



***Burlington Stores, Inc.***  
***Direct to Consumer Program Manual***

# INTRODUCTION

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## ***Philosophy***

Burlington Stores is committed to providing our vendors and customers with superior service. Our goal is to give our customers a convenient one-stop shopping experience by presenting a large assortment of current, high-quality, and name-brand merchandise at substantial discounts. Burlington Stores' e-Commerce program provides customers the ability to place orders via Burlington Stores' online store ([www.burlingtoncoatfactory.com](http://www.burlingtoncoatfactory.com)) and receive delivery of merchandise to the customers' requested "Ship To" address.

Our vendor Direct-To-Consumer (DTC) program applies to Burlington Stores' e-Commerce customer orders where merchandise is fulfilled and shipped from a vendor's fulfillment center direct to the customer-designated "Ship To" address. Unless otherwise specified, e-Commerce merchandise fulfilled through Burlington Stores' fulfillment center is not subject to the DTC policies.

## ***Purpose of the Direct to Consumer Program Guidelines***

The purpose of Burlington Stores' direct to consumer program manual is to keep our vendors informed of Burlington Stores' policies, procedures, and expectations. This manual is considered to be a set of guidelines we ask our vendors to follow. Following these guidelines will allow your products to get to our customers in a quick and efficient manner.

## ***General Vendor Requirements***

This manual covers the requirements for shipping merchandise to our consumers for our [www.burlingtonstores.com](http://www.burlingtonstores.com) website.

In addition to these guidelines, all DTC transactions also are governed by the Burlington Stores' Domestic Vendor Partnership Manual, which include the terms and conditions of all purchase orders. This can be found on our vendor website at <http://www.burlingtoncoatfactory.com/Vendors>. Please note that the information in this manual can be changed without notice. It is important that you check the online version of the Domestic Vendor Partnership Manual found at <http://www.burlingtoncoatfactory.com/Vendors>, under the "Compliance" tab to be sure you have the most up to date information.

All new vendors are encouraged to also reach out to the Vendor Relations department to set up a meeting to discuss the requirements that are outlined in the Domestic Vendor Partnership Manual.

Please review all of the requirements carefully. Not following the requirements contained in this document as well as the Domestic Vendor Partnership Manual may result in delayed payment of your goods, potential of being removed from the website, as well as possible charges to the vendor.

Please reference the below contact information that may be used frequently when shipping your merchandise:

### **E-Commerce Operations**

[\*\*Ecomm.dropship@burlingtonstores.com\*\*](mailto:Ecomm.dropship@burlingtonstores.com)

E-Commerce Operations can assist with concerns regarding inventory shortages, non-defective returns, damages and vendor errors, as well as questions specific to product image requirements or inventory shortages/availability. The E-Commerce Operations team can also provide direction during the direct to consumer on-boarding process. This department can also assist with understanding Burlington Stores'

requirements for shipping your product to our consumers as well as any questions regarding the Direct to Consumer Program Manual.

**Vendor Set-Up Department**

**609-387-7800 x 73143**

[vendor.setup@burlingtonstores.com](mailto:vendor.setup@burlingtonstores.com)

The Vendor Setup department will be assisting you during the initial setup as well as answer any general questions while on boarding with [burlingtoncoatfactory.com](http://burlingtoncoatfactory.com).

**Vendor Relations Department**

**609-387-7800 x 73318**

[vendor.relations@burlingtonstores.com](mailto:vendor.relations@burlingtonstores.com)

The Vendor Relations department can be contacted with compliance issues or questions regarding the Domestic Vendor Partnership Manual.

**Vendor Relations Website**

<http://www.burlingtoncoatfactory.com/Vendors>

This website provides vendors access to information needed to do business with Burlington Stores.

**EDI Department**

**609-387-7800 x 73340**

[edi.support@burlingtonstores.com](mailto:edi.support@burlingtonstores.com)

The EDI department provides support and assistance for all EDI services and solutions including the Burlington Stores EDI Gateway, the EDI Solution partner program, EDI Specifications, EDI testing for traditional EDI, as well as technical support for transactions, transmissions and the Burlington Stores EDI specifications including mapping. ...If there are any questions about any Burlington Stores EDI specification, mapping or process contact EDI Support at (609) 387-7800 Ext 3340 (EDI-0) or [EDI.Support@burlingtonstores.com](mailto:EDI.Support@burlingtonstores.com) , where an incident will be opened and answered by the next available EDI coordinator.

**Accounts Payable Department**

[BCF.Invoices@burlingtonstores.com](mailto:BCF.Invoices@burlingtonstores.com)

Information regarding payment of invoices, checks or any other accounts payable related issues can be directed to this email address.

**Fed Ex Third Party Billing**

[Ecomm.dropship@burlingtonstores.com](mailto:Ecomm.dropship@burlingtonstores.com)

This team can assist with your Fed-Ex account # information and questions regarding shipping.

# EDI REQUIREMENTS

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All direct-to-consumer data is exchanged via EDI. Burlington Gateway portal cannot be used for direct-to-consumer EDI transmissions. EDI testing is required to ensure vendors are EDI compliant with Burlington Stores' EDI requirements. Burlington Stores offers direct-to-consumer vendors the option to test directly with Burlington's EDI Department if an in-house EDI solution is already implemented or using a pre-certified third party EDI provider. For vendors who do not currently have an EDI solution, please choose from one of the Burlington Stores EDI pre-certified solution partners. To request the list of pre-certified providers, please email [DTCSetup@burlingtonstores.com](mailto:DTCSetup@burlingtonstores.com).

- Burlington Stores DTC vendors are required to receive purchase orders (EDI 850), send advance ship notices (EDI 856) along with package tracking numbers, daily inventory (EDI 846) and submit invoices for payment (EDI 810).
- Vendor must also be able to provide packing slips discussed later in this document
- All EDI documents must be 100% accurate.
- Direct to Consumer Purchase Orders (850s) will have the customer's name, phone number, and ship to address in the N1 through N4 segments. Your team must be able to read and store these segments, in order to make them available for the ASN and Invoice later in the PO to Payment process.
- Burlington's EDI Specifications are available on line at <http://www.burlingtoncoatfactory.com/Vendors/EDI.aspx>
  - Specifications are updated annually about the first week of each calendar year
  - Updated Specifications are complete with User Notes and comments
  - Release Notes for each Update is also been provided
  - Please take the time to read the 'User Notes' provided within the updated specifications
  - Specification updates were developed to support BCF EDI partners while minimizing any systemic impacts
- If there are any questions any Burlington Stores EDI specification contact EDI Support at (609) 387-7800 Ext 3340 (EDI-0) or [EDI.Support@burlingtonstores.com](mailto:EDI.Support@burlingtonstores.com) , where an incident will be opened and answered by the next available EDI coordinator.
- In the event that a consumer order was inadvertently duplicated and/or transmitted from the website and received by a vendor more than once, the vendor will be responsible for notifying the E-Commerce Operations ([ecomm.dropship@burlingtonstores.com](mailto:ecomm.dropship@burlingtonstores.com) ) in order to verify the additional order and confirm that it should be shipped. Burlington Stores will not be responsible for payment of multiple shipments of this nature.
- If a drop ship handling fee has been negotiated between the vendor and buyer, the drop ship fee must be noted on the vendor acknowledgment page and appear separately from the product cost in the "D240 special handling fee" EDI segment on the invoice. Please contact EDI Support prior to EDI Testing for more details if applicable.<sup>1</sup>

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<sup>1</sup> Burlington Stores typically does not allow vendors to 'prepay and add' freight charges to merchandise invoices, if you find yourself in this situation, please contact Vendor Relations Department using the information below: <http://www.burlingtoncoatfactory.com/Vendors/LocationsContacts.aspx>. See EDI invoice specification, page 36, found here: <http://www.burlingtoncoatfactory.com/Vendors/EDI.aspx>

## SHIPPING REQUIREMENTS

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- In order to participate in Burlington Stores' DTC program, vendors must pick, pack and ship all DTC SKUs from their fulfillment center located in the contiguous United States.
- DTC vendors only receive purchase orders for SKUs for which the vendor has provided a positive on-hand inventory quantity to Burlington Stores. As such, vendors are expected to meet an overall line item fill rate of 99% or greater.
- We expect that you will ship orders within 3 business days of receiving the PO via EDI. If you will be shipping outside of this window please notify our E-Commerce Operations department via email at [ecom.dropship@burlingtonstores.com](mailto:ecom.dropship@burlingtonstores.com).
- Under certain circumstances, additional lead-time may be negotiated and agreed to in writing with Burlington Stores' e-commerce team; this will act as the standard fulfillment lead-time for the applicable SKU's.
- There are no product substitutions permitted at any time.
- All problems and issues regarding shipping or delivery to the consumer must be resolved by the vendor.
- Shipments that are misrouted due to vendor error must be resolved at the vendor's expense.
- It is understood that you are capable of shipping to Alaska and Hawaii.
- All orders shipped to Alaska and Hawaii are expected to be shipped via 2Day Air Shipping.
- It is also understood that you are capable of shipping to Puerto Rico.
- For orders shipped to Puerto Rico, vendors are expected to use Economy service.
- Shipments to P.O. boxes or military (APO, FPO, PSC) boxes are not permitted.

### ***Burlington Stores' Fed-Ex DTC 3<sup>rd</sup> Party Billing Number***

DTC Vendors are required to ship items via FedEx (excluding freight line items) to the customer using Burlington's FedEx Third Party Billing account.

- This number is designated for online drop-ship merchandise only.
- There may be additional vendor fees from FedEx. The vendor will be solely responsible for all fees incurred if the procedures are not followed properly.
- DTC Vendors are NOT permitted to use vendor-branded logos or the vendor name on shipping labels or cartons.
- For single line items that are split into multiple cartons, the vendor must state the carton number and total number of cartons for that single line on the shipping label (e.g., "1 of 2 cartons" for a line split into two cartons).
- DTC Vendors that use non-approved carriers will not be reimbursed and unauthorized service upgrades are subject to a full charge back of the freight cost plus an administrative fee to the vendor.
- Vendors are required to use our 3rd party billing number for DTC orders only. Using our 3<sup>rd</sup> party billing number for orders that are not DTC is strictly prohibited. Vendors will be subject to a charge back of the freight cost plus an administrative fee to the supplier for inappropriate use of 3rd party billing number.

## INVENTORY

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- DTC vendors must provide a guarantee that their product will have a 100% availability of the on-hand quantity provided to Burlington Stores.
- DTC vendors are required to send Burlington a daily stock report of on-hand and out of stock items via the EDI 846 inventory document.
- EDI 846 inventory feed must include the UPC number for each style/sku.
- DTC vendors are required to communicate discontinued styles via email to [ecommm.dropship@burlingtonstores.com](mailto:ecommm.dropship@burlingtonstores.com) before they are omitted from the 846 inventory feed.
- DTC Vendors are responsible to communicate with our e-commerce team in regards to an accurate inventory position to avoid confusion and customers' distress.
- Failure to provide timely inventory updates that result in cancelled BurlingtonCoatFactory.com orders may result in a chargeback to the vendor.
- Burlington Stores is responsible to distribute the designated E-Commerce holiday periods to vendors as well as shipping cut off dates for carriers once established.

## ITEM RETURNS

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- Vendor must provide the correct address for consumer returns on their packing slip located under the "Ship From" information. Burlington Stores *does not* accept returns nor have the facility to "destroy" or "store" the merchandise.
- Burlington Stores cannot be responsible or billed for any re-stocking fees.
- Burlington Stores does not expect to have direct communication between a DTC vendor and the customer unless requested by Burlington Stores E-Commerce team.
- If a return allowance has been negotiated between the Burlington buyer and the vendor, this must be documented on the vendor agreement and noted on the vendor acknowledgement page of the E-commerce manual.

## NON-DEFECTIVE RETURNS

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- Burlington Stores will contact vendor to request RA #. Please note that at times a consumer will send a return directly to the vendor prior to contacting Burlington to request the RA #.
- Consumers will be instructed by Burlington to send all return items directly to the vendor with RA# on packaging.
- The consumer is responsible to pay return shipping fees.
- When vendor receives the item, please e-mail [Ecomm.dropship@burlingtonstores.com](mailto:ecommm.dropship@burlingtonstores.com) with the order information so Burlington can issue credit. Please provide the RA # if one exists.

## DAMAGES AND VENDOR ERRORS

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- DTC vendors are required to handle all damage issues (due to product failure) and errors within 1 business day from when they are contacted. This also applies to FedEx and non-FedEx related damages.
- For damages and vendor errors, a call tag *must be* issued by the vendor using the vendor's FedEx account number. For errors caused by Burlington, call tag can be issued using Burlington's 3<sup>rd</sup> party billing number which will be provided once the form is completed. If replacement parts are sent, tracking numbers and list of replacement parts must be sent by the vendor to [Ecomm.dropship@burlingtonstores.com](mailto:Ecomm.dropship@burlingtonstores.com).
- Replacements are to be shipped at the vendor's expense. Failure to comply will result in a charge back.

## PRODUCT AND IMAGE

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### ***Product Information***

- Burlington Stores' e-Commerce Team manages all product content displayed on [www.burlingtonstores.com](http://www.burlingtonstores.com). Product content includes product descriptions, product attributes, feature/benefit information, photography, images, video animation or interactive media, graphics, audio, website addresses and other content furnished to and/or used by Burlington Stores.
- Burlington Stores' merchants are responsible for final selection, approval, initial setup and display status of all e-Commerce products available for sale.
- **Please note:** DTC Vendors should provide digital assets (per Burlington Stores' specifications) when possible.

### ***Image and Content Requirements***

- DTC vendors must provide extremely precise photography defining the production of each item.
- Photo images must be of the exact bulk product that would be received in the vendor/Burlington fulfillment center (including fabric, trim and color that will be used in bulk production).
- Photo images should be provided to buyer and web merchandising team via Dropbox or email to [DTCSetup@burlingtonstores.com](mailto:DTCSetup@burlingtonstores.com) (images can also be provided via an FTP site if one is available).
- Each image should be labeled with Burlington Stores style number.
- Please provide descriptive information/suggested product copy about the product. Burlington likes to give our consumers detailed information on the item so they can make an informed decision. Please only submit final production sales information and images.
  - All technical information
  - All product features/sales sheet
  - Where the product was made according to the following 4 categories, Made in USA, Imported, Made in USA of imported materials, Made in USA of USA and imported materials.
  - Product dimensions (Open/Unopened when applicable)
  - Shipping dimensions & weight
  - Product UPC

Actual weight (By individual component when applicable)

### **Image Format** (in order of preference)

1. .jpg
2. .png
3. .tif

### **Image Size**

- Below are the minimum image size requirements. Please note larger image sizes are acceptable.
  - 1200 x 1200 pixels
  - Resolution 300 dpi
- We will not accept files attached in a Microsoft Image Document, Microsoft Excel or Adobe Acrobat format.
- The files are preferable to have embedded clipping paths.
- Image files will not be acceptable if there are parts of the product that have been mistakenly edited out.

### **Vendor In-House Photography**

- Photograph on white (unless it is a room set) with zero dot other than minimal object shadow, a 45 degree height perspective on product, and a slight quarter turn to the right.

## **VENDOR COMMUNICATION**

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- DTC vendors are expected to keep Burlington Stores updated on key contact information and fulfillment center operational hours.
- Burlington Stores' E-Commerce team requires vendors to notify them when their fulfillment centers are closed for any day other than national holidays, which might inhibit the vendor from meeting shipping needs.
- Burlington's DTC vendors are required to annually submit a list of all planned fulfillment center's closure dates for the calendar year, including national holidays.
- Vendors must notify Burlington Stores' E-Commerce team at least ten (**10**) business days prior to any additional closure date(s) or immediately if unplanned and take the appropriate actions as directed by the team member.
- Any changes to vendor addresses or operating hours for a vendor's fulfillment center should be provided to Burlington Stores' with ninety (**90**) days notice prior to the change.
- Each vendor must provide a key compliance contact person that can be reached out to for a number of topics. Examples are [but not limited to] product question, damages, returns, etc. This person will receive e-mails from our customer service representatives regarding customer issues (wrong items, damaged items that need to be picked up, etc). The key compliance contact person's contact information should be sent to the E-Commerce Operations team at [Ecomm.dropship@burlingtonstores.com](mailto:Ecomm.dropship@burlingtonstores.com).



# PACKING SLIPS

A Burlington Stores branded packing list must be included with all DTC shipments. The required elements for this packing list are below.<sup>2</sup>

## Pack Slip Size

- **Zone Height** – Each zone should have enough space allocated to accommodate both required and additional information.
- **Zone Width** – The width of the zones is determined by the width of the pack slip. In some cases, the packing slip width can be divided to accommodate multiple zones side by side.
- **Pack Slip Height** – The recommended minimum label height is 11.0” ± 0.2”. The height of the pack slip can be taller if necessary to accommodate additional information. However, the sequence of zones must be preserved as much as reasonably possible and the placement guidelines described below must be as closely observed in order to meet any delivery deadlines in the initial release sequence.
- **Pack Slip Width** – The recommended minimum pack slip width is 8.0” ± 0.2”. The width of the pack slip can be wider if necessary to accommodate additional information.

**1** Burlington

**4** PACKING SLIP  
P.O. # [100]  
DATE: JULY 17, 2015

**2** SHIP FROM

**3** SHIP TO  
Customer name  
Address 1  
Address 2  
City, State postal code  
Country Code

**6**

**7**

**5**

PO NUMBER	SHIP DATE				CARTONS
63209002	00/00/00				2

**8**

QTY	ITEM/SKU/UFC	STYLE	COLOR	SIZE	DESCRIPTION	UNIT PRICE	LINE TOTAL
2	743685178	427059 BU		4-7	Wool Blend Jacket w/ Quilted Hood	-----	-----

**9**

**10**

**11**

**12**

**13**

**14**

**15**

**16**

SUBTOTAL	-----
SALES TAX	-----
TOTAL	-----

**17**

1. Contact us at  
<http://www.burlingtoncoatfactory.com/ContactUs.aspx>

2. Return Policy  
<http://www.burlingtoncoatfactory.com/Others/ReturnPolicy.aspx>

<sup>2</sup> The Burlington Stores Branded Packing Slip Specification can be found here: <http://www.burlingtoncoatfactory.com/Vendors/EDI.aspx>

**Vendor Acknowledgement**

Please acknowledge receipt of the Burlington Stores e-commerce vendor notification agreement guideline by signing and returning this page via email to DTCSetup@burlingtonstores.com. By acknowledging receipt of this document you understand that there are requirements set by Burlington Stores which are stated in this document and others in the corporate vendor manual which is located online at <http://www.burlingtoncoatfactory.com/Vendors/Compliance.aspx>

A Corporate Officer or a Principal must sign this acknowledgement. We appreciate your prompt response within one week of receipt.

Company Name: \_\_\_\_\_  
Burlington Stores Vendor#: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State & Zip Code: \_\_\_\_\_  
Attention: \_\_\_\_\_  
Phone#: \_\_\_\_\_  
Fax#: \_\_\_\_\_  
Email Address: \_\_\_\_\_

**Please be sure to provide us with appropriate name and email contact for the following:**

**EDI**

EDI Contact: \_\_\_\_\_  
EDI Capabilities (In-house EDI or third party provider): \_\_\_\_\_  
Third party provider name (if applicable): \_\_\_\_\_

**Customer Service**

Customer Service/Order Support Contact: \_\_\_\_\_  
Return Authorization # required for customer returns (Y/N) \_\_\_\_\_  
Return shipping address: \_\_\_\_\_

**Please note additional amendments here:**

Return Allowance: \_\_\_\_\_  
Dropship Handling Fee: \_\_\_\_\_  
Misc: \_\_\_\_\_

**I have received and read Burlington Stores' e-commerce vendor notification agreement guideline**

**Signed:** \_\_\_\_\_

**Please send this page to DTCSetup@burlingtonstores.com**