



## Product & Packaging: Carton Marking Requirements

### General Requirements

Suppliers shipping product from their facility must adhere to the Import and Domestic Carton Marking Requirements. Slight adjustments to the placement of the information may be necessary to fit all the required data on smaller cartons.

Failure to meet these requirements may result in product refusal, merchandise returned to supplier and/or noncompliance fines. Please gain approval from your buyer for any deviations from the guide.

Suppliers may have automatic printing or labeling formats that differ from our standard. Please obtain approval for these exceptions from your Family Dollar Buyer.

### Master/Shippable Inner Marking Requirements

All cartons regardless of origin must adhere to the following:

- 1) Cartons containing liquids should be labeled with Blue Arrows facing up, on two sides, in **BOLD**, identifying proper carton placement.
- 2) Cartons containing fragile or breakable product should be labeled with arrows identifying proper carton placement and should have "**FRAGILE**" stamped on two sides of the carton in **BOLD** print.
- 3) Cartons containing flammable and/or aerosol product should be clearly marked on the carton per applicable legal requirements
- 4) If using a bar code on the corrugate, it must not mimic FDS Scan Code. We create our carton labels using an "Interleaved 2 of 5" bar code type, 10 digit and 8 digit. This applies to all our Distribution Centers (DCs).
- 5) Seasonal products or products that are also displayed in non-home locations must feature seasonal carton markings.
- 6) There are two types of Carton Markings: Shipping Carton and Shippable Inner Carton Markings.

#### Additional Information:

- 1) DC Destination is no longer required
- 2) You may use a label, with the appropriate shipping markings, to identify cartons
- 3) Leave "Total Inner-Packs" blank if there are none
- 4) For UPC Code use "Mixed" for deal packs or cartons with multiple UPC SKUs
- 5) Cartons that have inners do not need Seasonal Label, Printed Details Labels, Department Icons, or Color Image Labels

### Inner Pack Requirements (Repack Cartons)

For items packaged too small to safely pass through our conveyor system we recommend the use of Repack Cartons where Inner or Store Packs can be picked and shipped to the stores in one of our Reusable Totes.



Optimal Inner Packs should represent a 30–45-day supply and should minimally be wrapped in cellophane, polybags or any material that will hold the selling units together when shipped with other items in a loose container.

Rubber bands are not accepted by themselves. Each Inner Pack must be labeled with: SKU#, Department and Quantity. Shippable Inners should be marked as if it were a Master Carton. An additional label requirement would be to use the required DOT Hazmat recognized labels since we would have to identify those items in the reusable totes.

Please make an effort to safely maximize the 50 lb. weight limit when packaging more inners in the shipping carton. This greatly reduces labor and damage at our DCs. Master Cartons that contain non shippable inners DO NOT need the following elements: Seasonal Carton Labels, Printed Details Labels, Graphic Non-Seasonal Labels, Impulse Labels and Icons.

### **Source and Season Specific Marking Requirements**

Outlines the following:

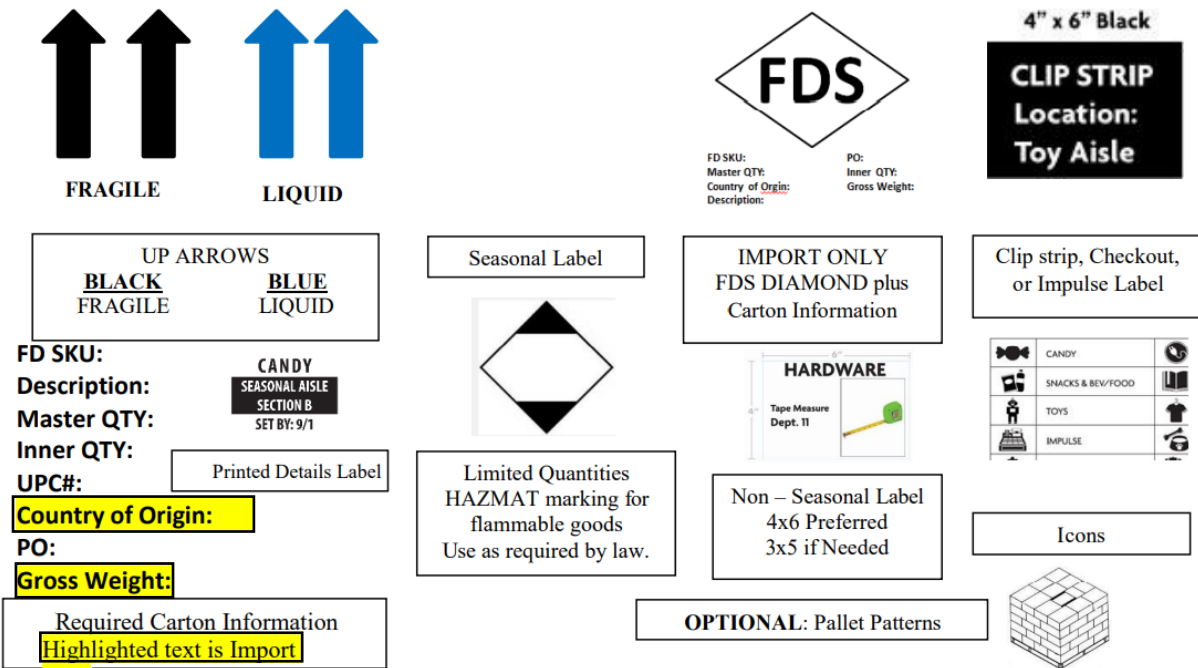
- Glossary
- Key Components
- Seasonal Carton Labels
- Non-Seasonal Carton Labels
- Shippable and Non Shippable Inners
- Department Icons
- Layouts
  - Domestic or Domestic Import Marking Requirements
  - Family Dollar is not the Import of Record
  - Seasonal – Domestic
  - Basic and Fashion – Domestic
  - Import Requirements
  - For all Imported items to Family Dollar
  - Seasonal - Import Page
  - Basic and Fashion – Imports

#### 1) Glossary:

- a. **SELLING UNIT UPC NUMBER:** The actual UPC code that is placed on the retail item to be sold. Label as “mixed” if more than one selling unit is in the carton.
  - i. Place the numbers only and not the bar code
- b. **FD SKU NUMBER:** The Family Dollar assigned SKU number for the product.
  - i. If multiple SKUs, use the Deal SKU
- c. **DESCRIPTION:** Accurate description of the retail unit.
- d. **TOTAL MASTER CARTON QUANTITY PIECES:** The total number of retail units inside the Master Carton.
- e. **INNER QUANTITY PIECES:** The number of retail units inside the Inner Shippable Carton.

- i. If the total number of retail units in a Master Carton is 144 and there are 6 Shippable Inner Cartons with 24 selling units inside the Inner Shippable Cartons, it should read INNER-PACK QTY 24 PCS.
- ii. If no inners, this number will match the Master Quantity
- f. SEASONAL MARKING: This preprinted label or carton label graphic is required on Seasonal items and items that set in Seasonal areas.
  - i. The label area is 4"x6" but may be scaled, with approval, proportionally on cartons that do not have space to fit.
- g. ITEM PICTURE LABEL: This label has a color picture of the product inside the carton
- h. ICON: The icon represents the department in which the item belongs
- i. PRINTED DETAILS: The printed details include the Category, Seasonal aisle, Schematic Location and Set Date

## 2) Key Components



## 3) Master Carton with Inners

- a. Master Cartons, Over Cartons or Shipping Cartons that contain inners **DO NOT NEED:** Seasonal Label, Color Item Label, Department Icon Black Impulse Label (still required on Inner Packaging) and Printed Details Label
  - i. Please review Inner Marking Requirements for required Inner Packaging Markings
  - ii. If you have ANY inners (Shippable Inners or Non-Shippable Inners) your cartons only need to look like this:
    1. Additional supplier markings are ok if they don't interfere with the marks below.
    2. UPC bar codes that are the same as the saleable unit found inside the carton are **NOT ALLOWED.**



IMPORT



DOMESTIC

## Shipping Mark for Cartons with INNERS

NO MATTER THE INNERS ARE SHIPPABLE OR NON SHIPPABLE, THEY SHARE THE SAME MASTER SHIPPING MARKING

### Master Carton



Contains: FDS DIAMOND

|                    |               |
|--------------------|---------------|
| FD SKU:            | PO:           |
| Master QTY:        | Inner QTY:    |
| Country of Origin: | Gross Weight: |
| UPC #:             |               |
| Description:       |               |

Optional Marking for Master



## 4) Master Carton with No Inners

Follow the Domestic, Domestic Seasonal, Import and Import Seasonal requirements

### a) Product Visible through the Shipping Packaging

- i. Example: Stretch Wrapped Trays
- ii. **Do not need** department icon, **do not need** color item label
- iii. May need Seasonal Label and printed details label, please verify with FD Representative



### b) Graphic Shipping Cartons

- i. Example: When the shipping carton is also the display carton and a picture of the product is in art on the package.
- ii. **Do not need** department icon, **do not need** color item label
- iii. May need Seasonal Label and printed details label, please verify with FD Representative



### c) Carton Level Bar Codes

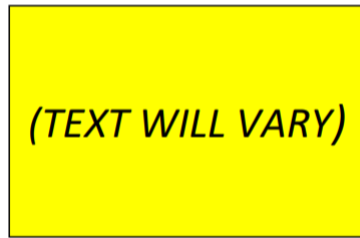
- i. Suppliers may use these, but FD does not assign, create, use or review them



### d) Supplier Markings



- i. Supplier marks are acceptable if they don't interfere with FD required marks
  - e) Merchant Directed Labels
    - i. Your Buyer may require additional labels to aid in store execution
  - f) Hanging Apparel in garment bags **DO NOT** need inner labels
- 5) Merchant Directed Labels  
Labels specified by merchants in addition to normal carton markings
- a) Bright Yellow 4x6 Label



### Seasonal Carton Labels

Seasonal items set in store in the Seasonal Aisle, Front End Seasonal Display (FESD), Seasonal Gondola or Seasonal Endcaps. In most cases you will receive this label from Family Dollar, if you don't, it may not be needed.

Requirements apply to Direct Import and Private Brand, as well as all Basic, Fashion and Seasonal products. This label is **NOT needed** if master contains individually packaged inners.

- Color and Text for all Seasonal items: Private Brands Graphic Manager
- Color product image: Supplier must provide product image

Each Season will have specific color, icon, and text:



### Seasonal Label Colors

Seasonal label text and color will be provided by Family Dollar Private Brand Team or Merchant



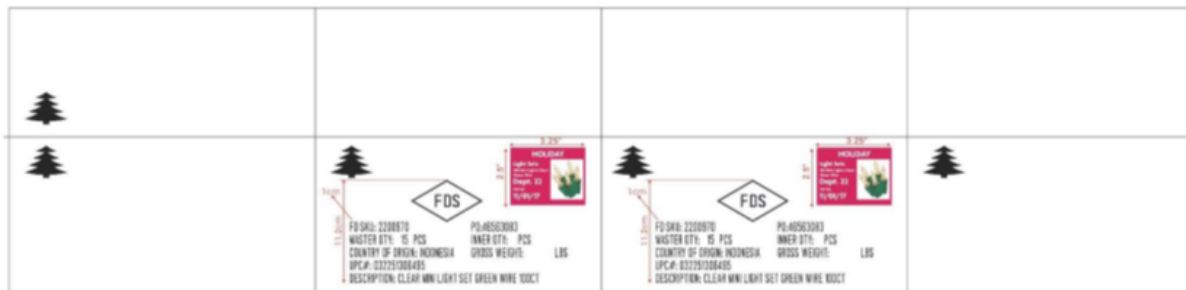
### Seasonal Carton Labels

Requirements apply to Direct Import and Private Brand, as well as all Fashion, Basic and Seasonal products. Cartons containing seasonal product must be marked, with color label, according to the season.

1. Color label must be a 4"x6" Label or Sticker
2. Text should "Agenda Bold" Font
3. Each shipping carton must have two (2) labels on adjacent sides
4. If shipping carton is too small for a 4" x 6" label it may be scaled proportionally to fit the height of the carton. Please gain approval for these exceptions.
5. Family Dollar may provide specific information for the variable fields.
6. A color image of the product is now required and is the supplier's responsibility to provide.
7. Pre-printing on cartons is NOT allowed without FD approval

**DO NOT** label your cartons with seasonal labels or printed details labels unless you are part of a seasonal set. Your product will be held up and reduce your selling time. VERIFY with your buyer that you are a seasonal item.

Shippable Inner Carton--seasonal

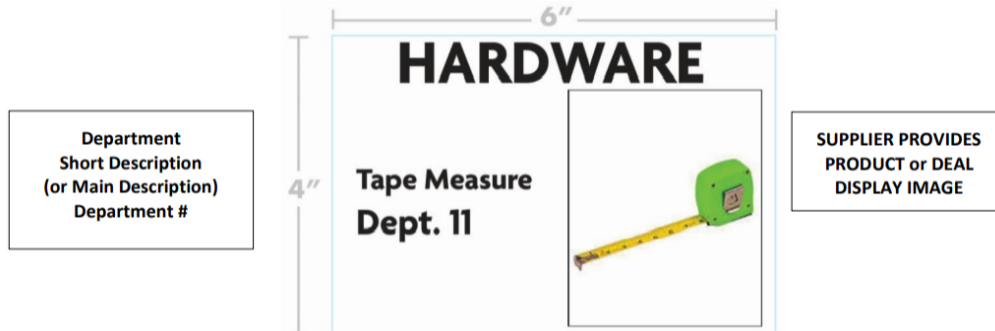


### Non Seasonal Carton Labels

Requirements apply to Direct Import and Private Brand, as well as all Basic, Fashion and Seasonal products.

Non Inner Shipping Carton must have a color image printed on a label applied to the shipping carton

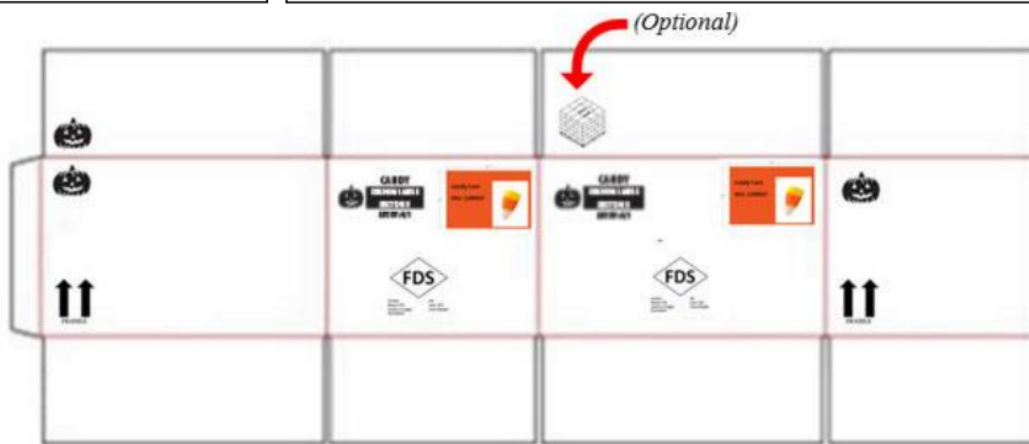
- Label size 4"x6" (if carton panel is too small use 3"x5" label)
- Pre-Printing on cartons is **NOT** allowed without FD approval



Review the following examples for cartons with **NO INNERS**:

## 1) Import Seasonal Carton Marking Layouts

|  |  |
|--|--|
| <p><b>REQUIRED</b></p> <p>ICON<br/>         COLOR LABEL/STICKER<br/>         COLOR IMAGE<br/>         FDS DIAMOND<br/>         CARTON INFORMATION<br/>         FRAGILE/LIQUID ARROWS</p> | <p><b>Note:</b> Adjustments to the placement of the above markings may be necessary to fit all required data on smaller sized cartons, and display cartons as master cartons designed to be the selling carton. Please request approval.</p> <p>*Cartons with no inners (Master QTY and Inner QTY are the same)</p> <p>*UPC is just the numbers <u>not a barcode</u></p> |
|--|--|







**FDS DIAMOND**  
PRINT/ LABEL ON ANY  
TWO (2) SIDES

|  |                   |  |
|--|-------------------|--|
|  | CANDY             |  |
|  | SNACKS & BEV/FOOD |  |
|  | TOYS              |  |
|  | IMPULSE           |  |

**DEPARTMENT ICON**  
PRINT/ LABEL IN TOP LEFT  
CORNER ON FOUR (4) SIDES  
AND ONCE (1) ON TOP

FD SKU:  
Master QTY:  
Country of Origin:  
UPC #:  
Description:

PO:  
Inner QTY:  
Gross Weight:



**CANDY**  
**SEASONAL AISLE**  
**SECTION B**  
SET BY: 9/1

**CARTON INFORMATION**  
PRINT/ LABEL ON  
ANY TWO (2) SIDES

**SEASONAL LABEL**  
LABEL or COLOR STICKER ON  
ANY TWO (2) SIDES

**PRINTED DETAILS LABEL**  
PRINT/ LABEL ON ANY  
TWO (2) SIDES

## 2) Domestic Seasonal Carton Marking Layouts

- REQUIRED**  
ICON  
PRINT DETAILS LABEL  
COLOR LABEL/STICKER  
COLOR IMAGE  
FDS DIAMOND  
CARTON INFORMATION  
FRAGILE/LIQUID ARROWS

**Note:** Adjustments to the placement of the above markings may be necessary to fit all required data on smaller sized cartons, and display cartons as master cartons designed to be the selling carton. Please request approval.  
\*Cartons with no inners (Master QTY and Inner QTY are the same)  
\*UPC is just the numbers not a barcode





|  |                   |  |
|--|-------------------|--|
|  | CANDY             |  |
|  | SNACKS & BEV/FOOD |  |
|  | TOYS              |  |
|  | IMPULSE           |  |

**DEPARTMENT ICON**  
PRINT/ LABEL IN TOP LEFT  
CORNER ON FOUR (4) SIDES

AND ONCE (1) ON TOP



**SEASONAL LABEL**  
LABEL or COLOR STICKER ON  
ANY TWO (2) SIDES

**CANDY**  
**SEASONAL AISLE**  
**SECTION B**  
**SET BY: 9/1**

**PRINTED DETAILS LABEL**  
PRINT/ LABEL ON ANY  
TWO (2) SIDES

**FD SKU:**  
**Master QTY:**  
**Inner QTY:**  
**Description:**  
**UPC:**

**CARTON INFORMATION**  
PRINT/ LABEL ON ANY  
TWO (2) SIDES

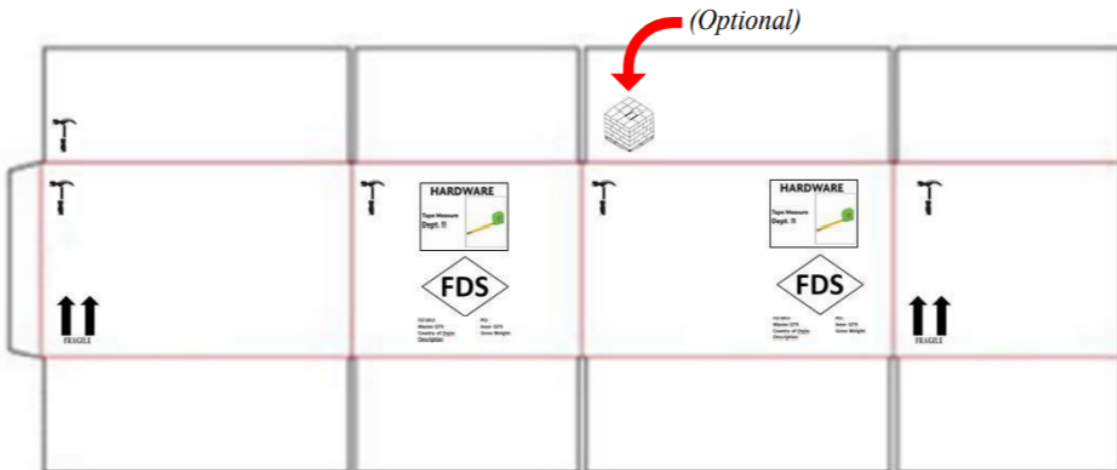
### 3) Import Non Seasonal Carton Marking Layouts

**REQUIRED**  
ICON  
COLOR IMAGE LABEL  
CARTON INFORMATION  
FRAGILE/LIQUID ARROWS

**Note:** Adjustments to the placement of the above markings may be necessary to fit all required data on smaller sized cartons, and display cartons as master cartons designed to be the selling carton. Please request approval.

\*Cartons with no inners (Master QTY and Inner QTY are the same)

\*UPC is just the numbers not a barcode





**FDS DIAMOND**  
PRINT/ LABEL ON ANY  
TWO (2) SIDES

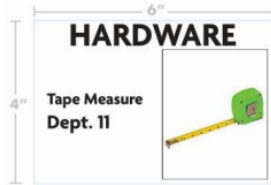
|  |                   |  |
|--|-------------------|--|
|  | CANDY             |  |
|  | SNACKS & BEV/FOOD |  |
|  | TOYS              |  |
|  | IMPULSE           |  |

**DEPARTMENT ICON**  
PRINT/ LABEL IN TOP LEFT  
CORNER ON FOUR (4) SIDES  
AND ONCE (1) ON TOP



**FD SKU:**  
**Master QTY:**  
**Country of Origin:**  
**UPC:**  
**Description:**

**PO:**  
**Inner QTY:**  
**Gross Weight:**



**ITEM PICTURE LABEL**  
LABEL or COLOR STICKER ON  
ANY TWO (2) SIDES

**CARTON INFORMATION**  
PRINT/ LABEL ON ANY  
TWO (2) SIDES

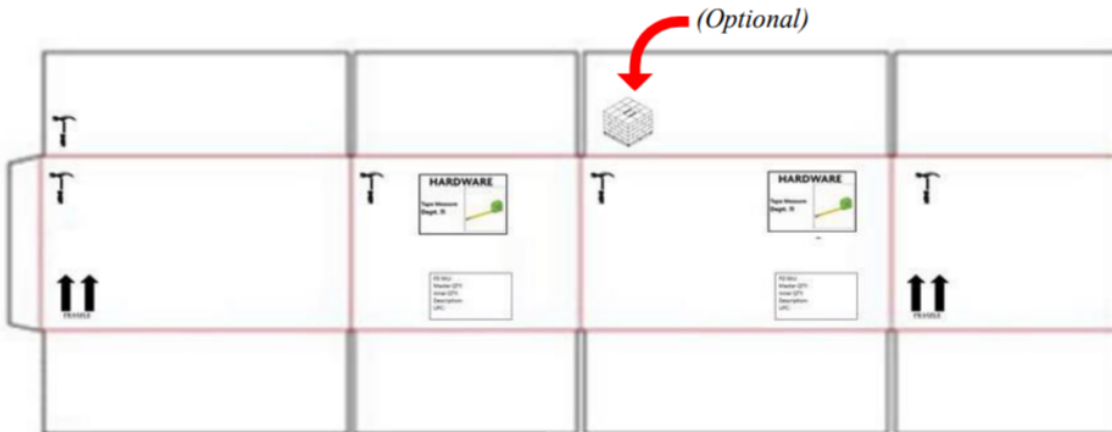
#### 4) Domestic Non-Seasonal Carton Marking Layouts









**REQUIRED**  
ICON  
COLOR IMAGE LABEL  
CARTON INFORMATION  
FRAGILE/LIQUID ARROWS

**Note:** Adjustments to the placement of the above markings may be necessary to fit all required data on smaller sized cartons, and display cartons as master cartons designed to be the selling carton. Please request approval.

\*Cartons with no inners (Master QTY and Inner QTY are the same)

\*UPC is just the numbers not a barcode



|   |                   |   |
|---|-------------------|---|
|  | CANDY             |  |
|  | SNACKS & BEV/FOOD |  |
|  | TOYS              |  |
|  | IMPULSE           |  |

**DEPARTMENT ICON**  
 PRINT/ LABEL IN TOP LEFT  
 CORNER ON FOUR (4) SIDES  
 AND ONCE (1) ON TOP



**ITEM PICTURE LABEL**  
 LABEL or COLOR STICKER  
 ON ANY TWO (2) SIDES



**FD SKU:**  
**Master QTY:**  
**Inner QTY:**  
**Description:**  
**UPC:**

**CARTON INFORMATION**  
 PRINT/ LABEL ON ANY  
 TWO (2) SIDES

## Department Icons

Department Icons must be placed in the top left corner cartons, printed in BLACK and minimum 1 ½ in. in height. Review the list of Family Dollar Icons below. Your Buyer can help you select the appropriate icon.

- Carton Icon requirements apply to Direct Import, as well as all Private Brand, Fashion and Seasonal products

## CARTON MARKING ICONS

|   |                       |   |                |
|---|-----------------------|---|----------------|
|    | CANDY                 |    | ELECTRONICS    |
|    | SNACKS & BEV/FOOD     |    | BOOKS          |
|    | TOYS                  |    | APPAREL        |
|    | DIAPERS               |    | PET SUPPLIES   |
|    | LAWN & GARDEN         |    | OFFICE/SCHOOL  |
|    | PARTY                 |    | WINTER         |
|    | HOUSEHOLD PRODUCTS    |    | VALENTINES     |
|    | HOUSEHOLD CONSUMABLES |    | ST. PATRICK'S  |
|    | KITCHENWARE           |    | EASTER         |
|    | TEXTILES              |    | AMERICANA      |
|    | HARDWARE              |    | SUMMER         |
|    | HOME DECOR            |    | BACK TO SCHOOL |
|    | BEDDING               |    | HALLOWEEN      |
|    | BEAUTY                |    | HARVEST        |
|   | HEALTH CARE           |   | HOLIDAY        |
|  | PERSONAL CARE         |  | NEW YEAR'S     |
|  | FLORAL                |  | MOTHER'S DAY   |
|  | FATHER'S DAY          |  | LUAU           |
|  | GRADUATION            |   |                |

### Print Details Label

Print Details Labels must be placed in the top left corner of the carton and to the right of the department icon, printed in BLACK and minimum 3 ½ in. in height. Your Buyer can help you fill out the correct information on the Print Details Label.

- Print Details Label should include the category, seasonal aisle, schematic location and set date
- Example:

**CANDY**  
**SEASONAL AISLE**  
**SECTION B**  
**SET BY: 9/1**

## Clip Strip, Impulse and Power Panel Carton Labels

Shipping cartons that contain a Clip Strip, Impulse Lane Item, Power Panel or Power Panel Refill must be marked accordingly:

- If a carton ships with inners, the outer carton does not need to be labeled. The inners will need to be labeled
- It is acceptable to use smaller labels on inners
- The Family Dollar Merchant will supply location
- This label is in addition to all other Master Carton labeling requirements



4" x 6" Black

**CLIP STRIP**  
Location:  
Toy Aisle

Check with your buyer for location as "Toy Aisle" is an example location only!



4" x 6" Black

**POWER PANEL**  
Location:  
Toy Aisle

Check with your buyer for location as "Toy Aisle" is an example location only!



4" x 6" Black

Location:  
**CHECKOUT**

Also known as:  
CHECKOUT  
HOT ZONE  
IMPULSE

| CLIP STRIP                              |       |
|---|-------|
| Location: Childrens cold Weather Endcap |       |
| FD SKU #                                | _____ |
| DESCRIPTION                             | _____ |
| UPC #                                   | _____ |
| DEPT NO.                                | _____ |
| INNER QTY                               | _____ |



- This exception is approved to combine the product label and Clipstrip, Impulse, Power Panel Labels
- You may also combine color image label with the black Impulse bar at the top.

- For all cartons containing inners, the outer most carton may also be called: Over Carton, Master Carton or Shipping Carton
  - The Over Carton only needs the carton information, FDS Diamond (if Import), applicable fragile, liquid arrows and labels required by law
  - Icons, picture, seasonal labels and printed details labels are not required on the shipping master carton that contains inners

## Shippable Inner Cartons

A Shippable Inner Carton is an inner packaged in corrugated material sufficient to ship alone from DC to store.



- Shippable Inner Cartons are often packaged in an over carton for handling efficiencies to our Family Dollar DC
  - We prefer to receive Shippable Inner Packs by themselves and not packed in a Master Case.
  - Bust-outs are strongly discouraged as they are inefficient for us and costly to manufacture.
- Shippable Inner cartons must follow the exact same standard for labeling as standard Domestic Shipping Cartons
  - Your master will follow Import or Domestic Shipping with inners markings
- Shippable Inner Packs must also have all additional labels that are required by law
- Shippable inners MUST have clip strip, power panel, front end, or merchant directed labels
- Shippable Inner Cartons should follow the marking requirements for Domestic Non-Seasonal Master Cartons, even if the shipping carton follows Import Marking Standards



[NON-Seasonal Shippable Inner Carton Example](#)

**CARTON LABEL:**

FDS SKU#:  
DESCRIPTION:  
UPC#:  
INNER QTY:

Do not include MASTER QTY on shippable inner.



[Seasonal Shippable Inner Carton Example](#)

### Non-Shippable Inner Cartons

Non-Shippable Inners are in packaging that cannot protect the product during normal distribution shipping.

- This includes packaging such as poly bags, film, bands, paperboard cartons, belly bands, etc.
  - Rubber bands by themselves are not allowed
- The only marking requirement for Non-Shippable Inners is that each inner needs to be printed or labeled with the following information:
  - Apparel Plastic Garment Bag inners are exempt from this label
  - Do not include Master Quantity
  - Hanging Apparel in Clear Garment Bags is exempt from this label

|             |       |
|-------------|-------|
| FD SKU #    | _____ |
| DESCRIPTION | _____ |
| UPC #       | _____ |
| DEPT NO.    | _____ |
| INNER QTY   | _____ |

- An example of a Non-Shippable Inner might look like this:

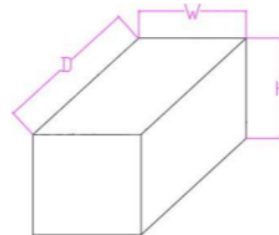


## Carton with Inner Recommendations

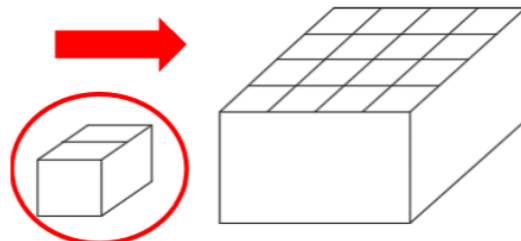
Family Dollar prefers for product to be shipped in cartons in proper packaging without inners.

- When to utilize a carton with inners?
  - If your carton fails one of these dimensions you should consider using a master with inners.
  - When Family Dollar and supplier have agreed that non-shippable inners, as first cost savings, is acceptable.

| Dimension | Minimum  |
|-----------|----------|
| Length    | 9 inches |
| Width     | 6 inches |
| Height    | 4 inches |
| Weight    | 3 lbs.   |



- How should I configure a master with inners?
  - Maximize number of inners per master carton
  - Gross maximum master weight limit is 49 pounds



- Maximum Master Carton Dimension Recommendations
  - Larger sizes can be approved by contacting Buyer, Tarheel Trading or your Global Sourcing Representative



- 15" W x 14" H x 20" D

