

PRODUCT LAUNCH CODE OF PRACTICE FOR SUPPLIERS

Children's Brands, JL Brand and Accessories



SUPPLIER REQUIREMENTS

Suppliers to John Lewis are required to comply with specific requirements with regards product information, images and if applicable samples. The following slides enable you to achieve this.



***Compliance is key, as your
performance will be
measured**

SUPPLIER REQUIREMENTS

Product info



Product information must be provided in the Smartsheet, supplied by Buying, so that a new item can be created in our PIM system. It is very important that information is complete and 'right first time'.
'right first time' performance will be reported for all suppliers.

Digital Assets



Digital Assets – we have guidelines to enable you to supply images in the correct format to John Lewis.
Compliance to our image requirements for your category will be reported for all suppliers.

Samples

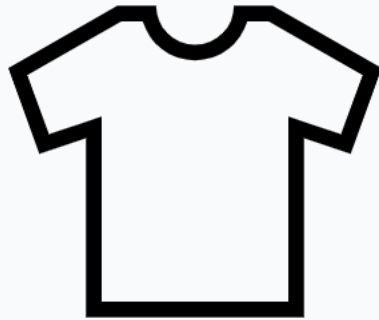


Samples – if you provide samples to be photographed by John Lewis you must supply samples 'on time and in full' and correctly labelled to ensure speed to launch is not compromised.
Correct labelling and on time and in full delivery of samples will be reported for all suppliers.



SUPPLIER REQUIREMENTS

Non Compliance



Our launch requirements are in line with our launch process. Compliance is important because it means that products can launch efficiently and on time (ie as soon as stock arrives into JL). Compliance will also drive sales through increased conversion and search engine optimisation (SEO).

When non compliant data, image or samples are submitted, additional resource is needed to 're work' data or images and if a non compliant item launches, we see increased returns and customer complaints.

We will always try to work with our suppliers to resolve non compliance issues but when this fails, we will pass costs back to the relevant suppliers or in the case of on-going non compliance, we will be unable to launch items online.

SUPPLIER REQUIREMENTS

Product Information



Double click on wording or download each attachment. Video link can be copied into web browser.



Some attributes need to be entered in a specific way e.g. size, colour, dimensions etc. The documents attached will help you to achieve this.

Link to Attribute Guide



Attribute Guide

Link to Units of Measure



Units of Measure

Link to Video this shows how to complete the Smartsheet for

Wholesale product

https://johnlewis.scene7.com/is/content/JohnLewis/JL_Led_290318

Link to Guide to Video



Smartsheet Guide

Link to Video this shows how to complete the Smartsheet for

SOR product

https://johnlewis.scene7.com/is/content/JohnLewis/Supplier_Led_290318

Link to Guide to Video



Smartsheet Guide

***Any Smartsheet not completed to an acceptable standard will be returned to you to amend**

SUPPLIER REQUIREMENTS

SOR ONLY PROCESS



Smartsheets must be fully completed and return within 2 working days. If any of the information is missing we will not be able to new line and if you deliver your stock this could be returned to you.

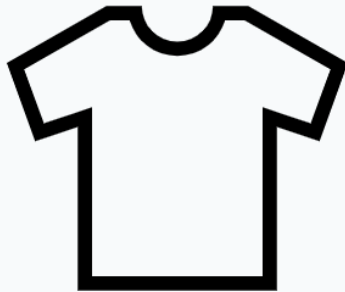
A confirmation email will be sent once the item have been set up and we will, at this point, request the digital assets..

All digital assets must comply with the Digital Asset guidelines – please see the next slide. Any incorrect digital assets will be returned to you, which may delay your launch

The DC can only receipt stock that has an active barcode (EAN/UPC) that has been set up on the JL system. So please wait for confirmation of set up before delivering stock.

SUPPLIER REQUIREMENTS

Digital Assets



Click on the link below for the supplier requirements so you can provide the images correctly, particularly the technical specifications and naming conventions

http://scene7.johnlewis.com/is/content/JohnLewis/Compliance_Accessoriespdf

http://scene7.johnlewis.com/is/content/JohnLewis/Childrenswear_Guidelinespdf

Link can be copied into web browser



Over the next 12 months all supplier sourced imagery will need to be delivered via our Digital Asset Management tool (DAM), by accessing Adobe Creative Cloud. Ensuring that naming conventions are accurate will be crucial



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SUPPLIER REQUIREMENTS

Photography Samples



You will need to provide your photography samples directly to the **John Lewis photo studio**. Full details provided by clicking on the wording of each attachment



Photo sample
process



JL Photo Sample

- All samples must be labelled with the John Lewis Photography sample label - 2nd attachment
- Outer cartons must be clearly labelled as per the Photo Sample Process – 1st attachment
- All samples are to be delivered packaged to a high standard to avoid damage as they move through the studio.

Do not send any photography samples directly to the buying team.



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SUPPLIER REQUIREMENTS

No Image/ No Sample



You will need to communicate, no later than **2 weeks** before the delivery date, to the buying team what is missing. Always contact your buying team directly with any queries.

If this scenario occurs we would expect you to send Gold Seal samples (ie stock from your warehouse) directly to JL Photo Studio at your cost.



JL Photo Studio
Process



We track the amount of options we have to shoot from our stock because you have failed to provide images or samples.

SUPPLIER REQUIREMENTS

Critical Path



***Compliance is key, as your performance will be measured**

Critical Key Dates are:

Suppliers have **2 weeks** from when the Smartsheet is sent to them to fully complete and return to the Product Set Up Specialist. At the same suppliers will also need to send their digital assets to the Product Set Up Specialist.

69 days to launch supplier sends photo samples
Due to seasonality this date may be subject to change, the buying team will communicate this to you directly



** To ensure the launch date is not comprised you need to correctly complete the Smartsheet first time.

Launch is typically 24 hours after the stock has been receipted following delivery into DC, with the exception of an embargo product