



The Kroger Co.

1014 Vine Street

Cincinnati OH 45202

7/9/2018

Kroger Supplier,

As you know Kroger has been a leader in the conversion of fresh products from cardboard to RPCs. We maintain that the RPC allows you and us to provide our customers with a better product because the RPC allows the product to cool down quicker extending the shelf life and protects it from damage. While our customer may not understand the importance of RPC they do recognize how the RPCs packaging looks. When a RPC has multiple partial labels or label residue the RPC do not portray the image we all want and so we are asking for your help. Operationally, we must be able to identify the product in the RPC without any excess labels for our associates and COOL compliance.

We have worked with all three of the major RPC providers to agree on a label that adheres to the crate for identifying the products inside but then, with appropriate water temperature and pressure, will wash off giving the crate the fresh clean look we all want. Below is a list of the approved labels:

1. Ricoh 140LDS/LES w **G12 adhesive**
 - a. Direct Thermal product (like a check stand receipt where heat turns the white paper black)
2. Technicote 86152 w **AT333 adhesive**
 - a. Thermal Transfer product (white label w a black ink ribbon)
 - b. Direct Thermal product
3. Mactac DTM0902 w **LT20 adhesive** not HLT20
 - a. Direct Thermal product
4. UPM Raflatac DT209J with **RP45 adhesive**
 - a. DT209J is Direct Thermal
5. UPM Raflatac SP184W with **RP45 adhesive**
 - a. SP184W is Thermal Transfer
6. Ritrama 4-RL2D-03464 RI-757 with **AP901 adhesive**
 - a. Direct Thermal & Thermal Transfer

Prior to October 1, 2018 we are requesting suppliers switch to the approved labels. We understand that you may have some existing label stock but we hope this advanced notice will allow you to work through your existing labels and move to the new approved label prior to November 1, 2018. If you have a label that you would like to get added to the list, the criteria is that **all 3 poolers** must agree before a label will be added to the Kroger Approved Label list.

In addition, the RPC suppliers will be providing you with documentation identifying the proper location of the label on the tote. This is important for several reasons, 1). We want our store associates to easily and accurately identify product in the RPC. 2). We want it to look professional to our customers. 3). The right label makes label removal much easier. We want this move to the approved labels and label

placement to be voluntary because of the value for you of a fresh clean neat tote appearance representing your products.

This Label initiative is very important to Kroger and our customers so we are prepared to implement a “RPC Refurbishing Fee” to those companies who choose not to comply with our label guideline, but our hope is that everyone complies. We are requesting that all Suppliers move to the new approved label prior to November 1, 2018.

Label Approval Process

Please submit your proposed labels to:

IFCO – (IFCOLabels@ifco.com)

Tosca – (labeldevelopment@toscaltd.com)

Polymer – (Salim.Baltagi@polymerlogistics.com; Paul.Pederson@polymerlogistics.com).

Each supplier may ask you to send some samples for testing. Labels will not be added to the Kroger approved list unless you have an approval email from each of the 3 Poolers. Please send all three poolers approval emails (in one email) to dan.kroeker@kroger.com; joseph.oconnor@kroger.com

Sincerely,

Dan Kroeker
Kroger Supply Chain Strategic Initiatives Manager