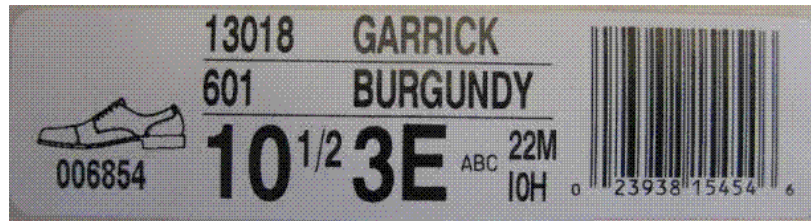
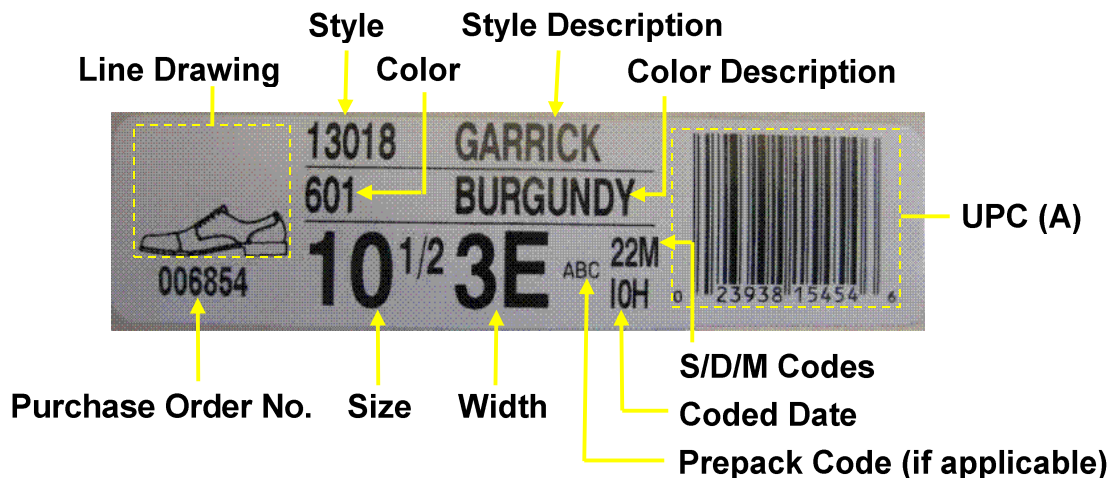


Weyco Group, Inc. -- Shoebox Label Specification

These are the specifications for our new shoebox (carton) label, which went into production in April 2008. This label is affixed to shoebox, one label per pair.



The label stock must be 1" by 4" and bright white.



Notes:

- 1) The **S/D/M Codes** refer to the sample, damage, and mix codes we assign to every SKU.
- 2) The **Coded Date** is made up of three characters; the first represents the month and the last two represent the year: The first character is the English letter whose position in the alphabet corresponds to the month's position in the calendar year, i.e. 'A' for January, 'B' for February, and so on, up to 'L' for December. The second character represents the ten's digit of the year, i.e. '0' for the 2000's, '1' for the 2010's, etc. The third character is the letter corresponding to the one's digit of the year. Use 'H' for 2008, 'I' for 2009, 'J' for 2010, 'A' for 2011, 'B' for 2012, etc. For example, October 2008 would be coded as "JOH", January 2010 would be "A1J", December 2009 would be "LOI", and January 2011 would be "A1A".
- 3) The **Line Drawing** is a 19 by 16 mm line sketch of the footwear inside and has its own specifications document.
- 4) The **Style**, **Color**, **Style Description** and **Color Description** fields should be printed in the same font and with the same font size. The font should be proportional yet allow enough room to print an eight-digit **Style**, a ten-character **Style Description** or a ten-character **Color Description** without obscuring the **UPC** or other label information.

Arial font is preferred, but any proportional, sans-serif font that depicts the Roman Alphabet (capital letters) and Arabic Numerals with consistent heights and without descenders will do. If Arial font is unavailable, then try Latha, Microsoft Sans Serif, Guatami, Mangal, Tahoma, Raavi, Shruti, or Tunga.
- 5) The **Width** should be printed in a larger but not narrow font as shown. It should allow for two characters like "3E" or "XW" without obscuring the **Prepack Code** which is printed when this pair is part of a prepack case.

If there are any questions, please contact Tony Racinowski at 414.908.1804 or send an email to wms@weycogroup.com.