

**From:** WM Supply Chain Efficiency [<mailto:sceffic@walmart.com>]  
**Sent:** Thursday, March 10, 2016 3:25 PM  
**Subject:** ACTION REQUIRED - Master Case Labeling Standards

Supplier Partners,

As we continue to focus on driving efficiency through our supply chain, there is an opportunity to improve master case labeling standards. The new standards set forth will improve receiving, stocking, inventory management and on shelf availability while reducing shrink and labor hours in our stores.

Below are the non-negotiable requirements to be implemented immediately:

- 14 Digit Case GTIN – **Lithograph Printed (Flexo-Graphic)**. Ink Jet is not in compliance
- Brand and Sub-brand if applicable
- Department Number
- Case Pack QTY and Space for Writing Manual Adjustments by Store Associates
- Temperature Rhetoric
- “Single Stock, PDQ Capable or Case Cut Capable” must be indicated on TOP FLAP of case
- All 4 sides require item information. Black Ink.
- Lot-Code
- Sell-By Date – Legible, Large Font. Short Side
- Online Item File must reflect what is printed on the Master Case, including 14 Digit Case GTIN

The attached document provides the above details as well as visuals for the standards you will need to follow to supply product to Walmart. These standards apply to all packaged good areas – Frozen, Dry Grocery, Candy/Impulse, Dairy, Deli, Snacks and Beverages. Merchants and Store Operators are expecting changes to be made to non-compliant products immediately.

**Next Steps:**

- **Artwork files** for all active sku’s need to be submitted to Walmart by **March 24<sup>th</sup>** to be approved by the buyer. Master Case Labeling needs to be in Subject Line.
- Once artwork is approved by Walmart, changes should be made immediately **to all future shipments**. We expect this to take 30 days from artwork approval.
- **Supplier confirms** that Data Sync and Online Item File correctly reflects the 14 digit case GTIN applied to the Master Case. Suppliers are responsible for making corrections in data sync.

We have set up several Webex meetings for suppliers needing further clarification about the new expectations. Planners for the Webex resource meetings are attached.

If you have any additional questions about this direction, please contact us at [sceffic@walmart.com](mailto:sceffic@walmart.com).

Walmart would like to thank you for working with us towards a common goal of **helping people save money, so that they can live better.**

Sincerely,

Walmart Merchandising