

BELK UPC GUIDELINES

Belk has invested time, finances, and resources to ensure that our implementation of UPC codes is automated and cost effective. We have completed the conversion of our stores to Bar Code Scanning and installed the systems necessary to support UPC marking. We have implemented the industry standard EDI transaction for the Price Sales Catalog and subscribe to Inovis (formerly QRS) as our third party catalog service.

It is our expectation that Belk vendors made a similar investment to ensure that their use of UPC codes and the price sales catalog follow the guidelines for the retail industry. Because our system has been designed to the standards, it makes no special 'Belk' requirements of our vendors. As a result, vendors that do not follow the industry standards and guidelines for UPC marking and the price sales catalog will not qualify as a Belk candidate for UPC/EDI.

The following are specific steps that will ensure your company is positioned for a successful UPC/EDI partnership with the Belk stores.

1. Mark 100% of your product line or brand with UPC.
2. Follow the UCC/VICS UPC Data Communication Guidelines for General Merchandise and Apparel by ensuring:
 - a. The product ID(vendor style number) used on the UPC Price Sales Catalog must specifically match the product ID that is used on tickets, buyers material(such as line list, catalogs, core list, price sheets)invoices, packing slips, etc.
 - b. The Product ID may include spaces and special characters, however spaces and special characters may not be used to make one product ID different from another.
 - c. The UPC Price Sales Catalog must include a meaningful product description.
 - d. The UPC Price Sales Catalog must include a three digit National Retail Federation color code if color applies to your products.

e. The UPC Price Sales Catalog must include a meaningful color description if color applies to your products.

f. The UPC Price Sales Catalog must include a five digit National Retail Federation size code if size applies to your products.

g. The UPC Price Sales Catalog must include a meaningful size description if size applies to your products.

3. Follow the UCC/VICS UPC Marking Guidelines for General Merchandising and Apparel by insuring:

a. The product ID(vendor style number) is printed on the ticket and matches the product ID used on the UPC Prices Sales Catalog and the buyers materials.

b. The color description is printed on the ticket and matches the color description used on the UPC Price Sales Catalog and buyers materials, if color applies to your products.

c. The size description is printed on the ticket and matches the size description used on the UPC Price Sales Catalog and buyers materials, if size applies to your products.

d. Sufficient space is available on the ticket for the application of the retailers price information(1 x 1 - 1/4 inch space).

4. Follow the UCC/VICS Symbol Specification Manual to insure the tickets meet industry standards for quality and scanability.

5. UPC or style numbers should not be reused for 30 months from the last ship date.

6. Load your full UPC Catalog to Inovis (formerly QRS) in accordance with the guidelines detailed above.

****Once the UPC Partnership has been established, a vendor UPC ticket must be attached to each piece of merchandise that is shipped to any Belk store.**

**Advanced notice of any significant changes in your established Product ID's needs to be communicated to the Quick Response Department. These changes require cross references within our system. Prior notification of these changes will allow us to react to them in a timely manner. After our UPC Partnership is established you will be eligible to receive Replenishment purchase orders in the VICS 850 format. In addition, you will be eligible to receive fashion orders in the 850 format.

If you have any questions please contact:

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Specialist-UPC

Lisa Bennett-Quick Response 704-426-6529
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Lois Smith-Sr Quick Response 704-426-6569
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Inovis (formerly QRS) 1-800-872-8255

Uniform Code Council 513-435-3870

National Retail Federation(NRF) 202-626-8186 /
202-626-8174 FAX

Belk Stores Services 704-357-1876-FAX

Your company is valuable trading partner to Belk. We look forward to working with you in implementing these and future Quick Response technologies.