



BRAND GUIDE

FORMAT CODE X655, X655DECORRPF



ALL IS BRIGHT COLLECTION

Brand Guide Introduction

BRAND GUIDE: ALL IS BRIGHT COLLECTION

FORMAT CODE: X655

Categories: GOOD Artificial holiday trees, ornaments and tree trimming products, indoor holiday decor, floral, musical and animated holiday decoration, outdoor holiday decor (ie: inflatables, lighting, and other lighted decoration, boxed string lighting, gift wrapping, gift cards, gift bags, doormats, kitchen towels, placemats, tablecloths, table runners, hand towels, shower curtains, and bath accessories.

This Guide has been developed to provide Big Lots vendors with the information and resources needed to create packaging using our Artpack. It includes:

1. ALL IS BRIGHT COLLECTION GRAPHIC ELEMENT INFORMATION

Provides visual references as well as the ALL IS BRIGHT COLLECTION color palette, an explanation of how to create the background, brand photography treatment standards, and a list of fonts used for the item description and other copy. Please note that we are not permitted to provide the fonts. Vendors must purchase the identified fonts or use acceptable, similar alternatives.

2. PRIMARY PACKAGING CHECKLIST

Big Lots defines "Primary Packaging" as product packaging that the consumer sees at the point of sale. Our Primary Packaging consistently includes elements such as a price label, item description, distribution clause and net quantity. It may also include other copy, photos, a UL or ETL logo and warning or caution statements. This section provides a brief description of each of these elements.

3. COLOR LAYOUTS

This section includes color layouts that show how the ALL IS BRIGHT COLLECTION graphics and other primary packaging elements are applied to several common package types (Hang Tag, Acetate Box with Color Label, Color Label, Wrap Around Color Card, Header Card, Color Box, Color Box with Acetate Window, Backer Card, Black & White Label, U Card & PDQ). Note the relative size and placement of each element. These layouts are not production ready. Vendors must customize the layouts for each product, making sure to size elements proportionally.

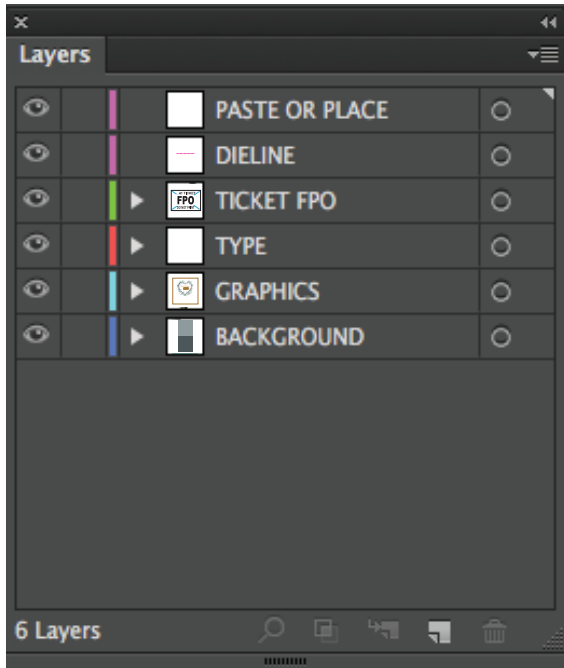
4. COMPUTER CREATED ART FILES

In addition to this Artpack, the package examples referenced will be made available in native Adobe Illustrator CC for use to create final artwork production files. Utilize the appropriate package form and proportions to create final artwork.

IF YOU HAVE QUESTIONS AFTER REVIEWING THIS ARTPACK, PLEASE REFER TO THE BIG LOTS VENDOR PACKAGING GUIDE, VERSION 5.0. YOU MAY ALSO SUBMIT QUESTIONS VIA E-MAIL TO packaging@biglots.com. Effective immediately all substrate standards specified in this Artpack supersedes the BIG LOTS VENDOR PACKAGING GUIDE, VERSION 5.0. minimum standards.

ALL IS BRIGHT COLLECTION

Layer Naming and Organization in Adobe Illustrator



LAYER NAMING

We have created a small group of layers that are specifically labeled to assist vendors and designers in modifying elements in all documents. All Illustrator files will be built using this naming convention for ease of file revisions. You don't have to use every layer however, you should not need to create any additional layers.

Layers can be rearranged in any order from top to bottom as needed.

PASTE OR PLACE is a blank layer used to paste elements from other files prior to moving them to the correct layer.

DIELINE TEMPLATE and print specifications should be placed on the same layer. Use Magenta for everything on this layer.

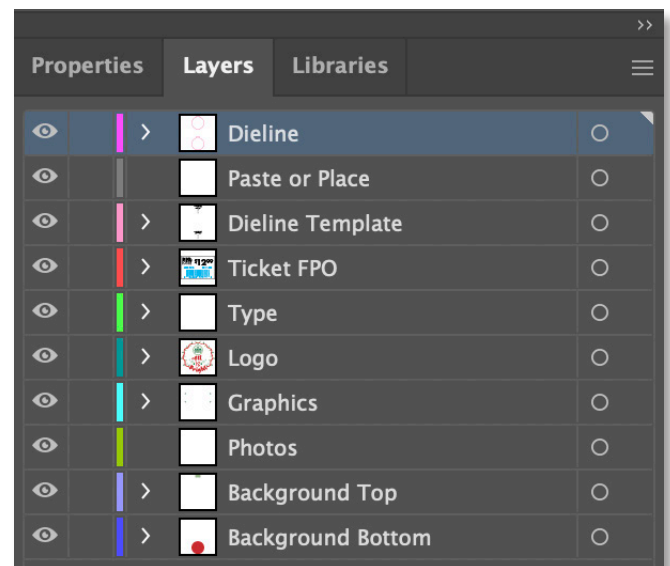
TICKET FPO layer is for the ticket or any other item that is for position only. No live print elements should be on this layer.

GRAPHICS layers should contain all graphics and design elements in the file. From simple color shapes to complex illustrations.

PHOTOS layer should contain all photos and clipping paths used with them.

TYPE should contain any live or grouped outline type.

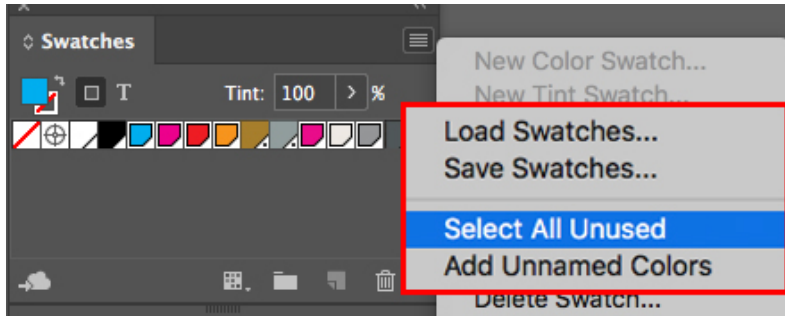
BACKGROUND layers should be the main colors used in background of the package or label. On occasion these may contain graphic or photo elements as needed.



ALL IS BRIGHT COLLECTION

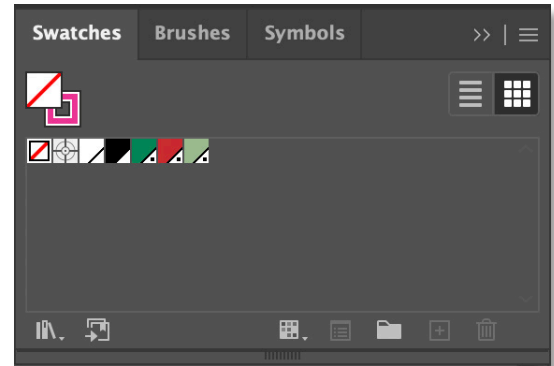
Color Palette and Separation Preview in Illustrator

Before



After

(colors specific to ALL IS BRIGHT Collection)



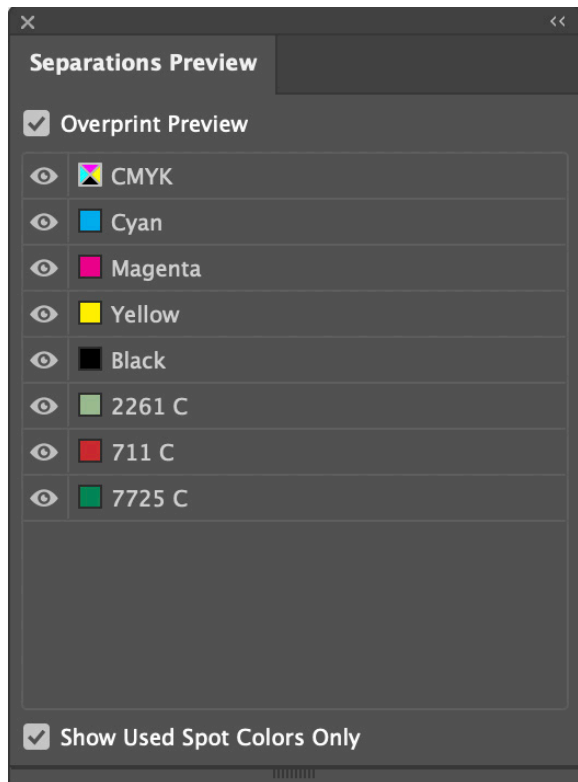
COLOR SWATCHES

"Select All Unused" color/pattern swatches and Delete from the file prior to releasing it to Big Lots.

Check the color mode of your file and the color swatches Colors as specified on page 5.

No RGB colors should be used.

Please make all template dielines magenta in color



USE SEPARATIONS PREVIEW

As a quick file proofing check.

Separations Preview. This shows all colors used in the document on visible layers.

Check the overprint preview box then deselect each color to see what appears on each remaining color plate. This will reveal any elements that may be the wrong color.

UN-check the overprint preview and the file will return to a normal preview.

PLEASE READ:

**Big Lots will only accept Illustrator CC files.
NO PDF files will be accepted.**

ALL IS BRIGHT COLLECTION

Graphic Element Executional Guidelines

LOGO(S)

PRIMARY LOGO



PDQ LOGO



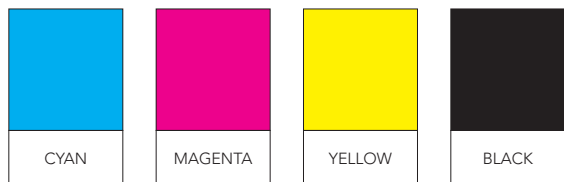
COLOR PALETTE (CMYK AND SPOT COLOR)

This format was created using the Pantone Color Palette shown below.

FOR ALL PACKAGING.

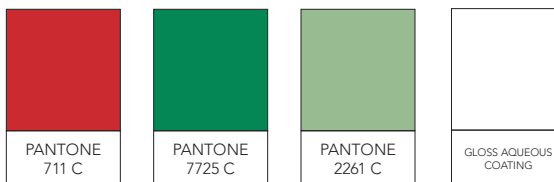
REQUIRED COLORS:

PANTONE PROCESS COLOR PALETTE



+

PANTONE SPOT COLOR PALETTE



NOTE: For consistency across multiple vendors and products, it is imperative that colors be executed as indicated here. Converting spot colors to process is not acceptable unless permission is granted by Big Lots Packaging. If detected, you will be required to submit another print proof.

ALL IS BRIGHT COLLECTION

Graphic Elements

FONTS

Please note that we are not permitted to provide the fonts. Vendors must purchase the identified fonts or use acceptable, similar alternatives.

Wreath Bold – Use for Item Description, sentence case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Wreath Medium – Subtitle Product Copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Astoria Medium – Use for Item Net Quantity, Product Copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Astoria Light – Other Copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use for Warnings, RN#,
and Distributed by Clause.

Helvetica Neue LT 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NOTE: The distribution clause should be typeset in Helvetica Neue LT 65 Medium and 75 Bold, at 5 pt.
and should follow the 3-Line Format shown below:

3-Line Format

Distributed by: Big Lots Stores, Inc.
P.O. Box 28523; Columbus, OH 43228-0523
V# 000000 **MADE IN CHINA** ITEM# 000000

(remember that the Country of Origin should be typeset in bold at 6 pt.)
Please modify V#, ITEM# and Country of Origin to match those listed on the Purchase Order for each item.

ALL IS BRIGHT COLLECTION

EAS Tagging Requirements

The Electronic Article Surveillance System (EAS) is a Source Tagging Program in which ALL vendors/manufacturers are required to participate.

Source tagging requires the EAS label to be applied onto or into the packaging (Color Label, Insert, Backer Card, etc.) of the product. This typically occurs at the point of manufacturing, packaging or distribution. Radio Frequency (RF) systems at store level will scan the EAS label to deactivate it when the item is purchased.

Work with your buyer on when you are to implement this EAS Tag process. For questions, contact Ryan Brooks (ryanbrooks@biglots.com) or Alecia Camps (aleciacamps@biglots.com). Please provide article number(s) and photo references in email.

Source Tagging Expectations

- 100% compliance in source tagging of designated EAS items upon receipt at Big Lots Stores, Inc.
- 100% compliance in placement of source tag labels in the area designated.

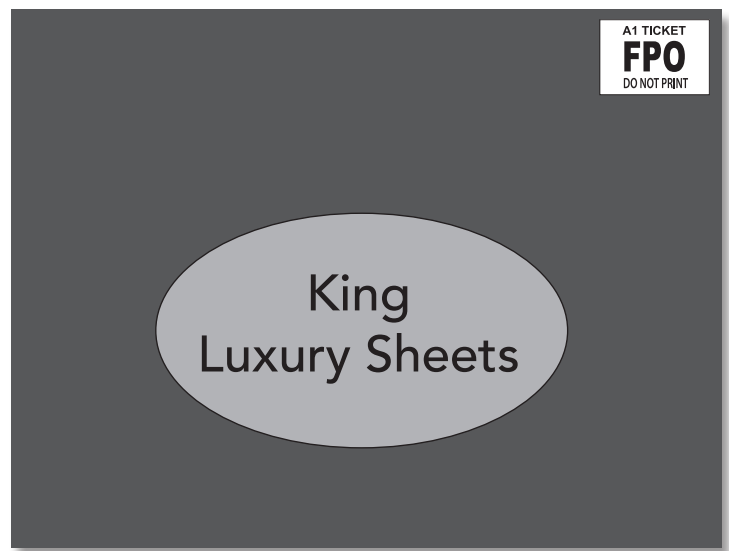
Source Tagging Requirements

- EAS Tag must be placed within 3 in. of the UPC or Big Lots price ticket.
- EAS Tag must be placed inside the package on the back side of principal display panel of the package structure, so it's not visible to the consumer. This is the preferred option - see example on the right.

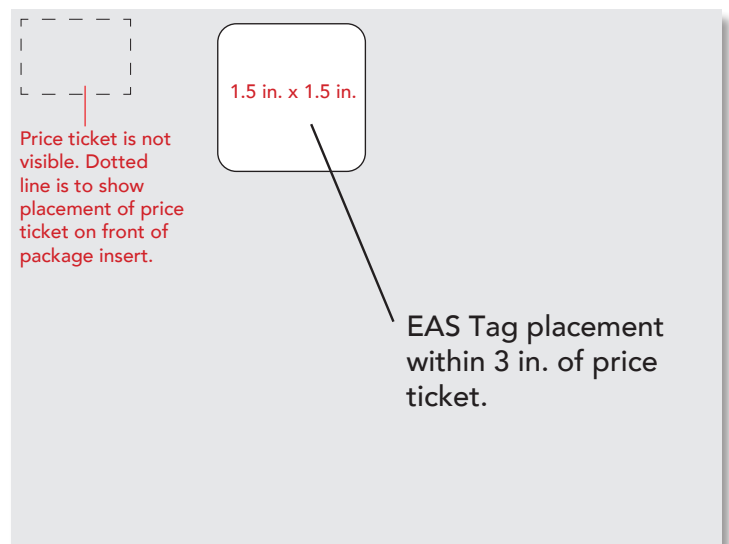
(NOTE: If this preferred option is not possible, EAS Tag can be placed on the principal display panel (front side of the package structure), behind the price ticket.)

- Big Lots preferred tag size is a 1.5 in. x 1.5 in. square tag (as shown in example).
(NOTE: For other tag sizes, please reference the Import Vendor Guide.)
- EAS Tag must not cover any information such as item description, copy, logo, etc.
- EAS Tag must not be applied directly to metal. Contact Ryan or Alecia with questions or concerns.

Front of Package Insert (Principle Display Panel)



Back of Insert, inside of Package Structure



ALL IS BRIGHT COLLECTION

Primary Packaging Checklist

The following are key elements included on Big Lots primary packaging:

1. PRICE LABEL

- Price labels are to be printed or placed in the upper, right-hand corner of the Principal Display Panel on most common package types (blister/backer card, color box, color label, header card). An exception to this rule is the hang tag. Price labels are to be printed or placed on the back of hang tags.
- If not printed directly on the package, allow enough space for the price label to be placed without covering copy or photos.
- Use the correct ticket type and size as indicated on the purchase order.

2. LOGO

Graphic elements of the WINTER WONDER LANE (ALL IS BRIGHT Collection) brand logo are described on page 5 of this Guide.

3. TRADE NAME PROTECTION SYMBOL

A "TM" should be placed below the lettering of the WINTER WONDER LANE (ALL IS BRIGHT Collection) logo as shown in this Guide.

4. HANG HOLE & SWIFT TAG HOLE

Refer to the hang hole specifications found on page 32 in the Packaging Quality section of the Big Lots Vendor Packaging Guide, 5.0. Hang holes must be at least 3/8 inch in diameter. Swift Tag Holes must be 1/8 inch in diameter.

5. ITEM DESCRIPTION

May also be referred to as "Identity" or "Product Name." This should accurately describe the item using descriptive words.

6. DISTRIBUTION CLAUSE

All packaging must include the name and place of business of the manufacturer, packer or distributor. Big Lots prefers to use a "distributed by" clause. We prefer that this information be printed in only one location on the package. Example of preferred placement is shown on the visual reference pages in this Guide or provided Native files (pages 14 to 43). The two most commonly used formats for the distributed by clause are shown below. Note that the correct item number, vendor number and country origin should also be included. The country of origin should be printed in all upper case letters, in a sans serif bold font, at least one point size larger than the address.

Address should be Helvetica Neue Lt, #65 Medium and #75 Bold, centered, no smaller than 5/7, no larger than 7/9.

3-Line Format

Distributed by: Big Lots Stores, Inc.
P.O. Box 28523; Columbus, OH 43228-0523
V# 000000 MADE IN CHINA ITEM# 000000

4-Line Format

Distributed by: Big Lots Stores, Inc.
P.O. Box 28523
Columbus, OH 43228-0523
V# 000000 MADE IN CHINA ITEM# 000000

ALL IS BRIGHT COLLECTION

Primary Packaging Checklist

1. PHOTOGRAPHS

If photographs or illustrations are required for a specific item, placement guidelines will be provided by the packaging team.

2. WARNING/CAUTION STATEMENTS

Warning and caution statements must be printed in a sans serif font, must be clearly visible (not covered by product or other information) and must appear in legible type size (minimum 8 pt). The word "WARNING" must be in all upper case letters, in a sans serif, bold font, and must be preceded by the warning symbol (an exclamation point within a triangle).

NOTE: Some warning and safety information has specific size and placement requirements. Please adhere to these requirements. It is also the vendor's responsibility to ensure that all warning, caution and safety information required as a result of 3rd party testing is included on the packaging.

3. UL/ETL/CSA CLAUSE AND LOGO

If an electronic item is tested for safety and certified by either UL, ETL or CSA, the appropriate mark should be on packaging per the certifying body's guidelines.

Any text associated with above should be in sans serif font.

4. OTHER COPY

Key features not included as part of the item description should appear below the item description in a smaller type size. If the back of the package is being printed, additional information may also be included there.

5. PACKAGE STRUCTURE

Refer to the Import Product Data Sheet (IPDS) for specific package structure requirements. Additional information may also be found in the "Packaging Quality" section of the *Big Lots Vendor Packaging Guide, 5.0*.

6. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

Size, quantity or weight of an item (or a combination of these) may be included in this statement. Refer to the "Labeling Requirements" section of the *Big Lots Vendor Packaging Guide, 5.0* for further information. The symbols for feet (') and inches (") may not be used in the net quantity statement. See page 26 of the Packaging Guide referenced above for a list of acceptable abbreviations.

ADDITIONAL REQUIREMENTS – PLEASE READ

When submitting layouts for review and approval, include reference photos of the final package form for our evaluation of the entire package structure and label combined.

To keep to the 10 day turnaround time, layouts must be submitted as individual documents (1 layout per) due to internal e-proofing.

ALL IS BRIGHT COLLECTION

Vendor's Steps to Creating a Removable Perf Price Ticket (RPF)
and/or Label for Select Merchandise

DOMESTIC VENDOR'S REMOVABLE LABEL SPECIFICATIONS

Fasson® 60# Archival Semi-Gloss/R5195/40#LF

Spec# 18559

Facestock:

Fasson® 60# Archival Semi-Gloss is a bright, blue-white, premium coated 60# semi-gloss facestock. This facestock is acid-free, lignin-free and passes the ANSI Photographic Activity Test making it ideal for photo safe archival applications.

Basis Weight:	60.0# per ream 10% (500 sheets 25" x 38")
Caliper:	0.0031 inches 10%
Tensile:	MD 35# per inch width CD 19# per inch width
Tear:	MD 47 grams per sheet CD 46 grams per sheet
Stiffness:	MD 100 mg CD 60 mg

Adhesive:

Fasson® R5195 is a general purpose removable adhesive featuring moderate initial tack and minimal adhesion build over time. Its consistent level of adhesion and long term removability make it suitable for applications on substrates such as glass, plastics, and corrugated cardboard. It has also been found to adhere well to curved glass and plastic substrates approaching 1" in diameter; however, use caution with stiff facestocks.

Type:	Emulsion Acrylic
Minimum Application Temperature:	+ 40° F
Service Temperature Range:	-65° F to + 180° F

Typical Performance Data: Tested with 60# C1S Paper at room temperature on standard lab panels.

Glass

Loop Track:	1.0 lbs avg
Peel Adhesion:	0.9 lbs. avg

Corrugated

Loop Track:	1.0 lbs avg
Peel Adhesion:	0.6 lbs. avg

HDPE

Loop Track:	1.0 lbs avg
Peel Adhesion:	0.75 lbs. avg

ALL IS BRIGHT COLLECTION

Vendor's Steps to Creating a Removable Perf Price Ticket (RPF) and/or Label for Select Merchandise

DOMESTIC VENDOR'S REMOVABLE LABEL SPECIFICATIONS (CON'T)

Liner:

Fasson® 40#LF is an acid-free, lignin-free liner which adds to the overall stability of the total construction in roll to sheet applications. This liner has been designed for improved backside printability, and will not flake or dust.

Basis Weight:	43# per ream \pm 10% (500 sheets 24" x 36")
Caliper:	0.0025 inches \pm 10%
Tensile:	MD 28# per inch width CD 15# per inch width
Tear:	MD 35 grams per sheet CD 40 grams per sheet

Total Construction Caliper (approximate): 0.0064 inches \pm 10%

Shelf Life:

Unless specified otherwise in this document, one year when stored at 72°F at 50% RH

Statement of Practical Use:

As with all pressure sensitive materials, this product should be tested thoroughly under end-use conditions to ensure it meets the requirements of the specific application.

Warranty:

All statements, technical information and recommendations about AVERY DENNISON products are based upon tests believed to be reliable but do not constitute a guarantee or warranty. All AVERY DENNISON products are sold with the understanding that PURCHASER has independently determined suitability of such products for its purposes. AVERY DENNISON products are warranted to the original purchaser to be free from defects in material or workmanship for a period of one year from date of shipment. Purchaser's sole and exclusive remedy for breach of this warranty shall be the replacement of the defective products or, at AVERY DENNISON'S option, the issuance of a credit or refund in an amount up the purchase price of the defective product. In no event shall AVERY DENNISON be responsible for claims beyond the purchase price of the defective product.

THE WARRANTY SPECIFICALLY SET FORTH ABOVE IS IN LIEU OF ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OR MERCHANTABILITY, FITNESS FOR ANY PARTICULAR USE AND/OR NON-INFRINGEMENT. AVERY DENNISON SPECIFICALLY DISCLAIMS AND EXCLUDES ALL OTHER SUCH WARRANTIES. IN NO EVENT SHALL AVERY DENNISON BE LIABLE TO PURCHASER OR ANY OTHER PARTY FOR INDIRECT, CONSEQUENTIAL, INCIDENTAL, SPECIAL OR PUNITIVE DAMAGES.

No representative or agent of AVERY DENNISON is authorized to give any guarantee or warranty or make any representation contrary to the above. No waiver, alteration, addition or modification of the foregoing conditions shall be valid unless made in writing and signed by an executive officer of AVERY DENNISON.

ALL IS BRIGHT COLLECTION

Vendor's Steps to Creating a Removable Perf Price Ticket (RPF)
and/or Label for Select Merchandise

INDIA VENDOR'S REMOVABLE LABEL SPECIFICATIONS

Product data Fasson® High Gloss White Premium / R100 / BG40 brown

FaceStock

A white, one side cast coated, gloss finish, woodfree printing paper.

Basis Weight	83g/m	ISO 536
Caliper	0.081mm	ISO 534

Adhesive

A general purpose removable, rubber based adhesive.

Liner

BG40 brown, a supercalendered glassine paper.

Basis Weight	60g/m	ISO 536
Caliper	0.055mm	ISO 534
Transparency	45%	DIN 53147

Laminate

Total Caliper	0.156
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PERFORMANCE DATA

Initial Tack	100N/m	FTM 9 glass
Peel adhes. 90°	70N/m	FTM 2 st.st.

Min. appt. temp.	-20°C
Service temp.	-40°C --> + 80°C

Adhesive performance

The adhesive is suitable for general application on a wide range of substrates, featuring good initial tack and adhesion combined with excellent removability. In addition the adhesive has superb low temperature performance.

Remark:

Application to porous substrates such as paper and board, or prolonged exposure to UV light may adversely affect clean removability. The adhesive complies with the European food directives and legislations, FDA 175.105 and the German recommendations XXI as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment. The adhesive can be used in direct contact with dry and moist, non fatty foodstuffs.

Applications and use

Wide range of labels and stickers where brilliant multicolor print quality with high gloss levels is required. Typical applications include labels for use in the cosmetic, pharmaceutical, food industry and promotional labels. Due to the excellent low temperature adhesion performance, this product can also be used successfully in may deepfreeze applications.

Conversion / Printing

This glossy, cast coated facestock is specially suited to provide top print quality in all processes, whether single or multicolor, line or process color printing. Excellent conversion characteristics in rotary and flat bed.

Shelf life

Two years, stored at 22°C / 50% RH.

N.B. : All data to be considered as typical values.

ALL IS BRIGHT COLLECTION

Vendor's Steps to Creating a Removable Perf Price Ticket (RPF)
and/or Label for Select Merchandise

CHINA VENDOR'S REMOVABLE LABEL SPECIFICATIONS

FASSON
Ideas that work for you™

Technical parameters

Farson grams of white card Glassine coated paper at the end PC/AR600/62

Product Code # /

AW3269 (back print)
Revision Date: 16-Nov-2009

The surface of the substrate

Super calendar treatment by the half-height optical white paint on paper.

Basic Weight	80 ± 10%g /m ²	ISO 563
Thickness	0.072 ± mm 10%	ISO 534

Adhesives

A general purpose removable acrylic latex.

Liner

A super calendared white glassine paper with excellent roll label converting properties.

Basic Weight	61 ± 10%g /m ²	ISO 563
Thickness	0.072 ± mm 10%	ISO 534

Typical viscosity value

Initial viscosity	3.0 N/25mm	FTM 9 st.st
90 degrees 20 minutes peeling sticky	1.8 N/25 mm	FTM 2 st.st
24 hours 90 peel-off adhesive	2.0 N/25mm	FTM 2 st.st
The lowest temperature labeling	-10 °C	
Operating	-50 °C-+90 °C	

Applications and Use

This material can remain its integrity when it is peeled off from most substrates, such as SS, Glass, HDPE standard panels. The label has 6 months clear removable from HDPE and cardboard under standard conditions. We do not recommend it is affixed to curved substrate. Also avoid exposure to sunlight and high temperature conditions for a long term.

Chemical reaction might be caused between different substrates and the removable performance, we do not recommend to apply it above 70C and affix it to PMMA. And we also do not recommend to apply to curved substrates. Tests are strongly recommended before usage.

The above does not represent any guarantee or warranty and the Purchaser must independently determine the suitability of the products for the Purchaser's purposes.

Printing/Converting

This supercalendered semi-gloss facstock provides excellent printing quality by all the usual printing techniques, whether single or multicolor, line or process color printing. Care should be taken with the ink viscosity during printing process, too high viscosity of ink will damage the surface of the paper. Excellent conversion characteristics in rotary and flat-bed.

Acceptance of hot stamping foil is excellent.

Shelf Life

Temperature 23 ± 2C, relative humidity of 50 ± 5% of the cases, can be stored for one year.

Statement of Practical Use

As with all pressure sensitive materials, this product should be tested thoroughly under end-use conditions to ensure it meets the requirements of the specific application.

ALL IS BRIGHT COLLECTION

Decor Removable Perf Labels (RPF) for Select Merchandise

1. PRICE LABEL

This ticket type option is called an RPF (removable perf) ticket.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

N/A

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Preferred location is the bottom of the RPF Label.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

Printed on the RPF Label that is placed on the bottom of the item.

9. UL CLAUSE AND LOGO

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

If required, must be placed on the lower area on the front of the package. Must be stated in both English standard and metric measure.

(RPF)

FORMAT CODE X655DECORRPF

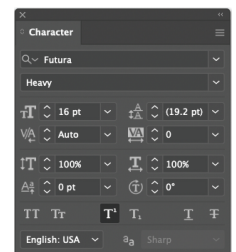
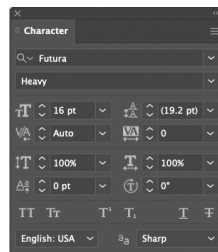
ALL IS BRIGHT COLLECTION

Branded decor with removable perf, Item Description, has retail, no warning.



HOW TO BUILD THE RETAIL PRICE

The Retail price on RPFs should be set in Futura Heavy, 16 pt. See the "4" in image on the left. The Cents (if needed) use the Superscript function on the Character Palette. See the "99" in image on the right, and how the T¹ Superscript function (located at bottom of the Character Palette) is highlighted in a black square.



The Retail price on RPFs should also only use the Dollar Sign when the Retail Price is in whole numbers (no cents). When a Retail price has both dollars and cents, it should not use a Dollar Sign. When the Retail price is less than one dollar, and only has cents, use the Cents symbol after the price.

\$5

Correct

\$5⁹⁹

Incorrect

5⁹⁹

Correct

99¢

Correct

\$.99

Incorrect

REQUIRED SUBSTRATE:

For REMOVABLE Perf Price Ticket and Label, (RPF) see pages 10-13.

Minimum Diameter of Label is 2-3/8 in.

ALL IS BRIGHT COLLECTION

Dust Cover for Wick Candles (DC)

1. PRICE LABEL

This ticket type option is called an RPF (removable perf) ticket.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

N/A

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Preferred location is the bottom of the RPF Label.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

Printed on the RPF Label that is placed on the bottom of the item.

9. UL CLAUSE AND LOGO

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

If required, must be placed on the lower area on the front of the package. Must be stated in both English standard and metric measure.



NOTE: For pillar candles and candle jars, the number of wicks must be called out.

RPF ticket must be used on bottom of candle jar when Dust Cover package type is used. See candle warnings artpack HH444

REQUIRED SUBSTRATE:

For Dust Cover use
350 gsm and
85% brightness.



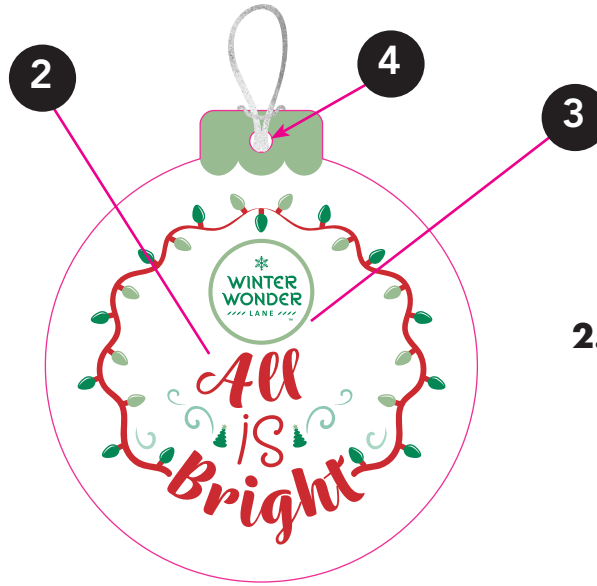
ALL IS BRIGHT COLLECTION

Small Hang Tag (HT)

2.25 in. (W) x 2.46 in. (H) Hang Tag

- 1. PRICE LABEL**
Printed or placed above the distribution clause on the back of the Hang Tag.
- 2. LOGO**
- 3. TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
- 4. HANG HOLE**
Must be 1/8 inch in diameter.
- 5. ITEM DESCRIPTION**
- 6. DISTRIBUTION CLAUSE**
Preferred location is the back of Hang Tag.
- 7. PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
- 8. WARNING/CAUTION**
May be placed on the inside of the Hang Tag, if not legally required to appear on the principal display panel (front).
- 9. UL/ETL/CSA CLAUSE AND LOGO**
N/A
- 10. OTHER COPY**
- 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed on the lower area on the front of the Hang Tag and must include both English standard and metric measure.

2.25" HANG TAG (FRONT)



2.25" HANG TAG (BACK)



REQUIRED SUBSTRATE:

For Hang Tag use 350 gsm and 85% brightness.

Hang Tag attached with Metallic Silver Elastic Cord.

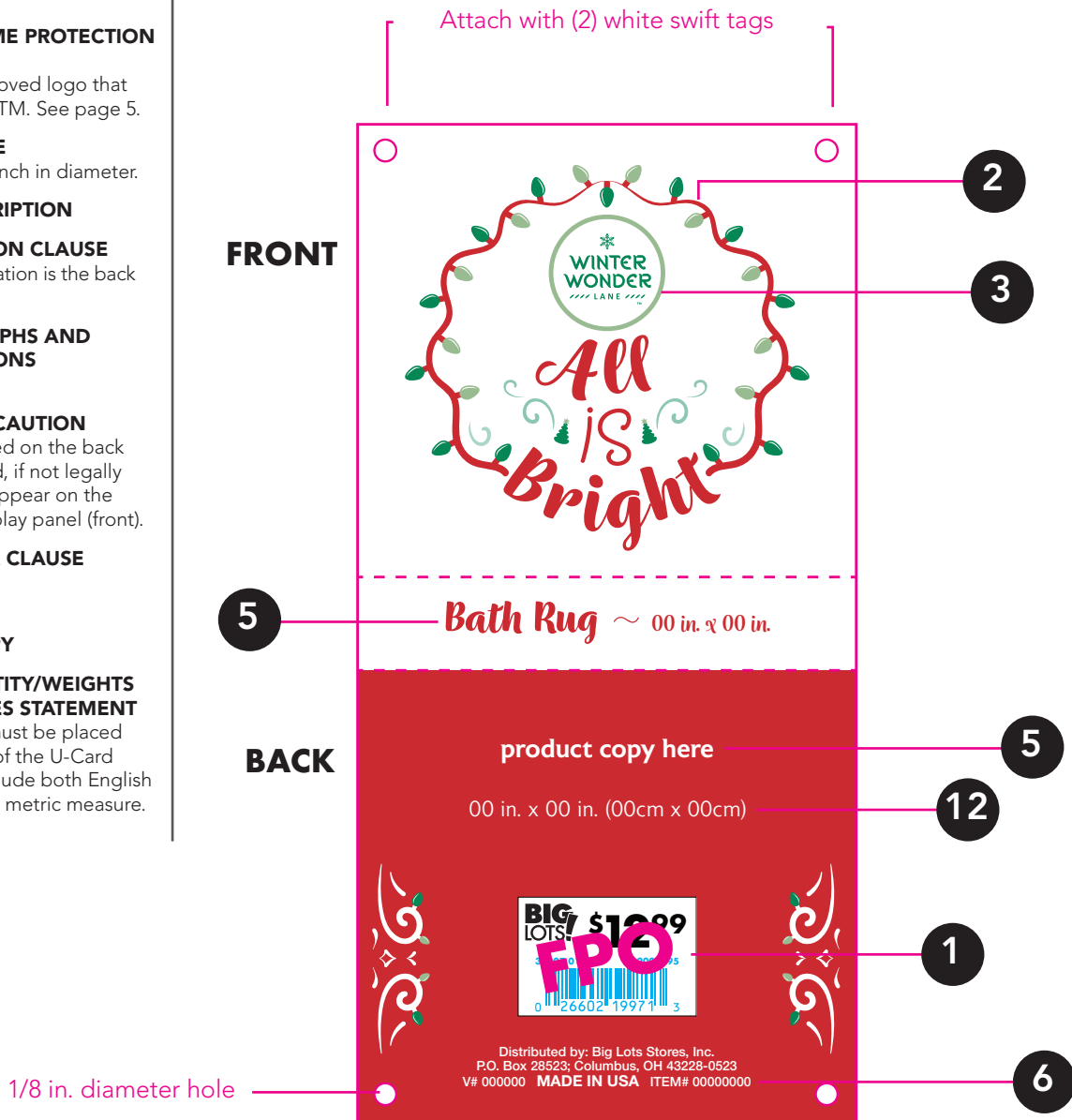
NOTE: A1 ticket should be placed directly on the back (ticket should not cover any copy) of the hang tag.

ALL IS BRIGHT COLLECTION

U-Card (UC) for Bath Rugs

4.44 in. (W) x 5.25 in. (H) U-Card

- 1. PRICE LABEL**
Printed or placed above the distribution clause on the back of the U-Card.
- 2. LOGO**
- 3. TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
- 4. HANG HOLE**
Must be 1/8 inch in diameter.
- 5. ITEM DESCRIPTION**
- 6. DISTRIBUTION CLAUSE**
Preferred location is the back of U-Card.
- 7. PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
- 8. WARNING/CAUTION**
May be placed on the back of the U-Card, if not legally required to appear on the principal display panel (front).
- 9. UL/ETL/CSA CLAUSE AND LOGO**
N/A
- 10. OTHER COPY**
- 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed on the back of the U-Card and must include both English standard and metric measure.



REQUIRED SUBSTRATE:

For U-Card use 400 gsm
and 85% brightness.

NOTE: A1 ticket should be placed directly on the back (ticket should not cover any copy) of the u-card.

ALL IS BRIGHT COLLECTION

Hang Tag (HT) with Try Me Button

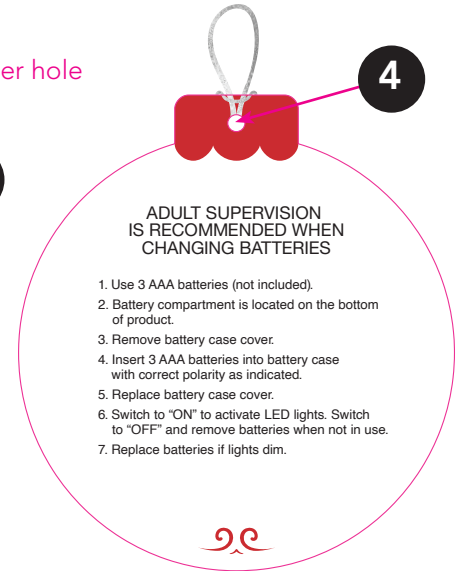
1. **PRICE LABEL**
Printed or placed on the back of the Hang Tag.
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
4. **HANG HOLE**
Must be 1/8 inch in diameter.
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
Preferred location is the back of Hang Tag.
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
8. **WARNING/CAUTION**
May be placed on a separate warning Hang Tag, attached to the main Hang Tag.
9. **UL/ETL/CSA CLAUSE AND LOGO**
N/A
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed on the back of the Hang Tag and must include both English standard and metric measure.

4.9 in (W) x 4.5 in (H) Hang Tag unfolded

2.75" HANG TAG (FRONT)



2.75" HANG TAG (FRONT)

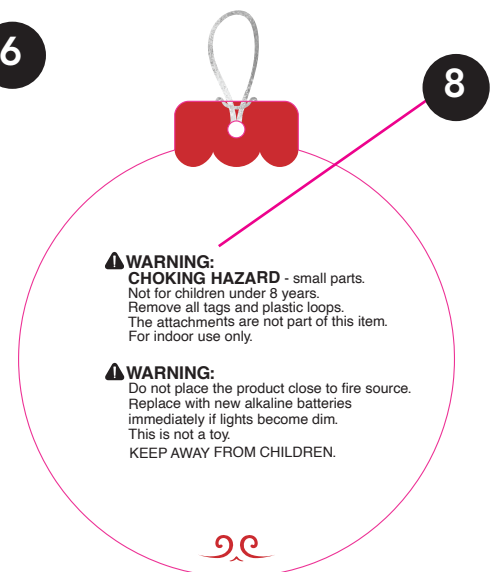


1. Use 3 AAA batteries (not included).
2. Battery compartment is located on the bottom of product.
3. Remove battery case cover.
4. Insert 3 AAA batteries into battery case with correct polarity as indicated.
5. Replace battery case cover.
6. Switch to "ON" to activate LED lights. Switch to "OFF" and remove batteries when not in use.
7. Replace batteries if lights dim.

2.75" HANG TAG (BACK)



2.75" HANG TAG (BACK)



REQUIRED SUBSTRATE:

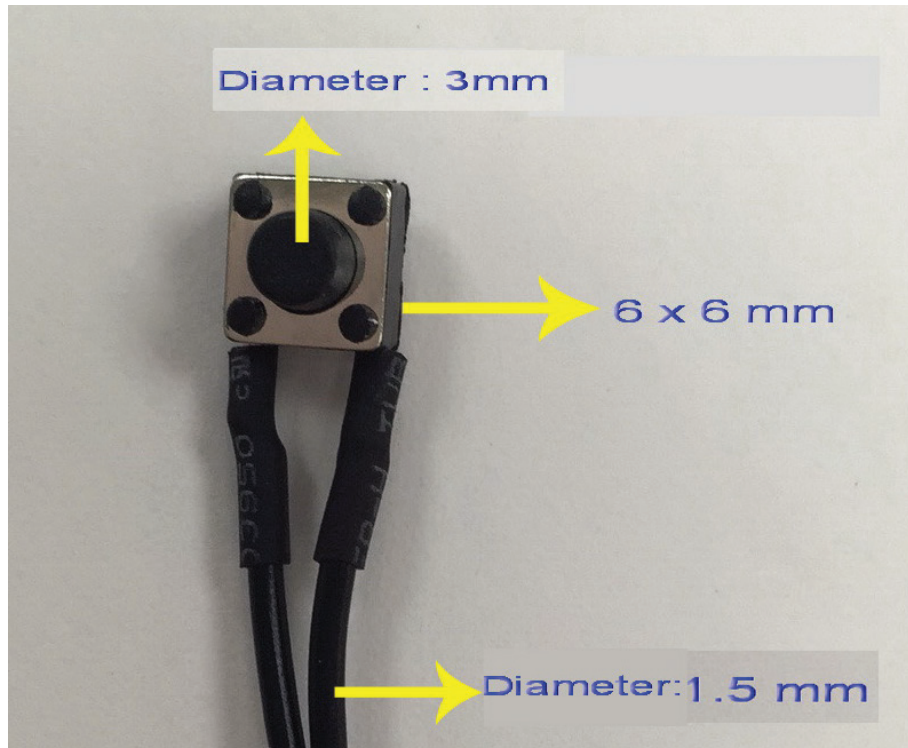
For Hang Tag use 350 gsm and 85% brightness.

Hang Tag attached with Metallic Silver Elastic Cord.

NOTE: A1 ticket should be placed directly on the back (ticket should not cover any copy) of the hang tag.

ALL IS BRIGHT COLLECTION

Bi-Fold Hang Tag with Try Me (HT)

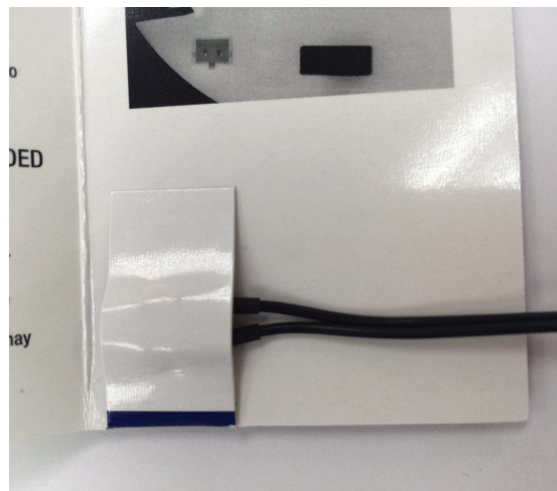


"Mini Try Me" button
size specification

NOTE: All vendors should
use this "Mini Try Me"
button for all Try Me
Bi-Fold Hang Tags.



1. Front hang tag
reference showing
"Mini Try Me" button.



2. Folded substrate secures
"Mini Try Me" button in place.



3. Winter Wonder
Lane reference
picture using "Mini
Try Me", 2017
Holiday.

ALL IS BRIGHT COLLECTION

Large Hang Tag (HT)

3 in. (W) x 3.28 in. (H) Hang Tag

- 1. PRICE LABEL**
Printed or placed beneath the weight and measure statement on the back of the Hang Tag.
- 2. LOGO**
- 3. TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
- 4. HANG HOLE**
Must be 1/8 inch in diameter.
- 5. ITEM DESCRIPTION**
- 6. DISTRIBUTION CLAUSE**
Preferred location is the back of Hang Tag.
- 7. PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
- 8. WARNING/CAUTION**
May be placed on a separate warning Hang Tag, attached to the main Hang Tag.
- 9. UL/ETL/CSA CLAUSE AND LOGO**
N/A
- 10. OTHER COPY**
- 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed on the back of the Hang Tag and must include both English standard and metric measure.

3" HANG TAG (FRONT)



3" HANG TAG (BACK)



REQUIRED SUBSTRATE:

For Hang Tag use 350 gsm and 85% brightness.

Hang Tag attached with Metallic Silver Elastic Cord.

NOTE: A1 ticket should be placed directly on the back (ticket should not cover any copy) of the hang tag.

ALL IS BRIGHT COLLECTION

Color Box Window (CBW)

1. PRICE LABEL

Printed or placed in the upper, right-hand corner on the back panel of the Color Box Window.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

N/A

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Preferred location is the bottom panel of the Color Box Window.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

May be placed on the back or a side panel of the Color Window Box, if not legally required to appear on the principal display panel (front).

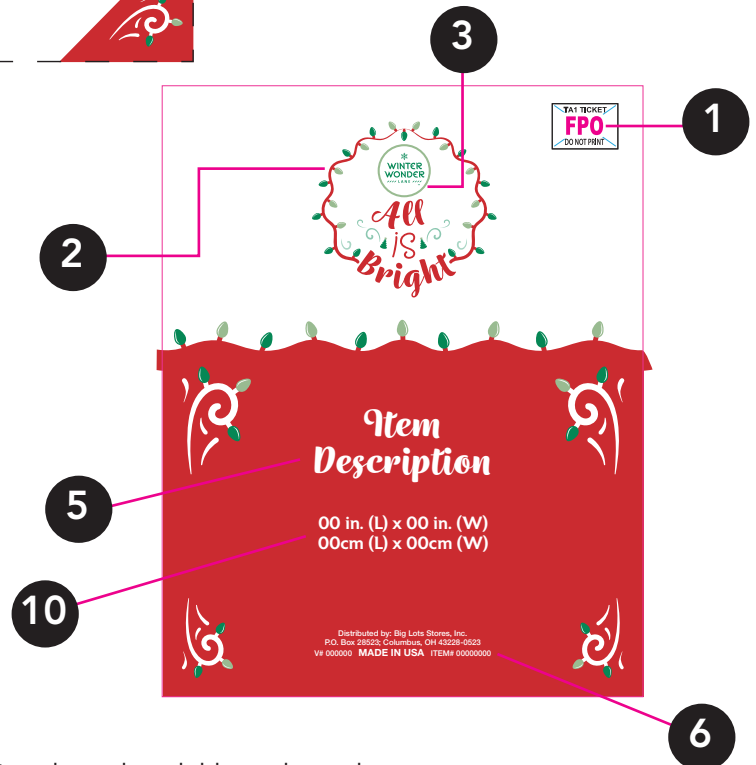
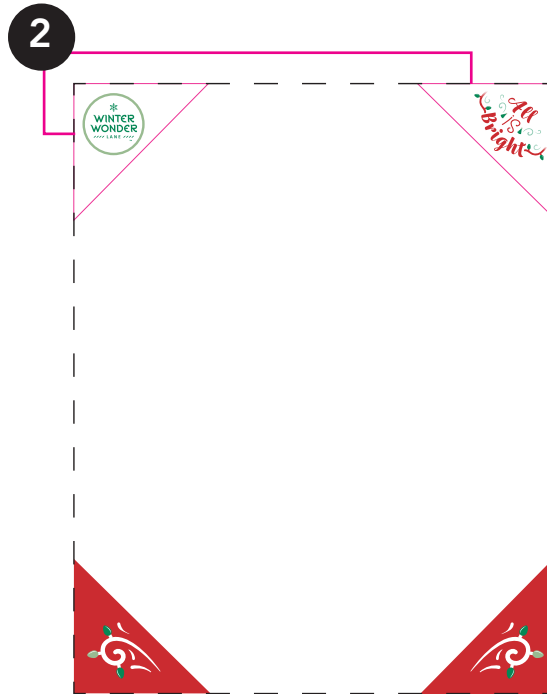
9. UL/ETL/CSA CLAUSE AND LOGO

N/A

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

If required, must be placed in the lower area on the front of the Color Box Window and must include both English standard and metric measure.



REQUIRED SUBSTRATE:

Minimum requirement is B-Flute Corrugate. Corrugate is required to be printed on.

For Removable TA1 ticket see pages 10-13.

NOTE: TA1 ticket should be placed directly on the back, in the upper right corner.

ALL IS BRIGHT COLLECTION

Backstamp for Tableware

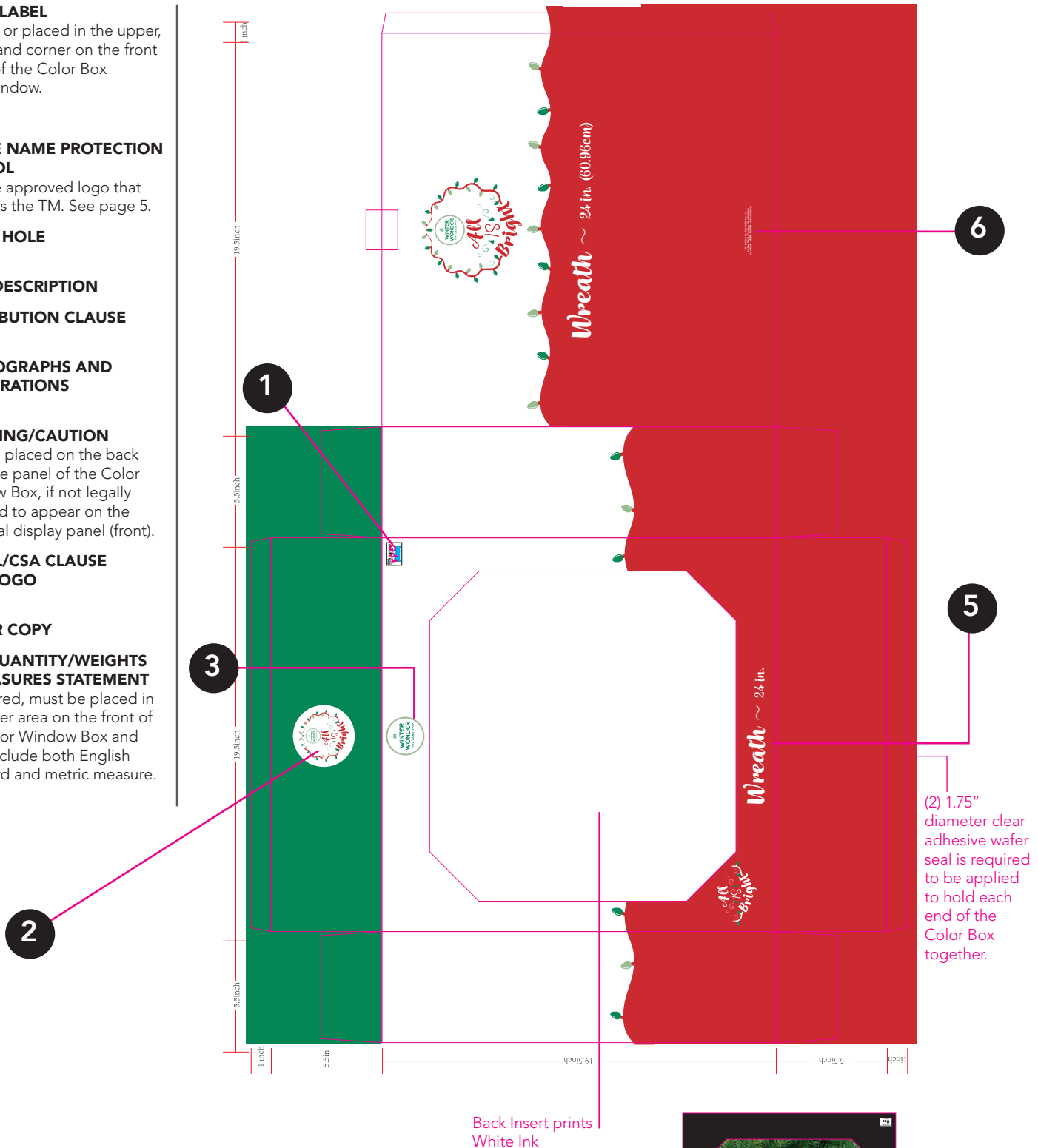
1. **PRICE LABEL**
N/A
2. **LOGO**
3. **TRADE NAME Protectors SYMBOL**
Use the approved logo that contains the TM. See page 5.
4. **HANG HOLE**
N/A
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
N/A
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
8. **WARNING/CAUTION**
N/A
9. **UL/ETL/CSA CLAUSE AND LOGO**
N/A
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
N/A



ALL IS BRIGHT COLLECTION

Color Box with Window (CBW) for Wreaths

- 1. PRICE LABEL**
Printed or placed in the upper, right-hand corner on the front panel of the Color Box with Window.
- 2. LOGO**
- 3. TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
- 4. HANG HOLE**
N/A
- 5. ITEM DESCRIPTION**
- 6. DISTRIBUTION CLAUSE**
N/A
- 7. PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
- 8. WARNING/CAUTION**
May be placed on the back or a side panel of the Color Window Box, if not legally required to appear on the principal display panel (front).
- 9. UL/ETL/CSA CLAUSE AND LOGO**
N/A
- 10. OTHER COPY**
- 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed in the lower area on the front of the Color Window Box and must include both English standard and metric measure.



REQUIRED SUBSTRATE:
Minimum requirement is B-Flute Corrugate



ALL IS BRIGHT COLLECTION

Header Card (HC) for 48" Tree Skirts

1. PRICE LABEL

Printed or placed in the upper, right-hand corner on the front panel of the Header Card.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

Must be 1/8 inch in diameter.

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Preferred location is the back, bottom panel of the Header Card.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

May be placed on the back of the Header Card, if not legally required to appear on the principal display panel (front).

9. UL/ETL/CSA CLAUSE AND LOGO

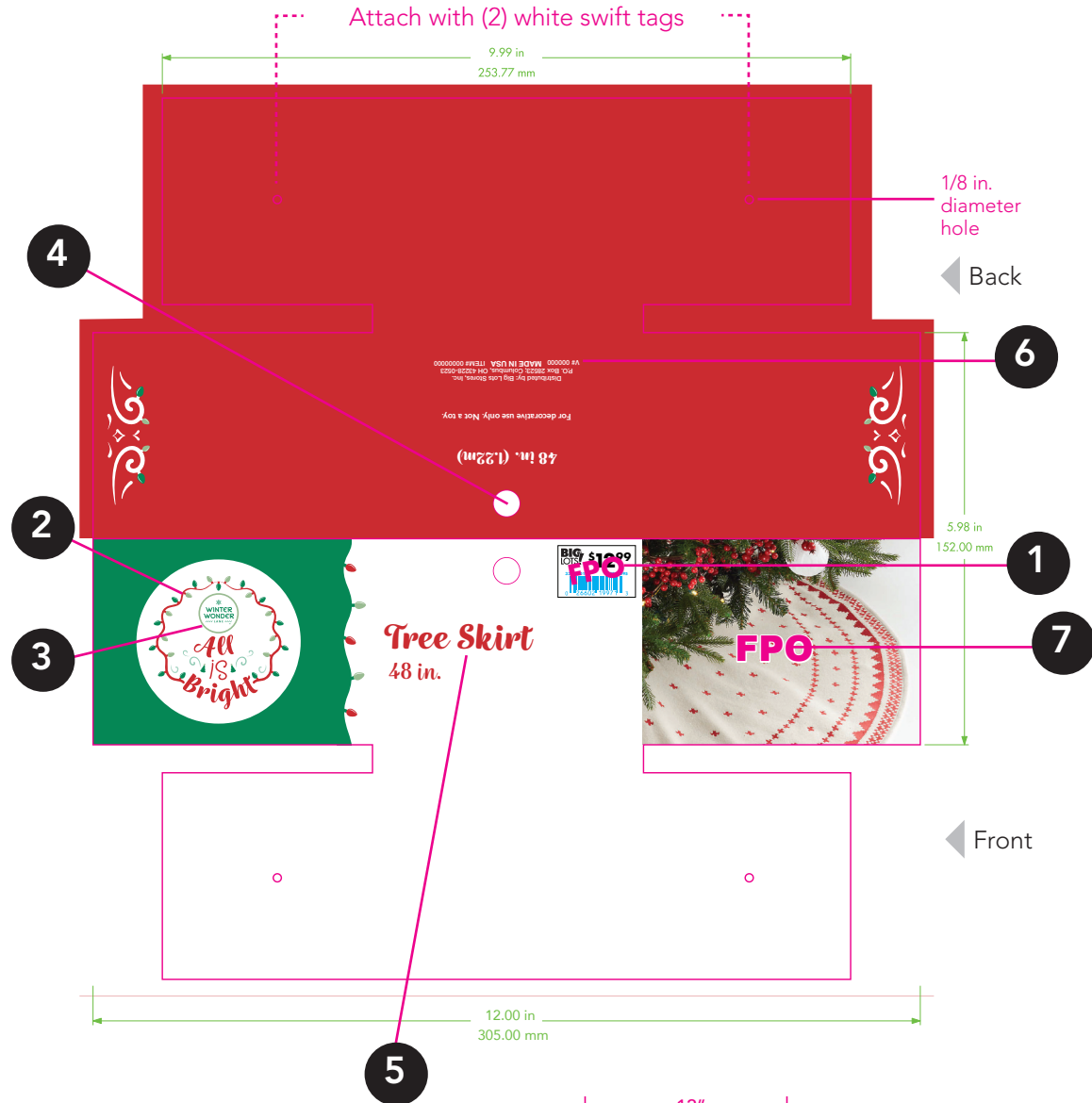
N/A

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

If required, must be placed on the lower area of the Header Card and must include both English standard and metric measure.

12 in. (W) x 12-3/4 in. (H) Header Card



REQUIRED SUBSTRATE:

350 gsm, C1S (coated 1 sided).

ALL IS BRIGHT COLLECTION

Header Card (HC) for Stocking

1. PRICE LABEL

Printed or placed in the upper, right-hand corner on the front panel of the Header Card.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

Must be 3/8 inch in diameter.

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Preferred location is the back, bottom panel of the Header Card.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

May be placed on the back of the Header Card, if not legally required to appear on the principal display panel (front).

9. UL/ETL/CSA CLAUSE AND LOGO

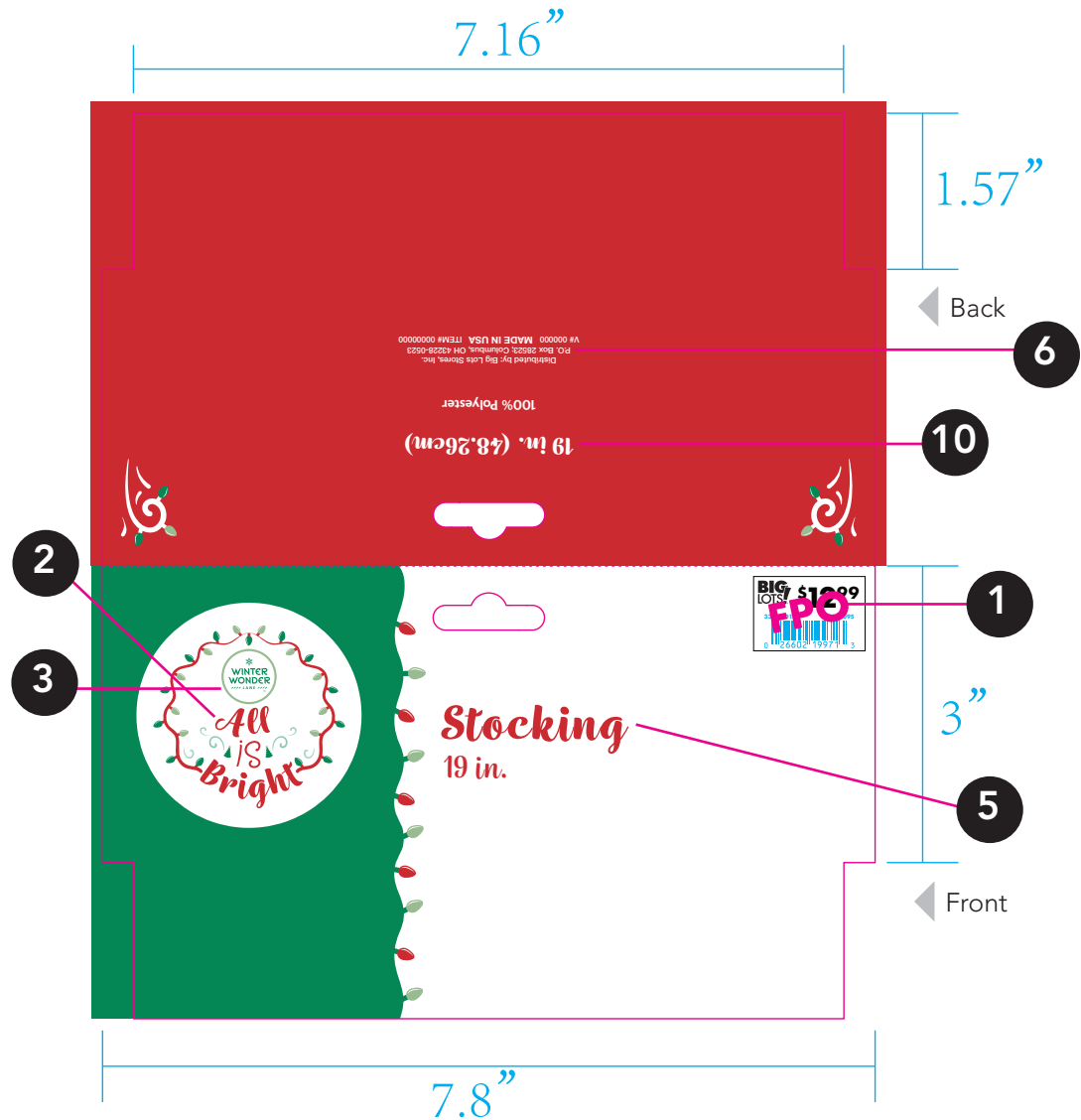
N/A

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

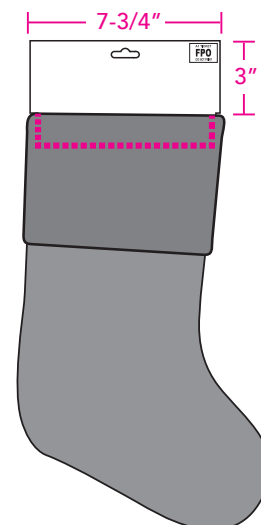
If required, must be placed on the lower area of the Header Card and must include both English standard and metric measure.

7-3/4 in. (W) x 3 in. (H) Header Card



REQUIRED SUBSTRATE:

350 gsm, C1S (coated 1 sided).



ALL IS BRIGHT COLLECTION

Header Card (HC) for Table Runner

1. PRICE LABEL

Printed or placed in the upper, right-hand corner on the front panel of the Header Card.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

N/A

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Preferred location is the bottom panel of the Header Card.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

May be placed on the back or a side panel of the Header Card, if not legally required to appear on the principal display panel (front).

9. UL/ETL/CSA CLAUSE AND LOGO

N/A

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

If required, must be placed in the lower area on the front of the Header Card and must include both English standard and metric measure.

12 in. (W) x 7.35 in. (H) Header Card

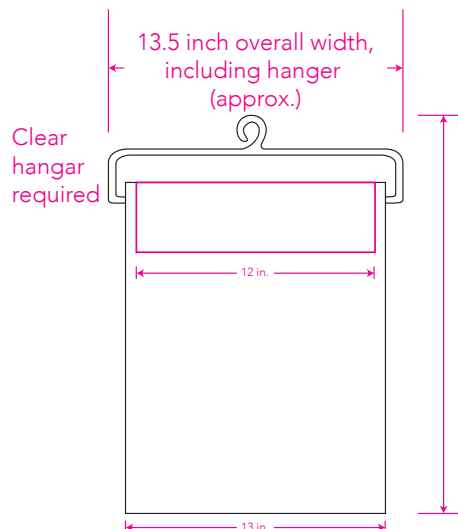


IMAGE IS CONCEPTUAL AND SHOWS PHOTOGRAPHY STYLE
ACTUAL PHOTO NEEDS TO REPRESENT ACTUAL PRODUCT

Use a clear hanger that when looking at the front of the package the hook of the hanger opens to the left. (See example on left).

Header Card should be 3/4 in. shorter than the table runner for each side. Center card left to right on runner.

Overall Length:
Sample must be approved for overall length. Could vary across SKUs, depending on style.

REQUIRED SUBSTRATE:

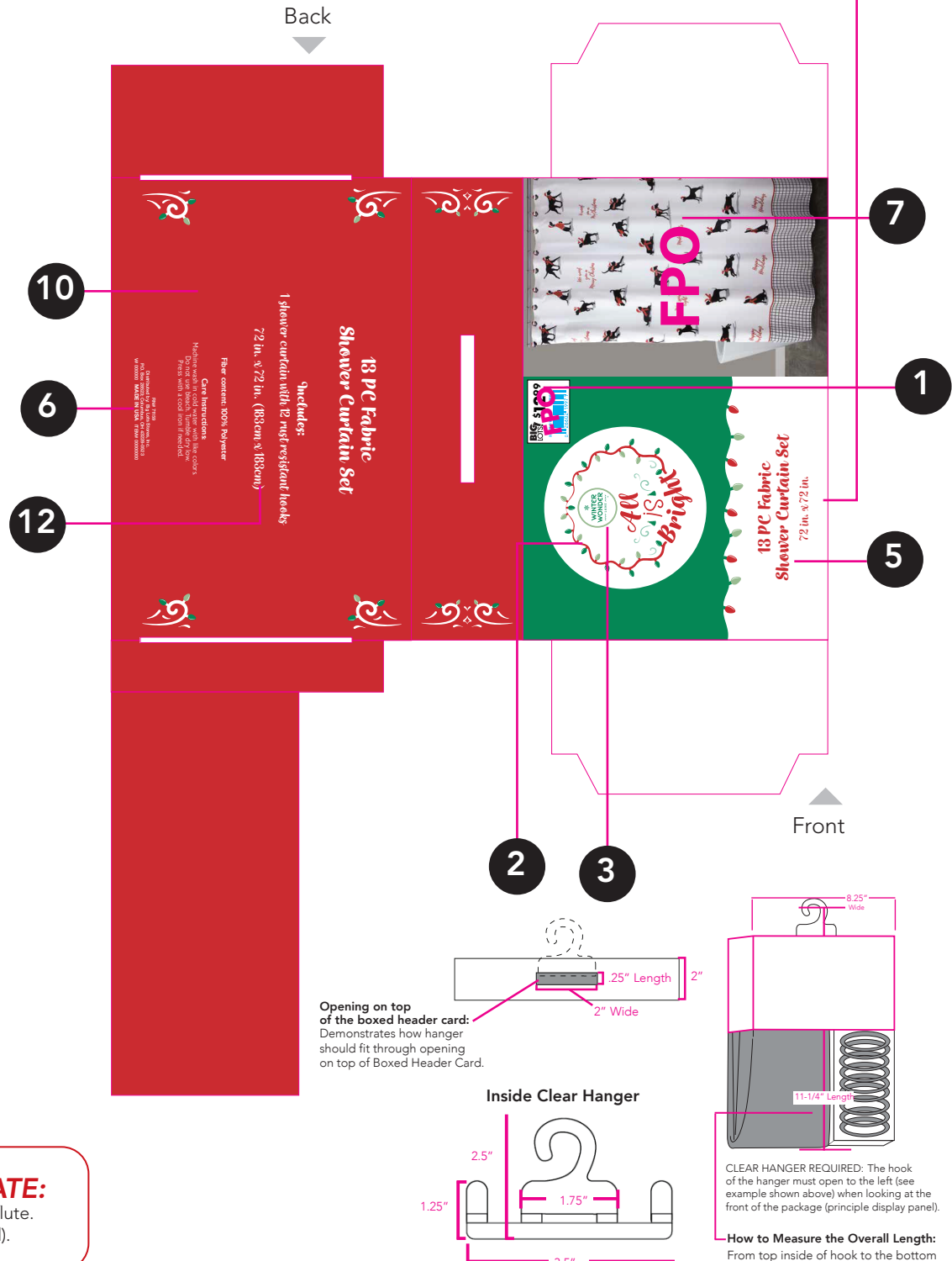
350 gsm, C1S (coated 1 sided).

ALL IS BRIGHT COLLECTION

Boxed Header Card with Hanger (BHCWH) for FABRIC Shower Curtain Sets

- 1. PRICE LABEL**
Printed or placed in the upper, right-hand corner on the front panel of the Boxed Header Card
- 2. LOGO**
- 3. TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
- 4. HANG HOLE**
N/A
- 5. ITEM DESCRIPTION**
- 6. DISTRIBUTION CLAUSE**
Printed on the back of the Boxed Header Card.
- 7. PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
- 8. WARNING/CAUTION**
May be placed on the back panel of the Boxed Header Card, if not legally required to appear on the principal display panel (front).
- 9. UL/ETL/CSA CLAUSE AND LOGO**
N/A
- 10. OTHER COPY**
- 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed in the lower area on the front of the Boxed Header Card and must include both English standard and metric measure.

(2) 1.75" diameter clear adhesive wafer seal is required to be applied to hold each end of the Boxed Header Card together.



REQUIRED SUBSTRATE:

Boxed headercard should be E-flute.
350 gsm, C1S (coated 1 sided).

ALL IS BRIGHT COLLECTION

Wrap Around Color Card (WACC) for Fabric Tablecloth

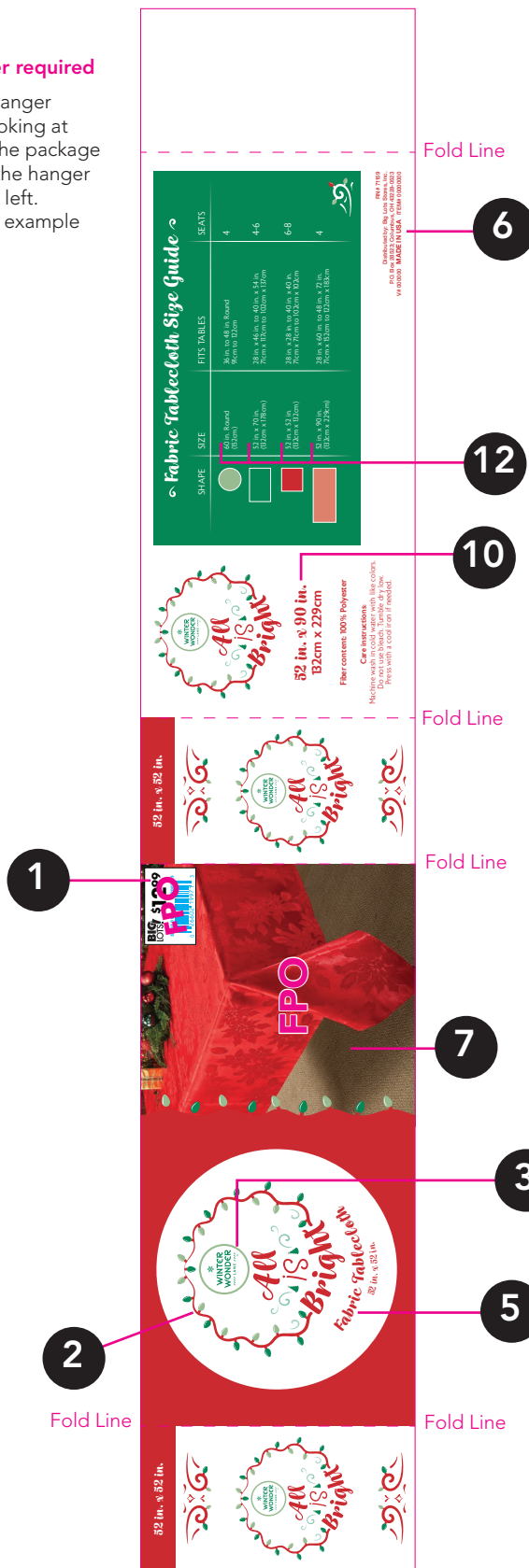
- 1. PRICE LABEL**
Placed in the upper, right-hand corner on the front panel of the Wrap Around Color Card.
- 2. LOGO**
- 3. TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
- 4. HANG HOLE**
N/A
- 5. ITEM DESCRIPTION**
- 6. DISTRIBUTION CLAUSE**
Printed on the back of the Wrap Around Color Card.
- 7. PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
- 8. WARNING/CAUTION**
May be placed on the back panel of the Wrap Around Color Card, if not legally required to appear on the principal display panel (front).
- 9. UL/ETL/CSA CLAUSE AND LOGO**
N/A
- 10. OTHER COPY**
- 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed in the lower area on the front of the Wrap Around Color Card and must include both English standard and metric measure.

Note: Dieline is not final and needs adjusted to properly fit each tablecloth size. 3 inch height must be maintained for vinyl tablecloths. Vendors are responsible to verify all specifications in chart.

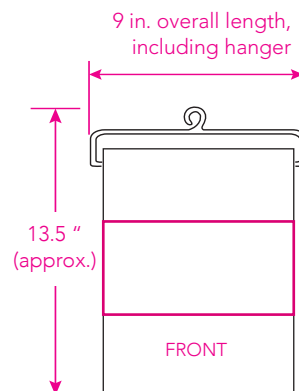
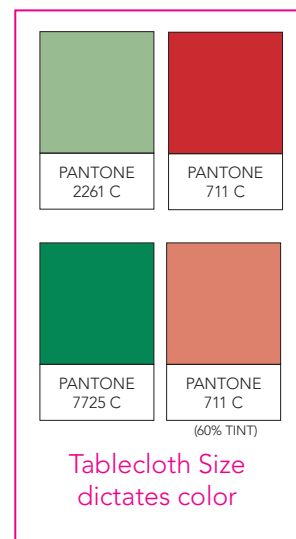
REQUIRED SUBSTRATE:
350 gsm, C1S (coated 1 sided).

Clear hanger required

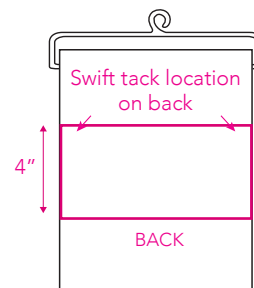
Use a clear hanger that when looking at the front of the package the hook of the hanger opens to the left. (See **FRONT** example to the right).



22.9 (L) in. x 4 in. (W)
Wrap Around Color Card



Card is centered top to bottom of final fold or approx. 3.7 in. from top of fold.



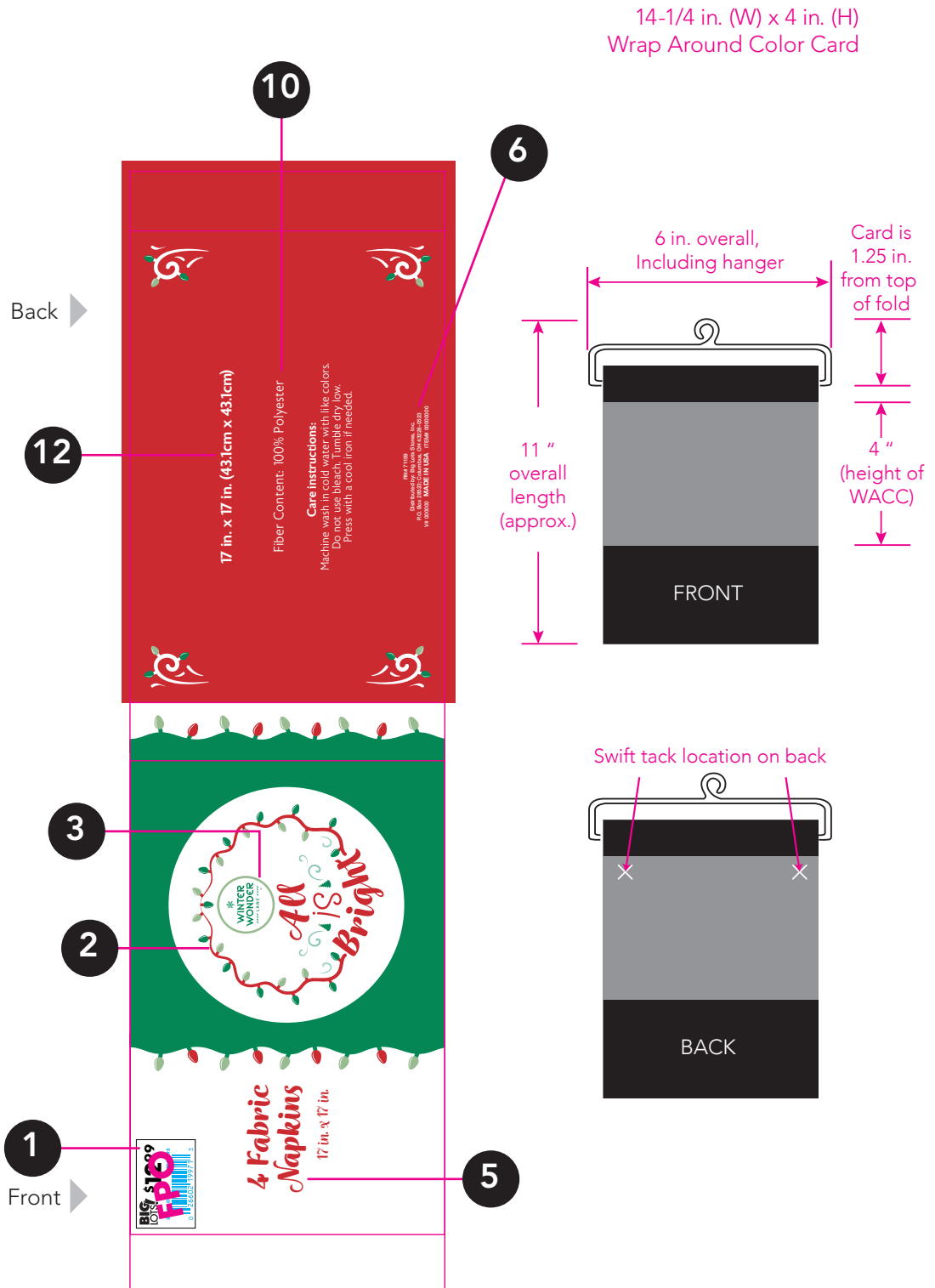
8.25" x 11" is size of folded tablecloth

Attach WACC to tablecloth with (2) white swift tags.

ALL IS BRIGHT COLLECTION

Wrap Around Color Card (WACC) for Napkin

- 1. PRICE LABEL**
Placed in the upper, right-hand corner on the front panel of the Wrap Around Color Card.
- 2. LOGO**
- 3. TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
- 4. HANG HOLE**
N/A
- 5. ITEM DESCRIPTION**
- 6. DISTRIBUTION CLAUSE**
Printed on the back of the Wrap Around Color Card.
- 7. PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
- 8. WARNING/CAUTION**
May be placed on the back panel of the Wrap Around Color Card, if not legally required to appear on the principal display panel (front).
- 9. UL/ETL/CSA CLAUSE AND LOGO**
N/A
- 10. OTHER COPY**
- 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed in the lower area on the front of the Wrap Around Color Card and must include both English standard and metric measure.



REQUIRED SUBSTRATE:

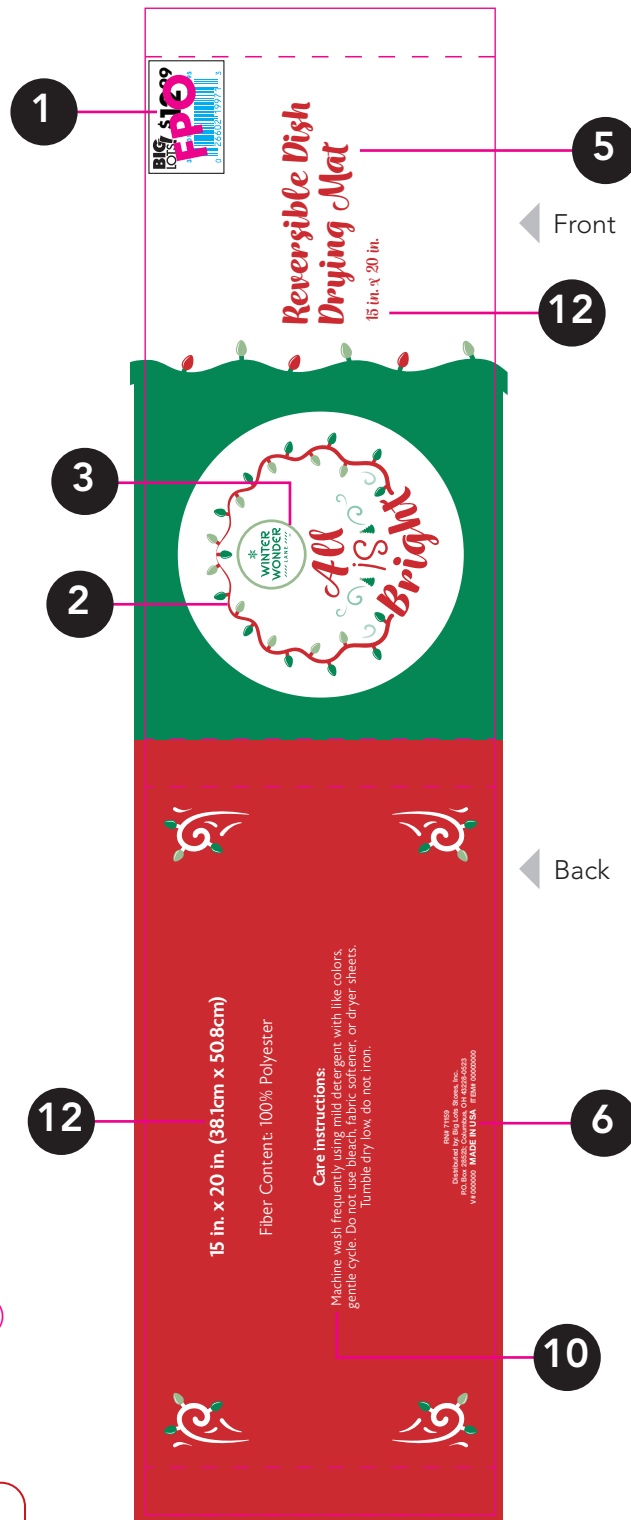
350 gsm, C1S (coated 1 sided).

ALL IS BRIGHT COLLECTION

Wrap Around Color Card (WACC) for Dish Drying Mat

- 1. PRICE LABEL**
Placed in the upper, right-hand corner on the front panel of the Wrap Around Color Card.
- 2. LOGO**
- 3. TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
- 4. HANG HOLE**
N/A
- 5. ITEM DESCRIPTION**
- 6. DISTRIBUTION CLAUSE**
Printed on the back of the Wrap Around Color Card.
- 7. PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
- 8. WARNING/CAUTION**
May be placed on the back panel of the Wrap Around Color Card, if not legally required to appear on the principal display panel (front).
- 9. UL/ETL/CSA CLAUSE AND LOGO**
N/A
- 10. OTHER COPY**
- 12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed in the lower area on the front of the Wrap Around Color Card and must include both English standard and metric measure.

3-1/2 in. (W) x 15 in. (H)
Wrap Around Color Card



WACC should be centered (top to bottom) on item.

REQUIRED SUBSTRATE:

350 gsm, C1S (coated 1 sided).

ALL IS BRIGHT COLLECTION

Color Label (CL) for Placemats

1. PRICE LABEL

Printed or placed in the upper, right-hand corner on the front panel of the Color Label.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

N/A

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Preferred location is the lower, front of the Color Label.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

Must be placed on lower, front of Color Label.

9. UL/ETL/CSA CLAUSE AND LOGO

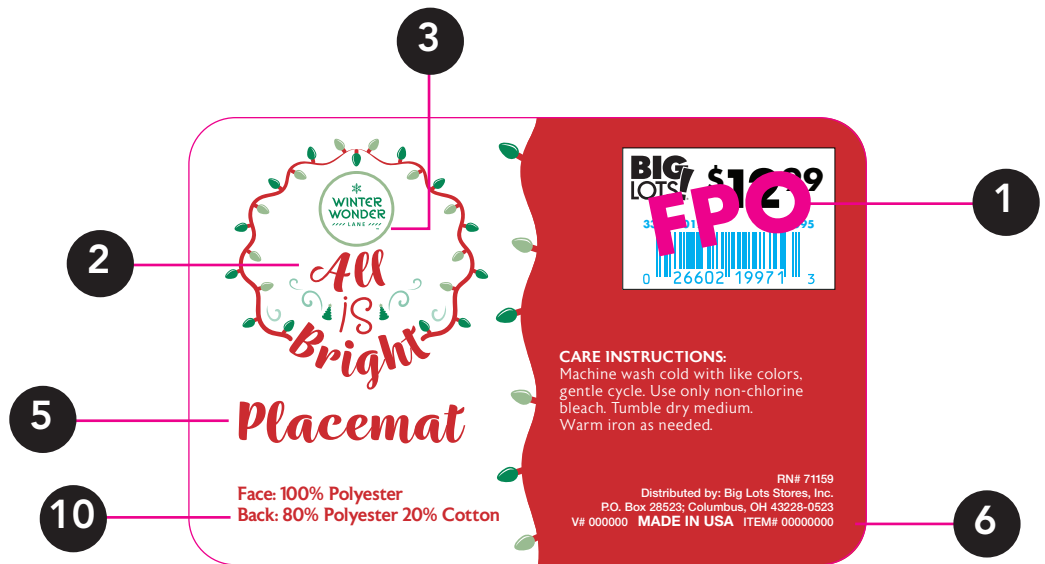
N/A

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

If required, must be placed on the lower area of the Color Label and must include both English standard and metric measure.

3-1/2 in. x 2-3/8 in. Label



Placement of label is on back bottom right corner of placemat.

REQUIRED SUBSTRATE:

60 lb Semi Gloss Acucote (Product TX40SB), 90 brightness, TA1000 water based acrylic resin adhesive.

ALL IS BRIGHT COLLECTION

Slide Card (SC) for 4 Placemats

1. PRICE LABEL

Printed or placed in the upper right-hand corner of the Slide Card.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

N/A

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Printed on the bottom right-hand corner on the back Slide Card.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

Must be placed in the lower area on the front of the Slide Card.

9. UL/ETL/CSA CLAUSE AND LOGO

N/A

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

If required, must be placed on the lower area of the Insert and must include both English standard and metric measure.

3-3/4 in. (W) x 3-3/4 in. (H) Label



NOTE: Slide card should appear on the front facing and be placed in the center, left to right and top to bottom.

Die cut hole for ribbon must be 1/4 in. wider than the ribbon. In this example the ribbon is 3/4 in. wide and the die cut hole is 1 in. wide.

1/8 inch dia hole. Use white swift tag in all 4 corners to hold placemats together.

Sheet of B-Flute corrugate must be placed in between placemats for rigidity

REQUIRED SUBSTRATE:

300 gsm, C1S (coated 1 sided).

IMPORTANT INFORMATION - PLEASE READ

WHITE RIBBON

100% Polyester Grosgrain Ribbon 3/4 in. wide (50.8mm)



ALL IS BRIGHT COLLECTION

Acetate Box with Label (ABL) for Ornaments

1. **PRICE LABEL**
N/A
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
4. **HANG HOLE**
N/A
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
N/A
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
8. **WARNING/CAUTION**
Must be placed on the bottom, front of the Acetate Box with Color Label.
9. **UL/ETL/CSA CLAUSE AND LOGO**
N/A
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed on the lower area of the Acetate Box with Label and must include both English standard and metric measure.

D - 2.25" X 1.75" ABL



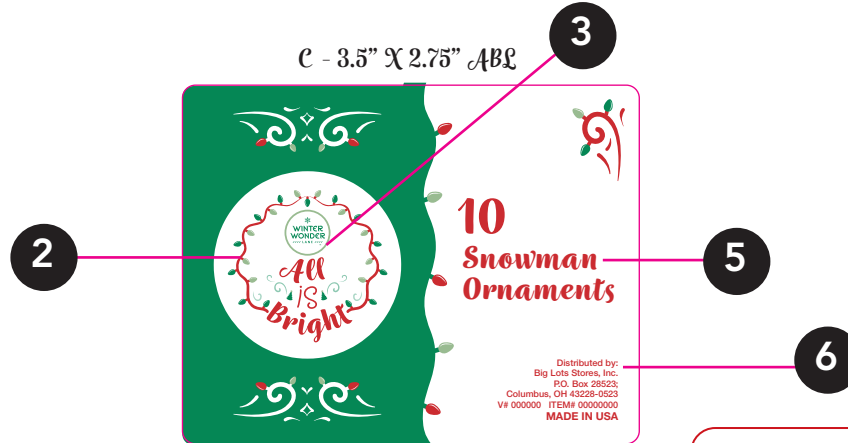
A - 2.5" X 1.875" ABL



B - 3" X 2.375" ABL



C - 3.5" X 2.75" ABL



REQUIRED SUBSTRATE:

Glossy White, Coat Cast Label

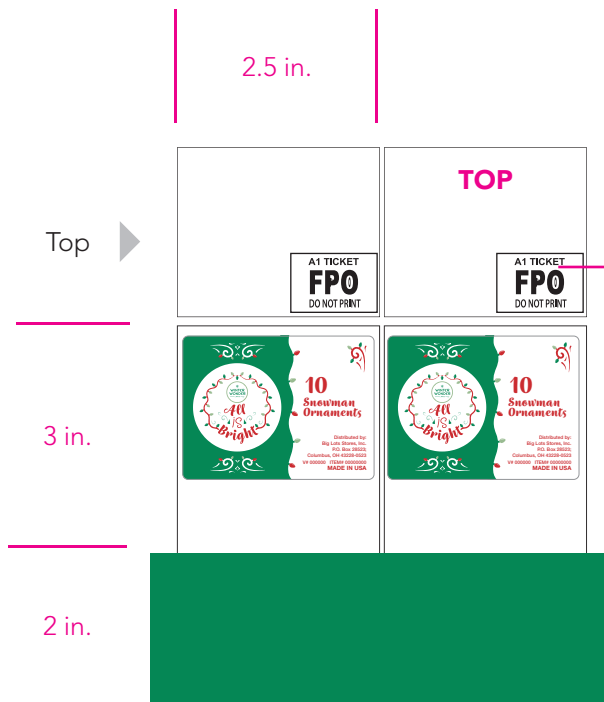
Reference the following pages (34-41) for how/when to use the appropriate size/shape label.

For PDQ color, reference page 42. PDQ color will match label color.

ALL IS BRIGHT COLLECTION

Acetate Box with Label (ABL) for Placement

A - 2.5" x 1.875" ABL



Must use Standard PDQ height of 2 in.



A1 ticket to be used and placed on top of acetate box.

ABL (A) used on front of principle display panel and is nearly the same width as acetate box. Use label (A) when **PDP has 3 in.** of visual clear space above PDQ and width of acetate box is approx. **2.5 in. or less.**

Always show reference of PKG/PDQ when submitting ABL layouts to Columbus Packaging.

ALL IS BRIGHT COLLECTION

Acetate Box with Label (ABL) for Placement

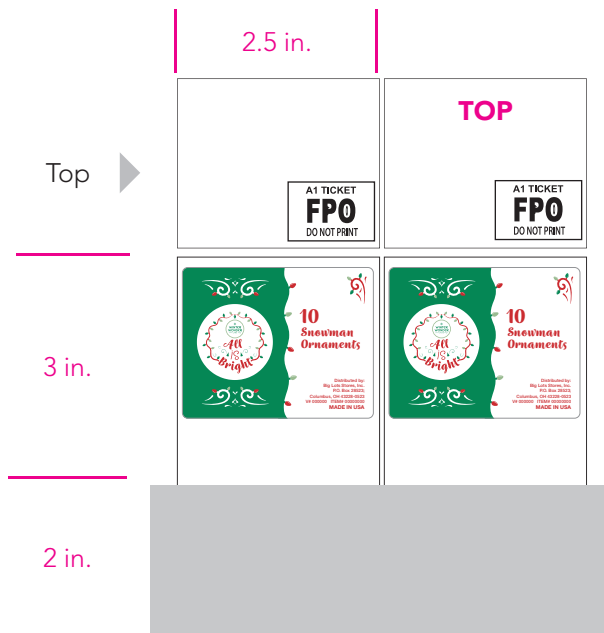
B - 3" x 2.375" ABL



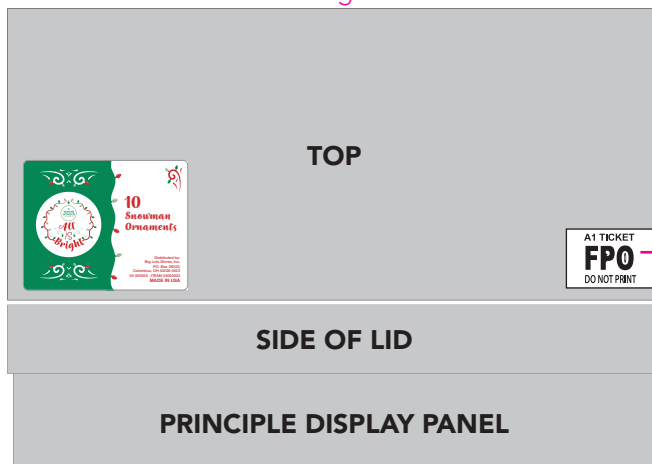
A1 ticket to be used and placed on top of acetate box.

ABL (B) used on front of principle display panel and is nearly the same width as acetate box. Use label (B) when PDP has 3 in. of visual clear space above PDQ and width of acetate box is approx. 3 in.

Always show reference of PKG/PDQ when submitting ABL layouts to Columbus Packaging.



Must use Standard PDQ height of 2 in.



A1 ticket to be used and placed on top of acetate box.

Use label (B) for boxes with horizontal orientations and where the available space only allows or an ABL that is 1.25 in. high. PDQ not used in this instance.

ALL IS BRIGHT COLLECTION

Acetate Box with Label (ABL) for Placement

C - 3.5" x 2.75" ABL



A1 TICKET
FPO
DO NOT PRINT

A1 ticket to be used on front of principle display panel and placed in upper right-hand corner of acetate box.

ABL (C) used for larger acetate boxes. Use label (C) when it can comfortably fit in upper left corner and the ornaments are clearly visible. [Always show reference of PKG/PDQ](#) when submitting ABL layouts to Columbus Packaging.

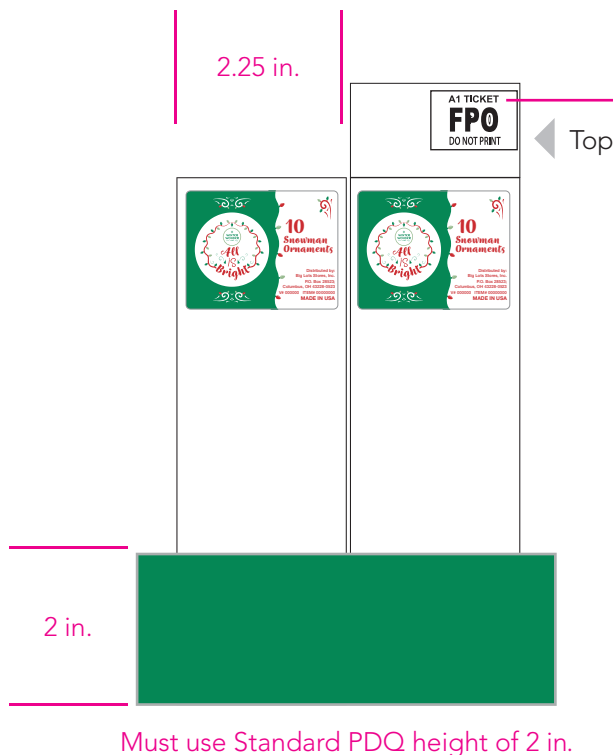
Must use our Standard PDQ height of 2 in.



ALL IS BRIGHT COLLECTION

Acetate Box with Label (ABL) for Placement

D - 2.25" x 1.75" ABL



A1 ticket to be used on front of principle display panel and placed in upper right-hand corner of acetate box.

ABL (D) used on front of principle display panel for small width, but taller acetate boxes. Use label (D) when labels (A), (B) or (C) don't work due to the small width of box. [Always show reference of PKG/PDQ when submitting ABL layouts to Columbus Packaging.](#)

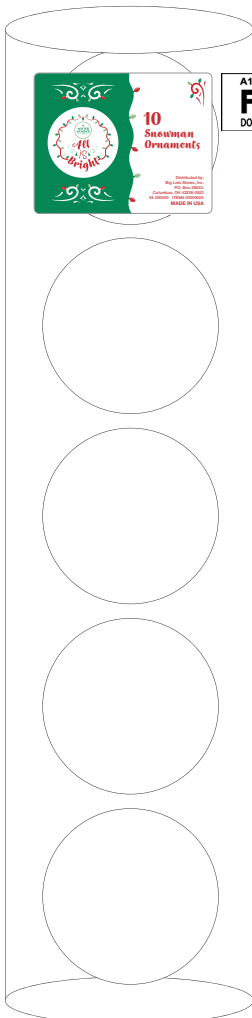
ALL IS BRIGHT COLLECTION

Acetate Box with Label (ABL) Placement

B - 3" x 2.375" ABL (CYLINDERS)



A1 ticket to be used and placed on top of acetate box ABL (B) used on principle display panel for all cylinder tubes. *Always show reference of PKG/PDQ when submitting layouts to Columbus Packaging.*



ALL IS BRIGHT COLLECTION

Acetate Box with Label (ABL)

1. **PRICE LABEL**
N/A
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
4. **HANG HOLE**
N/A
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
N/A
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
8. **WARNING/CAUTION**
Must be placed on the bottom, front of the Acetate Box with Color Label.
9. **UL/ETL/CSA CLAUSE AND LOGO**
N/A
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed on the lower area of the Acetate Box with Label and must include both English standard and metric measure.

3.5 in (W) x 2.75 in (H) Acetate Box with Label



A1 ticket to be used on front of principle display panel and placed in upper right-hand corner of acetate box.

NOTE: Size of label may vary based on size of acetate box.



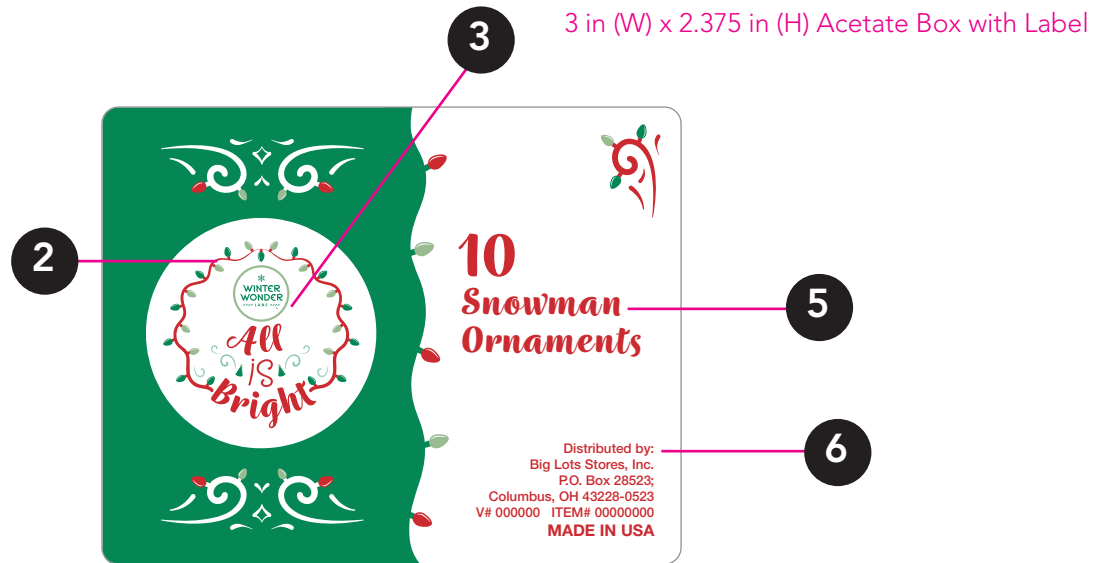
REQUIRED SUBSTRATE:

Glossy White, Coat Cast Label

ALL IS BRIGHT COLLECTION

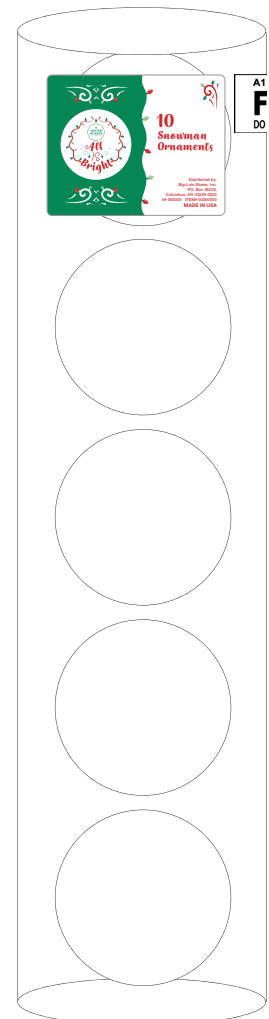
Acetate Box with Label (ABL) for Ornament Tubes

1. **PRICE LABEL**
N/A
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
Use the approved logo that contains the TM. See page 5.
4. **HANG HOLE**
N/A
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
N/A
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
N/A
8. **WARNING/CAUTION**
Must be placed on the bottom, front of the Acetate Box with Color Label.
9. **UL CLAUSE AND LOGO**
N/A
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
If required, must be placed on the lower area of the Acetate Box with Label and must include both English standard and metric measure.



A1 ticket to be used on front of principle display panel and placed in upper right-hand corner of acetate box.

NOTE: Size of label may vary based on size of acetate box.



REQUIRED SUBSTRATE:

Glossy White, Coat Cast Label

ALL IS BRIGHT COLLECTION

U-Card (UC) for Coir Outdoor Mat

1. PRICE LABEL

Printed or placed on the back of the U Card.

2. LOGO

3. TRADE NAME PROTECTION SYMBOL

Use the approved logo that contains the TM. See page 5.

4. HANG HOLE

Must be 1/8 inch in diameter.

5. ITEM DESCRIPTION

6. DISTRIBUTION CLAUSE

Preferred location is the lower area on the back of the U Card.

7. PHOTOGRAPHS AND ILLUSTRATIONS

N/A

8. WARNING/CAUTION

May be placed on the back of the U Card, if not legally required to appear on the principal display panel (front).

9. UL/ETL/CSA CLAUSE AND LOGO

N/A

10. OTHER COPY

12. NET QUANTITY/WEIGHTS & MEASURES STATEMENT

If required, this information must be placed in the lower area on the front of the U Card and must include both English standard and metric measure.



Place U-Card 3 inches from the right edge.
Attach with 2 white swift tags.



REQUIRED SUBSTRATE:

350 gsm, C1S (coated 1 sided).

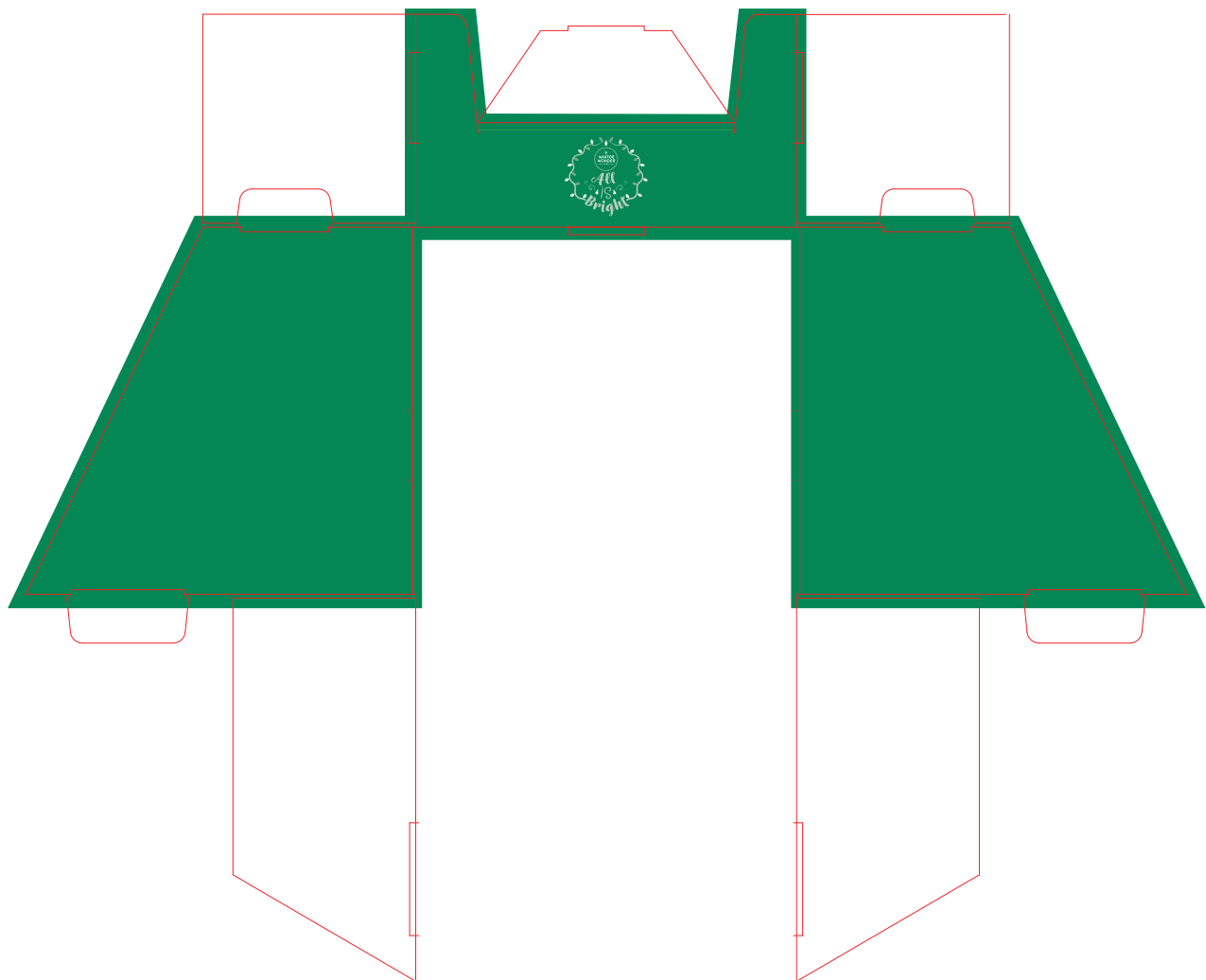
NOTE: A1 ticket should be placed directly on the back (ticket should not cover any copy).

ALL IS BRIGHT COLLECTION PDQ

PDQX655

The PDQ artcode for this brand is: PDQX655

Logo only.



IMPORTANT INFORMATION

REQUIRED SUBSTRATES:
Minimum requirement is B-Flute Corrugate.

PMS 7725 C	GLOSS AQUEOUS

ALL IS BRIGHT COLLECTION

Trademark Sublicense Agreement Form

Vendors are required to complete and return a Trademark Sublicense Agreement from (pages 44 to 48) for items using our WINTER WONDER LANE brand on packaging. The Agreement gives permission to the vendor to use WINTER WONDER LANE, and explains use limitations.

On the first page, please state vendor name and vendor number in the spaces provided at the top. Then list the item description and number of each item packaged in the WINTER WONDER LANE brand.

If the Big Lots distribution clause is being used on packaging, vendor does not have to complete the second page. The last page must be completed and signed by the vendor. A copy of the completed form (total, four pages), with appropriate signature, must be e-mailed to packaging@biglots.com. In the e-mail subject area, please type: YULE TIDINGS Trademark Sublicense Agreement form.

Vendor: [name] _____

Vendor Number: [number] _____

TRADEMARK SUBLICENSE AGREEMENT

This Trademark Sublicense Agreement ("Agreement") contains a sublicense from Big Lots Stores, Inc., an Ohio corporation having its principal place of business at 4860 E. Dublin-Granville Road, Columbus, Ohio 43081 ("Big Lots"), for use of Big Lots' trademarks ("Trademarks") (as depicted on the attached Exhibit A) and will only become effective upon your assent to all terms herein, as evidenced by your execution of this Agreement. If you do not accept all terms of this Agreement, you shall not be permitted to use the Trademarks for any purpose or have any other right in the Trademarks or goods bearing the Trademarks. You, the company or organization set forth below, are referred to as the "Sublicensee" in this Agreement.

1. SUBLICENSE.

(a) Sublicense Grant. Upon the acceptance of this Agreement, Big Lots grants to Sublicensee, and Sublicensee accepts, a nonexclusive, nontransferable, personal right to use, under the express terms of this Agreement Trademarks for the sole purposes of labeling goods ordered by Big Lots with a valid purchase order placed by Big Lots. Notwithstanding the Sublicense granted herein, Vendor shall only be provided with and may use artwork relevant to those products for which a Purchase Order has been issued.

(b) Additional Sublicensee Restrictions. Nothing in this Agreement shall give Sublicensee any right, title or interest in the Trademarks, including trade dress, copyrights, package design or any other property right, (or any other trademark or right of Big Lots or its affiliated companies), other than the sublicense rights expressly granted in Subsection 1(a) above. Sublicensee shall not assign, transfer or sublicense this Agreement (or any right granted herein) without the prior written consent of Big Lots. Sublicensee agrees not to use the Trademarks in any way that would disparage or injure Big Lots' reputation for high quality. Additionally, Licensee agrees that goods manufactured and/or labeled by Sublicensee shall not be deemed authorized or genuine goods until: (1) Big Lots has expressly declared such goods to be genuine in writing, or (2)(i) Big Lots has received such goods at its distribution center, (ii) has inspected the goods to certify their quality and (iii) the goods are not materially different in any manner from goods expressly authorized by Big Lots previously.

2. DISTRIBUTION LABEL. If applicable, for the mutual benefit of the parties, Big Lots hereby grants Sublicensee permission to print the following text on the packaging of goods to be sold only in Big Lots' stores in connection with the Trademark(s) specified below:

For BROYHILL Products Only

Manufactured for:

Broyhill, LLC

P.O. Box 236; Summit Station, OH 43073

V#000000 **MADE IN CHINA** ITEM#000000

For All Other Products

DISTRIBUTED BY BIG LOTS STORES, INC.

P.O. BOX 28523

COLUMBUS, OHIO 43228-0523

MADE IN _____

V#0000 ITEM #0000

3. ADDITIONAL USE RESTRICTIONS & GUIDELINES.

(a) The Trademarks may be used only to identify Big Lots as the source of Big Lots goods, as specifically provided in Subsection 1(a) above.

(b) Sublicensee may use the Trademarks so long as such use complies with this Agreement, including:

- (i) Sublicensee shall only use the Trademarks on goods sold or provided directly to Big Lots and not in any other manner;
- (ii) The Trademarks must appear exactly as provided by Big Lots' direction and not in any other manner;

- (iii) The Trademarks shall not be altered in any way, including but not limited to, skewing, changing the color, rotating, separating logo elements or changing a typeface;
- (iv) Sublicensee may reproduce the Trademarks only as expressly permitted by this Agreement;
- (v) Sublicensee may not display the Trademarks in any manner that implies affiliation with, sponsorship, or endorsement by any person, company or organization other than Big Lots;
- (vi) Sublicensee may not display the Trademarks in any manner that implies affiliation with, sponsorship, or endorsement by any person, company or organization other than Big Lots;
- (vii) Sublicensee may not display the Trademarks in any manner that disparages Big Lots or its goods and services, infringes Big Lots' intellectual property, or violates any state, federal, or international laws; and
- (viii) Sublicensee shall adhere to all quality control standards imposed by Big Lots.

(c) Protecting the Trademarks. Sublicensee acknowledges Big Lots' rights in and/or ownership of (and/or its affiliated companies' rights in and/or ownership of) the Trademarks. Sublicensee shall not use the Trademarks in a manner that derogates from Big Lots' and its affiliated companies' rights in the Trademarks and will take no action that will interfere with or diminish Big Lots' and its affiliated companies' rights in the Trademarks. All uses of the Trademarks by Sublicensee will inure to the benefit of Big Lots and its affiliated companies. Sublicensee will not use the Trademarks in any way as an endorsement or sponsorship by Big Lots of a third party or Sublicensee product, website, service, information or other content.

4. QUALITY STANDARD; INSPECTION AND APPROVAL.

(a) Standard. Sublicensee agrees to maintain the quality of Sublicensee's use of the Trademarks that meets or exceeds industry standards.

(b) Inspection. Upon reasonable request from Big Lots, Sublicensee shall notify Big Lots of all of Sublicensee's use of the Trademarks and furnish Big Lots with suitable specimens of Sublicensee's use of the Trademarks. Big Lots may review Sublicensee's use of the Trademarks periodically to evaluate Sublicensee's compliance with the quality standards provided by Big Lots and as described in this Agreement. Sublicensee shall immediately remedy any deficiencies in its use of the Trademarks, upon discovery of the same or upon notice from Big Lots and destroy all goods and packaging bearing the Trademarks in contradiction to this Agreement.

(c) Sublicensee's Liability. Sublicensee shall fully indemnify, defend (at Big Lots' option) and hold harmless Big Lots from and against any claims relating to Sublicensee's use of the Trademarks that does not comply with this Agreement or any state, federal or international law or regulation.

5. LIMITATION OF LIABILITY. BIG LOTS MAKES NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, WITH RESPECT TO THE TRADEMARKS OR THE RELATED GOODS. IN NO EVENT SHALL BIG LOTS BE LIABLE FOR ANY CONSEQUENTIAL, INCIDENTAL, OR SPECIAL DAMAGES (INCLUDING LOSS OF BUSINESS PROFITS) ARISING FROM OR RELATED TO SUBLICENSEE'S USE OF THE TRADEMARKS, EVEN IF BIG LOTS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN ALL CASES, BIG LOTS' AGGREGATE LIABILITY SHALL BE LIMITED TO DIRECT DAMAGES NOT TO EXCEED US\$1,000.00.

6. TERM AND TERMINATION. The date of acceptance of this Agreement by Sublicensee shall be the Effective Date of this Agreement. The term of this Agreement shall be for a period of one (1) month from the Effective Date and will automatically renew for successive one (1) month terms until either party gives the other party thirty (30) days prior written notice of termination. Big Lots shall have the right to immediately terminate this Agreement with cause if it determines, in its sole discretion, that Sublicensee is not using the Trademarks in compliance with this Agreement. Any violation of this Agreement by Sublicensee or other misuse of the Trademarks or Big Lots' (or its affiliated companies') other intellectual property rights shall automatically and immediately terminate this Agreement, with or without notice from Big Lots. From and after termination or expiration of this Agreement, Sublicensee shall cease and desist from all use of the Trademarks and shall immediately destroy all goods and packaging bearing the Trademarks.

7. NOTICES. All notices under this Agreement shall be in writing and shall be deemed given if sent by:

(a) confirmed facsimile or electronic mail to Sublicensee at the facsimile number or e-mail address set forth below,

(b) overnight courier, with confirmation of receipt, to Big Lots Stores, Inc., at 4860 E. Dublin-Granville Road, Columbus, Ohio 43081, Attention: Package Design Department, with a copy to Big Lots' General Counsel at the same address.

8. MISCELLANEOUS. The parties agree that, in lieu of any royalty for use of the Trademarks, Sublicensee will factor the value of its use of the Trademarks in connection with this Agreement into the purchase price of the related goods being charged to Big Lots. This Agreement contains the entire agreement of the parties with respect to the subject matter hereof and shall not be amended except by a written agreement subsequent to the Effective Date and signed by authorized representatives of each party. This Agreement shall not modify any purchase order placed by Big Lots to Sublicensee or its affiliates, but the terms of this Agreement shall prevail in the event, and only to the extent, that they conflict with the express terms of a Big Lots purchase order. This Agreement shall be governed by and construed in accordance with the laws of the State of Ohio. Sublicensee hereby consents to the exclusive jurisdiction and venue in the state and federal courts sitting in Franklin County, Ohio, USA, and waives all objections to lack of personal jurisdiction and an inconvenient forum. If either party employs attorneys to enforce any rights arising out of or related to this Agreement, the prevailing party shall be entitled to recover its reasonable attorneys' fees, costs, and other expenses. No waiver of any breach of any provision of this Agreement shall constitute a waiver of any prior, concurrent or subsequent breach of the same or any other provision hereof, and no waiver shall be effective unless made in writing and signed by an authorized representative of the waiving party. If any provision of this Agreement shall be held by a court of competent jurisdiction to be illegal, invalid or unenforceable, the remaining provisions shall remain in full force and effect. This Agreement shall not be construed as creating a partnership, joint venture or agency relationship or as granting a franchise. This Agreement is made in Columbus, Ohio, USA, as of the date written below by an officer of the Sublicensee authorized to execute contracts of this nature on behalf of his/her company.

(Signature Page Follows)

(Trademark Sublease Agreement)

AGREED AND ACCEPT BY SUBLICENSEE:

By: _____

Effective Date: _____

Title: _____

Address: _____

Company: _____

AGREED AND ACCEPT BY SUBLICENSEE:

By: _____

Facsimile: _____

Title: _____

Email: _____

Company: _____

