

**SHOPRITE CHECKERS**  
**Standards for Non Food Product Packaging - 2009**

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## 1. OBJECTIVES OF THIS DOCUMENT

This document contains guidelines regarding the packaging of non-food imported goods. The aim with this document is to:

1. **Coordinate the efforts** of all the different parties involved in the supply chain (i.e. the raw material suppliers; manufacturers; 3<sup>rd</sup> party agents; transporters, buyers, DC, and stores) as to optimize:
  - a. The ease, speed and cost of moving items through the supply chain
  - b. Space and pallet utilization
  - c. Dc efficiency
  - d. Identification of the product
2. **Formulate and standardize**, as far as possible, the interaction between involved parties and improve communication
3. Use as basis in order to **measure** a role-player's **compliance** to these standards
4. Function as a easy **reference document**
5. **Protect the sales unit** and thereby **improving the end-customers' experience**
6. Provide the **foundation** for standards in packaging and the handling thereof. Please feel free to comment on any possible areas for improvement to **develop this best-practice code document**.

## 2. MASTER CASE

Figure 1 illustrates the case orientation for the location of the markings that will be explained in the following paragraphs.

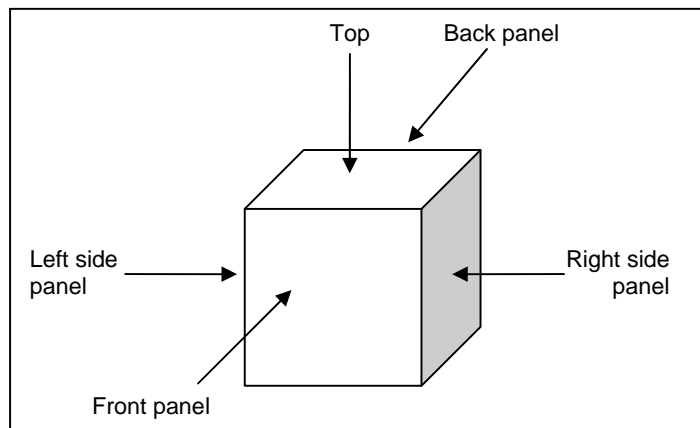


Figure 1. Case panels orientation

### a. General Markings

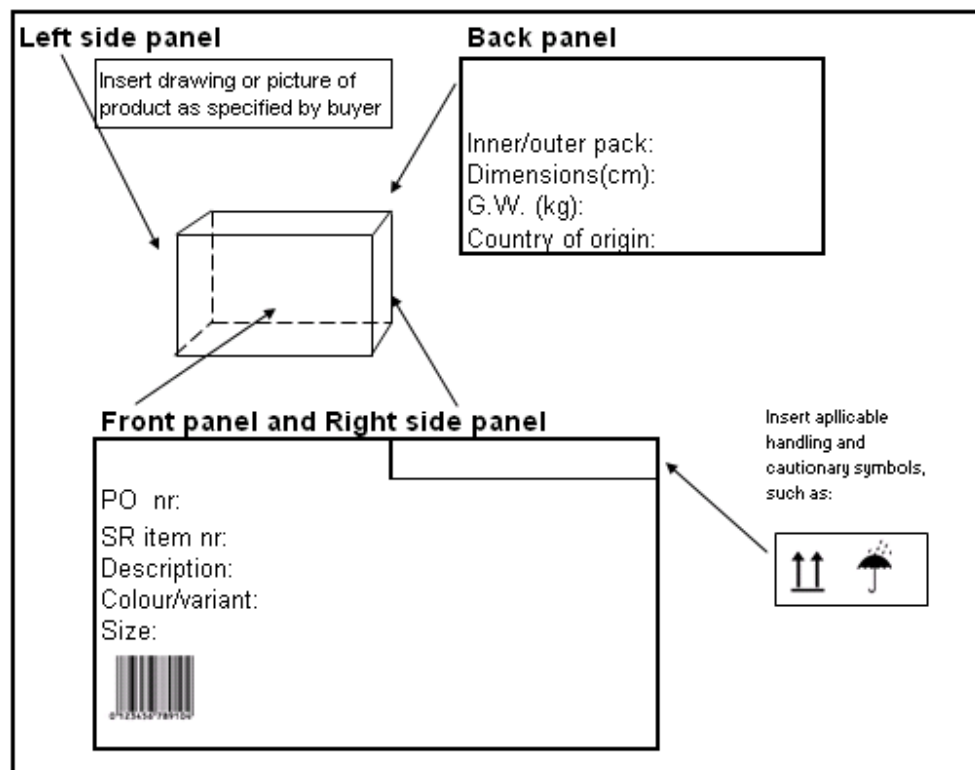


Figure 2. General markings on outer case's front and right side, and back panels

- Information required on the **front panel and right side panel** of the master case (refer to Figure 1 and Figure 2):
  1. Shoprite item number
  2. Product description
    - Product colour/variant information
    - Product size information
  3. Barcode and barcode number (master case barcode)
  4. Promotional information (located in the top left corner)
  5. Applicable international handling and cautionary symbols (located in the top right corner). See addendum A for details on pictorial symbols.
  6. Department name ( ONLY if requested by the buyer) and it must be located above the SR item number, but with sufficient space left above it (4cm – 5cm) for a possible promotional sticker or coloured stripe
  
- On the **back panel** of the master case (refer to Figure 1 and Figure 2):
  1. Repack factor (packs x sales units per pack)
  2. Dimensions of outer case: length x width x height (in centimeters)
  3. Gross weight (in kilograms)
  4. Country of origin
  
- On the **left side panel** (and left side panel if possible) of the master case (refer to Figure 1 and Figure 2):
 

If specified by the buyer, **attach a picture or print a drawing** of the product on this panel.
  
- **Handling marks**, such as “Fragile”, and **cautionary marks**, such as “Hazardous”, must be printed on the master and inner cartons where applicable.
 

The markings must be located at the **top right corner** of the case (refer to Figure 2). A list of the symbols in general use is contained in Addendum A.

**b. Category and promotional markings**

**CATEGORY PRODUCT MARKINGS**

The following colours have been allocated to the specified product category:

- |   |   |
|---|---|
| 1. Toys: Pink (Pantone: 232)                        |    |
| 2. Small appliances: Black (Pantone: black)         |    |
| 3. DIY: Grey (Pantone: 430)                         |    |
| 4. Kitchenware: Blue (Pantone: 300)                 |    |
| 5. Plastic-ware: Green (Pantone: 362)               |    |
| 6. Crockery: Yellow (Pantone: 109)                  |    |
| 7. Glassware: Purple (Pantone: 2602)                |    |
| 8. Luggage: Brown (Pantone: 470)                    |    |
| 9. Stationery: Neon Orange (Pantone: 804)           |    |
| 10. Fashion: Neon Turquoise (Pantone: 801)          |  |
| 11. Footwear: Neon Green (Pantone: 802)             |  |
| 12. Once-off Xmas promo items : Red (Pantone: 1797) |  |

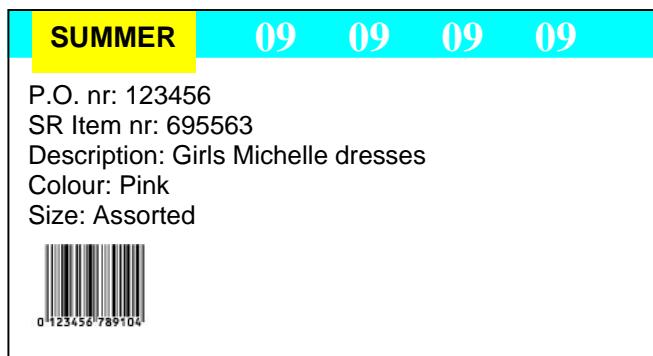
All master cartons of products in these categories must have:

- A coloured stripe (see listed colours per category above) must be **located at the top** of the carton on **all 4 sides**,
- that is between **4cm – 5cm wide**,
- and contains the **repeating year indicator** “09” for 2009.

## FASHION: SEASONAL PRODUCT MARKINGS

**All Clothing** products must be classified and marked as either “**Winter**” or “**Summer**” products by the use of a **sticker** with the season or having the season **printed** on the coloured stripe.

Whether a sticker or printed, the words “WINTER” or “SUMMER” must be located at the **top left corner on at least one long and one short side** of the carton.



**Figure 3. Example of a Fashion colour banner with seasonal indicator**

## FOOTWEAR: SEASONAL PRODUCT MARKINGS

**All Footwear** products must be classified and marked as either “**Winter**” or “**Summer**” products by the use of a **sticker** with the season or having the season **printed** on the coloured stripe.

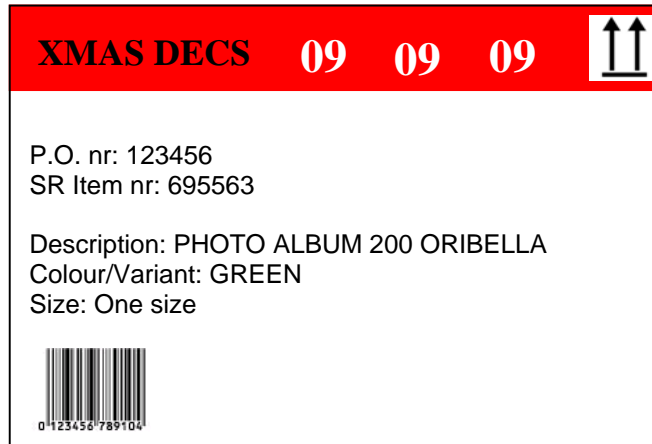
Whether a sticker or printed, the words “WINTER” or “SUMMER” must be located at the **top left corner on at least one long and one short side** of the carton.



**Figure 4. Example of a Footwear colour banner with seasonal indicator**

## CHRISTMAS DECORATIONS MARKINGS

- **Christmas decorations** will be differentiated from other XMAS promotional products by adding the words “**XMAS DECS**” in **black letters** in the **left top corner on the red stripe** on at least **one short en one long side** of the carton.



**Figure 5. Front and right side panels' promotional markings for Christmas decoration products**

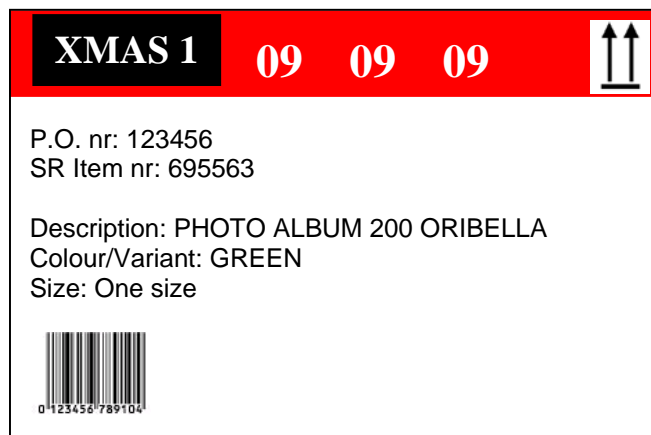


**Figure 6. Example of a 2007 Xmas Decs product's packaging**

## SPECIFIC CHRISTMAS PROMOTIONS

- **Specific promotions within the Christmas promotional time** (e.g. xmas 1, xmas 2 etc.) will be indicated with a **sticker that contains the promotion's name**. (These stickers will be produced and attached in SA at the DC)

These specific promotions indicating stickers must be located in the **left, top corner** of the box panel – **in the coloured stripe**, and on at least **one long and one short side of the carton**.



**Figure 7. Example of markings of specific promotion (XMAS 1) within the Christmas promotion**

## ALL OTHER (NON-CHRISTMAS) 2009 PROMOTIONS

- The outer cases of products for any other promotions will be emphasized by attaching a bright coloured sticker with the name of the specific promotion.

Promotions and specific product information must be communicated to the DC (Willem v Rensburg) well in advance in order that the necessary stickers can be printed - before the stock arrives at the Dc.

- † If a product line is **not for promotional purposes**, **NO promotional markings** must be placed on the master case.

c. **Filling of outer cartons**

- **Specifications**

- **Strength:**

The **master case carton** must be able to carry the stacking weight within a container - when the cartons are stacked up to 2.4 m in a container, the bottom row of carton must be able to carry the weight without crushing.

**Inner case cartons** must be able to withstand handling, transport and stacking at store without crushing and the damaging of the product.

**Plastic bags and shrink wrapping** must be strong enough to withstand picking and repeated handling

- **Weight:** The weight of a carton must not exceed 20kg, in order to allow safe handling.

- **Dimensions:**

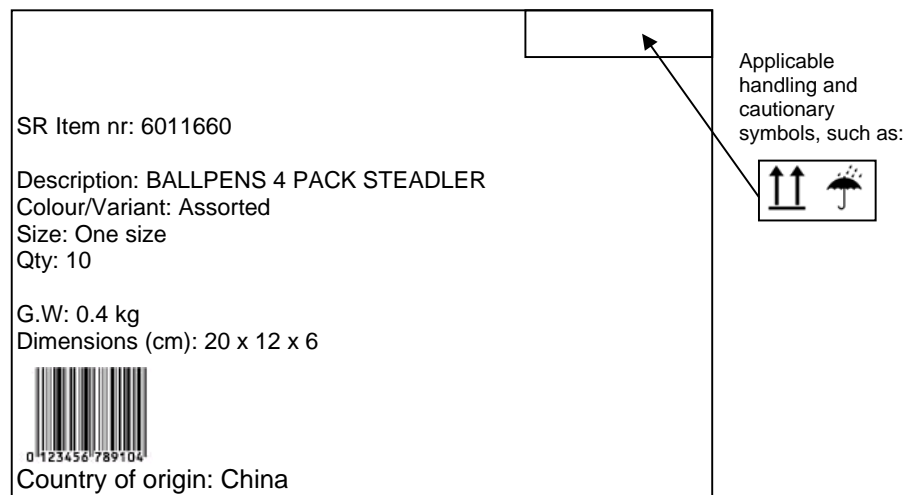
- a. **Cartons** – Should be able to configured on a Shoprite pallet of 1m x 1.2m. (See Addendum B for more detail.)
- b. **Stacking height** - In order to improve better DC space utilization, cartons' height should be such that stacking multiples will fit in a 1.2m space.

### 3. INNER CASE

#### a. General markings on carton (box) inners

- If an item is ordered with inners, the following information is required on each the **most suitable side** of each inner case:

1. Shoprite item number
2. Product description
  - Product colour/variant information
  - Product size information
3. Quantity of sales items per inner
4. Dimensions of an inner case: length x width x height (in centimeters)
5. Gross weight of an inner case (in kilograms)
6. Barcode and barcode number (inner case barcode)
7. Country of origin



**Figure 8. Example of the markings on the inner case**

## **b. Category and promotional markings on carton (box) inners**

### **CATEGORY PRODUCT MARKINGS**

The following colours have been allocated to the specified product category:

1. Toys: Pink (Pantone: 232)	
2. Small appliances: Black (Pantone: black)	
3. DIY: Grey (Pantone: 430)	
4. Kitchenware: Blue (Pantone: 300)	
5. Plastic-ware: Green (Pantone: 362)	
6. Crockery: Yellow (Pantone: 109)	
7. Glassware: Purple (Pantone: 2602)	
8. Luggage: Brown (Pantone: 470)	
9. Stationery: Neon Orange (Pantone: 804)	
10. Fashion: Neon Turquoise (Pantone: 801)	
11. Footwear: Neon Green (Pantone: 802)	
12. Once-off Xmas promo items : Red (Pantone: 1797)	

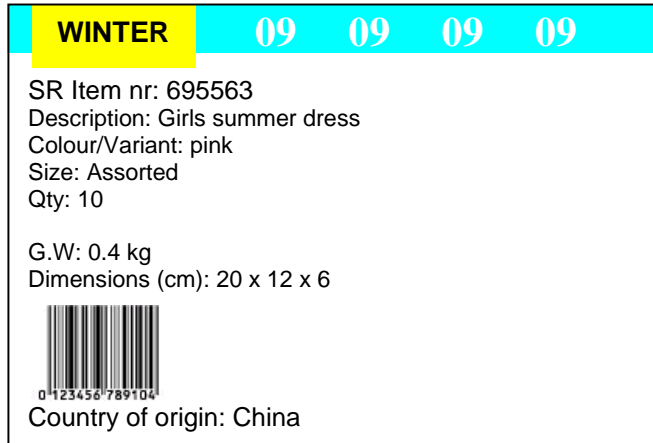
- All inner cartons of products in these categories must have:
  - A coloured stripe (see listed colours per category above) must be **located at the top** of the carton on **all 4 sides**,
  - that is between **4cm – 5cm wide**,
  - and contains the **repeating year indicator** “09” for 2009.

### **FASHION: SEASONAL PRODUCT MARKINGS**

**All Clothing** products must be classified and marked as either “**Winter**” or “**Summer**” products by the use of a **sticker** with the season or having the season **printed** on the coloured stripe.

Whether a sticker or printed, the words “WINTER” or “SUMMER” must be located at the **top left corner on at least one long and one short side** of the carton.

For example, the markings for fashion products bought for winter 2009 will look as follows:



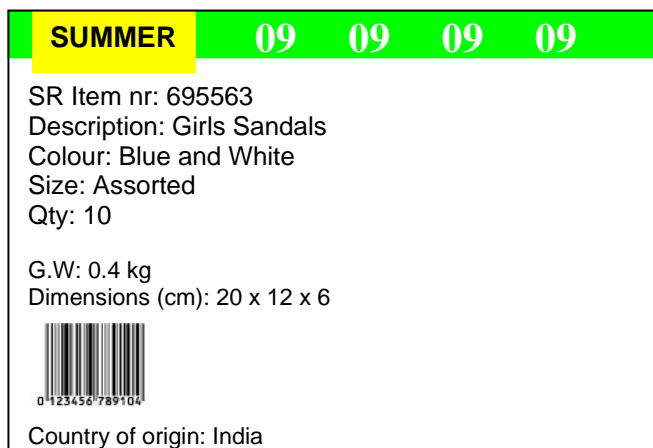
**Figure 9. Example of a Fashion colour banner with seasonal indicator**

#### FOOTWEAR: SEASONAL PRODUCT MARKINGS

**All Footwear** products must be classified and marked as either “**Winter**” or “**Summer**” products by the use of a **sticker** with the season or having the season **printed** on the coloured stripe.

Whether a sticker or printed, the words “WINTER” or “SUMMER” must be located at the **top left corner on at least one long and one short side** of the carton.

For example, the markings for footwear products bought for summer 2009 will look as follows:



**Figure 10. Example of a Footwear colour banner with seasonal indicator**

## CHRISTMAS DECORATIONS MARKINGS

- **Christmas decorations** will be differentiated from other XMAS promotional products by adding the words “**XMAS DECS**” in **black letters** in the **left top corner on the red stripe** on at least **one short en one long side** of the carton. (It can be printed or put on by using a sticker.)



**Figure 11. Front and right side panels' promotional markings for Christmas decoration products**

## ALL OTHER (NON-CHRISTMAS) 2009 PROMOTIONS

- The inner cases of products for any other promotions will be emphasized by attaching a **bright coloured sticker** with the name of the specific promotion.

Promotions and specific product information must be communicated to the DC (Willem v Rensburg) well in advance in order that the necessary stickers can be printed - before the stock arrives at the DC.

### c. General markings on plastic/shrink inners

- The same information that is required on a carton inner is required on a plastic inner, i.e:
  1. Shoprite item number
  2. Product description
    - Product colour/variant information
    - Product size information
  3. Quantity of sales items per inner
  4. Dimensions of an inner case: length x width x height (in centimeters)
  5. Gross weight of an inner case (in kilograms)
  6. Barcode and barcode number (inner case barcode)
- The listed information must be printed on a sticker and attached to each plastic inner (refer to picture below)



**Figure 12. Example of product information on stickers for plastic shrink/bag inners**

**d. Category and promotional markings on plastic/shrink inners**

**CATEGORY PRODUCT MARKINGS**

- All products of the following categories with plastic inners must contain the same information as other plastic inners – see details above – but must be printed in black writing on a coloured sticker.
- The following colours have been allocated as sticker background colours to the specified product category:

- |   |   |
|---|---|
| 1. Toys: Pink (Pantone: 232)                        |    |
| 2. Small appliances: Black (Pantone: black)         |    |
| 3. DIY: Grey (Pantone: 430)                         |    |
| 4. Kitchenware: Blue (Pantone: 300)                 |    |
| 5. Plastic-ware: Green (Pantone: 362)               |   |
| 6. Crockery: Yellow (Pantone: 109)                  |  |
| 7. Glassware: Purple (Pantone: 2602)                |  |
| 8. Luggage: Brown (Pantone: 470)                    |  |
| 9. Stationery: Neon Orange (Pantone: 804)           |  |
| 10. Fashion: Neon Turquoise (Pantone: 801)          |  |
| 11. Footwear: Neon Green (Pantone: 802)             |  |
| 12. Once-off Xmas promo items : Red (Pantone: 1797) |  |



**Figure 13. Example of product information on stickers for Christmas 2009 promotional products in plastic shrink/bag inners**

### FASHION: SEASONAL PRODUCT MARKINGS

**All Footwear** products must be classified and marked as either “**Winter**” or “**Summer**” products by the use of a **sticker** indicating the season.

### FOOTWEAR: SEASONAL PRODUCT MARKINGS

**All Footwear** products must be classified and marked as either “**Winter**” or “**Summer**” products by the use of a **sticker** indicating the season.

### ALL OTHER (NON-CHRISTMAS) 2009 PROMOTIONS

- The inner plastic/shrink packs of products for any other promotions will be emphasized by attaching a **bright coloured sticker** with the **name of the specific promotion**.

#### e. Filling of inners

- **Specifications**
  - **Carton Handling** - Inners must be closed properly as not to loose its contents during handling.
  - **Strength** - Plastic and shrink wrapping must be strong enough to withstand picking and repeated handling.

## 4. SALES UNIT, PRINTED CARTONS, AND DISPLAY UNITS

### a. Markings

- If a sales, printed, or display case is also the master or inner case, then the same **information/markings** is required on this case as is required on other plain master and inner cases.
- BUT in order to protect the appearance of the sales, printed and display cartons until it reaches the store shelf and customer, the required information must be:
  1. printed on the box as part of the sales print and as indicated by the buyer
  2. printed on the bottom of the carton
- A line drawing, picture or photograph of the product is required on the master case
- Where possible and indicated by the buyer, the sales/display/printed pack needs to be covered in transparent, protective wrapping/film.

Single units can also be wrapped together in multiples, such as twos, fours etc, as long as the wrapped unit can still be handled by one person.

## 5. FILLING OF CONTAINERS

### a. Utilizing slip sheets

Slip sheets can be used when 1 whole container is being filled with 1 type of item.

All suppliers and consolidators that are equipped to use slip sheets **MUST** inform the Shoprite buyer and make use of the slip sheets when filling a whole container with the same item

- **Benefits**

Cases can be packed in a container using slip sheets, as this has many benefits for both the supplier and Shoprite:

1. Reducing manual handling
2. Reducing labour hours
3. Reducing turn-around time of overseas shipping containers



Figure 14. The photo above shows a forklift with a slip sheet attachment preparing to pull a Ti-Hi onto its tines.

- **Specifications**

- 10cm lips on two adjacent sides
- 1m x 1.2m footprint
- Sufficient tensile strength in its weakest direction (cross-grain) to pull a load at least four times
- Interlocking stacking of loads on slip sheets are preferred to column stacking.

**b. Utilizing non standard palletized units and disposable pallets**

**All suppliers and consolidators that are making use of disposable pallets MUST inform the Shoprite buyer.**

- If a product's dimension characteristics are such that it can not fit on a standard pallet (1m x 1.2m), please supply products as a palletized unit, using customized pallets.
- Otherwise, please indicate in advance that different DC storing techniques/racking space/equipment is required for a specific product.

## 6. BARCODE STANDARDS

### a. Specifications

- Bars must be dark, ideally black
- Background must be light, ideally white
- A separate barcode is required for:
  - Each *different size* (of a product)
  - Each *different shape*
  - Each *different colour*
  - Each *different variant*
  - *Different multi-packs* containing assorted individually bar coded consumer units

### b. EAN article numbers and barcodes

- The 13 digit EAN article number and barcode (or, if preferred, the EAN128 code and barcode) must be used
- IF the total printable area is less than 80cm<sup>2</sup>, or in case of a cylindrical container, if the diameter is less than 44mm, the 8 digit EAN article number must be used.

13 digit EAN article number (GTIN number):

600	1234	56789	2
South Africa prefix	Manufacturer number	Product number	Check digit

8 digit EAN article number (GTIN number):

600	1234	0
South Africa prefix	Item number	Check digit

- Allocation of the article numbers is controlled by:

EAN (South Africa)  
PO Box 41417  
Craighall  
2024

Tel (011) 447 6110  
Fax (011)447 4159

**For more detail on Shoprite barcode standards (in English or Chinese), please refer to the Business Online section on the Shoprite website at: <http://www.shopriteholdings.co.za/pages/1019812640/trade-partner-system/Trading-Standards.asp>**

## 7. GLOSSARY OF TERMS

**Barcode** - A representation of characters in a form suitable for automatic data capture.

**Barcode Symbology** - Term used to identify a barcode language also known as a data carrier.

**Consumer Unit** – See sales item.

**Cross-Dock (XD)** – See Flow Through.

**DC** – Distribution Centre.

**EAN** - Originally European Article Number and also used to denote European Article Numbering association. These are now the International Article Number and the International Article Numbering association, but the abbreviation is maintained. [www.ean.co.za](http://www.ean.co.za)

**EAN/UCC- 8** - An eight digit non-significant number assigned to very small items.

**EAN- 8 Bar Code** – A barcode of the EAN/UPC Symbology that encodes EAN/UCC- 8 identification numbers.

**EAN/UCC-13** - A thirteen digit non-significant item number which uniquely identifies the item to which it is associated.

**EAN-13 Bar Code** - A Bar Code of the EAN/UPC Symbology used to encode EAN-13 Identification numbers.

**Flow Through (FT)** – Umbrella term for the end to end process which allows the DC to move stock from receipt to despatch without put-away to a reserve location. There are primarily two variations - Cross Dock (XD) and Carton Flow Through (CFT).

**Cross Dock (XD)** is the process where the DC receives pallets or SRULDs and transfers them directly to the despatch area without any further break down or sorting. This includes pallets/SRULDs containing the same product or store specific loads picked by either a tradepartner or one of the NDCs for despatch to a store.

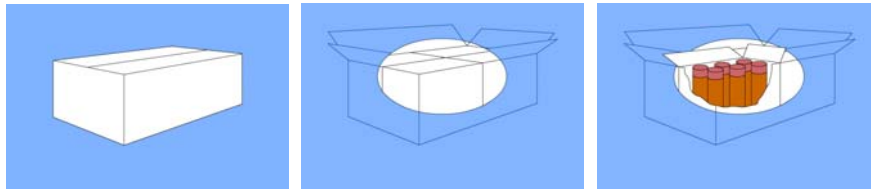
**Carton Flow Through (CFT)** is the process where the DC receives pallets containing the same product and transfers them directly to a picking location. The DC then picks store specific shipments from these locations and moves the store shipments to the despatch area.

**GTIN** - Global Traded Item Number previously referred to as an APN, EAN, UPC, or TUN.

**Human Readable** – Alpha and numeric text that is readable in the English language.

**Inner** - More than one carton or package contained inside master case.

**Master case** – The packing and configuration of a master case are explained in the following figures (Also see the section on Non-retail item):



One Master Case

4 Inners per Master Case

6 Sales items per Inner Pack

**Non-retail Item** - Any item made up to facilitate the operations of handling, storing, order preparation and, shipping of consumer units. Can also be referred to as; Trade Unit, Carton, Master case, Order Multiple, Vendor Pack, Outer.

**OM** - Order Multiple. A non retail item that is the unit of measure ordered by a store and can be an inner or a full carton.

**Pantone** – Pantone colour matching system. A set of standard colours for printing, each of which is specified by a single number.

**Sales item** - An item intended for sale to the consumer at the retail point of sale. This can be a single item, multiple items packaged as one item or a full carton or trade unit containing many consumer items.

**SKU**– Stock keeping unit. A single product type that has a unique GTIN or reference number.

**SRT** - Shelf Ready Tray. A Non-Retail Item designed to be used to display the consumer units contained within it for sale in the store.







**SRULD** – Store Ready Unit Load Device – see ULD.




**SSCC** – Serial Shipping Container Code. An unique identification number of a logistic unit using an EAN/UCC-18 identification number.

**Ti Hi** – Carton stacking pattern for use when palletising trade units or use for indent shipping containers. **Ti** = No. of cartons on a **Tier** (or layer) **Hi** = No. of layers **High**.

**ULD** – Unit Load Device is used to transport trade units such as a roll cage. A **SRULD/PDQ** is a Store Ready Unit Load Device and is typically filled by the manufacturer and used to transport and display the goods from in the store.

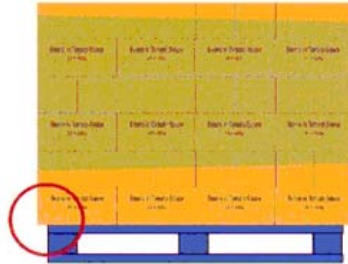
## 8. Addendum A: Handling and cautionary symbols

Term	Non-dangerous goods symbols
Fragile, Handle with care	
This side up	
Keep dry	
Use no hooks	
Sling here	
Center of gravity	
Keep away from heat (solar radiation)	
Caution: Heavy weight  G.W. >20kg	

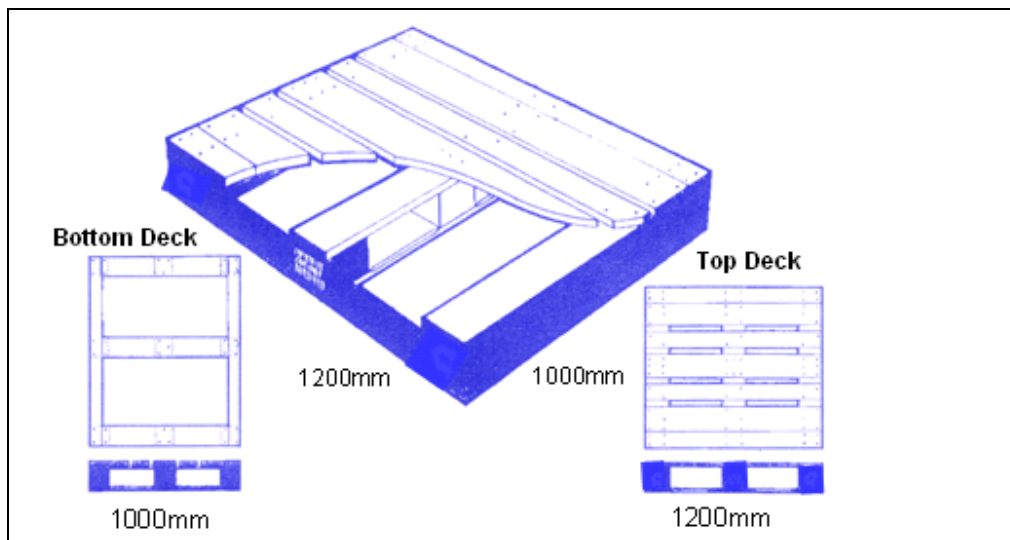
Term	Dangerous goods symbols
Poisonous	
Flammable liquid	
Flammable solid	

## 9. Addendum B: Optimizing palletizing

- In order that a pallet can be put away without any subsequent damage, master cases should fit onto a pallet without any overhang (see picture below).



- Shoprite's pallets measure 1000mm x 1200mm - as illustrated below:



The master cases' dimensions must be planned and produced so that a multiple of the cases will fit properly on the pallet, i.e. close as practically possible to 400cm x 300cm or 600cm x 400cm.