

VENDOR MANUAL

2017-2018 VERSION 2.0

SECTION 5 – On Product Marketing Requirements & Suppliers

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SECTION 5 – ON PRODUCT MARKETING & MANDATED 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 Merchant Teams. Vendors may not independently create artwork for Destination Maternity OPM. Destination Maternity has Mandated suppliers who are responsible to ensure the approved artwork that DM creates is available to all Vendors ordering the following DM Branded OPM trims:

- Woven Main Labels
- Woven and color matched country of origin/size Labels
- Marketing hangtags
- Instructions/use hang tags

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

Below is a 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
30	LB-MH/GENERIC-TS	MOTHERHOOD MATERNITY GENERIC TOP SEW LABEL				Error	0	0	0	0	SUPPLIER- SML PRICING- HK \$0.016/ PC VIETNAM \$0.010/ PC
40	LB-MH/GENERIC-CO03	MOTHERHOOD MATERNITY SIZE AND COUNTY OF ORIGIN LABEL				Error	0	0	0	0	SUPPLIER- SML PRICING- HK \$0.012/ PC VIETNAM \$0.008/ PC

Artwork image link

Component type/ description

Mandated Supplier ,COO & price/unit

DM component name

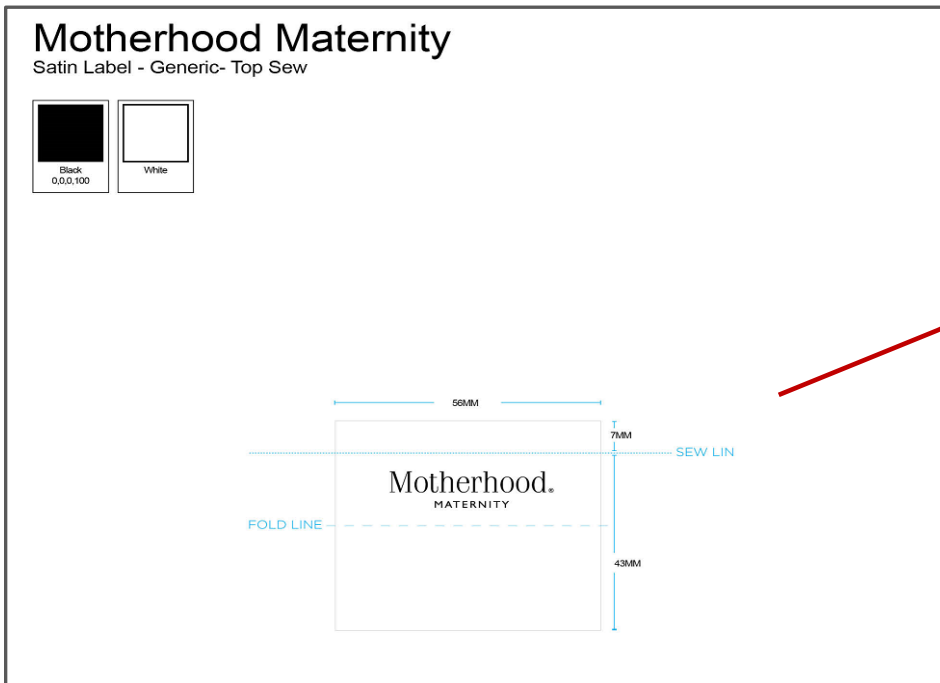
SECTION 5 – ON PRODUCT MARKETING & MANDATED SUPPLIERS

OPM Trim in DeSL System

When viewing the Vendor BOM, Vendors can click on the OPM component image, in the Labels/Heat seals box, to expand the view of these trims to a larger size. See below examples of a DM branded Main Label and COO label

Labels/Heatseals				
Save		Add Component(s)		
	BOM	Material Code #	Fabric Description	
30		LB-MH/GENERIC-TS	MOTHERHOOD MATERNITY GENERIC TOP SEW LABEL	
40		LB-MH/GENERIC-COO3	MOTHERHOOD MATERNITY SIZE AND COUNTY OF ORIGIN LABEL	

Click Image Here



Expanded view of artwork will pop up

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

SECTION 5 – ON PRODUCT MARKETING & MANDATED SUPPLIERS

OPM Trim vs. Standard Trim

All product for Destination Maternity has a mix of OPM and Standard trims required per style. The difference between OPM Trim = DM branded and is required to be ordered through our mandated supplier and Standard trims = unbranded and should be locally sourced through our Vendors suppliers unless otherwise instructed by DM. Please reference the Trim Table guidance below:

TRIM COMPONENT		TYPE	TRIM SUPPLIER
a.	Main Label (Woven)	DM Branded	Mandated Supplier SML
b.	COO/Size Label (Woven)	DM Branded	Mandated Supplier SML
c.	Main Label/COO/Size Heat Seal	DM Branded	Vendor Supplier
d.	Main Label/COO/Size/Care Instruction Heat Seal	DM Branded	Vendor Supplier
e.	Marketing Hangtag	DM Branded	Mandated Supplier SML
f.	Instructions/Use Hangtag	Standard	Vendor Supplier
g.	Warning Hangtag (Crocking/Dye Transfer)	Standard	Vendor Supplier
h.	Care Label	Standard	Vendor Supplier
i.	Warning Hangtag-Crocking	Standard	Vendor Supplier
j.	Tracking Label	Standard	Vendor Supplier
k.	Price Ticket	Standard	Vendor Supplier <i>*NOTE Exception: Price Ticket is also available at DM Mandated Supplier SML if Vendors do not have a local source OR SML is the Vendor Supplier</i>
l.	Price Sticker	Standard	Vendor Supplier <i>*NOTE Exception: Price Ticket is also available at DM Mandated Supplier SML if Vendors do not have a local source OR SML is the Vendor Supplier</i>
m.	Pocket / Waist Flasher	DM Branded	Mandated Supplier SML
n.	Leg Size Sticker	Standard	Vendor Supplier
o.	Polybag	Standard	Vendor Supplier

****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 & MANDATED SUPPLIERS

OPM Trim vs. Standard Trim

Process & Supply Chain Requirements:

1. Branded OPM Trims

- Artwork, layout, specifications directed by Destination Maternity
- Artwork images, cost, supplier and details are shared in DeSL system Tech Packs, in Vendor BOM
- Vendors may not locally source this trim or change the DM artwork that resides at DM nominated supplier.
- Trim is ordered directly from DM Mandated Supplier via Suppliers order form or Web portal
- Trim is produced directly by DM Mandated Supplier

2. Standard Trims

- Artwork, layout, specifications directed by Destination Maternity
- Artwork images, cost, and details are shared in DeSL system Tech Packs, in either the Vendor BOM OR Testing Details Tab *Exception: Polybag image/specs/instructions reside in VM Section 10.
- Vendor is required to source and produce with their local trim suppliers
- Does not require artwork draft approval by DM – Vendor is responsible to ensure Artwork Draft approved at local supplier matches the DM approved artwork
- Vendor is also responsible to maintain integrity of materials, specifications, order of information as per the DM Approved artwork

SECTION 5 – ON PRODUCT MARKETING & MANDATED SUPPLIERS

Mandated Suppliers

OPM Suppliers

Destination Maternity has designated the following Mandated Suppliers for Motherhood & APIP OPM Trims:

- SML (All DM Brands)
- JOINTAK (Jessica Simpson Only)

NOTE: Unless otherwise approved by Destination Maternity, Vendors are required to order OPM trim from our Mandated Suppliers. *Any exception to the above requires approval of the DM Production Team:

OPM SUPPLIER CONTACT LIST - Labels/Hangtags/Leg Stickers: MOTHERHOOD, MIMI & A PEA IN THE POD
<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: 852-26906799 Ext. 3618
GUATEMALA & EL Salvador Contact: Leslie Hernandez Email: LeslieHernandez@sml.com Guatemala Tel: (502) 4548-0161 El Salvador Tel: [503] 2555-0800
VIETNAM & INDIA Contact: My Vo Email: myvo@sml.com Tel: (84) 0274 3515601

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Mandated Suppliers

OPM SUPPLIER CONTACT LIST - Labels/Hangtags/Leg Stickers/Price Tickets/Price Stickers (All OPM): JESSICA SIMPSON
<i>JOINTAK</i>
HONG KONG Contacts: Esther Chui esther.chui@jointak.com.hk Tel: 852-2757-5212 Fax: 852-2796-9128
Yuen Man yuenman.wong@jointak.com.hk Tel: 852-3167-4445 Fax: 852-2796-9128

SECTION 5 – ON PRODUCT MARKETING & MANDATED SUPPLIERS

Mandated Suppliers

How to order OPM Trims:

DM OPM Trim Components, including artwork are set up with our Mandated Suppliers and Vendors are required to contact the Mandated Supplier directly when they are ready to order OPM trim.

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

Initial Engagement: Vendors must reach out prior to ordering trims for the first time and work directly with the supplier including introduction as a DM Vendor, set up in their system, including payment terms. Once this is completed, DM Vendors may begin ordering trims.

- **SML:** All DM Vendors ordering from SML will be required to create an account with SML as they utilize a Web Portal for ordering. Upon initial engagement Vendors will be assigned their own user/password by SML to order DM OPM Trims through the E-Platform. DM will be tracking orders through the SML Portal to ensure Vendors are ordering properly from this DM Mandated Supplier. ****NOTE: The full list of DMs approved OPM Trims available at SML is accessible in the Forms Download Link, on the Vendor Manual Dashboard, SECTION 5 FORMS; click on SML Mandated Trims List 2018.***
- **JOINTAK:** All DM Vendors ordering OPM for Jessica Simpson, Jointak will provide the appropriate order form directly to our Vendors upon engagement/request.
- When ordering 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 Mandated Suppliers.
- Vendors are responsible to work directly with DM Mandated Suppliers to guarantee 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 the testing team: testingteam@destinationmaternity.com

SECTION 5 – ON PRODUCT MARKETING & MANDATED SUPPLIERS

Mandated Suppliers

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 Mandated 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 the Mandated Zipper Suppliers per brand:

A PEA IN THE POD:

- YKK

MOTHERHOOD & JESSICA SIMPSON:

- 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.

ZIPPER SUPPLIERS CONTACT LIST: A PEA IN THE POD		
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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Mandated Suppliers

ZIPPER SUPPLIERS CONTACT LIST: MOTHERHOOD, MIMI & JESSICA SIMPSON		
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](#).