

NORTHLIGHT®

*“From our family’s business,
to your family’s home”*

**Carton & Item
Labeling Instructions**

CARTON MARKINGS AND ITEM LABELS/STICKERS

All Gordon Companies Inc., Northlight Seasonal vendors are required to adhere to the following carton marking requirements as well as the other related requirements in this section. Carton markings are required on all masters and inners including packaging for replacement parts.

Vendors should carefully review purchase order information for any additional marking requirements. It is the vendor's responsibility to make sure that all the information printed on masters, inners and labels are accurate, complete and formatted properly.

If you have any questions regarding the information/guidelines within this document, please contact your Gordon Companies Inc., Northlight Seasonal contact. Please visit <https://www.gordoncompaniesinc.com/resources/> for a digital version of this document as well as downloadable files.

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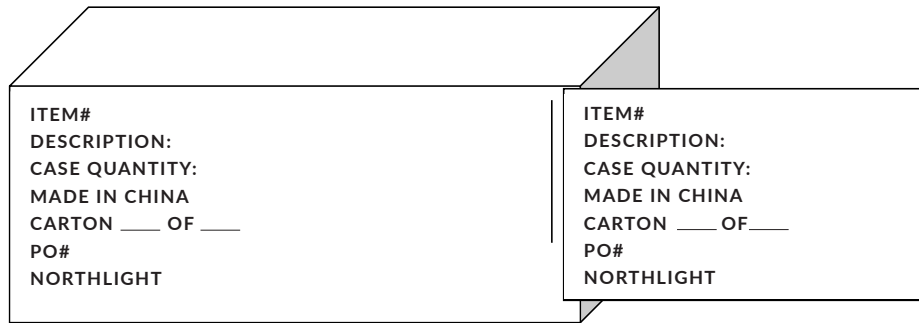
SIZING RESTRICTIONS & MATERIAL REQUIREMENTS

- All Master Cartons Boxes and Inner Boxes must meet **ECT32** standard
- Maximum Master Carton Size:
24" length x 16" width x 16" height
- Maximum Master Carton Weight: 50 lbs

Vendor must obtain approval for any master carton that exceeds maximum size or maximum weight

MASTER CARTON MARKINGS

Master Carton Marking (Printed on 2 main sides and 2 end sides) 4 sides total



(If images are needed in a different format, please contact your Gordon Companies Inc., Northlight Seasonal contact).

Each master carton should be printed on at least two adjacent sides, and preferably all four sides. The carton markings may be printed directly onto the carton or on a label affixed to the carton.

The text of the markings should be bold, in all capital letters.

Print quality should be crisp and well defined, with no smudging, or letter fill-ins. Larger printed areas must be completely printed with a dark and consistent appearance.

Black ink is required for all master carton printing (see exceptions in Seasonal Marking Guidelines).

- All cartons exceeding 35 lbs. (15 kg) must use the 35 lb. symbol
- All boxes exceeding 50 lbs. (22 kg) must use the 50 lb. symbol

EXCEPTIONS FOR CUBE UTILIZATION

If you must place orientation marked products on their side to maximize the cube of the container or delivery vehicle, please place the cartons on the top of the container load. This will reduce the amount of potential damage that may be incurred during transit.

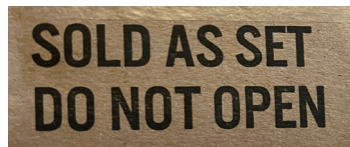
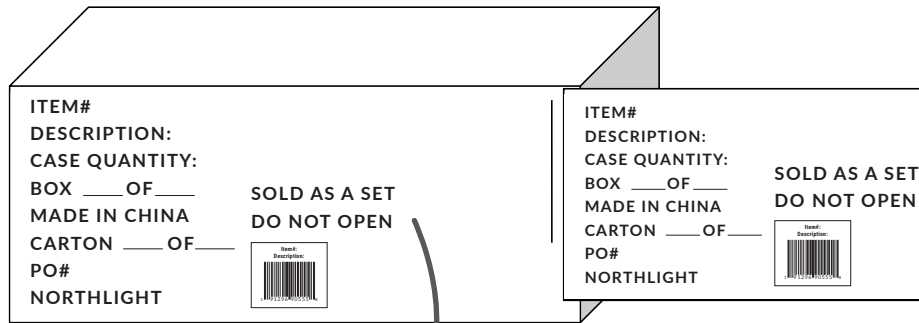
NOTE:

- Item # should be our item number **ONLY**
- Description: please use the short description you are using for the UPC sticker
- Case Quantity should be the total sellable items in the case
- Carton ___ of ___ should only correspond to that item number, not the entire order.

MASTER CARTON SINGLE UNITS MARKINGS

For items where the selling unit is the full master case, the UPC needs to be printed on at least 2 sides of the master case, and “SOLD AS A SET. DO NOT OPEN” needs to be printed on at least 2 sides of the master case.

• Example:



For UPC specifics, please see page 10.

ITEMS THAT COME IN MULTIPLE CARTONS

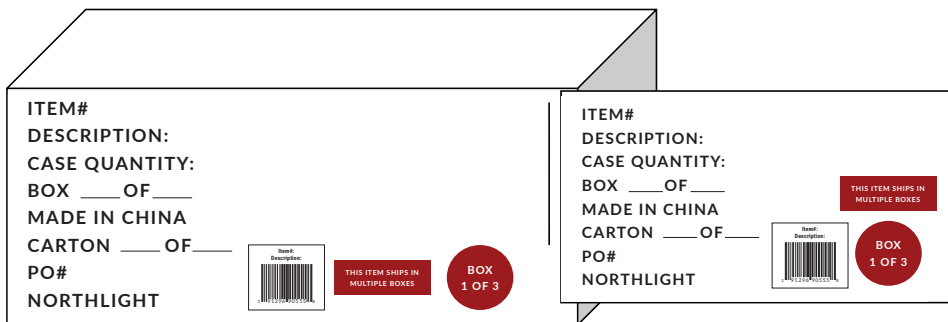
One item (one SKU) is broken up into multiple master cartons (example: one tree split into three different boxes, with each part filling up one entire master carton)

UPC must be added to at least 2 sides of EACH master case.

All boxes in the multi-part shipment must include COLORED stickers on at least 2 sides of EACH master case that read “Box ___ of ___”

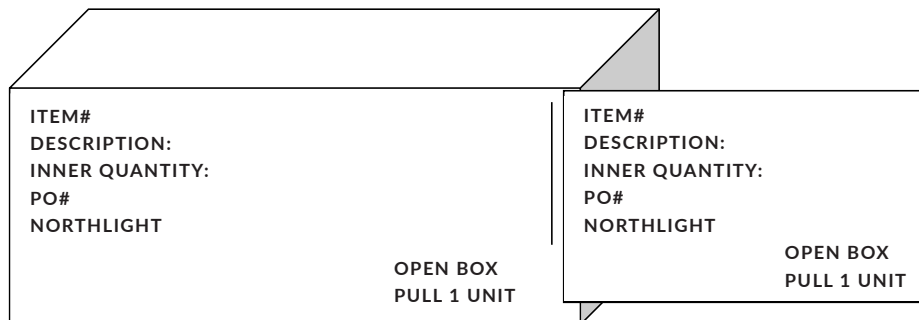
All boxes in the multi-part shipment must include a sticker on at least 2 sides of EACH master case that reads “THIS ITEM SHIPS IN MULTIPLE BOXES”

• Example:



INNER CARTON MARKINGS

Inner Carton Marking (Printed on 2 main sides and 2 end sides) 4 sides total



(If images are needed in a different format, please contact your Gordon Companies Inc., Northlight Seasonal contact).

The inner refers to the “IP” as shown on the purchase order and may consist of a polybagged item and not necessarily something in a cardboard box. When the inner carton is in Northlight Seasonal’s private label packaging or in the vendor’s brand packaging, no additional carton markings or labels are required as this could damage the private label package.

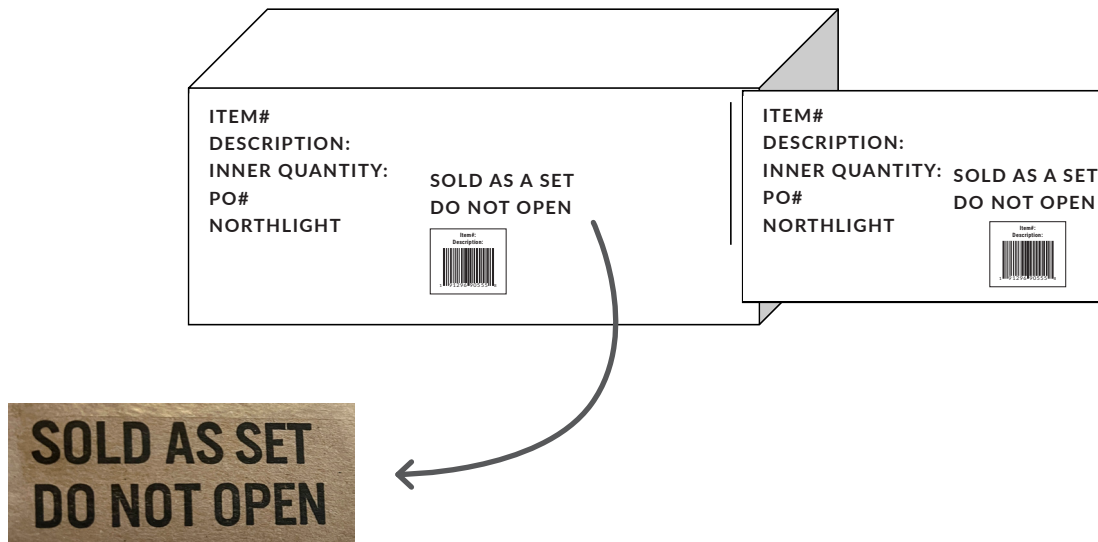
Each inner carton/pack should be marked on at least two (2) sides. The carton markings may be printed directly onto the carton or on a label affixed to the carton. The markings must measure a minimum of 2” x 4” (5cm x 10 cm). The text of the markings should be in all capital letters. Black ink is required for all inner carton printing.

- All inners must include “OPEN BOX PULL 1 UNIT”
(unless the whole inner is one sellable unit. For those items, see page 7)
- All cartons exceeding 35 lbs. (15 kg) must use the 35 lb. symbol
- All boxes exceeding 50 lbs. (22 kg) must use the 50 lb. symbol

SINGLE-PART INNER CARTON MARKINGS

If the inner is sold as a set, ie the WHOLE inner is a sellable unit, the UPC needs to be printed on at least 2 sides of the inner, and “SOLD AS A SET. DO NOT OPEN” needs to be printed on at least 2 sides of the inner.

• Example:



For UPC specifics, please see page 9.

SYMBOLS

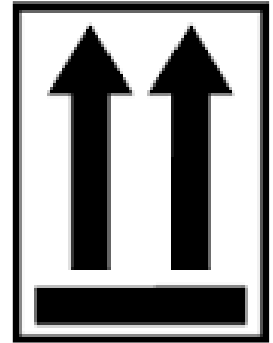
When appropriate, the below symbols are recommended for use on Northlight packages. Symbols should be printed in the upper right and/or left corner on both printed panels.

THIS END UP

Please place up arrow symbols accurately and only if needed.

Carton markings for orientation arrows or “THIS END UP” should only be used if they are absolutely needed to protect the integrity and quality of the merchandise inside the boxes.

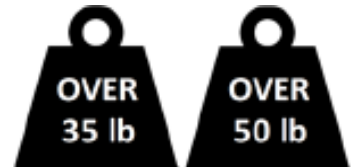
Boxes that are marked with orientation arrows or “THIS END UP” should be loaded properly in the container according to the markings. If you are delivering your goods to a consolidator, please ensure the orientation marked boxes are delivered according to markings.



HEAVY

All cartons exceeding 35 lbs. (15 kg) must use the 35 lb. heavy symbol.

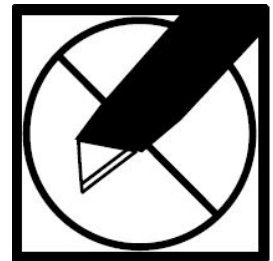
All boxes exceeding 50 lbs. (22 kg) must use the 50 lb. heavy symbol.



DO NOT USE BLADES TO OPEN

The “Do not use blades to open” symbol should be used on packages containing:

- Soft goods
- Finished, wood furniture
- Upholstered items
- Polybagged articles like rugs, and lights
- Single-face wrapped outdoor furniture



HEAVY

Any product that can be easily broken due to its delicate nature. This term may include, but is not limited to, items made from glass, ceramic, porcelain, mosaic, capiz, and some wood.



UPC STICKER

UPC sticker must have item number, description, and scannable UPC code like the example shown below.



CHRISTMAS PRODUCT TAG FORMAT

All items that require Christmas hangtags must use the below designs. Download the files “Northlight Christmas Creative Package” at gordoncompaniesinc.com/resources

CHRISTMAS ITEMS: HANGTAG *(Image A below)*

File:

- NL-Christmas-Hangtag
- NL-Christmas-Front
- NL-Christmas-Back

CHRISTMAS ITEMS: BUTTERFLY TAG *(Image B below)*

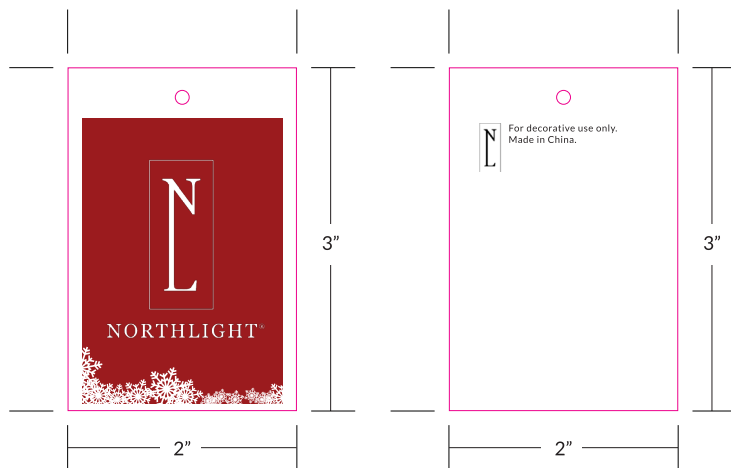
File:

- NL-Christmas-Butterfly

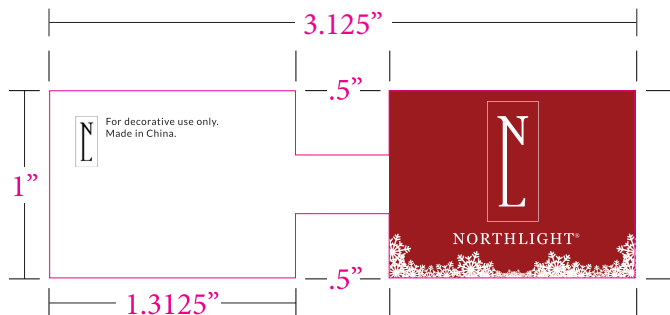
CHRISTMAS ITEMS: GARLAND TAG *(Image C below)*

File:

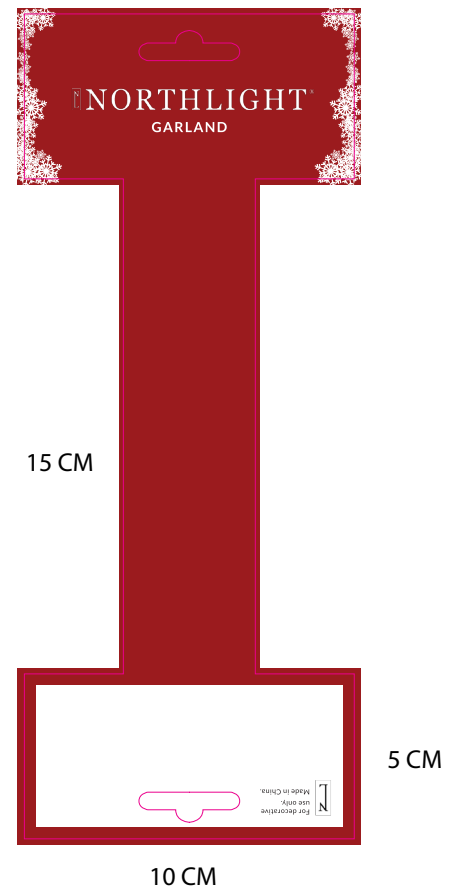
- NL-Christmas-Garland



(Image A)



(Image B)



(Image C)

HALLOWEEN PRODUCT TAG FORMAT

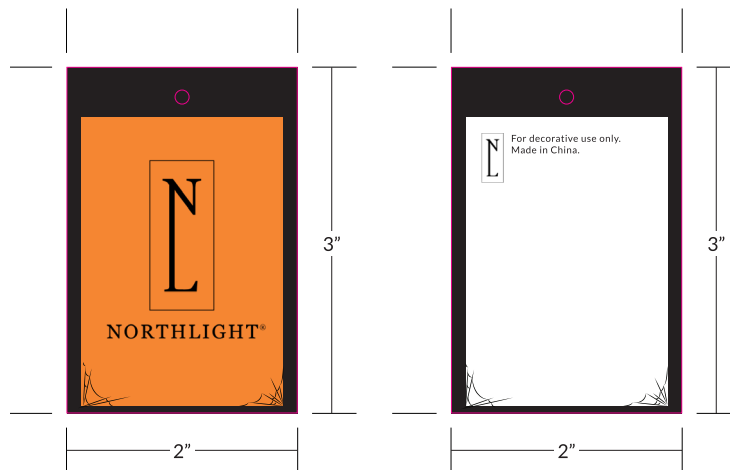
All items that require Halloween hangtags must use the below designs.

Download the files “Northlight Halloween Creative Package” at gordoncompaniesinc.com/resources

HALLOWEEN ITEMS: HANGTAG

Files:

- NL-Halloween-Hangtag
- NL-Halloween-Front
- NL-Halloween-Back



SPRING & SUMMER PRODUCT TAG FORMAT

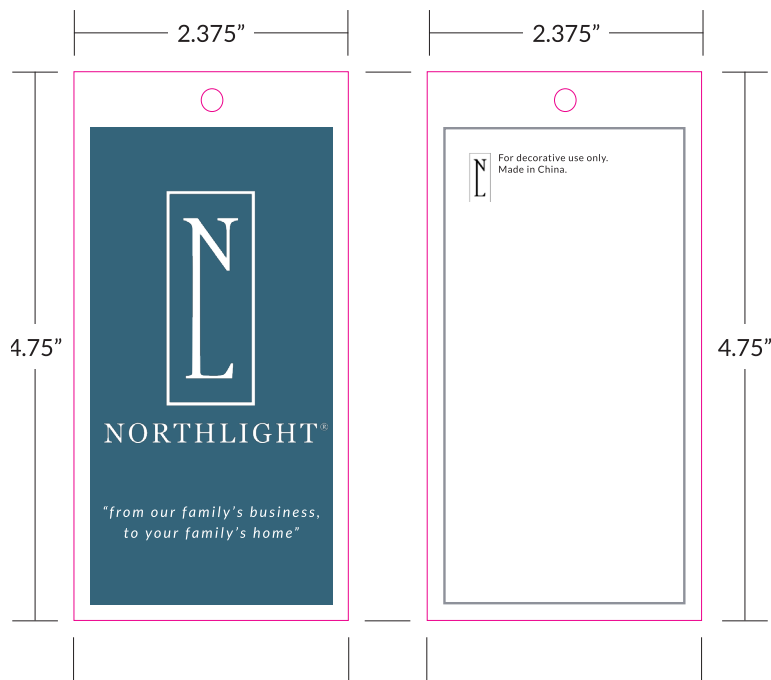
All items that require Spring/Summer hangtags must use the below designs.

Download the files “Northlight Spring/Summer Creative Package” at gordoncompaniesinc.com/resources

SPRING & SUMMER ITEMS: HANGTAG

Files:

- NL-SpringSummer-Hangtag
- NL-SpringSummer-Front
- NL-SpringSummer-Back



SPECIAL WRAPPING

In some circumstances merchandise will not be shipped inside a carton but will instead have special wrappings.

RUGS

- Roll the rug with the design facing out and place it in the polybag
- Affix the appropriate label or marking on one (1) side of polybag
- Insert the labeled, polybagged rug into a secondary bag (poly, burlap, woven, etc.) for further protection
- Rug bales are to be labeled on two (2) ends and one (1) side using the following methods:
 - Sewn on (burlap)
 - Printed directly on (fabric)
 - Glued on

UNBOXED/WRAPPED FURNITURE

(such as stacked chairs, metal furniture, etc.)

- Items are to be wrapped in paper, bubble, or cardboard then labeled on two (2) sides

BALED ITEMS (such as baskets packaged in burlap, etc.)

- Items are to be labeled on at least two (2) side using the following methods:
 - Sewn on (burlap)
 - Printed directly on (fabric)
 - Glued on

OPEN-CRATED ITEMS (such as ceramic pottery)

- Items are to be covered with protective wrappings, taped, and labeled on two (2) sides
- ***UPC sticker must be on the product and outer wrapping***

CONTINUED ON NEXT PAGE

SPECIAL WRAPPING CONTINUED

POLYBAGGED INNERS (such as baskets, pillows, table linens, etc.)


- Items are to be labeled on one (1) side
- Any item or any part that is packaged in a polybag must have the below sticker on the polybag:
- *Polybag warning:*

THIS BAG IS NOT A TOY
WARNING: TO AVOID DANGER OF SUFFOCATION, KEEP THIS BAG AWAY FROM BABIES AND CHILDREN. DO NOT USE IN CRIBS, BEDS, CARRIAGES OR PLAYPENS. THIS BAG IS NOT A TOY. TEAR UP BAG BEFORE THROWING AWAY.

Download the file “Northlight Polybag Inner” at gordoncompaniesinc.com/resources

PROP 65 WARNING

All items containing wires and/or plugs must have the below sticker:

 **WARNING:** This product can expose you to chemicals including phthalates, which is known to the State of California to cause reproductive harm. For more information visit P65Warnings.ca.gov.

Download the file “Proposition 65 Warning Label” at gordoncompaniesinc.com/resources

IP44 LED TRANSFORMER MARKINGS

All items that require IP44 LED transformer must use the below design.

Download the file “IP44 LED Transformer” at gordoncompaniesinc.com/resources

Voltage, wattage, year, and batch information must be filled in before printing.

IMPORTANT:

- Use this product only with the transformer supplied
- Do not connect directly to the mains without a transformer.
- This product can be used indoors and outdoors
- The transformer must be plugged into the main supply indoors, not outdoors, or in damp conditions
- Important - LEDs are not replaceable
- Do not connect this item electrically to any other item
- If the cable of this product is damaged, the cable cannot be replaced

DO NOT REMOVE THIS LABEL

LED: XXV XXW
Cannot be replaced
IP44 (exc. transformer)
Rated Voltage/Max Wattage: XXV XXW
Cat. No.
20XX Batch: XXX



MDF LABELING

All items containing MDF must have the below information:

Complies to California 93120
Type of composite wood: MDF Phase 2
Vendor name:
Date of Production:

Please fill out vendor name and date of production.

BATTERY LABELING

All items containing batteries must have the below information:

Warning: Do not dispose of this product in a fire, batteries may cause an explosion. To replace batteries, remove the battery cover, discard and replace with new batteries. Remove the batteries if the product will be un-used for a long time. Do not attempt to recharge batteries unless rechargeable batteries are used. Keep all batteries out of reach of children. If batteries are swallowed, promptly seek medical attention.

PRODUCT INSTRUCTIONS

Product instructions are required for the following products:

Any product that requires assembly

Any product that has more than one light feature must have instructions and a guide detailing the variations

Any product with a remote or timers

If applicable, all product instructions must be emailed to nicole@christmascentral.com as soon as the order is placed.

Once the instructions are redesigned, they will be sent back to you for printing and placement within the packaging.