

# Cinmar Product Packaging Requirements

For: Frontgate and Grandin Road

## Retail “Style” Packaging

Packages inside of a master pack

Please note : **Frontgate** and **Grandin Road** graphics are shown.  
The appropriate logo should be substituted in same location and  
follow same specifications.



# Retail Style Packages (master packed)

## Definition

A retail style package is a white box and will be received in a master pack. Individual units will be over-boxed on our pack line before shipping to our customers.

## Introduction

At FRONTGATE, we strive to exceed our customers' expectations by providing high quality products, superior customer service, professional package presentation and an overall delightful shopping experience. Considering how an item is packaged is essential when striving to provide excellence.

We ask that you take your packaging into consideration and are sensitive to the FRONTGATE Brand when developing your individual item pack. Though our pack-line will be over-boxing your retail package, it is still necessary that your individual retail pack provide a general amount of cushioning to your item.

## Included :

1. Retail packaging requirements
2. Package development procedure

# Retail Style Packages

## Box type

### The Box

Our Frontgate Standard is a white gloss retail style made of chipboard (as in a cereal box) rather than a brown re-shipper style (corrugated).

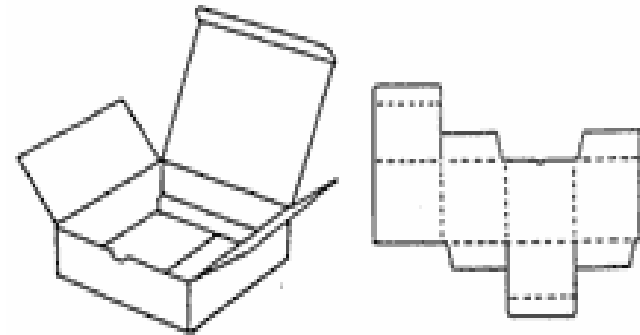
The outer liner is required to hold the **black** Frontgate or Grandinroad logo centered on front and back panels.



# Retail Style Packages Construction

## Cinmar Recommended – Box Style

Tuck-Top Retail style - This style is made from 1 die cut piece. While this is the recommended retail style box, it is not required. A conventional box (that requires no die) can be utilized.



## Alternate – Box styles

The box should be WHITE in color, single walled E or F flute corrugated, chipboard, or like material.

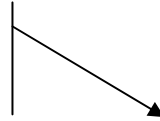
**Closure**  
Tuck flap closure should be secure so that no tape is required.



# Retail Style Packages

## Graphics

**Use only this approved logo.**  
Cinmar will supply the logo in a variety of digital formats.



**FRONTGATE®**  
OUTFITTING AMERICA'S FINEST HOMES™

### The Frontgate & Grandin Road logo

Print Color: Black

Artwork : Supplied by Cinmar or visit

([www.ccsinc.com](http://www.ccsinc.com)) Frontage Vendor Partnership

### Logo placement

Our logo is to be printed centered on the front and back panels (the long sides) of the box.

Horizontal placement is centered. Vertical placement is 1/3<sup>rd</sup> down from top.

### Logo size

It will be necessary to increase the size of the logo, proportionally, to accommodate the box size.

Logo length should be 1/2 the width of the box, not to exceed 20 inches.

Only the size of the logo should be altered, the type font and spacing is to remain as shown.

There is to be no manipulation that would affect the logo proportion.

Never distort by increasing logo height or length individually.



Place on front and back panels, long sides

# Retail Style Packages

## Graphics cont'd

### Exception to previous page :

Flat boxes should have logo placed on the top rather than front and back.

All other points apply.



## Printed Item Number and Description Placement

### Type Font

1/4 inch high. Use Horley Old Style MT Reg. or equivalent. (If this font is not available to your printer, please call for Cinmar Vendor Compliance for an alternative).

### Type color

Black



### Item Number and Description (Ex: #12345)

Direct print our Cinmar item number and description in black on right side panel of the box.

The item number is above the description, located on the left side of the right panel, in line with the Frontgate logo.

# Retail Style Packages

## Graphics cont'd

### Other markings :

#### Address and Made in.... To read:

Frontgate  
West Chester, Ohio, 45069 USA  
Made in .....

#### Or

Grandin Road  
West Chester, Ohio, 45069 USA  
Made in .....

#### Address and Made In....

Address and "Made In...." copy lines  
are to be **no more than 1/4"** in height.  
Locate on left side panel, bottom edge,  
to the right.



# Retail Style Packages / Co-Branded (Master Packed)

## Box construction and inner packaging

Should follow the same packaging guidelines as our retail “style” packages.

## Item number and description labels

Required: See Item labeling (pg.12)

## Carton graphics

Inclusion of the Frontgate logo, layout and specific copy is at the discretion of the Frontgate Merchant in charge of the project in negotiation with the vendor.



Example only

# Retail Style Packages

## Cushioning

### Cushion the item

We request a 1” thick cushion as a benchmark for sufficient cushion within a retail “style” package. The cushion should protect all 6 sides of the product from the box side, in an effort to “float” the item centered in the retail box.

### Internal components

Internal components should be separated from each other with cushioning. It is not only imperative the item be protected so it has no contact with any box side or edge, it is equally as important that no two components touch within the box.

### Filler

Our Frontgate standard is a preformed polystyrene mold as shown in the following pictures. (Alternative cushioning must be approved by a qualified Cinmar QA representative)

### Do Not Use

**Never use protection filler such as: Paper towels, rags, printed newspaper, small foam pieces (peanuts), shredded boxes etc.** We do not accept the use of bubble-wrap as a cushion solution. The cushion solution should have a designed appearance.

**Note:** In the event that your pack requires correction in our fulfillment center, you will incur chargebacks.



# Retail Style Packages

## Inner Packaging

### **Poly Bags**

Poly bags should be used to protect the finish.

Slip the item into a new, clear, size-appropriate poly-bag.

### **Small parts and fasteners**

Packaged in a poly bag, sealed and attached to the instruction sheet bag

Include one extra fastener of each type.

Package should be easily located by customer, unable to move in the box, and should not harm the product.

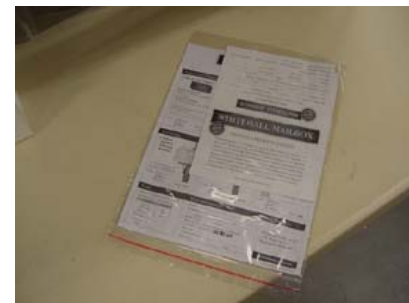
### **Included tools**

Package included tools in fastener bag.

### **Instruction sheets**

See separate page of this document for instruction sheet development and their inclusion in packaging.

A separate vinyl bag is required.



# Retail Style Packages

## Master Pack Labeling

### Item labels

Item labels are placed on every retail package.  
Place labels face up for easy access as the master pack is opened.



# Retail Style Packages

## Package Development Procedure

### **Determine box size**

The box should be sized so the item and packaging / cushioning is snug inside the box (Item should not shift inside the box)

### **Protect the finish of the product, components, and parts**

Clear, size appropriate poly bags

### **Cushion the item**

Please use 1” cushion as a benchmark for sufficient cushion within a retail package.

### **Add Cinmar Item Label**

Add Cinmar Item label to each box so when the master case is opened, the Cinmar item label is face up.

### **Create Master Pack**

Place three or more items in your established master case.

### **Test your Master Pack**

MTL transit test

# Retail Style Packages

## Packaging Test Specifications

### Overview:

If your retail style carton is master packed and set-up to ship alone, your item will require Package Testing. This is to insure our customers receive their goods undamaged merchandise. All packaging samples must have a Merchandise Testing Lab's (MTL) passing test result. When submitting to MTL/BV use a Cinmar Test Request form, specifically. (Please request the "How to Submit to MTL" literature from Teri Fleming or your Cinmar QA representative).

### Important:

In the event that your pack requires correction in our fulfillment center, it will result in a charge back penalty for any re-work necessary. Please see the Vendor Compliance manual (page 15) for details.

### Note:

Please email Teri Fleming at [tfleming@cinmar.com](mailto:tfleming@cinmar.com) if you need assistance on improving the packaging of your item. Please test your pack at your facility before submitting to MTL.

# Instruction Sheets

**Instructions are to be secured with parts bag to the item, easily viewed by customer, not hidden in packaging.**

**If the pack requires to be opened in a particular fashion then instructions on how to open must be affixed to the outermost part of the pack.**

## **Instructions are mandatory if any one part must be assembled**

1. Instructions are mandatory if any one part must be assembled.
2. Instructions are to include the appropriate logo (Frontgate or Grandin Road). Approximate size to be 1/2 width of instruction sheet. Locate logo at top of the page. No manufacturers logo or reference should be made on instructions.
3. Instructions must be written in English.
4. It is inappropriate to provide an assembly illustration only (Assembly Illustrations: 1 exploded picture of an item with each part identified)
5. Instructions must first include a Bill of Material (BOM) / parts listing (Inclusive of part number, description, quantity needed, extras included and picture of each part).
6. Instructions must then list any and all tools needed but not supplied (hammer etc)
7. Instructions should be listed in Step-by-Step fashion.
8. Each step should be separated from other steps.
9. Each step should be numbered and listed in order.
10. Each step should include a picture of the action with parts identified. Each step should contain a description of the action (example" Add bolt C to join pole F to basket H)
11. If any 2 parts are alike (right or left side is an example), these parts should be identified with a white computer generated label with black print of the corresponding part number on the instructions.
12. A picture of the complete, assembled item should be included after the last step.
13. All items require some kind of care. Include a CARE AND MAINTENANCE section below the picture of the complete assembled item. State any cleaning or maintenance that is suggested for the item.
14. Instruction sheets should be printed not photocopied for production. Common Paper stock : 50lb Productolith or equivalent. Color : white.

# Instruction Sheets cont'd

## **Frontgate - add this copy at bottom of sheet, last page :**

Please contact one of our Product Specialists for assembly assistance or questions at 1-800-537-8484 or email : [ps@frontgate.com](mailto:ps@frontgate.com). Specialists are available weekdays 8:00AM to 8:00PM EST or Saturdays 9:30AM to 6:00PM.

## **Grandin Road – add this copy at bottom of sheet, last page :**

Please contact one of our Product Specialists for assembly assistance or questions at 1-800-491-4958. Specialists are available weekdays 8:00AM to 8:00PM EST or Saturdays 9:30AM to 6:00PM.