Dashboard](#), SECTION 7 FORMS; Click on [Global Testing Program Link](#), then locate the Zipper Test Protocol Tab.