



LABELLING, PALLETIZATION, ENVIROMENTAL LABEL



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► BARCODE REQUIREMENTS for SHOES, HOME, BEUTY, ACCESSORIES, HARD GOODS

VIDEO AND MATERIALS

Please find below the link to access to the video contents related to the requirements here explained, useful for the preparation of the goods prior to shipment: Password: qvc4info

<https://corporate.qvc.it/wp-content/uploads/qvc-italy/2022/09/LABELLING.mp4> (labelling video)

<https://corporate.qvc.it/en-logistics/> (other video materials)

BARCODE REQUIREMENTS

To ensure an efficient flow of goods through the Distribution Center, all delivered items must feature QVC-specific barcodes in compliance with the following specifications:

- **Generation and Format:** Vendors are exclusively responsible for the generation of all barcodes and labels. The only permitted barcode format is **Code 128**.
- **EAN Barcode Policy:** The use of EAN barcodes is strictly limited to deliveries involving fewer than 10 SKUs. Even when EAN is used, all other mandatory QVC information must remain visible on the label. EAN codes must be unique to each SKU and must be updated in the event of any product modification (even minor). Vendors must obtain prior approval by contacting italy.supplychain.vendormanual@qvc.com before utilizing EAN codes.
- **Source and Registration:** Barcodes must be generated using the QVC article number. These barcodes do not require registration and are provided free of charge to the vendor.
- **Data Accuracy:** The full QVC article number must correspond exactly to the details specified in the Purchase Order (PO).
- **Formatting Specifications:** When assigning the barcode, vendors must ensure a single space is maintained between numeric and alphabetic groups (e.g., between basic article, color, and size: **825654 BBK 38**).
- **Binding Reference:** As the sequence of color and size combinations may vary, the article number quoted on the Purchase Order is to be considered the sole binding reference.
- **Prohibitions:** Handwritten information on labels is strictly prohibited.



► QVC SPECIFICATIONS FOR ASSIGNING BARCODES

Barcode type:	Code 128
Minimum barcode height:	24 mm
Minimum quiet zone:	5 mm (the quiet zone is the space between the barcode and any lines/borders)
Minimum font height:	5 mm



Minimum quiet zone 5mm



Minimum barcode high 24mm

► PRODUCT LABELING (single selling units)

- All product packaging must be provided with the specified QVC label.
- The product label must be printed, not handwritten.
- The label must be affixed at the top right of the packaging and away from any closure
- The following information must be supplied:
 - a. Barcode generated from QVC article number
 - b. Visual representation of the QVC article number under the barcode
 - c. For articles that are dangerous goods, use the respective dangerous goods label (remind the return note inside every single packaging)



Examples of Product (single selling units) packaging barcodes // labels:

!!! Below examples are not representative of the size specifications

**Product Label
(without Matrix):**



**Product label
(with Matrix):**



► **MASTER CARTON AND VENDOR CARTON LABELING**

- All master cartons must be provided with the specified QVC label.
- The master carton label must be printed, not handwritten.
- Affix the label at the top right on the narrow side of the master carton and away from any clousure
- The following information must be supplied:
 1. PO number
 2. Quantity of pieces inside the master carton
 3. Barcode generated from QVC article number
 4. Visual representation of the QVC article number under the barcode
 5. For dangerous goods, the dangerous goods mark must be affixed in the form of a diamond-shaped additional label with a side length of 100 mm x 100 mm
 6. For palletized delivery, the master carton label must be visible on the outside of the pallet



Examples of master carton barcodes // labels:

(The external container carton used by the vendor for dispatching goods to QVC. This carton is designed to house either inner packaging or individual saleable units)

Master Carton label (without matrix)



Master Carton label (with matrix)



Examples of vendor carton barcodes // labels:

(Cardboard box containing a single sales unit that exceeds the maximum allowed measurements of length 600 mm x width 400 mm x height 400 mm)

Vendor carton label (without matrix)



Vendor carton label (with matrix)





PRESENCE OF EXPIRY DATE (E.X DETERGENT)

In case the item (or one of its components) has an expiry date, it must be applied to all the logistic labels (packaging item – master carton – vendor carton)

The expiry date must be reported on the logistic label in the format dd/mm/yyyy and must match with the expiry date printed on the product.

Mixed cartons with mixed expiry date are not accepted. One master carton must contain only one and same expiry date.

Soonest expiry date for articles made up of different components must be reported on the label.

Example of product packaging label:

Product Label
(without Matrix):



Product label
(with Matrix):



Example of master carton label:

Examples:

Master carton label (without matrix)



Master carton label (with matrix)





Example of vendor carton label:

Vendor carton label (without matrix)

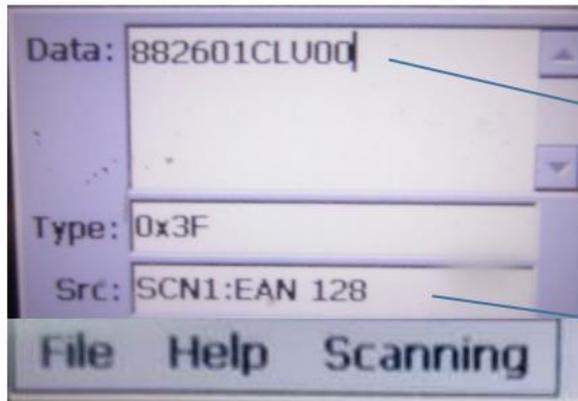


Vendor carton label (with matrix)



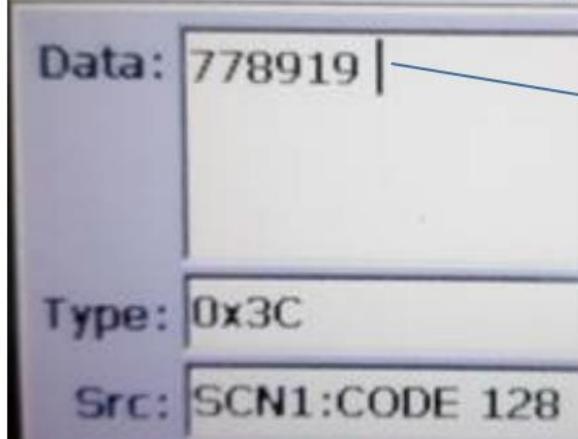


► MOST FREQUENT ERRORS WHEN ASSIGNING BARCODES

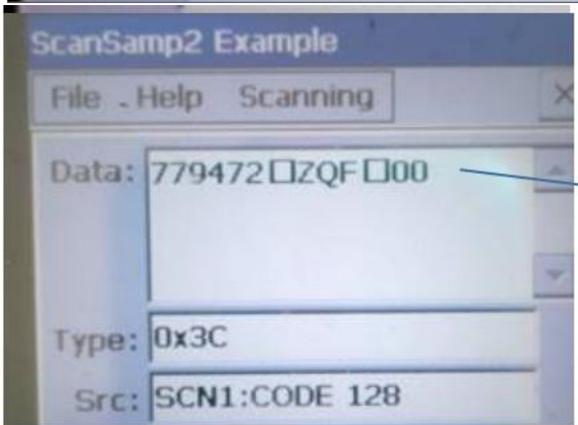


missing spaces
882601 CLU 00

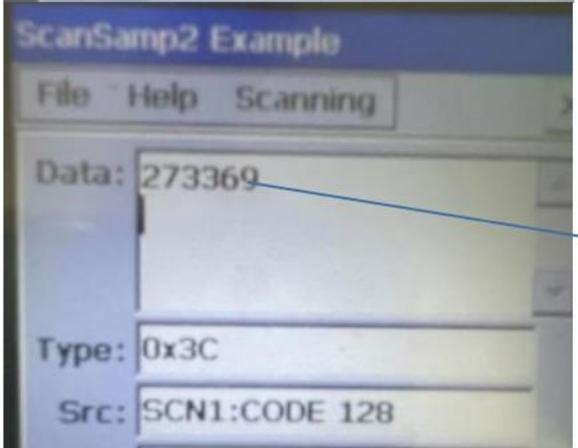
wrong barcode type



extra space



special characters



additional line



► MOST FREQUENT ERRORS WHEN APPLY LABELS ON MASTER CARTON, VENDOR CARTON OR SELLING UNITS



The label must not be applied to the edge of the box.



The label must not be applied to the bottom and must not be applied crumpled



The label must not be used to close the packaging or used to seal polybags



The label must not be used to close the packaging or used to seal polybags



No Handwritten information on log. label is allowed.



► PACKAGING DEFINITIONS

Domestic order:

all purchase orders where product is supplied to QVC from within the ITY.

QVC Managed Import:

all imported purchase orders handled and controlled by QVC (Generally Incoterms FOB).

Vendor Managed Import:

All imported purchase orders handled and controlled by the vendor (Generally Incoterms DDU and DDP).

SKN:

The specific style code of the product (this is always a 6-digit code).

SKU (QVC item number):

The combination of the style code (SKN), colour or type and size code of the product. This can be found on the purchase order under QVC No.

Saleable Unit:

The exact number of units that are sold on air by QVC as one item (one saleable unit could be a set of two items or more grouped together to sell as one unit or a single item).

Saleable Carton:

A carton containing a single saleable unit that may be found inside an inner carton or master/shipping carton.

Polybag:

A clear bag containing a single saleable unit that may be found inside an inner carton or master/shipping carton (minimum 40 micron)

Inner Carton:

A carton containing multiple saleable units of a specific item, contained inside a master/shipping carton. An inner carton should contain only a single SKU.

Master/Shipping Carton:

The outermost carton that the vendor ships into QVC - could contain inner or saleable cartons.

Pallets:

All products are to be delivered into QVC on a **European Epal Standard** (ISPM – 15FAO UIC 435 – 4) 1200mmx800mm comply with the recommendations for use in automatic systems, machine-compatible, conveyable, hay rack stackable. All pallets must be securely wrapped with clear or opaque shrink-wrap/stretch-wrap. For extra UE countries pallets must be also fumigated

Master Carton:

A standard carton size with **max measuring 600mm length x 400mm width x 400mm height or minimum 320mm length x 190mm width x 140mm**

Vendor Carton:



cardboard box containing a single sales unit that exceeds the maximum allowed measurements of length 600 mm x width 400 mm x height 400 mm. Double packaging is not allowed without prior authorization from italy.supplychain.vendormanual@gvc.com

► ENVIRONMENTAL MARKING OF PACKAGING

According to Italian Legislative Decree No. 116 of 3 September 2020, all packaging components (cartons, boxes, polybags, filling materials, sachets, etc.) must be labeled to indicate the material type and disposal instructions.

Information can be placed on each individual component or provided via a single label listing all elements (e.g., polybag, external carton, filling material, sachet). Each entry must include the alphanumeric material code according to Decision 97/129/EC (e.g., PAP 20, LDPE 4) and disposal instructions in Italian like in the example below.



► TRANSPORTATION OF DANGEROUS GOODS

The vendor must comply with the relevant regulations when classifying, packing, labelling, marking and documenting dangerous goods, and these apply regardless of the agreed delivery term.

Acceptable Types of Dangerous Goods

- Dangerous Goods in Limited Quantity
- Lithium Batteries – ADR Special Provision 188 compliant batteries only, **UN 38.3 certification required for all lithium batteries**

The above information does not release any party from the obligation to apply the respective regulations that are applicable to the shipping of dangerous goods. These include (but not limited to) the following:

- **ADR** European Agreement concerning the International Carriage of Dangerous Goods by Road
- **RID** Regulation concerning the International Carriage of Dangerous Goods by Rail
- **IMO/IMDG** Codes International Maritime Dangerous Goods Codes
- **IATA** International Air Transport Association DG Codes / **ICAO** Technical Instructions



IMPORTANT: QVC Italy Distribution Center manages dangerous goods classified as Limited Quantity (LQ) or Excepted Quantity (EQ) according to current ADR regulations.

If a product exceeds these limits (falling into the "Full ADR" regime), it cannot be shipped to QVC without prior special dedicated approval. QVC must verify if the specific hazardous class and quantity can be managed within our facility.

Vendor Responsibility & DGSA Approval

It is mandatory for the vendor to ensure that all DG/LQ shipments are verified and approved by their own DGSA (Dangerous Goods Safety Adviser) prior to dispatch.

Vendors must contact QVC Italy immediately if there is any doubt regarding the classification of products such as:

- Flammable cosmetics and nail polishes
- Liquid fragrances / Perfumes
- Pressurized sprays / Aerosols

Any item delivered without correct DG identification or improper labeling will be subject to rejection or administrative rework fees.

Note: Dangerous goods documentation must be in the correct format depending on the mode(s) of transport used.

- **Sea Freight:** An IMO Declaration (Multimodal Dangerous Goods Form) must be issued and sent to the responsible sea cargo forwarding agent before the goods are shipped.
- **Road Transport:** A Dangerous Goods Transport Document (ADR) must accompany the shipment, providing all required information (UN number, proper shipping name, class, and packing group) as per current ADR regulations.

▶ LABELLING OF DANGEROUS GOODS

All product packages (product cartons and master cartons) must be marked and labelled in accordance with the current relevant dangerous goods regulations. It is the vendor's responsibility to ensure that any changes to these regulations are adhered to.

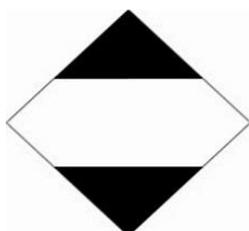
Limited Quantity (LQ) Requirements:

Dangerous Goods in Limited (LQ) or Excepted Quantities (EQ) must bear the appropriate diamond-shaped marking, as required by the assigned UN Code and the total quantity per selling unit/master carton, according to the ADR tables.

- **Individual Selling Units:** The LQ diamond must be clearly visible on each shippable unit (min. 100x100 mm).
- **Master Cartons:** If the inner units are not visible, the Master Carton acts as an "Overpack". It must be marked with the LQ diamond (min. 100x100 mm) and the bilingual text: **"OVERPACK / SOVRIMBALLAGGIO"** (minimum character height: 12 mm).



- **Pallets:** If the markings on the Master Cartons are obscured by stretch wrap or pallet configuration, the pallet itself must be marked on two opposite sides with the LQ diamond and the text: "**OVERPACK / SOVRIMBALLAGGIO**".



Note: Dangerous goods labels/marks must be affixed to the front side of the package where possible.

The Limited Quantity (LQ) marking must adhere to the following standards:

The marking must be clearly visible, legible, and durable enough to withstand weathering without any noticeable impairment of its effectiveness.

The top and bottom sections, along with the surrounding border, must be black.

The central section must be white or provide a suitable high-contrast background.

!ATTENTION!: In the case of dangerous goods, QVC Italia requires the supplier to insert the “return note” inside each package (product package), to facilitate the customer's return and guarantee the return transport safety and compliance. Please find the “return note” at the end of the manual, Annex I.

► PACKAGING FOR DANGEROUS GOODS

Packaging for dangerous goods (product and master cartons) must be constructed of high-quality, solid, or double-faced corrugated fibreboard (single or multiwall), appropriate to the box capacity and its intended use.

Mandatory Approval: Any product requiring specific packaging according to ADR regulations (based on the assigned UN Code and quantities) must be formally notified in advance for approval prior to shipment.



▶ LITHIUM BATTERIES AND ITEMS CONTAINING LITHIUM BATTERIES

All products containing or shipped with lithium batteries must be correctly classified to ensure transport safety. According to the latest ADR/IATA regulations, classification is based on two factors: **Battery Chemistry** and **Packaging Method**.

There are **4 UN codes** to be used:

1. LITHIUM ION Batteries (Rechargeable)

Commonly used in smartphones, laptops, tablets, power banks, USB tools and e-bikes.

- **UN 3480 – Lithium Ion Batteries:** Used when batteries are shipped "loose" or as standalone units (e.g., replacement batteries, power banks).
- **UN 3481 – Lithium Ion Batteries contained in equipment or packed with equipment:**
 - Contained in: The battery is already installed inside the product (e.g., a tablet with a built-in battery).
 - Packed with: The battery is in the same box as the product but not inserted (e.g., a power tool with a removable battery placed next to it in the packaging).

2. LITHIUM METAL Batteries (Non-rechargeable / Disposable)

Commonly used in watches, calculators, cameras, or small sensors.

- **UN 3090 – Lithium Metal Batteries:** Used when batteries (e.g., button cells or AA non-rechargeable lithium piles) are shipped alone or as spare parts.
- **UN 3091 – Lithium Metal Batteries contained in equipment or packed with equipment:**
 - Contained in: The battery is already inserted in the device (e.g., a wrist watch with a battery already active).
 - Packed with: The battery is provided with the device but needs to be inserted (e.g., a remote control with batteries included in the box).

Lithium Battery Technical Validation

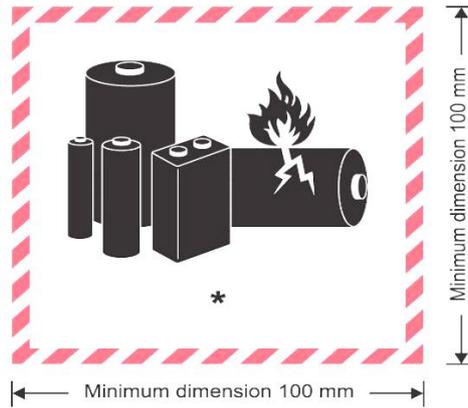
Vendors are strictly required to have their lithium battery classifications and packaging validated by their DGSA.

Every new reference containing lithium batteries must be approved by QVC Quality Assurance before shipment to verify the product compliance and packaging resistance.

All the shipped Lithium batteries must comply with the UN 38.3 testing to ensure the safety during transport. The test report must be available in case of request.

Lithium Battery label example

NOTE: Lithium battery UN labels no longer require a telephone number. Please refer to the example below for the correct label format.



* Place for UN number, i.e. UN 3090, UN 3091, UN 3480, UN 3481 as applicable. The UN number indicated on the mark should be at least 12 mm high.

The marking must be clearly visible, legible, and durable enough to withstand weathering without any noticeable impairment of its effectiveness.

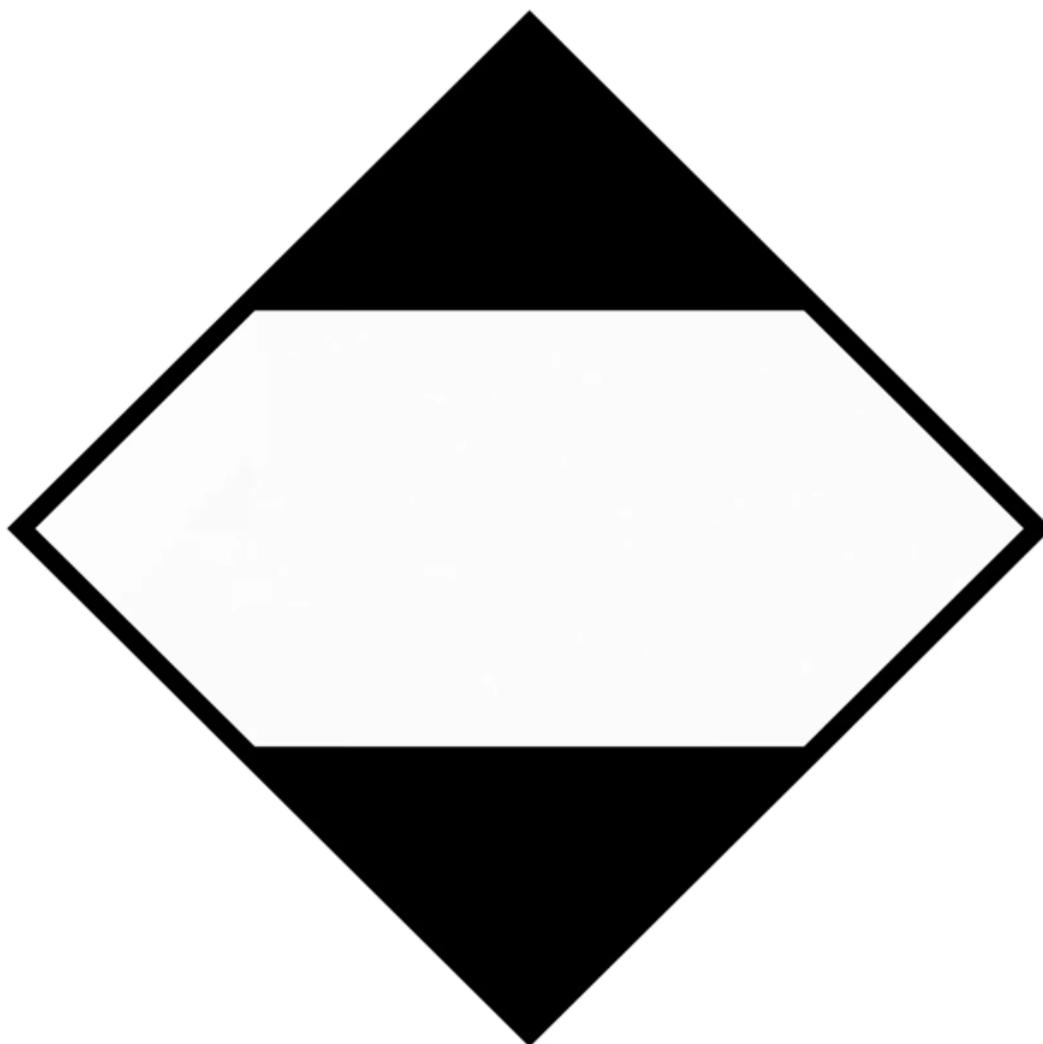
► CONTACTS

For further information or assistance, please contact:

italy.supplychain.vendormanual@qvc.com



ANNEX I



IMBALLAGGIO SPECIALE - conserva questo foglio



Gentile cliente, il prodotto che hai acquistato appartiene ad una categoria che necessita di particolare cura per il trasporto e lo stoccaggio. **Se devi restituirlo, applica all'esterno del pacco il simbolo riportato qui sopra.** In questo modo consentiremo al corriere di conservare correttamente il prodotto nei propri magazzini.

Per ulteriori informazioni, il Servizio Clienti è a tua disposizione al numero 840 88 44 88, tutti i giorni dalle 8.00 alle 22.00.

