



# **Vendor Packaging Guide**

**Version 5.0**

# Introduction

What is “Primary Packaging?” At Big Lots, we define primary packaging as “the packaging that the consumer sees at the point of sale.” There are many types of primary packaging, ranging from blister cards and color boxes to hang tags and header cards.

Attractive, quality primary packaging is an important component of the Big Lots’ strategy. It is essential that our packaging include all legally required information, as well as useful details and key product selling features. Creative, eye-catching package designs that draw attention to the product and enhance perceived value are also critical, as are consistent printing and package material quality. All of these factors affect our customers at store level and influence their buying decisions.

Vendors are responsible for ensuring that merchandise arrives on time and packaged in accordance with Big Lots’ requirements. This [Vendor Packaging Guide](#) is designed to help our vendors meet these goals. It includes a step-by-step description of our packaging process with a timetable for each step to keep vendors on track. A handy “Primary Packaging Checklist” that outlines key packaging elements, visual references showing placement of these elements on common package types, an overview of labeling requirements, and a summary of Big Lots’ guidelines for packaging quality are also included. Additional resources provided are a list of package types and abbreviations, a list of the Big Lots’ brands, and a copy of the Trademark Sublicense Agreement form that must be completed by vendors using our brands on packaging.

If you have questions about primary packaging that are not addressed in this Guide, please contact: [packaging@biglots.com](mailto:packaging@biglots.com)

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# Definition of Key Terms

Arranged alphabetically.

**Art Pack** – A packet that includes a format (or formats) on disc, written instructions, and color printouts for quick visual reference. Printouts show the format as applied to several common package types (header card, backer card, and color box). Art Packs are generally sent for use on seasonal merchandise packaging.

**Own Brand** – Refers to Big Lots' original, protected trade names. May also be used to refer to a trade name with original logo and package format.

**Distribution Clause** – Clause that includes the words "Distributed By" and the Big Lots Stores, Inc. name and address (in accordance with the guidelines of the U.S. Fair Packaging and Labeling Act). Country of origin, item number and vendor number are also included (see example below):

Distributed by: Big Lots Stores, Inc.  
P.O. Box 28523; Columbus, OH 43228-0523  
V #000000 **MADE IN CHINA** ITEM #000000

**Existing Format** – An original Big Lots' format that has already been created and is available for use.

**Existing Vendor** – Vendor that has worked with Big Lots on packaging and understands the Big Lots' packaging process.

**Final Printed Packaging Samples** – Upon approval of print proof, mass printing of final printed packaging samples begins. The final printed packaging sample represents the way the package will appear in our stores. Vendors are required to send three final printed packaging samples for our files.

**Format** – Original package artwork, Big Lots' formats generally include a trade name/brand and logo and are used on specific product lines. For example, our BROYHILL format is one of two original formats used on soft home packaging.

**Format Code** – Unique code assigned to each format. This code is used on the purchase order to indicate the correct format for a particular item. For example, the BROYHILL format code is HH399.  
Note: Vendors will be informed of format code(s) that are relevant to their product lines.

**FPO (For Placement Only)** – FPO may appear on a package format printout or on a layout to indicate placement of elements that will be added later (such as a photo or price ticket). FPO is generally shown in a white box that is the size of the missing element. **IMPORTANT:** The letters "FPO" should never be printed on a final package. "FPO" is used to represent placement of elements on initial layouts only.

**Item Number (ITEM #)** – This is the Mfg Part# on the purchase order.

**New Vendor** – Vendor that has not worked with Big Lots on packaging.

## Definition of Key Terms *(continued)*

**Package Copy** – Information printed on the package, in addition to the distribution clause and any required warning/caution or safety information.

**Primary Packaging** – Product packaging that the consumer sees at the point of sale.

**Principal Display Panel** – That part of a label (or package) that is most likely to be displayed, presented, shown or examined under normal and customary conditions of display for retail sale

**Print Proof** – A color press proof sent by vendor (or vendor's printer) showing exact colors to be printed in mass production. This proof must also be of card stock weight to be used in mass production. If this is not possible, a sample of stock weight to be used must be sent with print proof for approval. Color adjustments are suggested and any necessary color changes are made at this stage for approval of color prior to mass production.

**Trademark Sublicense Agreement Form** – Agreement that outlines limitations regarding the use of Big Lots' original trade names on packaging. This form is sent to vendors via e-mail and must be reviewed, signed by the appropriate person, and returned to the Big Lots' packaging team.

**Vendor Number (V#)** – This is the number directly above the vendor name on the top, left-hand side of the purchase order.

# Primary Packaging Checklist

The following are key elements included on Big Lots' primary packaging:

## 1. PRICE TICKET LABEL

- Price labels are located in the upper right corner of the Principal Display Panel, unless otherwise specified in the visual design guidelines for the brand.
- Use the appropriate size as indicated on ticket information.
- If the price is not printed on the package, there must be enough space for the price label to be placed without covering any copy or photographs.

## 2. LOGO DESIGN

- Most design formats include a logo – generally located in the upper left corner of the layout. Follow the visual design guidelines for the brand.

## 3. TRADE NAME PROTECTION SYMBOL

- Logos will have either a "TM" to the right (signifies trade name protection) or a ® to the upper right (signifies registered trade name). The correct symbol to be used will be indicated in the visual design guidelines for each brand.

## 4. HANG HOLE

- Reference hang hole specifications found on page 29 in the Packaging Quality section of this guide

## 5. IDENTITY STATEMENT

- This should accurately describe the item using descriptive words.

## 6. DISTRIBUTION CLAUSE

- Use the correct "distributed by" clause on all packages. The correct item number, vendor number and country of origin must be included and must be printed in a sans serif font. The country of origin must be printed in all upper case letters, in a sans serif bold font, at least one point size larger than the address.
- "Distributed by" information may be printed in only one location on the package. Preferred placement is the bottom panel of a box, or the back, lower area of other packaging (header card, blister card, etc.). If package is a color label or insert with only one side printed, the clause should be placed on the lower area.

## MANUFACTURED FOR

All packaging must include the name and place of business of the manufacturer, packer or distributor. Big Lots prefers to use a "Manufactured for" We prefer that this information be printed in only one location on the package. Example of preferred placement is shown on the visual reference pages in this Guide or provided Native files. The two most commonly used formats for the "Manufactured for" are shown below. Note that the correct item number, vendor number and country origin should also be included. The country of origin should be printed in all upper case letters, in a sans serif bold font, at least one point size larger than the address.

# Primary Packaging Checklist *(continued)*

## 7. PHOTOGRAPHS AND ILLUSTRATIONS

- Photography of an item must appear on the front, back and two side panels of a box unless otherwise stated in the visual design guidelines for a specific brand category. If additional copy is needed, photos on side panels may be smaller. Illustrations may be placed on a back or side panel. If photography is requested for items in other package types, photos are generally placed on the front, but may be placed on the back (as appropriate for the item).
- If a photo shows an object not included with item, then the statement "Accessories shown in photo not included" must be printed under photo.
- If an item is a candle holder, candle lantern or any type of candle accessory, the photo must include a lit candle. The lit candle cannot be cropped out of the photo and the words "Candle not included" must appear under the photo.

## 8. WARNING/CAUTION

- Warnings and/or caution statements may appear on the back of a package if not legally required on the Principal Display Panel (PDP).
- Warning and caution statements must be printed in a sans serif font, must be clearly visible (not covered by product or other information) and must appear in legible type size (absolutely no smaller than 8 points). The word "WARNING" must be in all upper case letters, in a sans serif bold font, and must be preceded by a triangle with an exclamation mark ("!") inside.

**NOTE:** Some warning and safety information has specific size and placement requirements. Please adhere to these requirements.

## 9. UL CLAUSE AND LOGO

- If an item is UL listed, the UL logo should appear on all sides of the package.
- If an item has a polarized plug, the UL clause must be included on one side of the package (prefer same side as the "distributed by" clause, unless that clause is printed on the bottom of the box). Must be printed in a sans serif font.

## 10. OTHER COPY

- Key features not included as part of the identity statement should appear just below the identity statement in a smaller type size. If back is printed, copy may appear on back. Additional information, including any instructions (use, care, etc.), may be printed on a side or back panel.

## 11. PACKAGE STRUCTURE

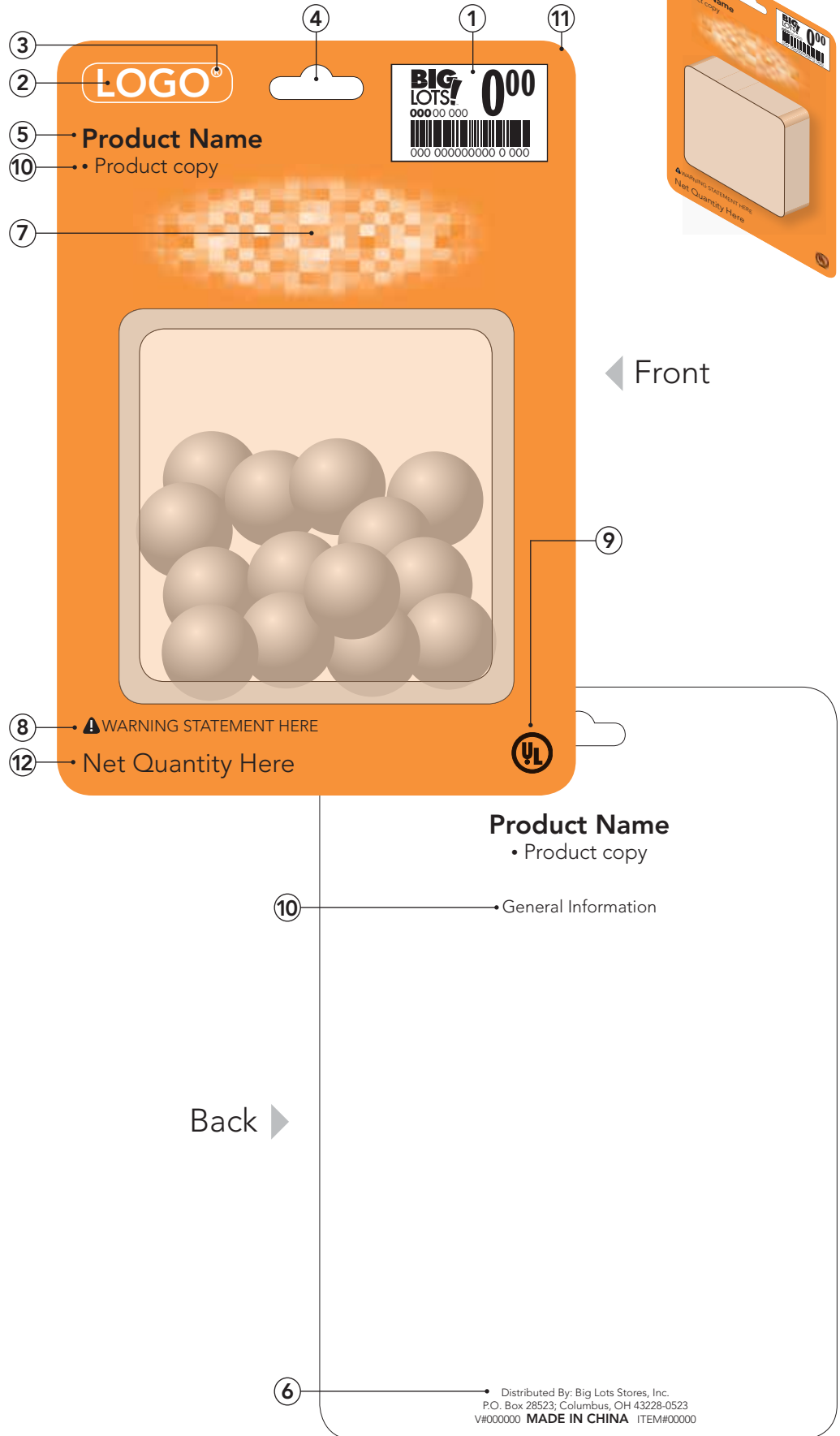
- Refer to the Import Product Data Sheet for specific package structure requirements.
- Additional information may be found in the Packaging Quality section of this guide.

## 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

- Size, quantity or weight of an item is included in this statement. Refer to the "Labeling Requirements" section of this Guide for further information. The symbols for feet (') and inches (") may not be used in the net quantity statement. See page 26 for a list of acceptable abbreviations.

# Blister Card

1. **PRICE LABEL**
2. **LOGO**
3. **TRADE NAME**
4. **HANG HOLE**
5. **IDENTITY**  
Must appear on front of card. If printing back, prefer it also appear on back.
6. **DISTRIBUTION CLAUSE**  
If printing back of card, this information may be moved to back.
7. **PHOTOGRAPHS AND ILLUSTRATIONS**  
Photographs or illustrations may appear on front or back of card. If on back, they must be referenced in copy on front of card: "See illustration (photo) on back."
8. **WARNING/CAUTION**  
May appear on back – if not legally required to appear on Principal Display Panel (PDP).
9. **UL CLAUSE AND LOGO**  
**NOTE:** If this were a UL-listed item, UL logo would be required on front of card. If item had a polarized plug, UL clause would be required on card (front or back).
10. **OTHER COPY**
11. **ROUNDED CORNERS**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**

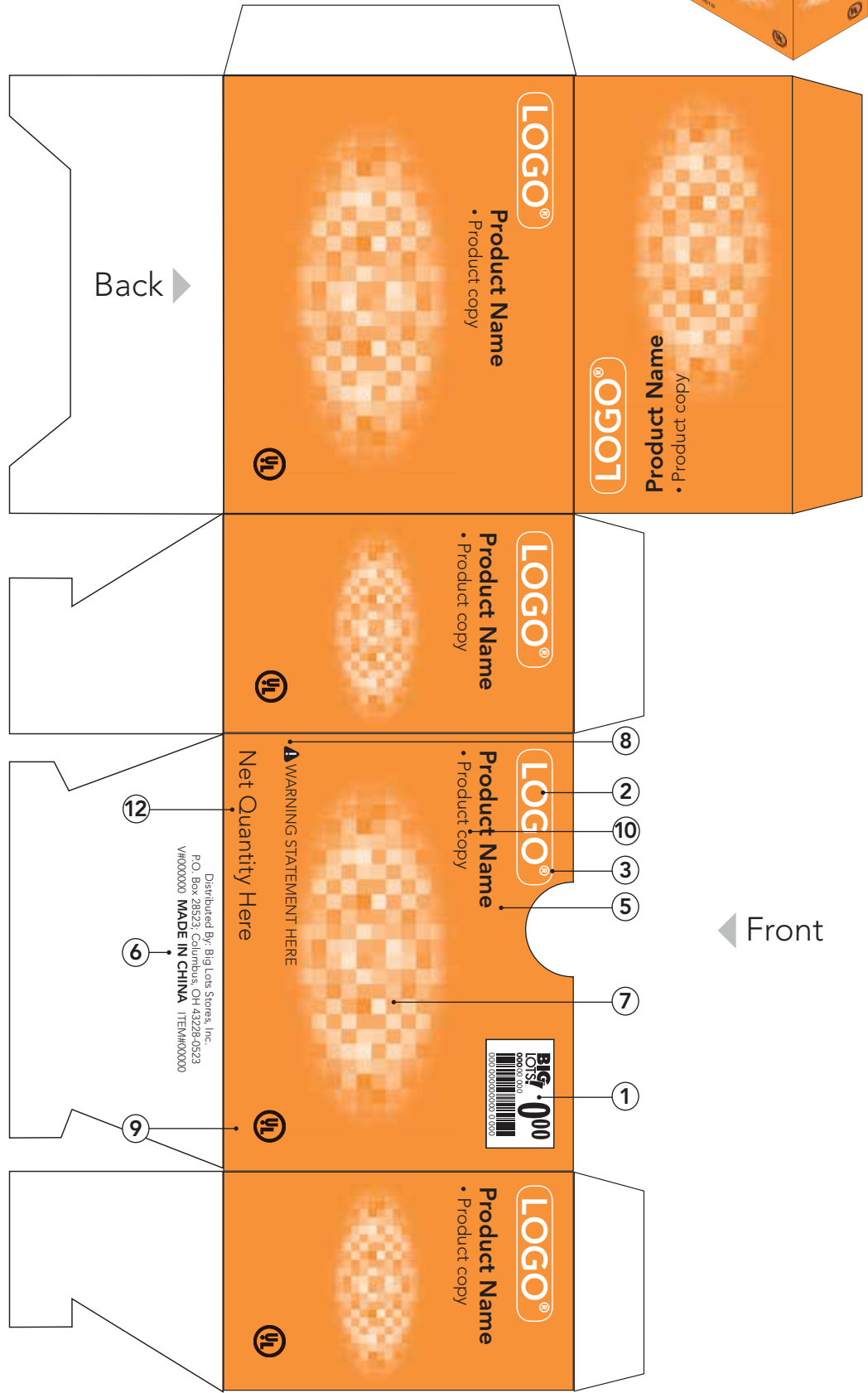




# Color Box



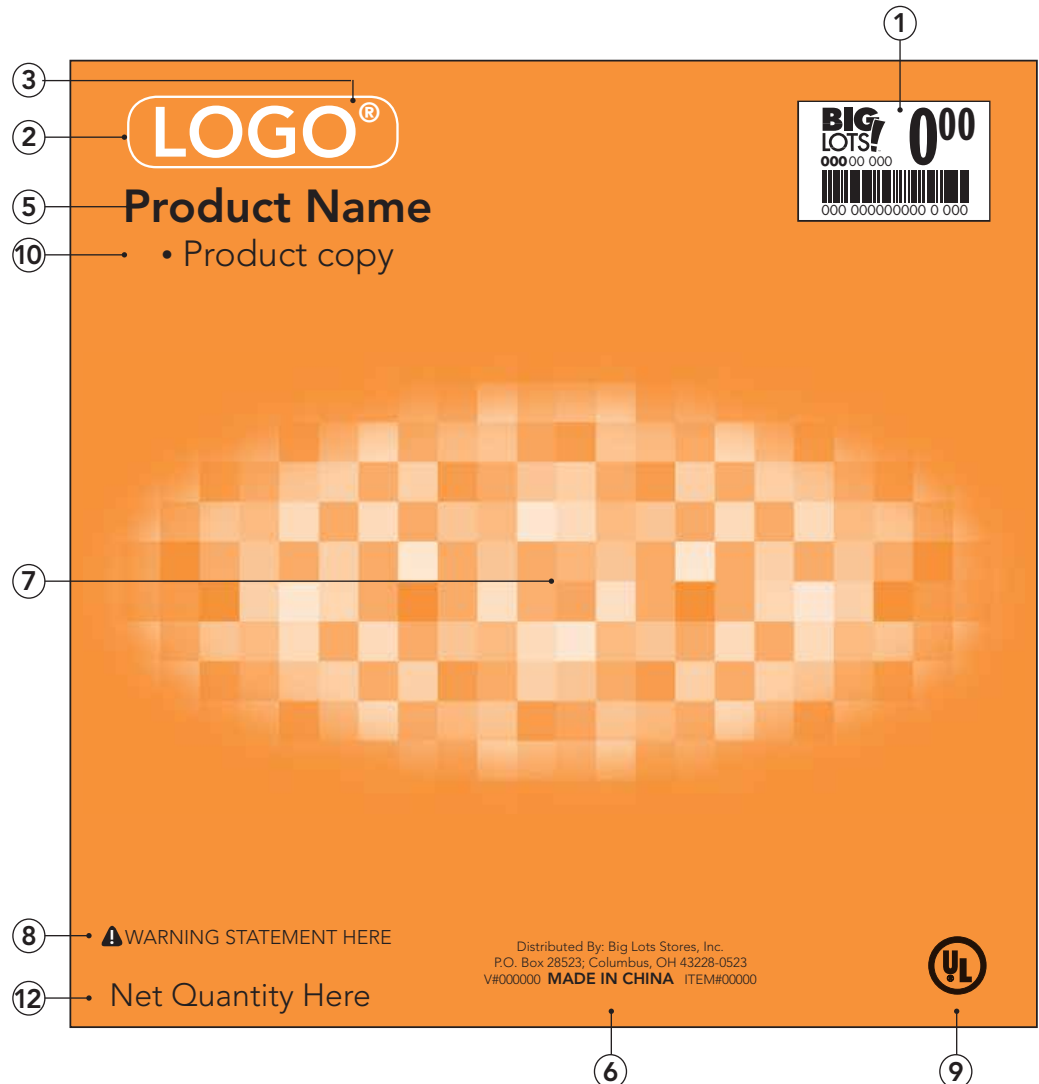
1. PRICE LABEL
2. LOGO
3. TRADE NAME
- PROTECTION SYMBOL
5. IDENTITY
6. DISTRIBUTION CLAUSE  
This information may be moved to back panel or bottom flap.
7. PHOTOGRAPHS AND ILLUSTRATIONS  
Photographs should appear on the front, back and two side panels of the box (and may also be included on the top). Illustrations may be placed on one panel only (generally a side or the back panel).
8. WARNING/CAUTION
9. UL CLAUSE AND LOGO  
*NOTE:* If this were a UL-listed item, UL logo would be placed on front, back and side panels. If item had a polarized plug, UL clause would be required on box (back or side panel).
10. OTHER COPY
12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT



- 
- The net is designed for a product box. It includes a front panel with a large 'Front' label and a 'Back' label. The front panel features a 'LOGO' placeholder, 'Product Name', 'Product copy', a barcode, and a 'Net Quantity Here' label. The back panel also has a 'LOGO' placeholder, 'Product Name', and 'Product copy'. The net includes various glue tabs and fold lines, numbered 1 through 12. A 'WARNING STATEMENT HERE' label is also indicated.

# Color Label

1. PRICE LABEL
2. LOGO
3. TRADE NAME
- PROTECTION SYMBOL
5. IDENTITY
6. DISTRIBUTION CLAUSE
7. PHOTOGRAPHS AND ILLUSTRATIONS
8. WARNING/CAUTION
9. UL CLAUSE AND LOGO
- NOTE: If this were a UL-listed item, UL logo would be required on label. If item had a polarized plug, UL clause would be required on label.
10. OTHER COPY
12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT



# Hang Tag

## 1. PRICE LABEL

Note that the price label is placed on the back of the hang tag.

## 2. LOGO

## 3. TRADE NAME

## PROTECTION SYMBOL

## 4. HOLE – ¼" DIAMETER

## 5. IDENTITY

## 6. DISTRIBUTION CLAUSE

May be printed on back, instead of front.

## 7. PHOTOGRAPHS AND ILLUSTRATIONS

Although not generally required on hang tags, photographs or illustrations may appear on front or back of tag.

## 8. WARNING/CAUTION

May appear on back – if not legally required to appear on Principal Display Panel (PDP).

## 9. UL CLAUSE AND LOGO

**NOTE:** If this were a UL-listed item, UL logo would be required on front of hang tag. If item had a polarized plug, UL clause would be required on hang tag (front or back).

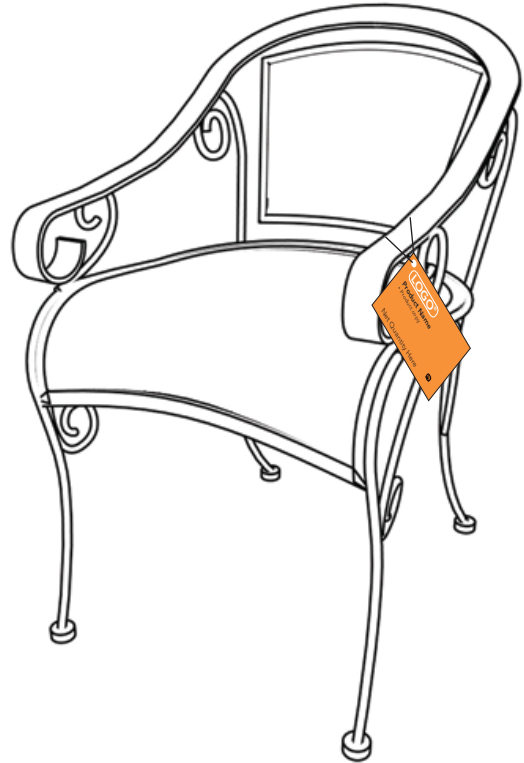
## 10. OTHER COPY

## 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

A: Small Items



B: Large Items



Front Side ▼



**NOTE:** Size may vary with scale of product.

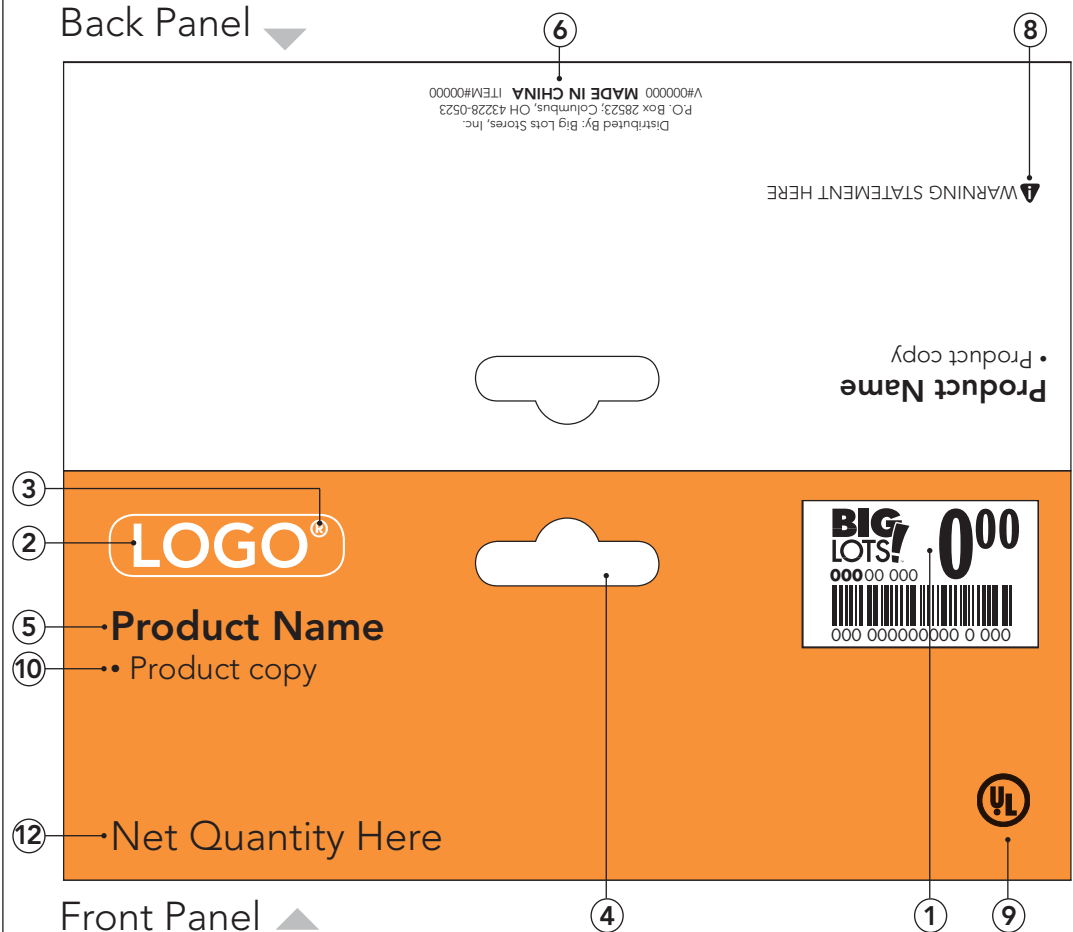
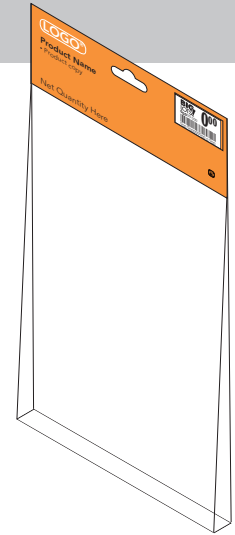
A: Small size – 3" W x 2" H  
B: Large size – 6" W x 4" H



Back Side ▲

# Header Card

1. PRICE LABEL
2. LOGO
3. TRADE NAME  
PROTECTION SYMBOL
4. HANG HOLE
5. IDENTITY
6. DISTRIBUTION CLAUSE  
May be printed on back,  
instead of front.
8. WARNING/CAUTION  
May appear on back –  
if not legally required  
to appear on Principal  
Display Panel (PDP).
9. UL CLAUSE AND LOGO  
*NOTE:* If this were a  
UL-listed item, UL logo  
would be required on  
front of card. If item had  
a polarized plug, UL  
clause would be required  
on card (front or back).
10. OTHER COPY
12. NET QUANTITY/  
WEIGHTS & MEASURES  
STATEMENT



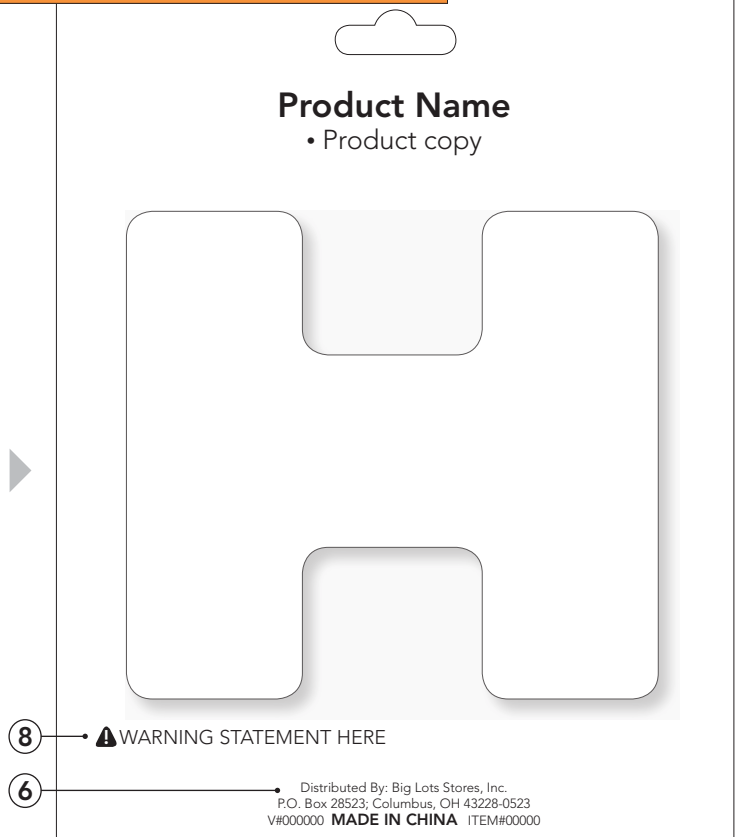
# Insert

1. PRICE LABEL
2. LOGO
3. TRADE NAME  
PROTECTION SYMBOL
4. HANG HOLE
5. IDENTITY
6. DISTRIBUTION CLAUSE  
If printing back of insert, this information may be moved to back.
7. PHOTOGRAPHS AND ILLUSTRATIONS  
Photographs or illustrations are generally placed on the front of the insert. If printing the back, they may be printed on the back, but must be referenced in copy on the front: "See illustration (photo) on back."
8. WARNING/CAUTION  
May appear on back – if not legally required to appear on Principal Display Panel (PDP).
9. UL CLAUSE AND LOGO  
**NOTE:** If this were a UL-listed item, UL logo would be required on front of insert. If item had a polarized plug, UL clause would be required on insert (front or back).
10. OTHER COPY
12. NET QUANTITY/  
WEIGHTS & MEASURES  
STATEMENT



◀ Front

Back ▶



# Printed Polybag



## 1. PRICE LABEL

White background should be "double bumped" (white printed on top of white) to increase contrast and improve likelihood that the barcode will scan. Vertical barcode (E1 ticket) should be used.

## 2. LOGO

## 3. TRADE NAME PROTECTION SYMBOL

## 5. IDENTITY

Must appear on front of polybag. If printing back, prefer it also appear on the back.

## 6. DISTRIBUTION CLAUSE

If printing back of package, this information may be moved to back panel.

## 7. PHOTOGRAPHS AND ILLUSTRATIONS

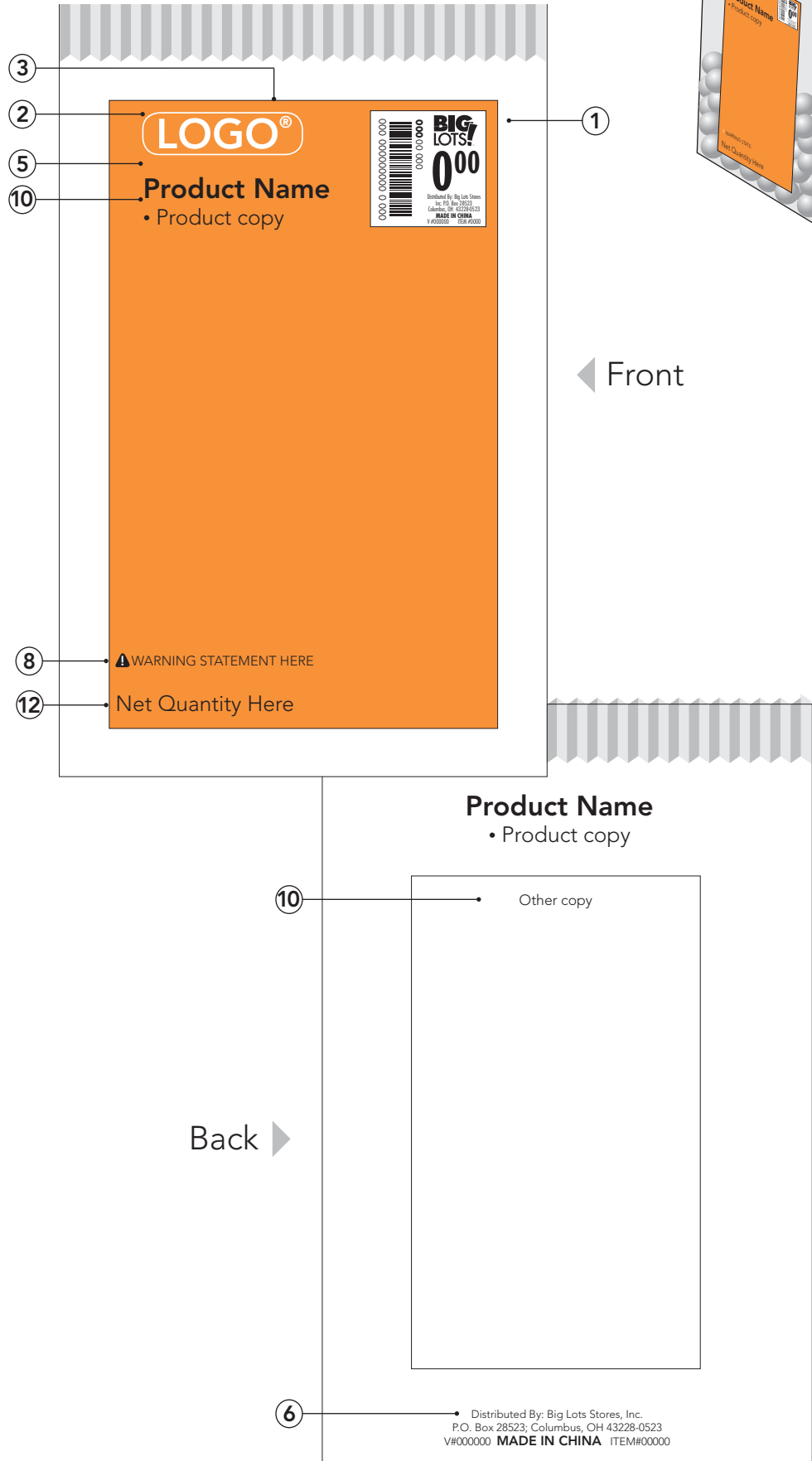
Although not generally required on a polybag (as item is visible to consumer), photos or illustrations may be placed on the front or back, if requested.

## 8. WARNING/CAUTION

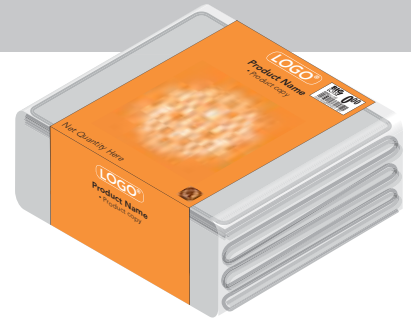
May appear on back – if not legally required to appear on Principal Display Panel (PDP).

## 10. OTHER COPY

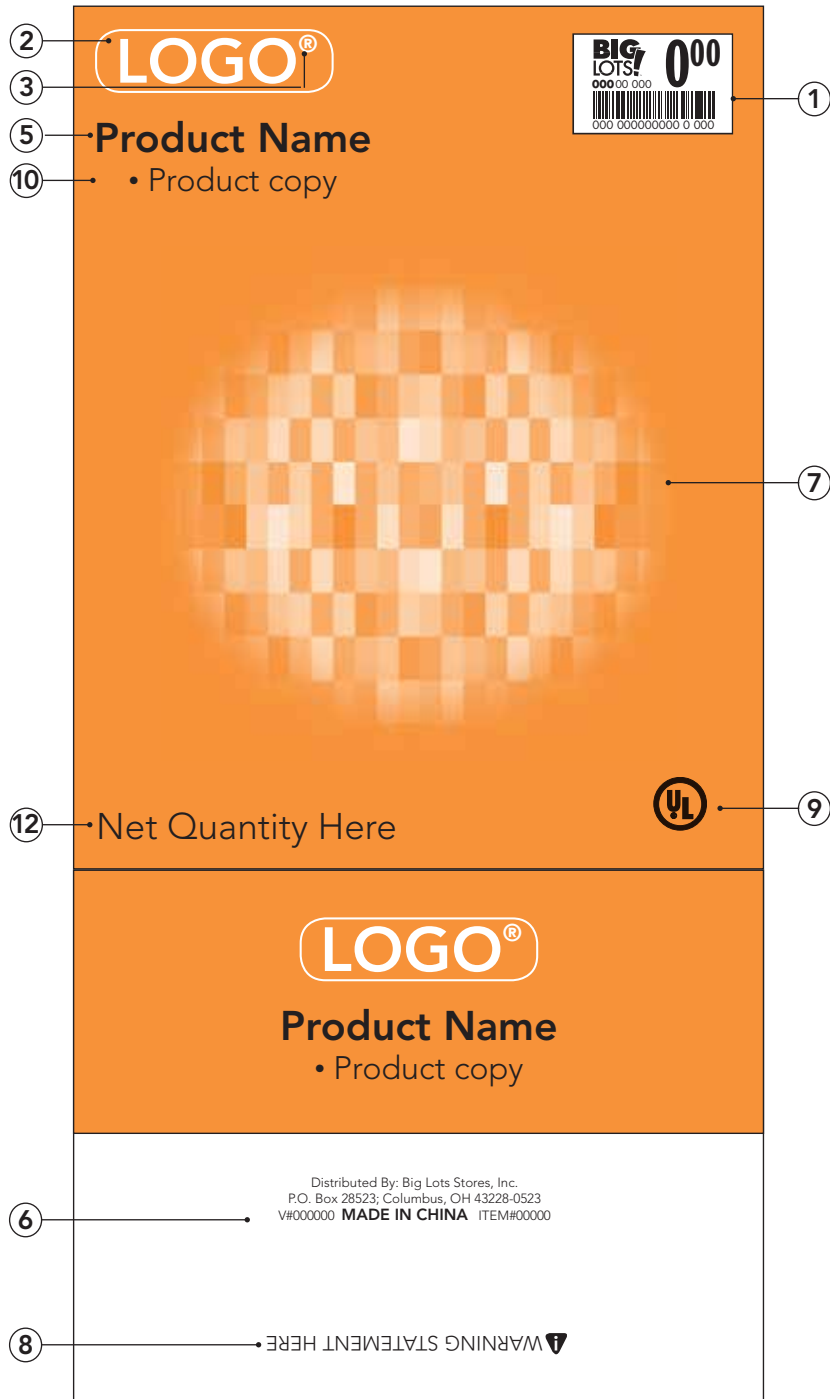
## 12. NET QUANTITY/ WEIGHTS & MEASURES STATEMENT



# Printed Sleeve



Front Panel ▼



Back Panel ▲

1. **PRICE LABEL**
2. **LOGO**
3. **TRADE NAME**
4. **PROTECTION SYMBOL**
5. **IDENTITY**
6. **DISTRIBUTION CLAUSE**  
If printing back of sleeve, this information may be moved to back.
7. **PHOTOGRAPHS AND ILLUSTRATIONS**  
Photographs should appear on the front of the sleeve. Illustrations may be placed on the back.
8. **WARNING/CAUTION**  
May appear on back – if not legally required to appear on Principal Display Panel (PDP).
9. **UL CLAUSE AND LOGO**  
*NOTE:* If this were a UL-listed item, UL logo would be required on front panel. If item had a polarized plug, UL clause would be required on front or back.
10. **OTHER COPY**
11. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**



# Wraparound Label



## 1. PRICE LABEL

Note the use of a vertical barcode (E1 ticket) to ensure scanning.

## 2. LOGO

## 3. TRADE NAME

## PROTECTION SYMBOL

## 5. IDENTITY

## 6. DISTRIBUTION CLAUSE

If printing back of label, this information may be moved to back.

## 7. PHOTOGRAPHS AND ILLUSTRATIONS

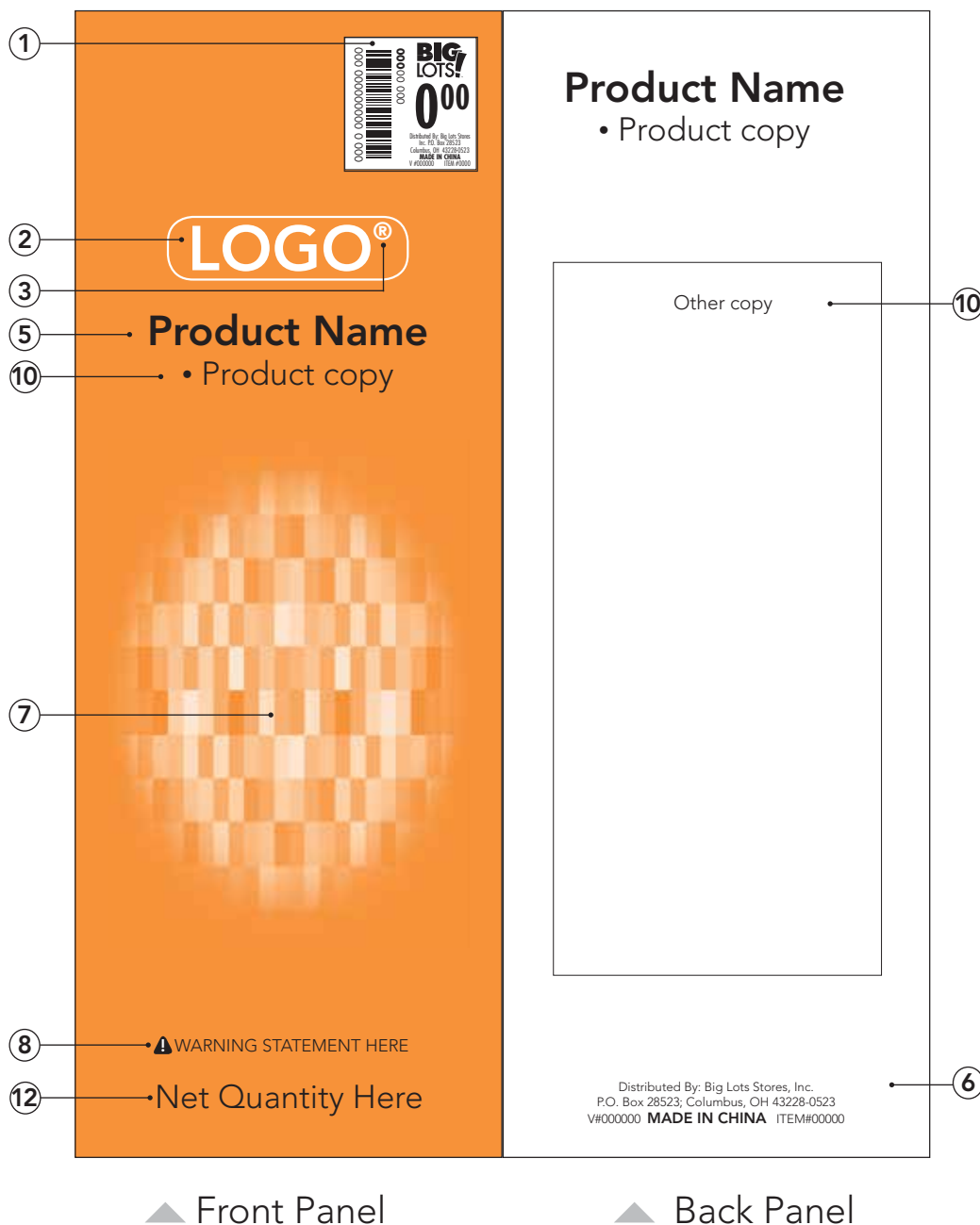
Photographs or illustrations may appear on front or back panel.

## 8. WARNING/CAUTION

May appear on back – if not legally required to appear on Principal Display Panel (PDP).

## 10. OTHER COPY

## 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT



# Labeling Requirements

## Overview

Primary packaging must provide the consumer with accurate information regarding the product. The U.S. Fair Packaging and Labeling Act (FPLA) legislates requirements for primary package labeling.

This section is an overview of **key** requirements and does not include detailed information about product-specific labeling. Vendors must ensure that all information required as a result of product testing is included on packaging.

Primary packaging must have:

1. Statement of identity located on the Principal Display Panel (PDP).
2. Net quantity of contents – English and metric units or numerical count located on the Principal Display Panel (PDP).
3. “Distributed by” clause – distributor’s name and address, including zip code.  
Note: The FPLA requires that packaging include “the name and place of business of the manufacturer, packer, or distributor. Big Lots generally prefers that our distribution address be included.

### “Manufactured For”

Big Lots prefers to use a “Manufactured for” for Broyill items. We prefer that this information be printed in only one location on the package. Example of preferred placement is shown on the visual reference pages in Brand Guides provided.

4. Country of origin – Big Lots prefers that this information be included as part of “distributed by” clause (see page 26).

# Labeling Requirements

## Principal Display Panel

The Fair Packaging and Labeling Act (FPLA) defines the Principal Display Panel (PDP) of a package or label as “That part of a label [or package] that is most likely to be displayed, presented, shown, or examined under normal and customary conditions of display for retail sale.”

Shown here are examples that illustrate the PDP.



Printed Polybag



Blister Card



Color Box



Color Label

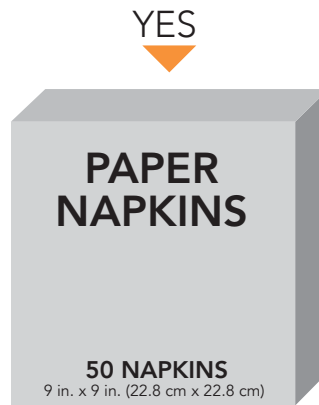


Wraparound Label

# Labeling Requirements

## Identity And Net Quantity Statements

FPLA regulations require that the PDP contain both an identity statement and a separate declaration of the net quantity.



Only the actual identification of the item should be included in the separate net quantity statement. Do not include the descriptive information contained in the identity.



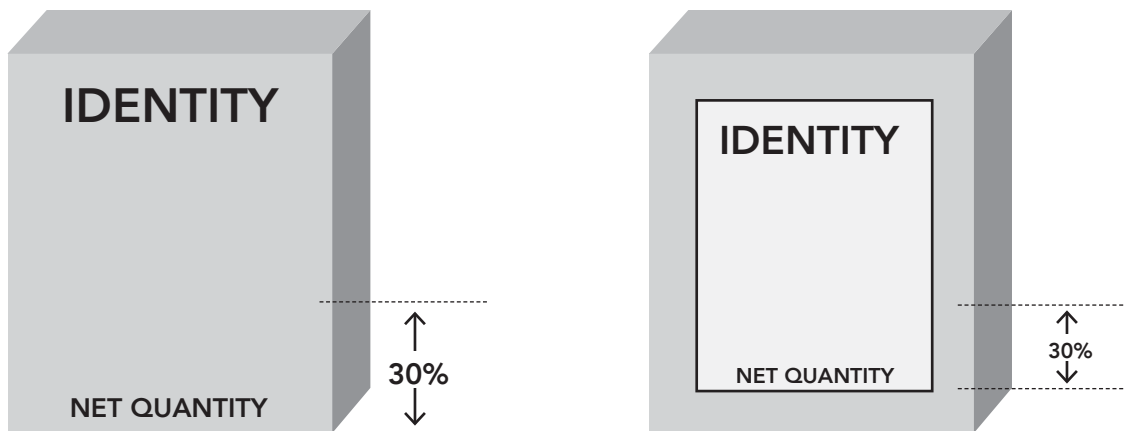
NOTE: If the item is a single item, and dimensions are not required, (e.g.: "Surge Protector,") the net quantity statement is not required.



# Labeling Requirements

## Location of Net Quantity on Principal Display Panel

The net quantity statement must be located within the bottom 30% of the PDP. Either the entire front panel of a package or a spot label may be considered the PDP. However, if a spot label is used, it must be large enough for all the required label information to be included in the correct type size. (refer to pages 24 and 25).



## Round or Cylindrical Principal Display Panels

In the case of cylindrical or nearly cylindrical containers, the identity and net quantity statements must appear within that 40% of the circumference most likely to be displayed, presented, shown or examined under customary conditions of display for retail sale.



# Labeling Requirements

## Position of Identity and Net Quantity Statements on Principal Display Panel

Both the identity and net quantity statements must be placed on the PDP in a position that is “generally parallel” to the base on which the package rests as it is designed to be displayed.



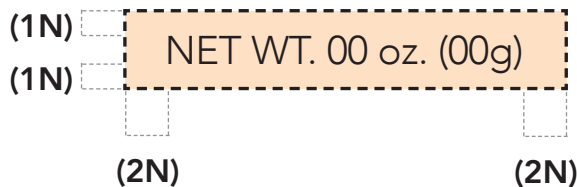
# Labeling Requirements

## Qualifying terms

Terms such as "approximately," "average," "minimum," "full," "when packed," "giant," "jumbo," etc. **may not be used** in any statement of net quantity. The FPLA requires that the net quantity statement be accurate and unqualified.

## Separation of Net Quantity Statement and Other Printed Matter

The net quantity statement must be separated from other printed label information. Separation above and below the statement must be at least a space equal to the height of the minimum type size required. Separation at each side of the statement must be equal to at least twice the width of the letter "N" of the typeface used. Use a sans serif font such as Helvetica for net quantity statements.



*NOTE: Page 25 explains how to find the area of the PDP, and minimum type size requirements for the net quantity statement in relationship to that area. Accepted measurement abbreviations are provided on page 25.*

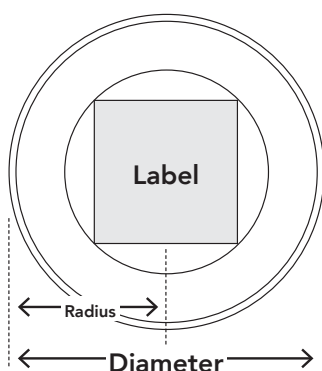


# Labeling Requirements

## Determining Area of Principal Display Panel

For the purpose of determining the required type size, the area of the PDP is defined as "the area of the side or surface of the package or container that bears the PDP" exclusive of tops, bottoms, rims at the tops and bottoms of cans, and shoulders and necks of bottles and jars. Regardless of the use of a spot label on a package, the area of the entire side or surface of the package governs the type size to be used.

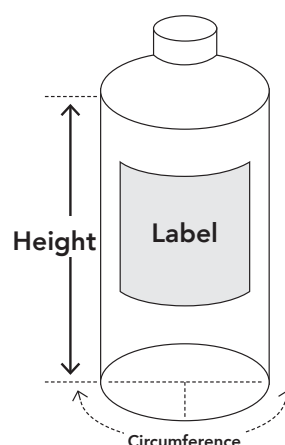
In the following illustrations, individual types of containers are represented to show application of "area of PDP" as it is used to determine type size:



### Circular Package

$$\pi (3.14) \times R^2 = \text{area}$$

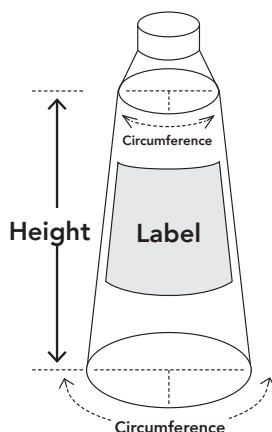
Area of PDP is pi (3.14) times radius squared.



### Cylindrical Package

$$40\% \times (H \times \text{circumference}) = \text{area}$$

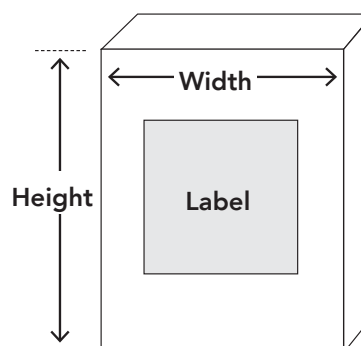
Area of PDP is 40% of bottle height times circumference. Tops, bottoms, rims at tops and bottoms of cans, and shoulders and necks of bottles or jars are not considered part of the PDP.



### Triangular Package

$$40\% \times H \times \frac{1}{2} (\text{base circumference} + \text{neck circumference}) = \text{area}$$

Area of PDP is 40% of the total surface area of the container excluding neck and shoulders or 40% of height times  $\frac{1}{2}$  of the sum of base circumference plus neck circumference.



### Rectangular Box

$$W \times H = \text{area}$$

Area of PDP is width times height. The size of the label has no bearing on the minimum type size.



# Labeling Requirements

## Minimum Type Size of the Net Quantity Statement in Relationship to PDP Area (Use table below to determine the minimum type size for net quantity statements.)

PDP Area	Inches	Millimeters	Points
5 Sq. In. or Less	1/16	1.59	5
Over 5 Thru 25 Sq. In.	1/8	3.18	10
Over 25 Thru 100 Sq. In.	3/16	4.76	14
Over 100 Thru 400 Sq. In.	1/4	6.35	19
Over 400 Sq. In.	1/2	12.7	37

If net quantity statement is embossed or molded on glass or plastic surface, increase type size by 1/16 inch, 1.59 millimeters or 5 points.

Remember, the net quantity statement must be located within the bottom 30% of the Principal Display Panel.

## Accepted Abbreviations for Net Quantity Statement\*

These abbreviations should also be used in the identity statement. **NOTE: You may not use the symbol " for inches or ' for feet in the net quantity statement.** These symbols may, however, be used in the identity statement.

cont (contents)	Net Wt. (net weight)
dia (diameter)	od (outside diameter)
doz (dozen)	pc (piece) or pcs (pieces)
ea (each)	
id (inside diameter)	

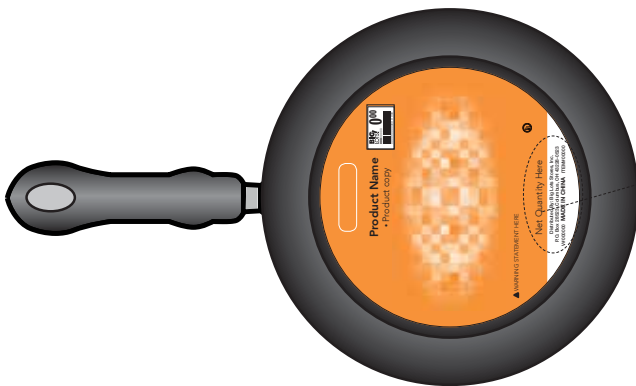
For the following units of measure, note that you use the same abbreviation for both singular and plural (1ft., 5ft.). If the abbreviated word is spelled out, retain the plural when the number is greater than one (1 foot, 5 feet).

cl (centiliter[s])	gal (gallon[s])	lb (pound[s])	oz (ounce[s])
cm (centimeter[s])	g (gram[s])	m (meters[s])	qt (quart[s])
fl oz (fluid ounce[s])	in. (inch[es])	ml or mL (milliliter[s])	yd (yard[s])
ft (foot, feet)	l or L (liter[s])	mm (millimeter[s])	

# Labeling Requirements

## Country of Origin

Every article of foreign origin imported into the United States (or its container) must be marked in a conspicuous place as legibly, indelibly, and permanently as the nature of the article (or container) will permit. The marking will indicate to the ultimate purchaser in the United States the English name of the country of origin of the article at the time of importation into the United States. The point size of the country of origin must be larger (one point size) than the "distributed by" statement.



Distributed by: Big Lots Stores, Inc.  
P.O. Box 28523; Columbus, OH 43228-0523  
V #000000 **MADE IN CHINA** ITEM #000000

## Distribution Clause

All packaging must include the name and place of business of the manufacturer, packer, or distributor. Big Lots prefers to use a "distributed by" clause. The Big Lots clause also includes the country of origin (and an item and vendor number). There are two approved formats that may be used given the space constraints of a package.

Refer to the Visual References section of this Guide for correct placement on common package types.

Address should be Helvetica Neue Lt, #65 Medium and #75 Bold, centered, no smaller than 5/7, no larger than 7/9.

### 3-Line Format

Distributed by: Big Lots Stores, Inc.  
P.O. Box 28523; Columbus, OH 43228-0523  
V #000000 **MADE IN CHINA** ITEM #000000

### 5-Line Format

Distributed By:  
Big Lots Stores, Inc.  
P.O. Box 28523  
Columbus, OH 43228-0523  
V# 0000000 **MADE IN CHINA** ITEM #0000000

## Manufactured For

Big Lots prefers to use a "Manufactured for" for Broyhill items. We prefer that this information be printed in only one location on the package. Example of preferred placement is shown on the visual reference pages in Brand Guides provided.

### 3-Line Format

Manufactured for: Broyhill, LLC  
P.O. Box 236; Summit Station, OH 43073  
V# 000000 **MADE IN CHINA** ITEM# 000000

### 4-Line Format

Manufactured for: Broyhill, LLC  
P.O. Box 236  
Summit Station, OH 43073  
V# 000000 **MADE IN CHINA** ITEM# 000000

# Packaging Quality Guidelines

## Overview

Each day customers visiting our stores come in contact with thousands of packaged and labeled products. During those visits, the way a product is packaged may have a negative effect on their purchasing decisions. For example, if a package is partially crushed or a pouch is torn, chances are the consumer will not buy the item. We refer to this condition as the “acceptance threshold,” and it applies to all products, including our lowest-priced commodities.

This section provides useful information to help ensure that we receive consistent, quality packaging from our many vendors.

# Packaging Material Requirements - Minimum Standards

**IMPORTANT!** Big Lots vendors are responsible for conducting appropriate Primary Packaging performance testing to ensure that packaging does not fail in the supply chain or store. If requested, Big Lots reserves the right to obtain your testing documents in order for Big Lots to verify results.

## BACKER/BLISTER CARDS

- Lightweight items: 330 or 350 gsm (16 or 18 point), Sulfate Bleached Sheet (SBS) on both sides, C1S (Coated 1 Sided) on the Front with a UV Gloss Varnish.
- Heavier items: Must be reinforced with a metal grommet at the hanging point.



## COLOR BOXES

- Small items: 135 gsm (26#) E-Flute Singleface Kraft Corrugate + 250 gsm (12 point) Clay Coated News Back (CCNB) + UV Gloss Varnish.
- Larger items: 170 gsm (35#) E-Flute Singleface Kraft Corrugate + 350 gsm (26 point) Clay Coated News Back (CCNB) + UV Gloss Varnish.



NOTE: Packaging for very large and/or heavier items should be built to meet specific performance needs.

## SPOT COLOR LABELS (LITHO LABELS) - 161.78 gsm (110# C1S) Gloss White

### Corrugated Maximum Weight

- If box (L"+W"+D") = up to 75" in size or 30 lbs in weight  
If box (L+W+D) = up to 190.5 cm in size or 13.6 kg in weight
- If box (L"+W"+D") = 75" - 90" in size or 30 lbs - 50 lbs in weight  
If box (L+W+D) = 190.5 cm - 228.6 cm in size or 13.6 kg - 22.6 kg in weight
- If box (L"+W"+D") = 90" - 110" in size or 50 lbs - 75 lbs in weight  
If box (L+W+D) = 228.6 cm - 279.4 cm in size or 22.6 kg - 34 kg in weight
- If box (L"+W"+D") = 110" - 130" in size or 75 lbs - 100 lbs in weight  
If box (L+W+D) = 279.4 cm - 330.2 cm in size or 34 kg - 45.3 kg in weight
- If box (L"+W"+D") = greater than 130" in size or greater than 200 lbs in weight  
If box (L"+W"+D") = greater than 330.2 cm in size or greater than 90.7 kg in weight

### Suggested Corrugated Box

32 ECT / 200# C-Flute (singlewall)

44 ECT / 275# C-Flute (singlewall)

48 ECT / 275# C/B-Flute (doublewall)

50 ECT / 330 or 350# C/B-Flute (doublewall)

80 ECT / 330 or 350# C/B-Flute (doublewall with innerpack)

Must meet ISTA Standards



## DISPLAY BOXES (PDQ TRAYS)

- 32# ECT (Edge Crush Test\*) OR 200# (Mullen test\*\*) Bleached white outside liner B-Flute + Scuff-Resistant Varnish

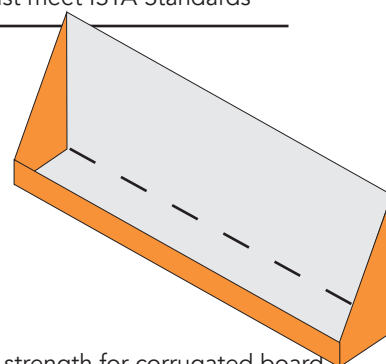
- Minimum liner combination:  
175 gsm (35#) liner x 112 gsm (23#) medium x 175 gsm (35#) liner

## DISPLAY BOX COVERS (Half Slotted Containers)

- 32# ECT (Edge Crush Test\*) OR 200# (Mullen Test\*\*) Kraft (Brown) C-Flute

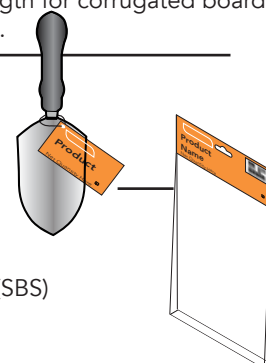
\* **Edge Crush Test** - ECT The Edge Crush Test is a standard industry measure of the stacking strength for corrugated board.

\*\* **Mullen Test** - The Mullen Test is a standard measure of the bursting strength of corrugated board.



## HANG TAGS

- 250 gsm (12 point) C2S (Coated 2 sided), Sulfate Bleached Sheet (SBS) on both sides, C2S (Coated 2 Sided) with a UV Gloss Varnish.



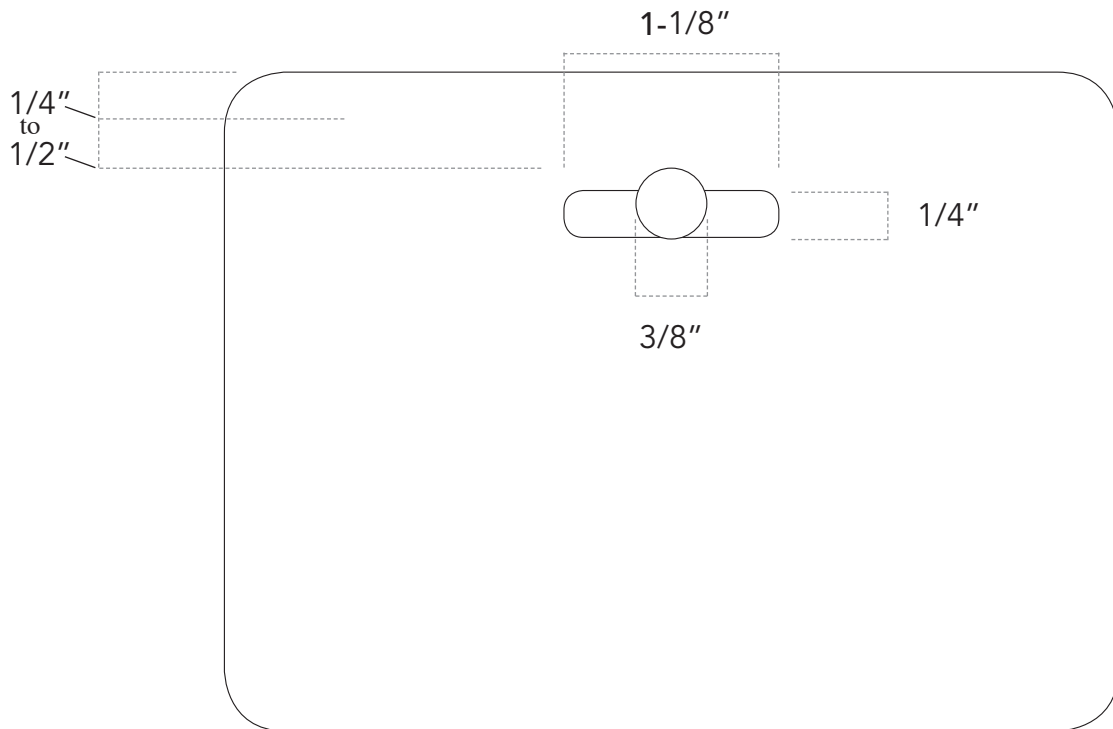
## HEADER CARDS

- Lightweight items: 300 gsm (14 point) C2S (Coated 2 Sided) Sulfate Bleached Sheet (SBS)
- Heavier items: 330 or 350 gsm (18 point) or greater C2S (Coated 2 Sided) Sulfate Bleached Sheet (SBS)
- Extremely heavy items: Must be reinforced with a metal grommet at the hanging point.

# Packaging Quality Guidelines

## Hang Hole Specifications

Please follow these guidelines for backer cards, header cards and other packaging that requires a hang hole. Note that hang hole may not cut into logo, price ticket or copy.



NO



YES



# Packaging Quality Guidelines

## Cropping Photos

Good photographs can make packages more attractive and help to sell the item. But, to be effective, a photo must be cropped correctly. This page shows how photos should be cropped.

NO



NO



YES



# Additional Resources

## Primary Packaging Types – Abbreviations

This Guide provides visual references for several of the most common packaging types. The list below includes additional packaging types used by Big Lots (abbreviations are shown to the left).

<b>ABL</b>	Acetate Box with Label	<b>PDQ-12-RFSP-BND</b>	12 inch w/reinforced Front and Side Panel for Binder
<b>ABNI</b>	Acetate Box No Insert	<b>PDQ-12-RFSP-BND+C</b>	12 inch w/reinforced Front and Side Panel for Binder Plus Cover
<b>ACCB</b>	Acetate Cover Color Box	<b>PDQ-12-RFSP+C</b>	12 inch w/reinforced Front and Side Panel Plus Cover
<b>BBCL</b>	Brown Box with Color Label	<b>PDQ-12-RHWFP</b>	12 inch w/reinforced High Wall Front Panel
<b>BBL</b>	Brown Box Line Art	<b>PDQ-12-RHWFP+C</b>	12 inch w/reinforced High Wall Front Panel plus Cover
<b>BC</b>	Blister Card or Backer Card	<b>PDQ-12-STK</b>	12 inch PDQ Stackable
<b>BHCWH</b>	Boxed Header Card with Hanger	<b>PDQ-12-STK+C</b>	12 inch PDQ Stackable plus Cover
<b>BS</b>	Back Stamp	<b>PDQ-24-RFP</b>	24 inch w/reinforced Front Panel
<b>BWCL</b>	Bulk with Color Label	<b>PDQ-24-RFP+C</b>	24 inch w/reinforced Front Panel plus Cover
<b>BWL</b>	Black and White Label	<b>PDQ-24-RFSP</b>	24 inch w/reinforced Front and Side Panel
<b>BWLR</b>	Black and White Label with Retail	<b>PDQ-24-RFSP-BND</b>	24 inch w/reinforced Front and Side Panel for Binder
<b>CB</b>	Color Box	<b>PDQ-24-RFSP-BND+C</b>	24 inch w/reinforced Front and Side Panel for Binder Plus Cover
<b>CBW</b>	Color Box with Window	<b>PDQ-24-RFSP+C</b>	24 inch w/reinforced Front and Side Panel Plus Cover
<b>CL</b>	Color Label	<b>PDQ-24-RHWFP</b>	24 inch w/reinforced High Wall Front Panel
<b>CLG</b>	Clings	<b>PDQ-24-RHWFP+C</b>	24 inch w/reinforced High Wall Front Panel plus Cover
<b>CLO</b>	Clothing Label Logo	<b>PDQ-24-STK</b>	24 inch PDQ Stackable
<b>CLR</b>	Color Label with Retail	<b>PDQ-24-STK+C</b>	24 inch PDQ Stackable plus Cover
<b>CP</b>	Corner Protector	<b>PDQ-6-RFP</b>	6 inch with reinforced Front Panel
<b>CS</b>	Clam Shell	<b>PDQ-6-RFP+C</b>	6 inch with reinforced Front Panel plus Cover
<b>CTI</b>	Candle Top Insert	<b>PDQ-6-RFSP</b>	6 inch w/reinforced Front and Side Panel
<b>DBC</b>	Double Blister Card	<b>PDQ-6-RFSP+C</b>	6 inch w/reinforced Front and Side Panel Plus Cover
<b>DCC</b>	Die Cut Card	<b>PDQ-6-RHWFP</b>	6 inch w/reinforced High Wall Front Panel
<b>FPLD</b>	Full Palet Display		
<b>GDSP</b>	Gravity Drop Side Panel		
<b>GT</b>	Gift Tag		
<b>HC</b>	Header Card		
<b>HCWH</b>	Header Card with Hanger		
<b>HPLDB</b>	Half Palette Dump Bin		
<b>HPLFLR</b>	Half Palette Floor Display		
<b>HT</b>	Hang Tag		
<b>HTL</b>	Heat Transfer Label		
<b>I</b>	Insert		
<b>PARTSP</b>	Partitioned Side Panel		
<b>PARTSP-HD</b>	Partitioned Side Panel Heavy Duty		
<b>PBH</b>	Polybag with Header		
<b>PBI</b>	Polybag with Insert		
<b>PBWH</b>	Polybag with Hanger		
<b>PDQ-12-RFP</b>	12 inch w/reinforced Front Panel		
<b>PDQ-12-RFP+C</b>	12 inch w/reinforced Front Panel plus Cover		
<b>PDQ-12-RFSP</b>	12 inch w/reinforced Front and Side Panels		

# Additional Resources

## Primary Packaging Types – Abbreviations Con't

<b>PDQ-6-RHWFP+C</b>	6 inch w/reinforced High Wall Front Panel plus Cover	<b>TOC</b>	Tie On Card
<b>PDQ-APRM</b>	Mens Softline Apparel PDQ	<b>UC</b>	U Card
<b>PDQ-APRM+C</b>	Mens Softline Apparel PDQ plus Cover	<b>WACC</b>	Wrap Around Color Card
<b>PDQ-APRMW</b>	Womens Softline Apparel PDQ	<b>WACL</b>	Wrap Around Color Label
<b>PDQ-APRMW+C</b>	Womens Softline Apparel PDQ plus Cover	<b>WBCL</b>	White Box with Color Label
<b>PDQ-DT</b>	Display Tray		
<b>PDQ-DT+C</b>	Display Tray plus Cover		
<b>PDQ-FLR</b>	PDQ Floor Display		
<b>PDQ-RFP</b>	Other Size w/reinforced Front Panel		
<b>PDQ-RFP+C</b>	Other Size w/reinforced Front Panel plus Cover		
<b>PDQ-RFS+C</b>	Other Size w/reinforced Front and Side Panel plus Cover		
<b>PDQ-RFSP</b>	Other Size w/reinforced Front and Side Panel		
<b>PDQ-RFSP+C</b>	Other Size w/reinforced Front and Side Panel plus Cover		
<b>PDQ-RHWFP</b>	Other Size w/reinforced High Wall Front Panel		
<b>PDQ-RHWFP+C</b>	Other Size w/reinforced High Wall Front Panel plus Cover		
<b>PDQ-SILVER</b>	Silver Holiday Jewelry Displays		
<b>PDQ-SILVER+C</b>	Silver Holiday Jewelry Displays plus Cover		
<b>PDQ-SS</b>	PDQ Stair Stepper		
<b>PDQ-STK</b>	Other Size Stackable PDQ		
<b>PDQ-STK+C</b>	Other Size Stackable PDQ plus Cover		
<b>PP</b>	Printed Polybag		
<b>PPH</b>	Printed Polybag with Header		
<b>PS</b>	Printed Sleeve		
<b>PSH</b>	Printed Sleeve with Header		
<b>PSP</b>	Pegged Side Panel		
<b>PSP-HD</b>	Pegged Side Panel Heavy Duty		
<b>QPFLR</b>	Quarter Palette Floor Display		
<b>QPLDB</b>	Quarter Palette Dump Bin		
<b>RPF</b>	Removable perf		
<b>SC</b>	Slide Card		
<b>SIL</b>	Sewn in Label		
<b>SSP</b>	Shelf Side Panel		
<b>SSP-CAL-HD</b>	Shelf Side Panel Calendar Heavy Duty		
<b>SSP-HD</b>	Shelf Side Panel Heavy Duty		
<b>SWL</b>	Shrink Wrap with Label		
<b>SWPT</b>	Shrink Wrap with Printed Tray		



## **Trademark Sublicense Agreement Form**

Big Lots uses own brands on packaging, including Broyhill, Real Living, Play Zone. Climate Keeper and Winter Wonder Lane (see complete list below). Vendors are required to complete and return a Trademark Sublicense Agreement form for items using these brands on packaging. The Agreement gives permission to the vendor to use the brand, and explains vendor use limitations.

### **Big Lots Own Brands**

BIG LOTS BRAND  
BROYHILL  
CLIMATE KEEPER  
DREAM STREET  
FRESH FINDS  
GAME DAY GEAR  
PLAY ZONE  
REAL LIVING  
SOUNDBODY  
WINTER WONDER LANE