

Global Ticket and Label System Refreshed Design - New System



Ticket and Label Business Update

March 2010, AWI will commence a global roll out of a refreshed Woolmark, Woolmark Blend and Wool Blend ticket and label offer

At the same time AWI will change their preferred global supplier to the SML Group

Increased security features to provide support and credibility to licensee products

Ticket and Label Business Update

New Tickets and Labels can only be sourced from SML

Supply of new ticket and label artwork and paper to other suppliers on a case by case basis

Ticket and Label Design

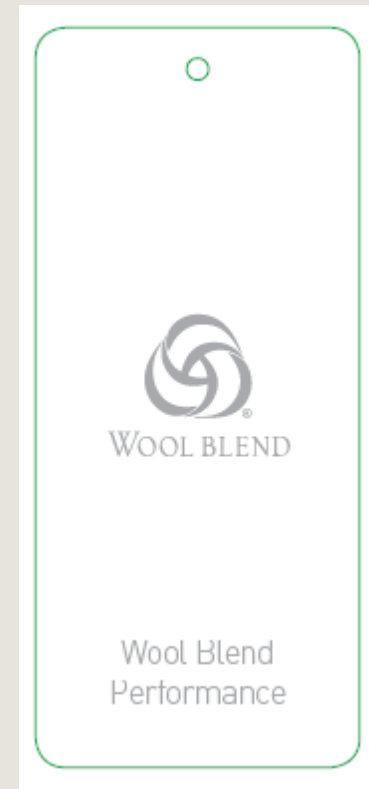
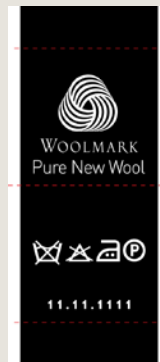
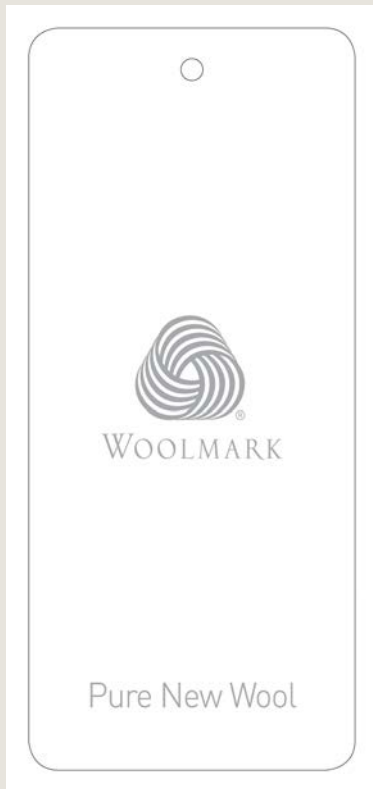
Key principles for the design:

- to resonate what AWI are famous for – quality and natural; and
- to have the Woolmark (and associated brands at the forefront)

Key principles for the new supply base:

- a wider network coverage and customer service support provided by SML
- an on-line ordering system
- a simpler pricing structure

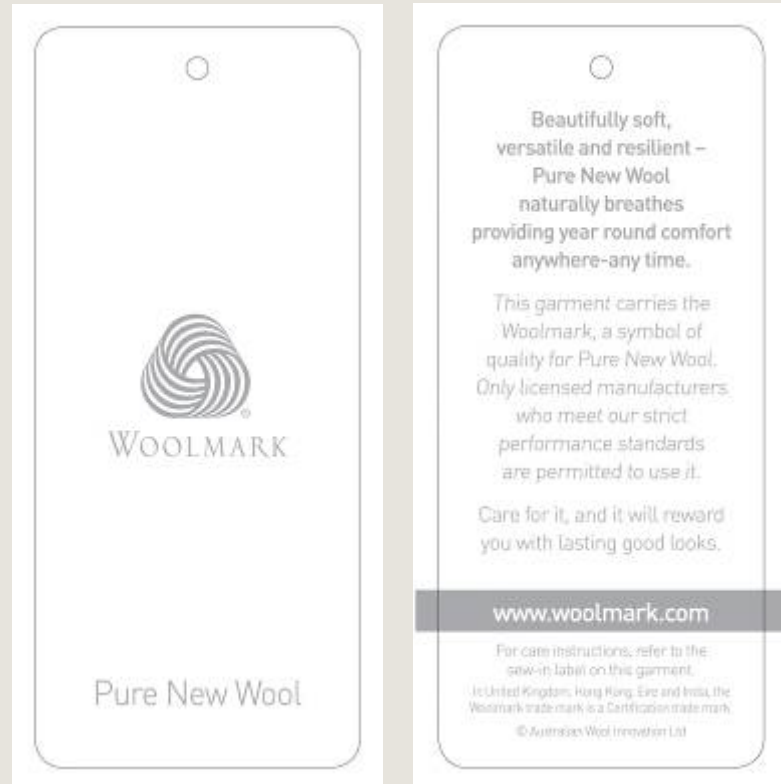
Ticket Design



Ticket Format

Tickets:

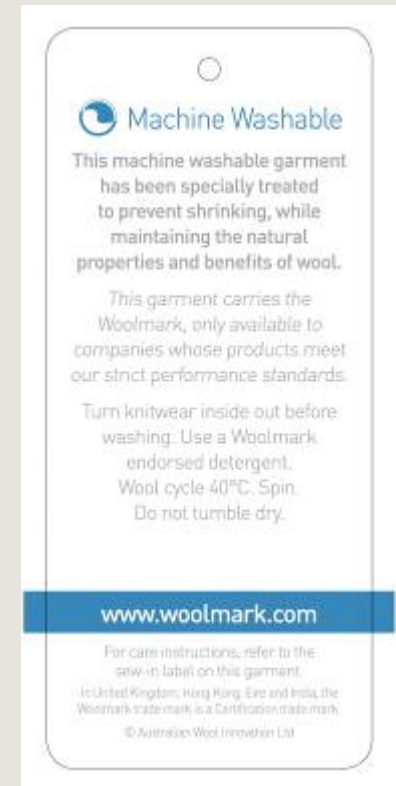
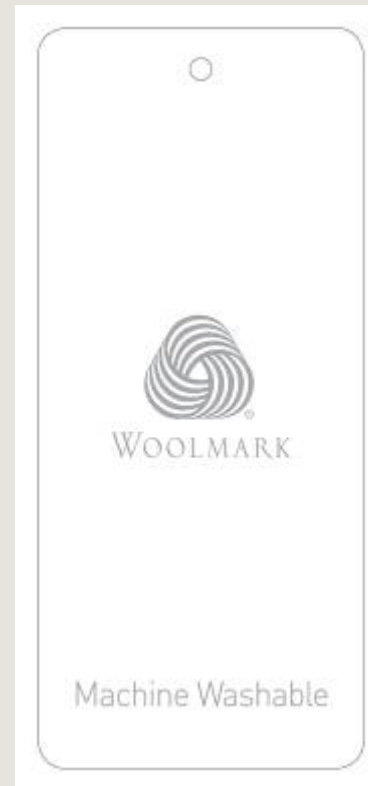
- new revised size
- new colour
- new layout
- new font
- revised text
- new ordering codes



Ticket Paper

Tickets: new paper

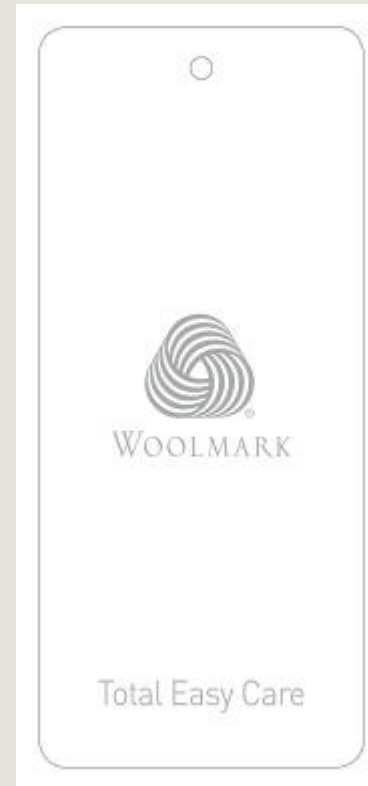
- environmental credentials
- paper is made from products that meet FSC standards and Certification and also recycled using 30% post consumer waste



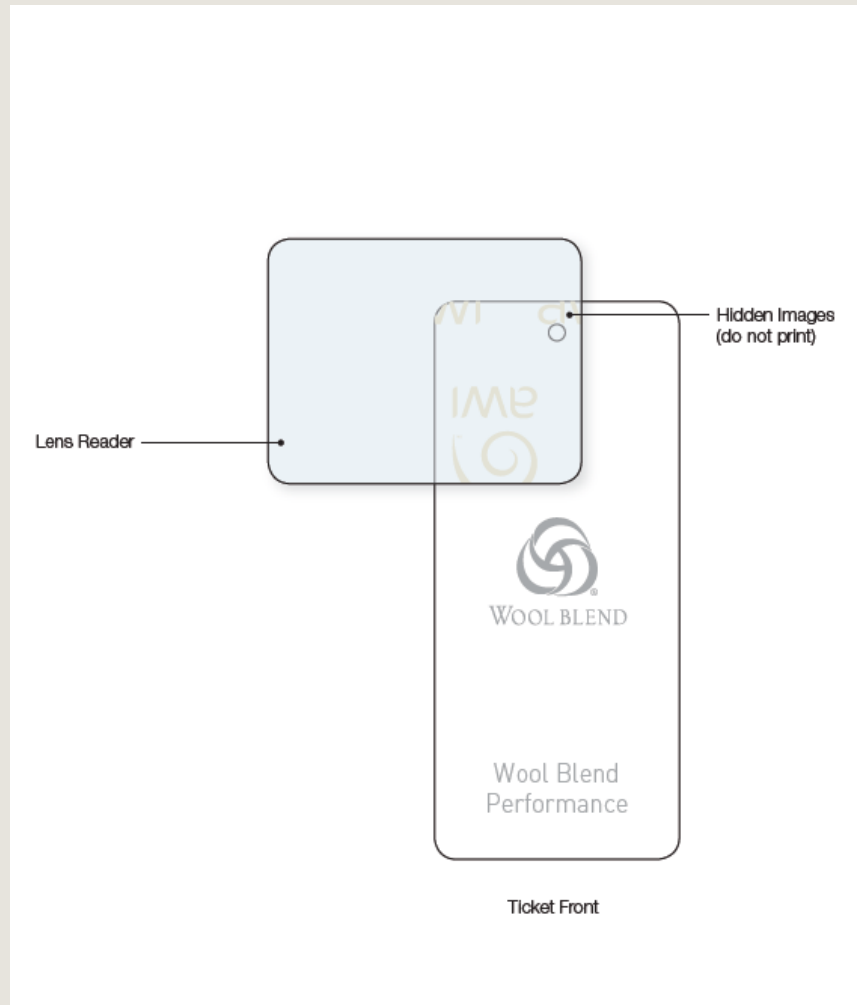
Ticket Security

Tickets: new security

- state of the art 'hidden image' technology
- A plastic credit card size reader that overlays the ticket will allow the hidden image to be visible
- The hidden image is the AWI logo repeated across the paper in both directions



Hidden Image Paper



Label Design

Labels: updated in line with required labelling requirements

- New Font
- New Layout
- Updated colour
- Updated Care Claim symbols
- Rationalise variety
- New ordering codes



Label Security

Label security utilises

- standardised batch codes

8 numbers: AABBBBCC

AA – Country Code

BBBB - Extract from the Licence number

CC - Year (eg: 10)



Ticket and Label Offer

Revised specifications:

- new Product Specifications came into effect on 15 December 2009
- notice given in December 2009 of further updated Product Specifications from 1 January 2011

Brand guidelines:

- new brand guidelines will be issued
- new codes for ordering will be also issued to avoid confusion
- the on-line ordering system also shows an image of the item being order to avoid errors

Old design:

- the current design tickets and labels will be phased out between March and June 2010
- it is not envisaged that the current design will be reproduced and used from 1 July 2010, although existing stock may be utilised for 6 months (until 30 December 2010)

Ticket and Label Offer

Joint partner branding:

- working with key partners to offer joint branded tickets and labels
- Incorporating Woolmark into retailer 'house style' tickets and labels when appropriate
- Joint promotional tickets and programs

Interior branding:

- next stage - updated interior offer
- working with joint partner branding where appropriate

Ticket and Label Ordering System

E-platform provided by SML, tailored to the AWI business

- Licensees will go to wool.com/tickets first, then link to SML site
- AWI local key account managers (KAMs) will be sent an email when a licensee has placed an order
- AWI KAMs will approve all orders from their licensees
- AWI KAMs will provide a reason why the order cannot be approved
- SML will not action production of an order until AWI KAM approved

Ticket and Label Ordering System

E-platform system provided by SML, tailored to the AWI business

The screenshot displays the SML E-Platform interface for an order. The top navigation bar includes 'Ordering' and 'Administration' menus, a user login (AWI005.SM), and a timestamp (2010/02/05 07:10 PM). The main content area is titled 'Order Information - *** New ***' and is divided into several sections:

- General Information:** Contains fields for Sales Order#, Issue, Handling Company, Customer, Main Program, Sub Program, Customer Service, Salesman, Customer PO#, Order Remarks, Order Status, Creation Date, Confirmation Date, Promised Ship Date, and Customer Request Ship Date. Red boxes and numbers 1 through 5 highlight the Customer, Main Program, Promised Ship Date, Customer PO#, and Order Remarks fields respectively.
- Order Information:** A section containing a 'Retailer' dropdown menu, highlighted with a red box and number 3.
- Order Remarks:** A text area for additional notes, highlighted with a red box and number 5.
- Order Notification List:** A table with an 'Email' column and 'Add'/'Delete' buttons. One email address, 'charleskemp@sml.com', is listed. This section is highlighted with a red box and number 6.
- Billing Information:** Fields for Bill To, Address, and Currency.
- Shipment Information:** Fields for Ship To, Address, Ship Mode, and Shipment Remarks.

The interface is presented in a browser window with a status bar at the bottom showing 'Internet | Protected Mode: Off' and a zoom level of 100%.

Ticket and Label Training Guide

- Training Guide with step by step instructions and screen shots will be provided
- Multi-lingual options may be available: English, Mandarin, Turkish, French for phase 1



Ticket and Label Ordering System

Licensees who don't use the internet:

- can still order by fax or email
- an order form template will be provided
- SML will enter the order into the e-platform system

Ticket and Label Pricing

Initially there will be 3 key production sites: China, Turkey and UK, with support from other locations

Simpler Pricing System:

- Fixed pricing for 12 months, but negotiable on large volumes and repeat orders
- One price for each of the following three label options
 - White
 - Black
 - White or Black with another Colour eg: Machine Wash and Total Easy Care
- One price for each of the following ticket options
 - 2PP Strung
 - 2PP Unstrung
 - 4PP Strung
 - 4PP Unstrung

Payment in local currency – HKD, GBP, Euro and others as appropriate

Ticket and Label Project

Any Questions:

Please contact your local Key Account Manager

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