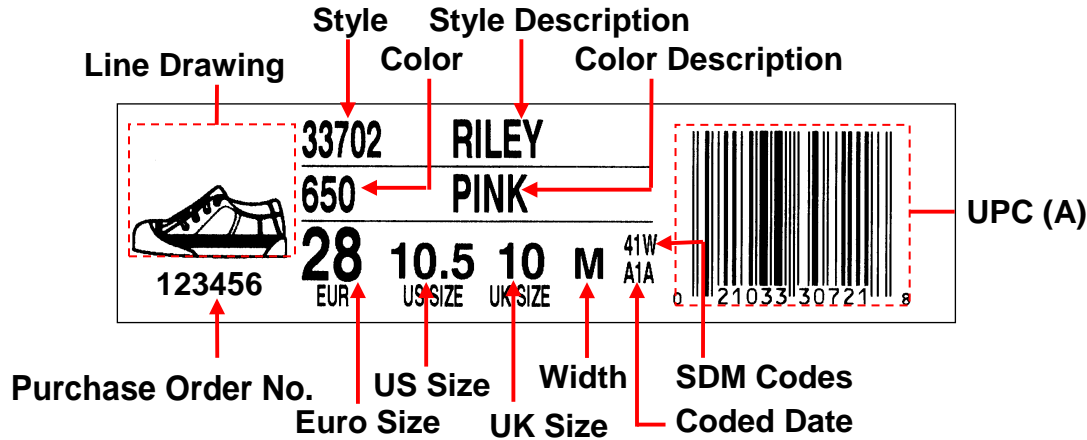
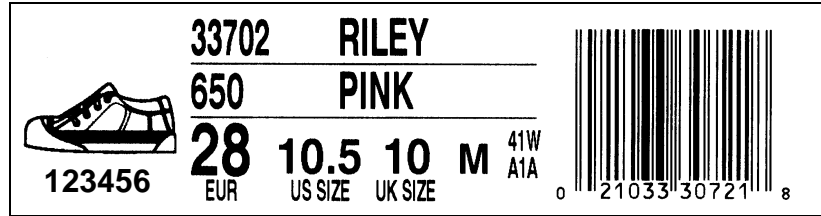


umi -- Shoebox Label Specification

These are the specifications for our shoebox (carton) label, which went into production in January 2011. Use this label for umi footwear, affixing one label to each shoebox.



Notes:

1. The label stock must be 102mm by 25mm (4 inches by 1 inch) and bright white.
2. The **SDM Codes** refer to the sample, damage, and mix codes we assign to every SKU.
3. 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. '1' for the 2010's. The third character is the letter corresponding to the one's digit of the year. Use 'A' for 2011, 'B' for 2012, etc. For example, January 2011 would be "A1A", December 2012 would be "L1B".
4. The **Line Drawing** is a 19 by 16 mm line sketch of the footwear inside and has its own specifications document.
5. The **Style**, **Color**, **Style Description** and **Color Description** fields share a common font and font size. The font should be proportional and allow enough room to print an eight-digit **Style**, a twelve-character **Style Description** or a ten-character **Color Description** without obscuring the **UPC** or other label information.
6. Use the following table to assign **Euro**, **US** and **UK sizes** and label as "EUR", "US SIZE" and "UK SIZE".

Euro	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38
US	1	2.5	3.5	4	5	5.5	6.5	7	8	8.5	9	10	10.5	11.5	12	13	1	1.5	2	3	4	5	6
UK	0	1	2	3	4	5	5.5	6	7	7.5	8	9	10	11	11.5	12	13	1	2	2.5	3	4	5

7. A consistent font should be used for all printing, Arial is preferred, but any proportional, sans-serif font that depicts the Roman Alphabet 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.

If there are any questions, please contact Scott Kneeland at 414.908.1810 or send an email to wms@weycogroup.com.