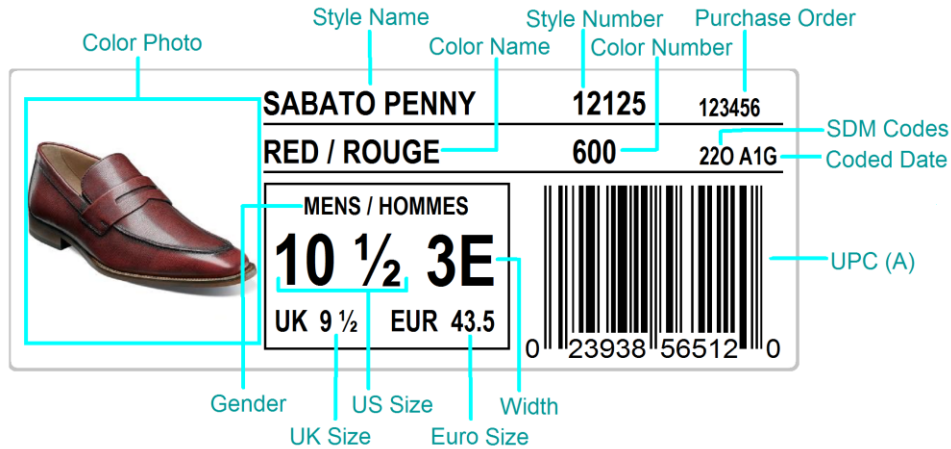


# Weyco Group: Shoebox Label Specification

for Florsheim, Nunn Bush and Stacy Adams Footwear

These are specifications for our shoebox label for Florsheim, Nunn Bush and Stacy Adams brands; updated May 1, 2017. Affix one label to the lower right of each shoebox of footwear destined for USA, Canada and Europe. Do not use this specification for Bogs and Rafters footwear.



- The label stock must be 102mm by 38mm (4 by 1 1/2 inches) and bright white.
- Use the font Arial Narrow or Arial for all printing, If not available; another proportional, sans-serif font that depicts the English Alphabet and Arabic Numerals with consistent heights and no descenders--such as Latha, Microsoft Sans Serif, Mangal, Tahoma, Raavi, Shruti, or Tunga--may also be acceptable.
- The **SDM Codes** refer to the sample, damage, and mix codes we assign to every SKU.
- The **Coded Date** is three characters and represents the x-factory date. The first character is the letter whose position in the English alphabet corresponds to the month's position in the calendar year; use 'A' for January, 'B' for February, and so on. The second character represents the ten's digit of the year, use '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.; use 'J' for 2020. As examples; January 2018 would be "A1H", December 2020 would be "L2J".
- The **Color Photo** is a three-quarter view, toe-to-right, 30mm by 30mm (425 x 425 pixels, true color) color photo of the footwear inside. You can find these photos by signing in to our vendor website, selecting a purchase order then clicking 'Download Image' from the Purchase Order detail display.
- The **Style Name, Color Name, Style Number** and **Color Number** should have a 12-point font size. This font should allow enough room to print a 15-character Style Name or an eight-digit Style Number, without obscuring any other information. The English and French color names can be found on our vendor website at <https://sales.weycogroup.com/vnd/index.do>. You may print Color Name in a 10 or 11-point font if needed to fit.
- Gender** is "MENS / HOMMES", "KIDS / ENFANTS", "BOYS / GARÇONS" or "INFANTS / BÈBÈS" depending on the style. Print in a 9-point font.

		MENS / HOMMES																				
US		5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12	13	14	15	16	17	18
UK		4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	12	13	14	15	16	17
EUR		37	38	39	39.5	40	40.5	41	41.5	42	42.5	43	43.5	44	44.5	45	46	47	48	49	50	51

- Print **US Size** and **Width** in a 26-point font

		KIDS / ENFANTS or BOYS / GARÇONS																							
US		9	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2	13	13 1/2	1	1 1/2	2	2 1/2	3	3 1/2	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2
UK		8	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2	13	13 1/2	1	1 1/2	2	2 1/2	3	3 1/2	4	4 1/2	5	5 1/2	6	6 1/2
EUR		26	26.5	27	28	29	29.5	30	30.5	31	31.5	32	33	34	34.5	35	35.5	36	36.5	37	38	39	39.5	40	40.5

size. **Width** should allow for one or two characters. Print **UK Size** and **Euro Size** in a 10 or 11-point font size. Use the tables at right matching the style's gender to assign US, UK and Euro sizes.

		INFANT / BÈBÈS																	
US		1	1 1/2	2	2 1/2	3	3 1/2	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2
UK		0	0 1/2	1	1 1/2	2	2 1/2	3	3 1/2	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2
EUR		16	16.5	17	17.5	18	18.5	19	19.5	20	21	22	22.5	23	23.5	24	25	26	26.5

If you have questions, contact us by sending an email to [labeling@weycogroup.com](mailto:labeling@weycogroup.com).