

SPECIAL PEEL-N-STICK LABEL

Vendor: _____ PO#: _____

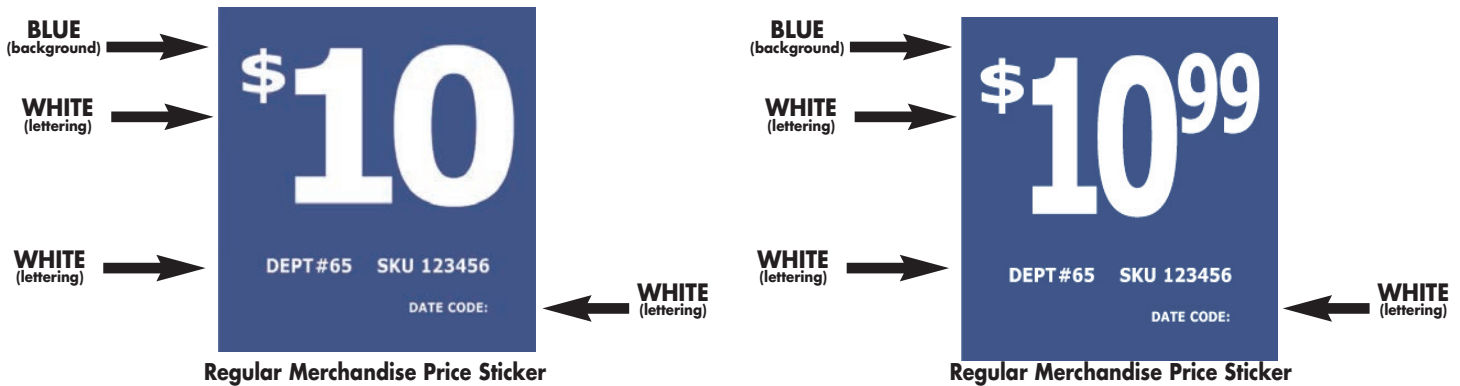
Description: _____

Prepare price labels as indicated below:

1. These labels are to be Peel-n-Stick labels.
DO NOT print this information on packaging of the product.
2. Size of price label is to be reduced proportionately to size of package.
Position price label in upper right hand corner of package.

Note: Vendor is responsible for production of these price labels, as well as placing them appropriately on the product.

Note: UPC code must be printed on ALL items.



- A. Insert \$ _____ as price point (Example: \$10)
- B. Insert _____ as SKU # (Example: 123456)
- C. Insert _____ as department #
- D. Insert _____ as date code.

Color: *Pantone 541

Special Note: Sample of package with label must be approved by buyer prior to shipment.

SPECIAL PEEL-N-STICK LABEL

Vendor: _____ PO#: _____

Description: _____

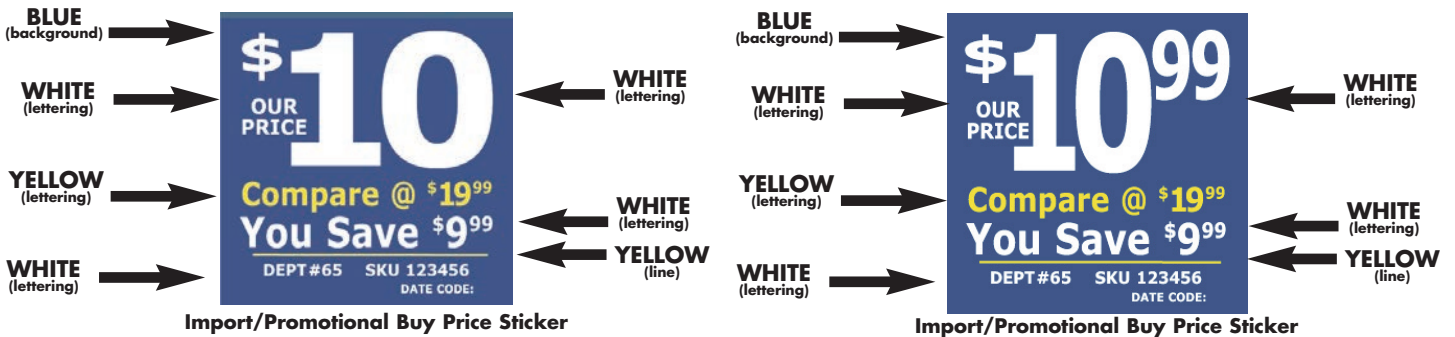
Prepare price labels as indicated below:

1. Vendor to supply competition's price (if available.)
2. These labels are to be Peel-n-Stick labels.
DO NOT print this information on packaging of the product.
3. Size of price label is to be reduced proportionately to size of package.
Position price label in upper right hand corner of package.

Note: Vendor is responsible for production of these price labels, as well as placing them appropriately on the product.

Note: UPC code must be on ALL items and be scannable.

Note: Distribution line should read "Distributed by Variety Wholesalers, Inc. Henderson, NC 27536" on all items.



- A. Insert \$ _____ as *Our Price* point. (Example: \$10)
- B. Insert \$ _____ as *Compare @* price point. (Example: \$19⁹⁹)
- C. Insert \$ _____ as *You Save* price point. (Example: \$9⁹⁹)
- D. Insert _____ as SKU # (Example: 123456)
- E. Insert _____ as Department #
- F. Insert _____ as date code.

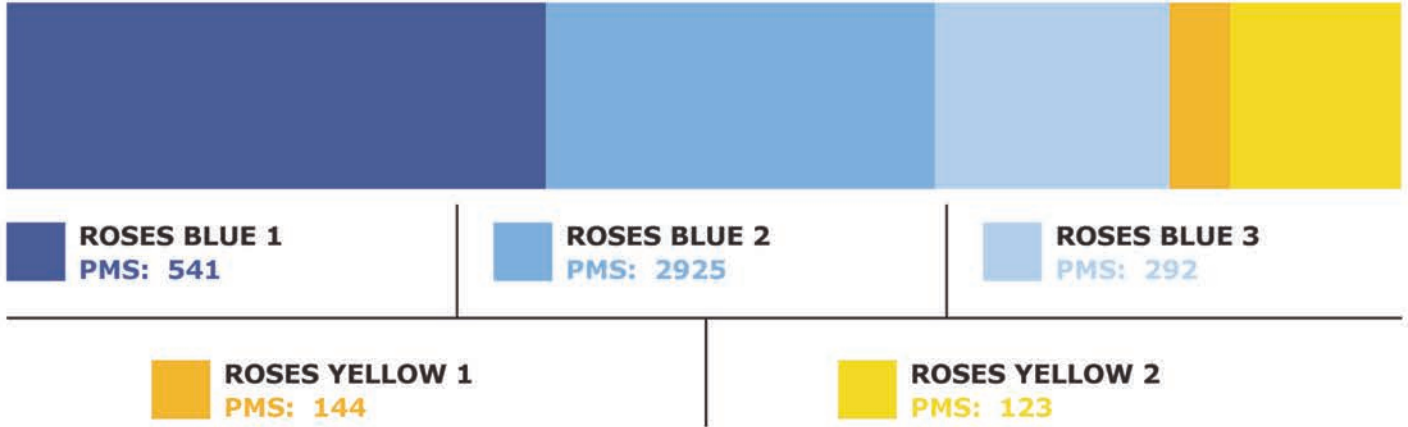
Colors: *Pantone 541, *Pantone 123

Special Note: Sample of package with "Import/Promotional Buy Price Sticker" label must be approved by buyer prior to shipment.

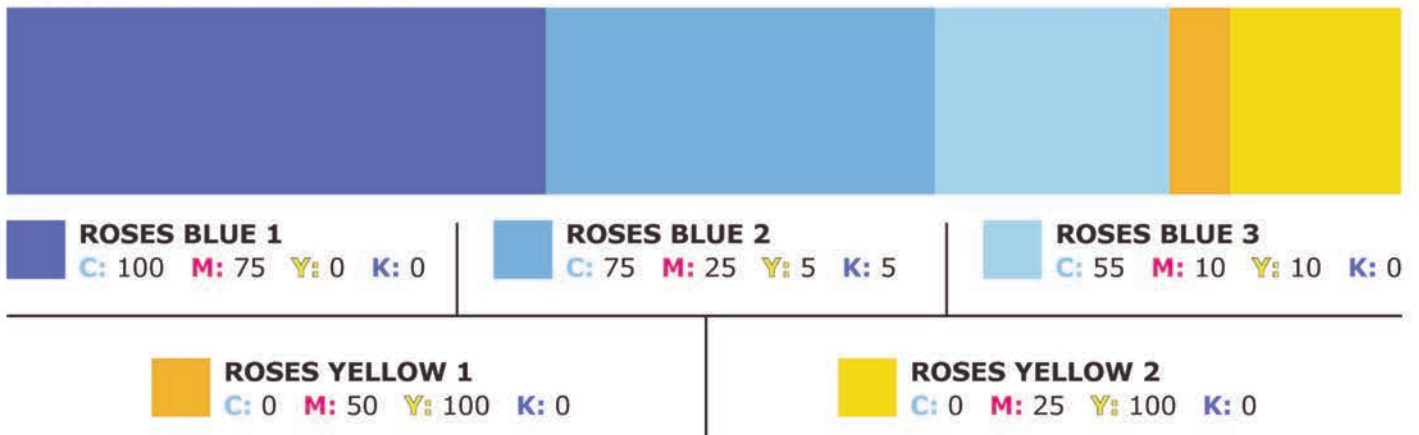


Color Usage Guide

PMS Colors |



CMYK Color Builds |



Color Usage |

The Brand colors should be used on all signage and communications. It will give a consistent look and feel to the store and create a more recognizable and memorable experience for the Roses shopper.

Using the colors |

The base color is blue and most communication should use the assortment of blues for the base. The scale above is a visual guide to estimate how much of each color should be used.

Highlight and call out colors |

If you wish to have an attention grabbing call out on either in store signage or for print based items, the Roses yellows should be used as the base colors. This will highlight the selected call out and keep within the brand colors. This should be limited to about 10% of signage or call outs. Limiting the volume of material that uses yellow as the base color will allow that communication to truly stand out.

VARIETY WHOLESALERS, INC.

HARDLINES TICKETING INSTRUCTIONS

OUR COMPANY USES TWO TYPES OF PRICE TICKETS.

- PEEL-N-STICK REGULAR MERCHANDISE AND IMPORT/PROMOTIONAL BUY LABELS.

NOTE: THE INFORMATION REQUIRED FOR BOTH PRICE LABELS ARE RETAIL PRICE, DATE CODE, AND DEPT - SKU NUMBER.

NOTE: SPECIFIC INSTRUCTIONS WILL BE PROVIDED AS THE TYPE OF LABEL TO BE USED.

SPECIAL NOTE: UPC CODE TO BE PLACED ON ALL ITEMS.

*** PEEL N' STICK REGULAR MERCHANDISE LABEL**

THIS IS A BLUE/WHITE LABEL THAT EMPHASIZES OUR PRICE POINT. THE SIZE OF THIS LABEL MUST BE REDUCED PROPORTIONATELY TO THE SIZE OF THE PACKAGE. WE WILL SUPPLY THE INFORMATION AND VENDOR IS REQUIRED TO PRODUCE THE LABELS. THIS LABEL IS TO BE PLACED IN THE UPPER RIGHT HAND CORNER OF THE FRONT OF THE PACKAGE.

* BUYERS MUST APPROVE PRICE TICKETS PRIOR TO PRODUCT SHIPPING.

*** PEEL N' STICK IMPORT/PROMOTIONAL BUY LABEL**

THIS IS A BLUE/WHITE/YELLOW LABEL THAT EMPHASIZES OUR COMPARABLE VALUES. THE SIZE OF THIS LABEL MUST BE REDUCED PROPORTIONATELY TO THE SIZE OF THE PACKAGE. WE WILL SUPPLY THE INFORMATION AND VENDOR IS REQUIRED TO PRODUCE THE LABELS. BUYERS MUST APPROVE PRICE TICKETS PRIOR TO PRODUCT SHIPPING.

THIS LABEL IS TO BE PLACED IN THE UPPER RIGHT HAND CORNER OF THE FRONT OF THE PACKAGE.

SPECIAL NOTE: IF YOU ARE UNABLE TO ATTACH LABELS TO MERCHANDISE PRIOR TO SHIPMENT, PLEASE NOTIFY US OF THE FOLLOWING:

P.O. NUMBER

SKU NUMBER NOT LABELED