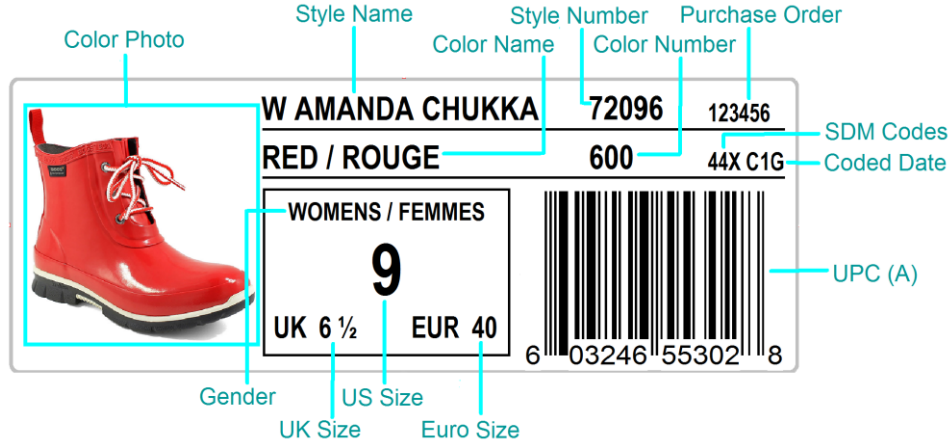


# Weyco Group: Shoebox Label Specification

for Bogs and Rafters Footwear

These are the specifications for our shoebox label for Bogs and Rafters brands; updated May 1, 2017. Affix one label to the lower right of each shoebox of footwear destined for US, Canada and Europe. Do not use this specification for Florsheim, Nunn Bush or Stacy Adams 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 into 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 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", "WOMENS / FEMMES" or "KIDS / ENFANTS" depending on the style. Print in a 9-point font.
- Print **US Size** in a 26-point font size. Print **UK Size** and **Euro Size** using an 11-point font size. Use the tables at right matching the style's gender to assign US, UK and Euro sizes.

	MENS / HOMMES														
US	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
UK	3	4	5	6	7	8	9	10	10½	11	12	13	15	16	17
EUR	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51

	WOMENS / FEMMES								
US	5	5½	6	7	8	9	10	11	12
UK	3	3½	4	5	6	6½	7	8	9
EUR	35	36	37	38	39	40	41	42	43

	KIDS / ENFANTS												
US	7	8	9	10	11	12	13	1	2	3	4	5	6
UK	6	7	8	9	10	11	12	13	1	2	3	4	5
EUR	23	24	25	26	27	29	30	31	33	35	37	38	39

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