

THE ICONIC

FBI Operational Guidelines

Fulfilled By THE ICONIC (FBI)

Version 2023.2

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Welcome to THE ICONIC

THE ICONIC is pleased to welcome you as a key valued Seller.

To guarantee that your delivery into THE ICONIC Fulfillment Centre is processed smoothly and to ensure we stay true to our customers, your compliance with THE ICONIC FBI Operations Guidelines outlined in this document is essential.

The commercial relationship between THE ICONIC and the Seller shall be governed and read in conjunction with THE ICONIC's Marketplace and Fulfillment Agreement (FBI Agreement).

It is a condition of doing business with THE ICONIC that all terms of the FBI Agreement and these Operations Guidelines are adhered to.



1. How will you work with THE ICONIC?



1.1 GS1 registration

GS1 is a member-based, not-for-profit organisation that is part of a worldwide network of organisations in over 100 countries. GS1 provides globally registered unique barcodes to sellers, to help improve efficiency, visibility, and accuracy of stock.

GS1 registered barcode numbers (GTIN/EAN/UPC) are retail industry standard and **required to trade with THE ICONIC.**

GS1 is the only official provider of GS1 GTINs and EAN/UPC barcodes globally.

GS1 Requirements

For Sellers within Australia, please navigate to [GS1 Australia](#), or call 1300 227 263 (within Australia), or + 61 3 95589559 (international).

For Sellers outside Australia, please navigate to [GS1 Global](#), to locate their regions relevant information



1.2 Process Overview

Action	1. Range Agreement	2. Training Completed	3. Products Created & Approved	4. Shipment Request Generated	5. Shipment Request	6. SKUs Shipped
	Seller & THE ICONIC discuss core ranging and replenishment inventory levels.	Training conducted on THE ICONIC specific systems and processes	Products created and reviewed in line with THE ICONIC's guidelines	Products created and reviewed in line with THE ICONIC guidelines	A written request made by the Seller via Seller Center for the shipment of Products to the Delivery Address THE ICONIC review and approve or reject	Seller dispatches product to THE ICONIC
Owner	Seller and ICONIC	Seller and ICONIC	Seller		ICONIC	Seller
System	Trade meetings, email and spreadsheets	Seller Center	Seller Center		Seller Center	

1.2 Process Overview (cont.)

Action	7. Delivery Details Provided	8. Mobile Dock Booking	9. Items arrive at ICONIC	10. Items Inbouded	11. Stock Acceptance Report Generated
	Support query raised to provide: <ul style="list-style-type: none"> - SR Number - Estimated Delivery Date - Shipment Tracking - Carton Count 	Booking created by Seller carrier to deliver to Fulfilment Center	Delivery arrives and meets Delivery Refusal Guidelines	Products received and putaway ready for sale	Seller receives report on items that have been received by THE ICONIC
Owner	Seller	Seller Carrier	Seller Carrier	ICONIC	ICONIC
System	Seller Center	Mobile Dock	Mobile Dock	ICONIC	Seller Center

1.3 Shipment Request

The Shipment Request is an itemised list of items that are expected to be shipped to THE ICONIC Fulfilment Center and includes information such as:

- Product Name
- SKU
- Variation (Size)
- Units being sent

The SR is generated through the Seller Center User Interface or via CSV.

Once created, SR will be reviewed by relevant THE ICONIC team if all aligns it will be approved.

Any discrepancies will be flagged to the Seller.









Fulfilment by Brand

Import

Export

Add New

Take me to the old Fulfilment by Brand >

Search purchase order request											1-7 of 7	<	>	
<input type="checkbox"/>	Request Id	P.O. Number	Uploader	Created	Ship date	Request type	Price	Qty	Status					
<input type="checkbox"/>	AU10443-100002A	80	<div>R</div>	09/12/2022	09/12/2022	<div></div>	A\$799.50	10	Submit	<div>...</div>				
<input type="checkbox"/>	AU10443-1000029	79	<div>BL</div>	07/12/2022	01/01/1	<div></div>	A\$76,752.00	960	Submit	<div>...</div>				
<input type="checkbox"/>	AU10443-1000028	78	<div>BL</div>	02/12/2022	07/01/2023	<div></div>	A\$2,638.35	33	Accept	<div>...</div>				
<input type="checkbox"/>	AU10443-1000027	77	<div>BL</div>	02/12/2022	31/12/2022	<div></div>	A\$2,238.60	28	Accept	<div>...</div>				
<input type="checkbox"/>	AU10443-1000022	72	<div>FU</div>	01/12/2022	25/12/2022	<div></div>	A\$7,995.00	100	Accept	<div>...</div>				
<input type="checkbox"/>	AU10443-100000Z	34	<div>BL</div>	05/10/2022	24/10/2022	<div></div>	A\$19,188.00	240	Accept	<div>...</div>				
<input type="checkbox"/>	AU10443-100000Y	33	<div>BL</div>	29/09/2022	13/10/2022	<div></div>	A\$2,747.50	50	Submit	<div>...</div>				

1.4 Shipment Request

Shipment request information is critical, Sellers are required to provide a notice of shipment for all Shipment Requests within 48 hours after dispatch of items from the Seller's warehouse.

The shipment request must contain the following key logistics information:

- Scheduled Delivery Date (exl weekends & New South Wales public holidays)
- THE ICONIC SR#
- Shipment Tracking
- Total carton count

This notice must be provided through the [Seller Help Desk](#) or seller.support@theiconic.com.au

One notice must be sent per Shipment Request in a shipment.

If multiple Shipment Requests are included in one physical shipment, a notice of shipment must be sent for each Shipment Request, with the carrier tracking numbers repeating.

Any shipment arriving to THE ICONIC Fulfillment Centre without notification, or outside of the schedule delivery date, may be subject to delivery refusal in accordance with the terms of the Agreement.

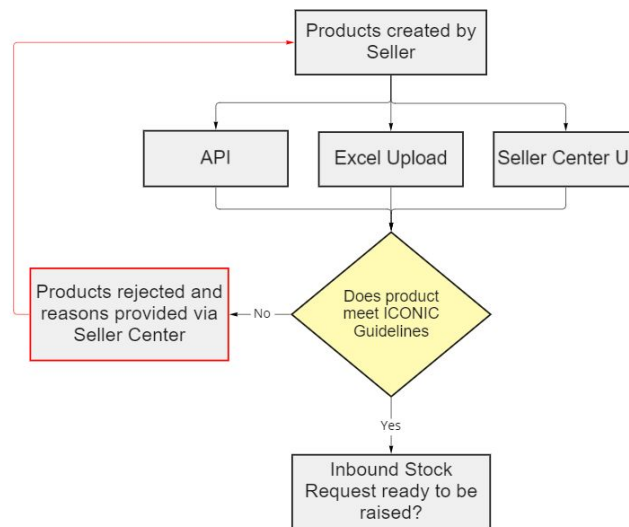
1.5 Seller Center

Seller Center is THE ICONICS platform for Sellers to manage products, promotions and financial reconciliation.

Products can be generated through various methods, a simplified version is available. Further information on the product creation process can be found through the below Help Centre articles:

- [Single Product Creation](#)
- [Bulk Product Creation](#)
- API Overview

Simplified Product Creation



1.6 Imagery & Content Briefs

Imagery

To ensure uniformity across on THE ICONIC website, a comprehensive quality check is completed of all imagery & content to ensure they meet ICONIC guidelines.

A brief outline of the requirements

Image Specs (System Requirement)

- 1600x2000

Background RGB

- Product - 240.240.240
- Apparel - 230.230.230 (Recommended)

Minimum Images

- Product - 2 image
- Apparel - 3 images (front back side)

Full detail of image guidelines can be found in our Help Center:

- [Image Briefs](#)

Content

To ensure uniformity across on THE ICONIC's website, a comprehensive quality check is completed of all imagery and content to ensure they meet THE ICONIC's guidelines.

A brief outline of the content requirements (Apparel) to be provided during product creation

Descriptive Text

- 1-2 Sentences about the product including the Seller and product name in bold

Model Measures

Sentence including garment length of item and height, bust, waist and hip measurements of model in images.

Listed Points

- 3-5 points about the features of the product with a hyphen ahead of the text

Full detail of image guidelines can be found in our Help Center:

- [Content Briefs](#)

1.7 Account Statements

Account Statements acts as your sales invoice and provides visibility on all sales information and breaks down how payments will be made to the Seller. Account Statements in Seller Center provide:

Statement Period	Available for Review
1st – 14th	15th
15th – EOM	1st

- One centralised location for all transactional information
- Visibility of transactions at granular level
- Easy export of all transactional information into Excel

Payments are made based on contract terms to the Seller's nominated bank account in the contract.

More information can be found [here](#)

PERIOD 01 Dec 2020 – 14 Dec 2020		STATUS ● Open	
Opening Balance	Negative closing balance from previous statements.		0.00 AUD
Orders	Sales Revenue		1,796.75 AUD
	Other Revenues		0.00 AUD
	▸ Fees		-702.36 AUD
	GST		133.50 AUD
	GST withheld		-97.31 AUD
	Subtotal		1,130.58 AUD
Refunds	Returned or Cancelled Orders		-940.62 AUD
	Debit of other revenues		0.00 AUD
	▸ Refund on Fees		378.20 AUD
	GST		-66.70 AUD
	GST withheld		56.53 AUD
	Subtotal		-572.59 AUD
Others	Others		0.00 AUD
	GST		0.00 AUD
	GST withheld		0.00 AUD
	Subtotal		0.00 AUD
Closing Balance	Total Balance		557.99 AUD
Payout			557.99 AUD
		Download All Transactions	Print The Iconic Tax Invoice 2020 V4
		Sales Report	

2. How do we package each item?*



OPERATIONAL GUIDELINES

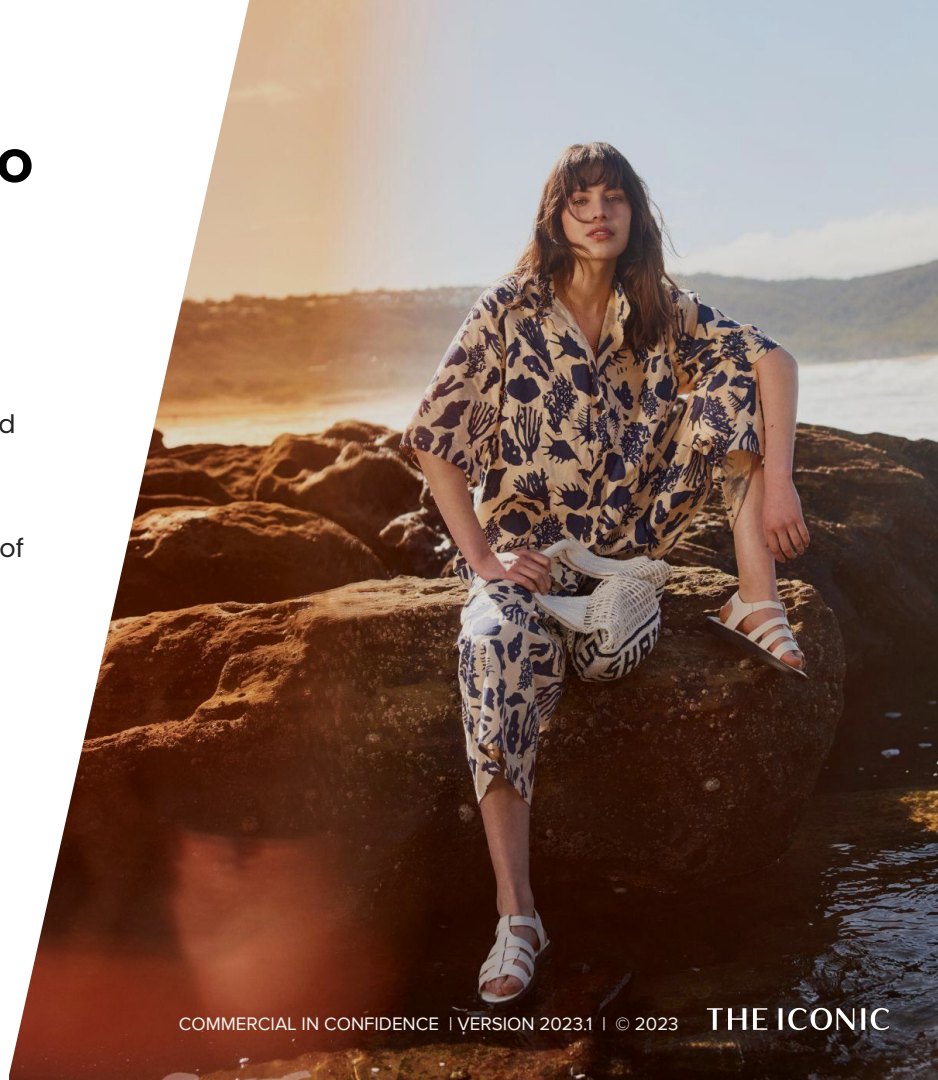
THE ICONIC's Commitment to Customers

THE ICONIC is committed to providing a seamless shopping experience for our end customers.

To achieve this, THE ICONIC is dedicated to ensuring the quality and high standards of products listed on THE ICONIC's website.

THE ICONIC requires all Sellers' collaboration and compliance with the following item packaging requirements to ensure the integrity of all products is upheld during both warehousing and transit.

Together, we are true to our customers.



2.1 Packaging at THE ICONIC

As an online retailer, THE ICONIC recognises the critical role that packaging plays for our operations and our customers. With thousands of orders delivered each day, we want to ensure that every parcel arrives in great condition, while managing the environmental impact of the packaging.

This means we strive to reduce the volume of packaging used per order, eliminate unnecessary packaging, transition to use more sustainable packaging materials for those we must use and ensure they can be responsibly disposed of by our customers.

As part of our People & Planet Positive strategy, we've set the following 2030 target:

**100% of directly purchased and Own Brand packaging
made from more sustainable materials**

More sustainable materials have a lower environmental impact compared to conventional packaging materials. Our approach is to use the highest possible proportion of certified post-consumer recycled content in our packaging.

Delivery Packaging

We deliver THE ICONIC's orders through two different packaging solutions:

1. Branded Satchels (since May 2020)

- Five sizes
- Are used for most of our orders
- They are made of certified 100% post-consumer recycled plastic (excluding inks and seals).
- They have a double seal that allows them to be reused for returns.

Our satchels were designed to be recyclable through the REDcycle scheme. However, as REDcycle is no longer operational, unfortunately there is no collection and recycling of soft plastics currently available to customers. As industry works hard to identify pathways to create new scheme(s), we are committed to contributing to these initiatives as they develop.

In line with ACCC guidance, we are working through our current stocks of satchels which carry the ARL (Australasian Recycling Label) and REDcycle information. As we order new stocks of satchels, the artwork will be redesigned to reflect the most up-to-date information on soft plastics disposal.



Delivery Packaging

2. Branded Boxes

- Five sizes
- Are used for beauty product and VIP orders
- They are made of 100% recycled cardboard (a mix of pre and post consumer recycled content)
- Certified against the [FSC Standard \(Forest Stewardship Council\)](#)
- They are recyclable via curbside collection and include the [ARL \(Australasian Recycling Label\)](#) to guide consumers through proper disposal.

With beauty product orders we use additional packaging to protect items:

Papillon wrap

- Papillon wrap is [FSC Mix Certified](#)
- It contains at least 70% FSC Certified or Post-consumer recycled material, and the remainder of the product may include pre-consumer recycled material, or controlled wood.
- Recyclable via curbside collection

Honeycomb wrap

- Honeycomb wrap has no recycled content
- Certified against the [FSC Standard \(Forest Stewardship Council\)](#)
- Recyclable via curbside collection

Tissue Paper

- 70% recycled content
- Certified against the [FSC Standard \(Forest Stewardship Council\)](#)
- Recyclable via curbside collection



Inventory Packaging

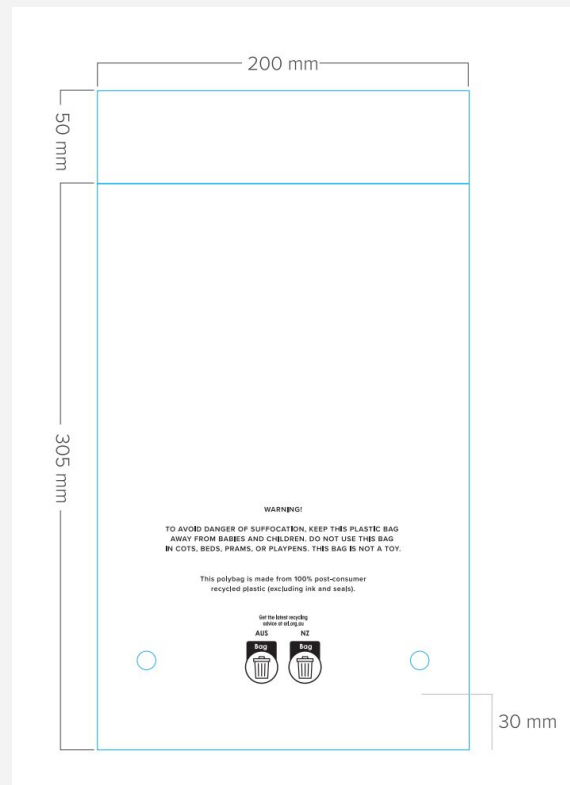
Inventory packaging is used to store and protect items in our Fulfilment Centre (FC). If an item arrives unprotected, it will be subject to a rework rebate and will require a protective bag to be added upon receiving.

Protective bags used for reworks

- Are made from certified 100% post-consumer recycled plastic (excluding inks and seals).
- Include on-pack communication regarding recycled content and responsible disposal that is kept up to date with each new print run.

Why does THE ICONIC use protective bags?

When products are in transit to us and are stored in our FC, they may be at risk of getting dusty, wet, or damaged. Protective bags play an essential role in ensuring that products are delivered to customers in good condition. This way products can have a long life in our customers' hands and the original investment of natural resources used in production is preserved.



Protective Bag Guideline

We require all protective bags to include the following warning label below:

WARNING!
TO AVOID DANGER OF SUFFOCATION, KEEP THIS PLASTIC BAG AWAY FROM BABIES
AND CHILDREN. DO NOT USE THIS BAG IN COTS, BEDS, PRAMS, OR PLAYPENS.
THIS BAG IS NOT A TOY

THE ICONIC prefers protective bags that are made from LDPE containing the highest possible proportion of recycled content certified against recognised standards (e.g. RCS, GRS).

2.2 Approach to compostable packaging

In THE ICONIC's search for a more sustainable alternative to our previous satchel, we investigated multiple materials and even tested a certified home-compostable satchel.

Despite being one of our best performers from a functional standpoint, most customers in Australia and New Zealand don't have access to composting at home, nor access to commercial compost services. It means packaging would likely end up in landfill or in the soft-plastics recycling stream, compromising its potential for recycling.

While compostable packaging is currently a great option for food packaging, which has a high chance of being contaminated by organic material that affects its recyclability, we believe it is currently not the best solution for our products.

Lastly, it is important to remember that recycling, when possible, is preferred in the waste hierarchy compared to composting.

For the above reasons, we decided 100% post-consumer recycled content was the best solution for our business and we are reflecting this approach across all our packaging.

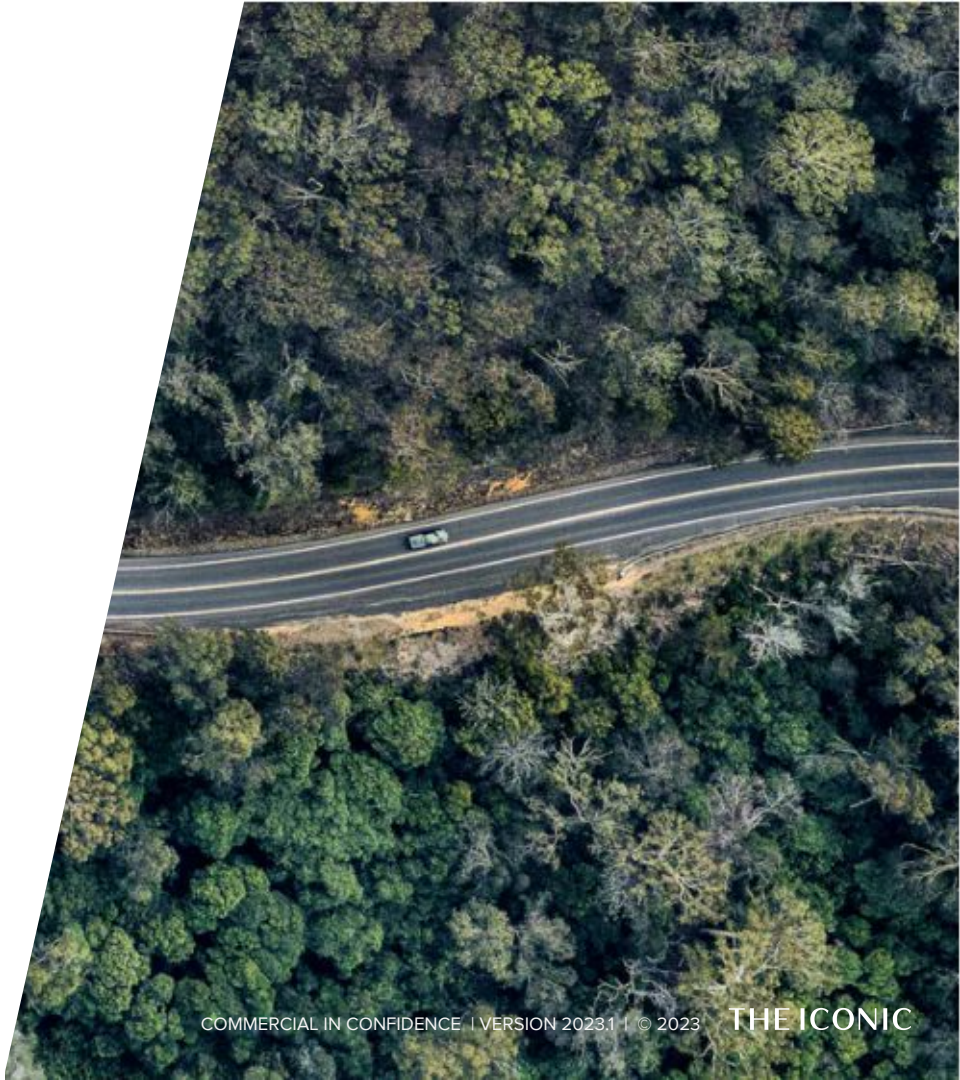


2.3 Future Steps

Packaging technology is always evolving and so is the waste and recycling infrastructure in Australia and New Zealand. Conscious of this, THE ICONIC is continuously exploring more sustainable alternatives to our packaging, including transitioning to paper options whenever possible and maximising recycled content.

We love learning and sharing experiences with our Sellers and are always open to new ideas and discussions.

If you want to know more about packaging and what we do to make our operations more sustainable, please have look [here](#) or chat to our Sustainability Team directly, at sustainability@theiconic.com.au



2.4 Item Labelling – Branded

Specification	THE ICONIC Requirement
Barcode Type	GS1 Registered EAN or UPC
Barcode Size	Minimum 40mm (L) x 20mm (W)
Label Size	Minimum 60 mm (L) x 30mm (W)
Label Colour	White
Label font	Arial, size 9pt bold
Label type	Removal adhesive
Product Attribute Information	Must include: Style description, Style code, Colour, Size, EAN/UPC Pricing information is NOT permitted by THE ICONIC
Label Placement	Top right of the protective packaging (apparel & accessories) End of the shoebox (footwear Sellers)

All Sellers must comply with these labelling requirements for branded products.

Please note, the below specifications are applicable to both item swing tag, and item outer-packaging label.



Example: Item Label

2.5 Item Dimensions and Weight

To ensure items meet our maximum satchel sizes and weight requirements, please refer to the below table:

Satchels	Inner Width (mm)	Inner Length (mm)	Inner Height (Depth) (mm)	Inner Volume (cm ³)	Max Weight (kg)
XXL	480	780	75	28,000	12

THE ICONIC cannot accept any items that do not fit neatly inside the above satchel dimensions, or exceed the maximum weight. Please communicate with your Account Manager at THE ICONIC before proceeding.

Any items considered a 'Dangerous Goods Item' please provide a Safety Data Sheet (SDS) to your Account Manager at THE ICONIC for review.



2.6 Product Recalls

The health, safety and wellbeing of consumers and our people is THE ICONIC's number one priority. If a product is deemed a safety risk, it may need to be recalled. THE ICONIC may choose to voluntarily initiate a recall if we become aware that a product presents a safety risk. Sellers must:

- Ensure all consumer goods supplied are safe and fit for purpose – please refer to your Agreement with THE ICONIC for full details.
- Ensure that batch numbers and Seller details are correct and provided for all products.
- Assess and (if necessary) rectify potential safety hazards presented by the products.
- Immediately inform us in the event of a Product Recall.
- Agree to cooperate and assist THE ICONIC in the event of a Product Recall to stop the supply of a product in line with relevant Product Recall guidelines that may be issued by a regulator.
- Be readily contactable and available to liaise with THE ICONIC on matters relating to facilitating the return of recalled products, product disposal, consumer remedies and maintaining accurate records.
- Bear any and all third party costs of the Product Recall, including replacing or refunding customers who purchased the affected product.

To adequately manage product liability risk, we require our Sellers to maintain a Product Liability Insurance policy to the value of \$10,000,000 (any one occurrence and in aggregate) and Product Recall cover of at least \$250,000 (any one occurrence and in aggregate).

In the event of a Product Recall, the affected products will be removed from THE ICONIC website.



2.7 Product Compliance

All consumer products you supply must be safe and comply with all laws, including competition and consumer laws. There are a variety of mandatory standards that must also be complied with. These include, but are not limited to, mandatory standards for:

- Products with button batteries
- Swimming and flotation aids
- Nightwear for children
- Suncare

You cannot make statements about your products that are incorrect or likely to create a false impression. This includes statements around:

- Pricing (e.g. pricing establishment and two price comparison)
- Advertising
- Product packaging
- Product descriptions
- Sustainability and environmental claims

All product claims must be substantiated. We expect for you to refer to the applicable regulatory / certifying bodies and to be able to provide supporting evidence on request. Therapeutic goods must also be included in the Australian Register of Therapeutic Goods (ARTG) and we expect you to be able to provide the registration number.

Australian and New Zealand regulators are very active, so you must stay on top of compliance requirements as enshrined in any applicable laws, regulations or standards relevant to you.

2.8 Reworks Rebate

If a Seller fails to comply with the applicable Delivery Instructions, the Seller must rebate to THE ICONIC the following amounts in respect of each affected unit of Product. These amounts reflect the estimated cost to THE ICONIC of providing the following services to render the Products compliant with the Delivery Instructions (together “Reworks”).

- **Polybag**, at a cost of \$1.00, including where:
 - Product is not individually bagged in a polybag, or multiple items have been packed in the same packaging (Multipack); or
 - the polybag is unsealed or damaged.
- **Re-labelling**, at a cost of \$1.00, including where:
 - Product is not clearly labelled in the centre of the polybag with Style Code, Item Description, Colour, Size, GSI, EAN/UPC Barcode;
 - there is missing/incorrect/incomplete outer pack SSCC barcode labels or EAN/UPC barcode SKU labels; or
 - there is a mismatch of SKUs.
- **Removal of non-compliant tags**, at a cost of \$1.00, including where there are prices on individual Products or packaging and includes any promotional or sale pricing or any other prices other than the AUD recommended retail price.

- **Re-boxing of Product**, at a cost of \$2.00, including where:
 - the Product is inadequately or poorly packaged;
 - Products and packaging are provided separately, or footwear is not provided in a shoe box; or
 - cartons are poorly sorted, such as where the Product comes mixed in cartons with limited carton markings and an incomplete packing list.
- **Removal of hanger and folding**, at a cost of \$1.00, including where Products other than suits, blazers, coats or dresses are provided in hanging condition.
- **Reattaching shoe box**, at a cost of \$1.00, including where shoe box lid is not attached or fastened at the base.

If more than one category of Rework is required for a unit of Product, the Seller agrees to rebate to THE ICONIC (or permit THE ICONIC to set off) the amount for one category of Rework (being the Rework category with the highest cost) plus an \$0.50 (excluding GST) per additional category of Rework undertaken, up to a maximum of an additional \$1.00 (excluding GST) per unit of Product.

Any amount set out above is exclusive of GST (if applicable) and is also subject to greater of 3% or increase annually in line with the Consumer Price Index (CPI).

2.9 Delivery Failure Rebate

If a Seller fails to comply with the applicable Delivery Instructions, the Seller must rebate to THE ICONIC (or permit THE ICONIC to set off) the following amounts in respect of each affected carton/pallet of products.

These amounts reflect the estimated cost to THE ICONIC of the additional time required to process deliveries (together "Delivery Failure"):

Cartons, at cost of:

- \$21.50 for services rendered where, **carton weight exceeds 20kg and/or carton size not within the minimum carton dimensions.**
- \$40.50 for services rendered where, **styles/SKUs are dispersed across multiple cartons without being grouped together**
- \$9.50 for services rendered where, **carton is not filled to 95% capacity**
- \$1.00 for services rendered where, **Invalid or NO SSCC Carton Label.**

Pallets, at cost of:

- \$7.00 for services rendered where, **No Pallet label / Outer label.**
- \$12.00 for services rendered where, **Pallet in non-transparent uncoloured shrinkwrap**
- \$23.00 for services rendered where, **Shipment Request or cartons are mixed across multiple pallets**
- \$3.00 for services rendered where, **Handling Fee for refusals including unloading and re-loading**

**** + An additional admin fee of \$10 per PO**

Any amount set out above is exclusive of GST (if applicable) and shall be applicable per pallet or carton and is also subject to greater of 3% or increase annually in line with the Consumer Price Index (CPI).

Any reference to a dollar amount or "\$" in these Operational Guidelines is a reference to an Australian Dollar amount.

Apparel, Footwear & Accessories







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THE ICONIC

2.10 Apparel







FOLDED APPAREL

Items	Materials	Packaging	✓	✗
Shirts T-shirts Dresses Skirts Dresses Pants Jeans Shorts	<ul style="list-style-type: none"> Protective, transparent packaging with the warning clause describe on page 19. Recycled LDPE preferred, refer to page 19 for further details. 	<p>✓ DO</p> <ul style="list-style-type: none"> Place scannable labels on the top right hand side of the individual protective packaging Visible swing tags through packaging Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging <p>✗ DON'T</p> <ul style="list-style-type: none"> Slice open protective packaging Use unsealed protective packaging Deliver without protective packaging Pack items with pricing information 	<p>OUTER LABEL</p>   <p>INDIVIDUAL PACKAGING</p>	<p>NO PACKAGING</p>   <p>LOOSE IN BOXES</p>

2.10 Apparel





FOLDED APPAREL

Items	Materials	Packaging	✓	✗
Shirts T-shirts Dresses Skirts Dresses Pants Jeans Shorts	<ul style="list-style-type: none"> • Protective, transparent packaging with the warning clause describe on page 19. • Recycled LDPE preferred, refer to page 19 for further details. • Fully enclosed box 	<p>✓ DO</p> <ul style="list-style-type: none"> • Place scannable labels on the top right hand side of the individual protective packaging • Visible swing tags through packaging • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging <p>✗ DON'T</p> <ul style="list-style-type: none"> • Slice open protective packaging • Use unsealed protective packaging • Deliver without protective packaging • Pack items with pricing information 	<p>OUTER LABEL</p>   <p>INDIVIDUAL PACKAGING</p>	<p>NO PACKAGING</p>   <p>LOOSE IN BOXES</p>

2.10 Apparel




HANGING APPAREL

Items	Materials	Packaging	✓	✗
Coats Dresses	<ul style="list-style-type: none"> Only premium products approved by THE ICONIC may be on hangers THE ICONIC approved hangers are preferable Protective, transparent packaging with the warning clause describe on page 19. Recycled LDPE preferred, refer to page 19 for further details. 	<p>✓ DO</p> <ul style="list-style-type: none"> Place scannable labels on the top right hand side of the individual packaging Visible swing tags through packaging Individual packaging Items must be shipped in cartons, not on garment racks <p>✗ DON'T</p> <ul style="list-style-type: none"> Slice open protective packaging Use unsealed protective packaging Deliver without protective packaging Pack items with pricing information 	<p>SWING TAG & OUTER LABEL</p>  <p>SEALED</p>	<p>NO OUTER LABEL</p>  <p>UNSEALED</p>

2.10 Apparel

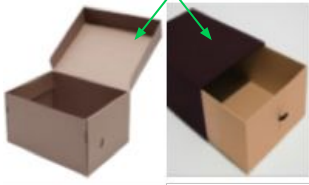
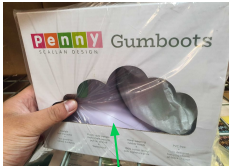





SWIMWEAR

Items	Materials	Packaging	✓	✗
Swimwear Rash vests Boardshorts	<ul style="list-style-type: none"> • Plastic hygiene strip for all bikini bottoms • Fully enclosed box • Protective, transparent packaging with the warning clause describe on page 19. • Recycled LDPE preferred, refer to page 19 for further details. 	<p>✓ DO</p> <ul style="list-style-type: none"> • Hygiene strip on all swimwear • Visible swing tags through packaging • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed packaging <p>✗ DON'T</p> <ul style="list-style-type: none"> • Slice open protective packaging • Use unsealed protective packaging • Deliver without protective packaging • Pack items with pricing information 	<p>HYGIENE STRIP</p>  <p>INDIVIDUALLY PACKAGED AND LABELLED</p> 	 <p>NO PACKAGING NO HYGIENE STRIP</p>





2.11 Footwear



Items	Materials	Packaging	✓	✗
Sandals Sneakers Heels Flats Boots Thongs	<ul style="list-style-type: none"> All shoes must be delivered in a fully enclosed box 	<p>✓ DO</p> <ul style="list-style-type: none"> Shoes delivered in standard shoe box must have lid attached and fastened with a rubber band to the box Place scannable labels on either short sides for boxed items, with short side facing outwards of carton Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging <p>✗ DON'T</p> <ul style="list-style-type: none"> Deliver an unsecured box Deliver shoes with protective packaging over the box if there are any openings 	<p>SECURE LIDS</p>  <p>EXTRA PACKAGING DUE TO OPENING</p>  <p>LABEL ON SHORT EDGE</p> 	<p>NO BOX</p>  <p>LOOSE SHOES</p> 

2.12 Accessories





INTIMATES

Items	Materials	Packaging	✓	✗
Underwear Bras Socks Hosiery	<ul style="list-style-type: none"> Protective, transparent packaging with the warning clause describe on page 19. Recycled LDPE preferred, refer to page 19 for further details. Fully enclosed box 	<p>✓DO</p> <ul style="list-style-type: none"> Place scannable labels on the top right hand side of the individual packaging Visible swing tags through packaging Individual packaging Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging <p>✗DON'T</p> <ul style="list-style-type: none"> Deliver without protective or unsealed packaging Pack multiple items in one package Provide on hangers Pack items with prices 	<p>INDIVIDUALLY PACKAGED</p> 	<p>MULTIPACKS</p> 
			<p>INDIVIDUALLY BOXED WITH ALL OPENINGS COVERED</p> 	<p>LOOSE IN BOX</p> 

2.12 Accessories





JEWELLERY

Items	Materials	Packaging	✓	✗
Watches Bracelets Rings Scarves Necklaces Earrings Gifts Towels	<ul style="list-style-type: none"> • Protective, transparent packaging with the warning clause describe on page 19. • Recycled LDPE preferred, refer to page 19 for further details. • Fragile/delicate items to be stored in a fully enclosed box • Use protective bubble wrap for fragile and delicate items 	<p>✓ DO</p> <ul style="list-style-type: none"> • Place scannable labels on the top right hand side of the individual packaging • Visible swing tags through packaging • Individual packaging • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging • Items must be already assembled <p>✗ DON'T</p> <ul style="list-style-type: none"> • Use unsealed protective packaging • Deliver an unsecured box • Pack multiple items in one package • Deliver items separate from their protective packaging 	<p>INDIVIDUAL PACKAGING</p>   <p>BOX SEALED WITH OUTER LABEL VISIBLE</p>	<p>MULTIPACKS</p>   <p>BOX NOT SEALED</p>

2.12 Accessories





EYEWEAR

Items	Materials	Packaging	✓	✗
Sunglasses Eyewear	<ul style="list-style-type: none"> • Protective casing for sunglasses • Fully enclosed box • Protective, transparent packaging with the warning clause describe on page 19. • Recycled LDPE preferred, refer to page 19 for further details. 	<p>✓ DO</p> <ul style="list-style-type: none"> • Place scannable labels on the top right hand side of the individual packaging • Visible swing tags through packaging • Individual packaging • Include AS/NZ 1067 2016 Label • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging • Items must be already assembled <p>✗ DON'T</p> <ul style="list-style-type: none"> • Pack/deliver sunglasses separate from their protective cases/packaging • Deliver unsecure/unsealed boxes/packaging 	<p>INDIVIDUAL PACKAGING</p>  <p>WITH OUTER LABEL VISIBLE</p>	<p>LOOSE BOXES</p>  <p>NO PROTECTIVE PACKAGING</p>

2.12 Accessories



OTHER

Items	Materials	Packaging	✓	✗
<p>Bags</p> <p>Headbands</p> <p>Hats</p> <p>Wallets</p> <p>Belts</p> <p>Hair Clips</p> <p>Caps</p> <p>Pens</p>	<ul style="list-style-type: none"> • Protective, transparent packaging with the warning clause describe on page 19. • Recycled LDPE preferred, refer to page 19 for further details. • Fragile and delicate items are to be stored in a boxed which must be attached or fastened, or use protective bubble wrap • Fully enclosed box 	<p>✓ DO</p> <ul style="list-style-type: none"> • Place scannable labels on the top right hand side of the individual packaging • Visible swing tags through packaging • Boxed items must be secured with tape, and any boxes with openings must be covered with protective packaging • Items must be already assembled <p>✗ DON'T</p> <ul style="list-style-type: none"> • Slice open protective packaging • Use unsealed protective packaging • Deliver without protective packaging or unsecured box • Pack multiple items in one package • Pack/deliver items separate from their cases/pouches/bags 	<p>INDIVIDUAL PACKAGING</p>   <p>INDIVIDUALLY SEALED</p>	<p>MULTIPACK</p>   <p>NOT FULLY PROTECTIVE IN PACKAGING</p>

*Products that do not meet these packaging requirements may be subject to a Delivery Failure and Reworks Rebate as set out further in the Agreement.

2.13 Kids



2.13 Kids

Key requirements

These requirements aim to provide an overview of the mandatory standard for Consumer Goods (Children's Nightwear and Limited Daywear and Paper Patterns for Children's Nightwear) Safety Standard 2017 which is based on the voluntary standard Australian and New Zealand Standard, AS/NZS 1249:2014, Children's nightwear and limited daywear having reduced fire hazard. Sellers must not rely on the information in these Operational Guidelines as a complete guide to compliance and must take all necessary steps to comply with all applicable laws.

Safety categories

Nightwear for children (and some daywear) is classified into one of four categories, according to garment or fabric type. Some garments are so flammable they cannot meet any of the four categories, so cannot be given a label and must not be sold.

Please note, **THE ICONIC does not permit the sale on its websites of any products with button batteries that are intended for use by children.**






We appreciate your understanding of our position on this important safety matter. If you have any further questions, please reach out to your Account Manager at THE ICONIC directly.



2.13 Kids



APPAREL





Items	Materials	Packaging	✓	✗
Shirts Jeans Dresses Pants	<ul style="list-style-type: none"> Protective, transparent packaging with the warning clause describe on page 19. Fire warning labeling for nightwear Recycled LDPE preferred, refer to page 19 for further details. 	<p>✓DO</p> <ul style="list-style-type: none"> Place scannable labels on the top right hand side of the individual packaging Visible swing tags through packaging <p>✗DON'T</p> <ul style="list-style-type: none"> Slice open protective packaging Use unsealed protective packaging Deliver without protective packaging Pack items with prices 	<p>OUTER LABEL</p>   <p>INDIVIDUAL PACKAGING</p>	<p>NON-TRANSPARENT PACKAGING</p>    <p>LOOSE IN CARTON NO PACKAGING</p>

*Products that do not meet these packaging requirements may be subject to a Delivery Failure and Reworks Rebate as set out further in the Agreement.

2.13 Kids




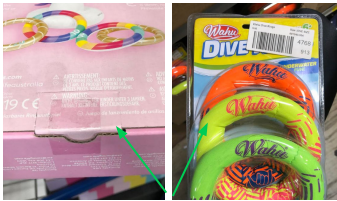

ACCESSORIES & FOOTWEAR

Items	Materials	Packaging	✓	✗
Shoes Hats Sunglasses	<ul style="list-style-type: none"> Protective, transparent packaging with the warning clause describe on page 13. Recycled LDPE preferred, refer to page 13 for further details. Fully enclosed box. 	<p>✓DO</p> <ul style="list-style-type: none"> Place scannable labels on the top right hand side of the individual packaging Shoes delivered in standard shoe box must have lid attached and fastened with a rubber band to the box Boxed accessories must be secured with tape, and any boxes with openings must be secured with sealed protective packaging <p>DON'T</p> <ul style="list-style-type: none"> ✗ Use unsealed packaging for accessories Pack items with pricing information Deliver an unsecure box Deliver shoes in a bag 	<p>BOXED & LABELLED</p> 	<p>NON-TRANSPARENT PACKAGING</p>    <p>NO BOX</p>

2.14 Kids



TOYS & GAMES

Items	Materials	Packaging	✓	✗
<p>Toys</p> <p>Dolls</p> <p>Arts & crafts</p> <p>Pool & Beach</p> <p>Educational & Science</p> <p>Games & puzzles</p> <p>Pretend play</p> <p>Outdoor play</p> <p>Books</p>	<ul style="list-style-type: none"> • Protective, transparent packaging with the warning clause describe on page 19. • Fire warning labeling for nightwear • Recycled LDPE preferred, refer to page 19 for further details. • Fully enclosed box 	<p>✓DO</p> <ul style="list-style-type: none"> • Place scannable labels on the top right hand side of packaging/box • All items must be sealed packaging • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed packaging <p>✗DON'T</p> <ul style="list-style-type: none"> • Deliver without packaging/unsecured box • Use unsealed packaging or boxes • Pack multiple items in one package • Pack/deliver items separate from their cases/pouches/bags 	<p>INDIVIDUAL PACKAGING & OUTER LABEL</p>   <p>EDGES SEALED</p>	 <p>LOOSE ITEM WITHOUT PROTECTIVE PACKAGING</p>

2.14 Kids



MISCELLANEOUS

Items

Materials

Packaging

Bathing
Feeding
Travelling
Sleeping
Changing

- Protective, transparent packaging with the warning clause describe on page 19.
- Fire warning labeling for nightwear
- Recycled LDPE preferred, refer to page 19 for further details.
- Fully enclosed box

✓DO

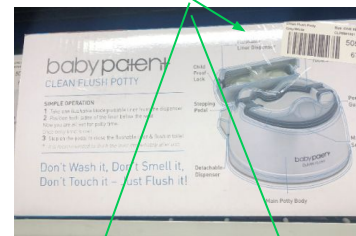
- Place scannable labels on the top right hand side of the individual packaging
- Visible swing tags through packaging
- Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging

✗DON'T

- Deliver without protective packaging or unsecured box
- Use unsealed packaging or boxes
- Pack multiple items in one package
- Pack/deliver items separate from their cases/pouches/bags



INDIVIDUAL PACKAGING & OUTER LABEL



2.13 Kids

Labelling

Each category requires a label. Categories 1–3 require a low fire hazard label and category 4 requires a high fire hazard warning label. The mandatory standard includes specific details on size and labelling. Sellers are required to read and comply with this.

Category 1

Garments made from fabric and trims that pass low flammability tests. Examples include wool, some synthetics and some heavy cottons.

Category 2

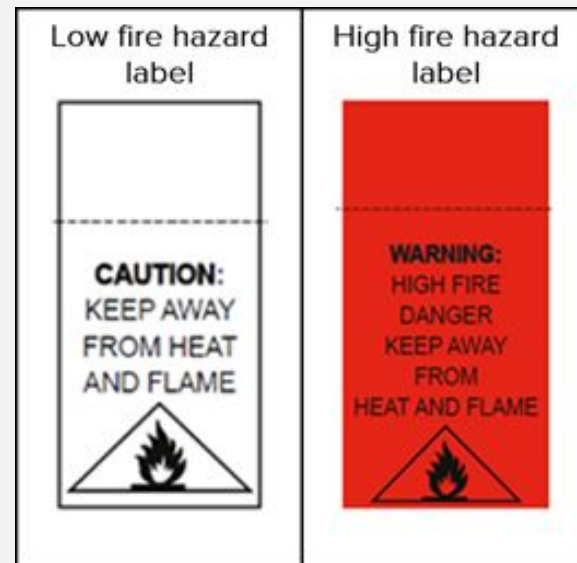
Garments that are close fitting, such as pajamas, do not ignite or burn as readily. As a result, they may be made from more flammable fabrics. Garment measurements apply according to size.

Category 3

Babies' all-in-ones have their own category because there is little difference between daywear and nightwear. This category covers all-in-one garments in sizes 00–2, such as jumpsuits and rompers. It applies to garments made mostly from knitted fabrics and where the close-fitting portion of the garment occupies 80% or more of the total surface area of the garment.

Category 4

Applies to garments that do not fit categories 1, 2 or 3 but still meet some fabric, size and burning test requirements.



2.14 Sports



2.14 Sports



SPORT ON & OFF FIELD

Items

Materials

Packaging

Boxing
Baseball & Softball
Basketball
Cricket
Football
Games & Leisure
Golf
Hockey
Netball
Tennis & Racquet
Sports
Volleyball

- Protective individual packaging with the warning clause describe on page 19
- Recycled LDPE preferred, refer to page 19 for further details.
- Cardboard sleeve if needed for added protection
- Fully enclosed box

✓DO

- Deliver in a sealed, protective packaging or box
- Place scannable barcode labels on the short sides for boxed items
- Individual packaging
- Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging

✗DON'T

- Deliver an unsecured box or packaging
- Use unsealed packaging
- Pack items with prices

INDIVIDUAL PACKAGING & OUTER LABEL



2.14 Sports

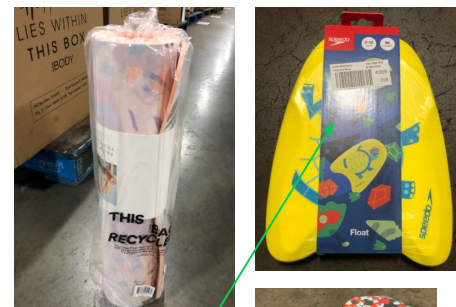


SPORT & LIFESTYLE ACCESSORIES

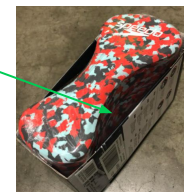
Items	Materials	Packaging
Yoga Tech Nutrients Hydration Swim General	<ul style="list-style-type: none"> Protective individual packaging with the warning clause describe on page 19 Recycled LDPE preferred, refer to page 19 for further details. Cardboard sleeve if needed for added protection Fully enclosed box 	<p>✓ DO</p> <ul style="list-style-type: none"> Deliver in a sealed, protective packaging or box Place scannable barcode labels on the short sides for boxed items Individual packaging <p>✗ DON'T</p> <ul style="list-style-type: none"> Deliver an unsecured box or package Use unsealed packaging Pack items with prices



INDIVIDUALLY PACKAGED WITH OUTER LABEL



PROTECTIVE CLEAR PACKAGING, WITH PRODUCT INFO ON CARDBOARD SLEEVE



2.15 Beauty & Wellness



COMMERCIAL IN CONFIDENCE | VERSION 2023.1 | © 2023

THE ICONIC

Ban on Microbeads

As part of THE ICONIC's commitment to minimising harm on the natural environment, the sale of products containing microbeads on THE ICONIC's website (also referred to as microplastics) is prohibited.

A microbead is defined as:

- Solid phase materials (i.e. solid particulates, not liquids)
- Insoluble in water
- Synthetic
- Non degradable (e.g. according to standardized tests)
- Made from plastic
- Small size (up to 5 mm, although they can be even smaller than 1 μm , i.e. nano-sized)

Please contact your Account Manager at THE ICONIC if you have any questions.



2.15 Beauty & Wellness

Safety requirements

Key requirements

These requirements aim to provide an overview of the safety requirements for all products that fall within the category of "beauty" including cosmetics, beauty devices and therapeutic goods.

As a Seller, you are legally responsible for ensuring the products you supply meet the mandatory requirements or guidelines outlined by the Australian Competition and Consumer Commission (ACCC).

Sellers must not rely on the information in these Operational Guidelines as a complete guide to compliance and must take all necessary steps to comply with all applicable laws.

Product expiry

All beauty products listed for sale on THE ICONIC's website must have a minimum shelf life of 12 months. If products are received at our FC with an expiry date of less than 12 months then these products will be returned to the Seller.

In the event of a product recall, Sellers are required to provide the following information to THE ICONIC:

- Batch/Lot Number
- Best Before Date / Expiry Date (whichever is applicable)

For any items considered to be 'Dangerous Goods', please provide a Safety Data Sheet (SDS) to your Account Manager at THE ICONIC for review.

Safety categories

Refer to the following slide for a summary of safety guidelines and references for the following product categories:

- Cosmetics
- Beauty devices
- Therapeutic goods
- Wellness products

2.15 Beauty & Wellness

Safety requirements

Cosmetics

Under the Australian Consumer Law, there are mandatory standards for the labelling of cosmetic products including:

- The list of ingredients is prominent and clearly legible
- The naming conventions used for ingredients are appropriate as outlined in the standard; and
- Reference to colours, flavours or fragrances are listed where relevant.

All product ingredients must be legally permitted for use in Australia and meet the requirements under the *Industrial Chemicals Notification and Assessments Act 1989*.

Refer to the ACCC's [Ingredients Labelling on Cosmetics - Seller Guide](#) for further detailed guidance.

It is advised by the ACCC to not rely on the guide alone and have systems in place to visually check products to ensure compliance.

Beauty Devices

There is no mandatory standard for beauty devices but electronics such as hair straighteners, electronic facial cleansers and similar devices should be considered with reference to the ACCC's guidance on [interconnected devices](#) and [button batteries](#).

Therapeutic Goods

Depending on the primary use, ingredients and claims made about a beauty product, it will be classified as either a cosmetic or a therapeutic good. Refer [here](#) for detailed guidance on the distinction.

It is necessary to understand the appropriate classification of a product as this determines how it is regulated.

Therapeutic goods are regulated by the *Therapeutic Goods Act 1989* and Sellers must meet the requirements and obligations in accordance with this legislation.

2.15 Beauty & Wellness

Safety requirements

Wellness products

In Australia, medicinal products containing ingredients such as herbs, vitamins, minerals, nutritional supplements, homoeopathic and certain aromatherapy preparations are referred to as 'complementary medicines' and are regulated by the Therapeutic Goods Administration (TGA) as medicines under the [Therapeutic Goods Act 1989](#) (Cth) .

Products ranged will need to appear on the Australian Register of Therapeutic Goods.

Both the insurance and the TGA certification / Australian Register of Therapeutic Goods ID will need to be provided as part of your onboarding process with THE ICONIC.

Any product that is classified as hazardous must be labelled in accordance with GHS Compliant labels on the packaging.





Products that are not permitted to be listed on THE ICONIC's website include:

- Slimming and weight loss products
- All products with skin whitening &/or whitening effects.
- Banned or declared unsafe products or ingredients, which includes:
 - a. Any product(s) in any jurisdiction that your product(s) had been banned or declared unsafe by the governmental authority of that jurisdiction.
 - b. Any product(s) containing ingredient(s) about which certain government agencies, including without limitation the US Food and Drug Administration (FDA), the Canadian Food Inspection Agency (CFIA), the European Medicines Agency (EMA), the European Food Safety Authority (EFSA), and/or the Therapeutic Goods Administration (TGA) have issued any notice of violation, warning letter, and/or consumer or health care provider advisory letter or any similar law, regulation, or rule.

2.15 Beauty & Wellness






MAKEUP & SKINCARE

Items	Materials	Packaging	
<p>Makeup Skincare Hair care Body care Nails Tools</p>	<ul style="list-style-type: none"> Protective individual packaging with the warning clause describe on page 19. Recycled LDPE preferred, refer to page 19 for further details. Fragile/delicate items to be stored in a fully enclosed box 	<p>✓DO</p> <ul style="list-style-type: none"> Place scannable labels on the outside of the packaging Individual packaging Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging <p>✗DON'T</p> <ul style="list-style-type: none"> Use unsealed packaging Deliver without individual packaging Deliver an unsecured box 	<p>BOXED ITEMS PROTECTED</p>     <p>BARCODE AND PRODUCT INFORMATION CLEARLY VISIBLE</p>

*Products that do not meet these packaging requirements may be subject to a Delivery Failure and Reworks Rebate as set out further in the Agreement.

2.15 Beauty & Wellness

BEAUTY DEVICES

Items	Materials	Packaging
Hair dryers Hair Straighteners Curling Tools Face massagers Exfoliators	<ul style="list-style-type: none"> All items must be delivered in a fully enclosed box 	<div>  </div> <div> <p>BOXES SEALED WITH TAPE</p>  </div> <div> <p>✓ DO</p> <ul style="list-style-type: none"> Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging Place scannable barcode labels on the short sides for boxed items Individual packaging <p>✗ DON'T</p> <ul style="list-style-type: none"> Deliver an unsecured box or packaging that does not protect the product <div>  <p>BARCODE AND PRODUCT INFORMATION VISIBLE</p> </div> </div>

2.15 Beauty & Wellness



FRAGRANCE

Items	Materials	Packaging
Perfume Body Spray Cologne Room spray Diffuser	<ul style="list-style-type: none"> All items must be delivered in a fully enclosed box, sealed with clear film 	<p>✓DO</p> <ul style="list-style-type: none"> Deliver in a sealed, individual box Place scannable barcode labels on the short sides for boxed items Individual packaging <p>✗DON'T</p> <ul style="list-style-type: none"> Deliver an unsealed box Deliver without plastic film



SEALED, CLEAR, PROTECTIVE PACKAGING



BARCODE INFORMATION
VISIBLE

2.16 Home



2.16 Home

BEDROOM & BATHROOM

Items	Materials	Packaging
<p>Mats & Towels</p> <p>Robes</p> <p>Accessories</p> <p>Quilt / Sheet Sets</p> <p>Blankets & Throws</p> <p>Cushions & Pillows</p>	<ul style="list-style-type: none"> • Protective individual packaging with the warning clause describe on page 19. • Recycled LDPE preferred, refer to page 19 for further details. • Fragile/delicate items to be stored in a fully enclosed box 	<p>✓DO</p> <ul style="list-style-type: none"> • Deliver in a sealed, protective packaging or box • Place scannable barcode labels on the short sides for boxed items • Individual packaging • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging <p>DON'T</p> <ul style="list-style-type: none"> ✗ Deliver an unsecured box or packaging • Use unsealed packaging



SEALED, CLEAR, PROTECTIVE PACKAGING



BARCODE
INFORMATION VISIBLE
ON SWING TAG AND
OUTER LABEL

2.16 Home

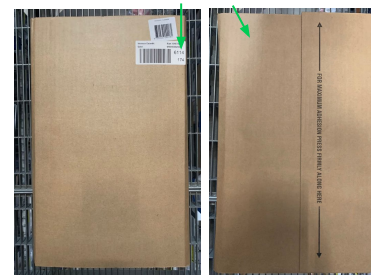


HOME LIVING & DECOR

Items	Materials	Packaging
Wall Art Cushions Room Decor Lighting Throws Journals Notebooks Books Calendars Diaries Desk accessories	<ul style="list-style-type: none"> • Protective individual packaging with the warning clause describe on page 19. • Recycled LDPE preferred, refer to page 19 for further details. • Fragile/delicate items to be stored in a fully enclosed box 	<p>✓DO</p> <ul style="list-style-type: none"> • Deliver in a sealed, protective packaging/box • Place scannable barcode labels on the short sides for boxed items • Individual packaging • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging <p>✗DON'T</p> <ul style="list-style-type: none"> • Deliver an unsecured box or packaging • Use unsealed packaging



INDIVIDUAL, PROTECTIVE PACKAGING (BOOKS)







INDIVIDUAL, PROTECTIVE PACKAGING WITH OUTER LABEL AND SWING TAG

2.16 Home



KITCHEN & DINING

Items	Materials	Packaging	
<p>Drinkware</p> <p>Storage & Containers</p> <p>Cutlery</p> <p>Aprons</p> <p>Serveware</p> <p>Kitchen Tools</p> <p>Accessories</p> <p>Tablecloths</p> <p>Cutlery & Serveware</p>	<ul style="list-style-type: none"> • Protective individual packaging with the warning clause describe on page 19. • Recycled LDPE preferred, refer to page 19 for further details. • Fragile/delicate items to be stored in a fully enclosed box 	<p>✓DO</p> <ul style="list-style-type: none"> • Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging • Place scannable barcode labels on the short sides for boxed items • Individual packaging <p>✗DON'T</p> <ul style="list-style-type: none"> • Deliver an unsecured box or packaging that does not protect the product 	<p>INDIVIDUAL, PROTECTIVE PACKAGING, WITH OUTER LABEL</p>    

2.16 Home



OUTDOOR

Items

Materials

Packaging

Inflatables
Games
Picnic Essentials
Rugs
Dining
Beach Essentials
Beach Towels
Pets

- Protective individual packaging with the warning clause describe on page 19.
- Recycled LDPE preferred, refer to page 19 for further details.
- Fragile/delicate items to be stored in a fully enclosed box

✓DO

- Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging
- Place scannable barcode labels on the short sides for boxed items
- Individual packaging

✗DON'T

- Deliver an unsecured box or packaging that does not protect the product



INDIVIDUAL, PROTECTIVE PACKAGING,
WITH OUTER LABEL



2.16 Home

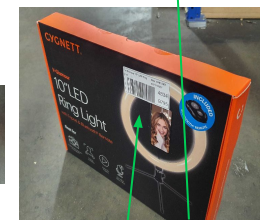


TECH & AUDIO

Items	Materials	Packaging
Cameras Speakers Phone & Airpod Cases Headphones Selfie Lights Record Players / Retro Audio Home Tech	<ul style="list-style-type: none"> Protective individual packaging with the warning clause describe on page 19. Recycled LDPE preferred, refer to page 19 for further details. All devices must be delivered in a fully enclosed box. 	<p>✓DO</p> <ul style="list-style-type: none"> Boxed items must be secured with tape, and any boxes with openings must be secured with sealed protective packaging Place scannable barcode labels on the short sides for boxed items Individual packaging <p>✗DON'T</p> <ul style="list-style-type: none"> Deliver an unsecured box or packaging that does not protect the product

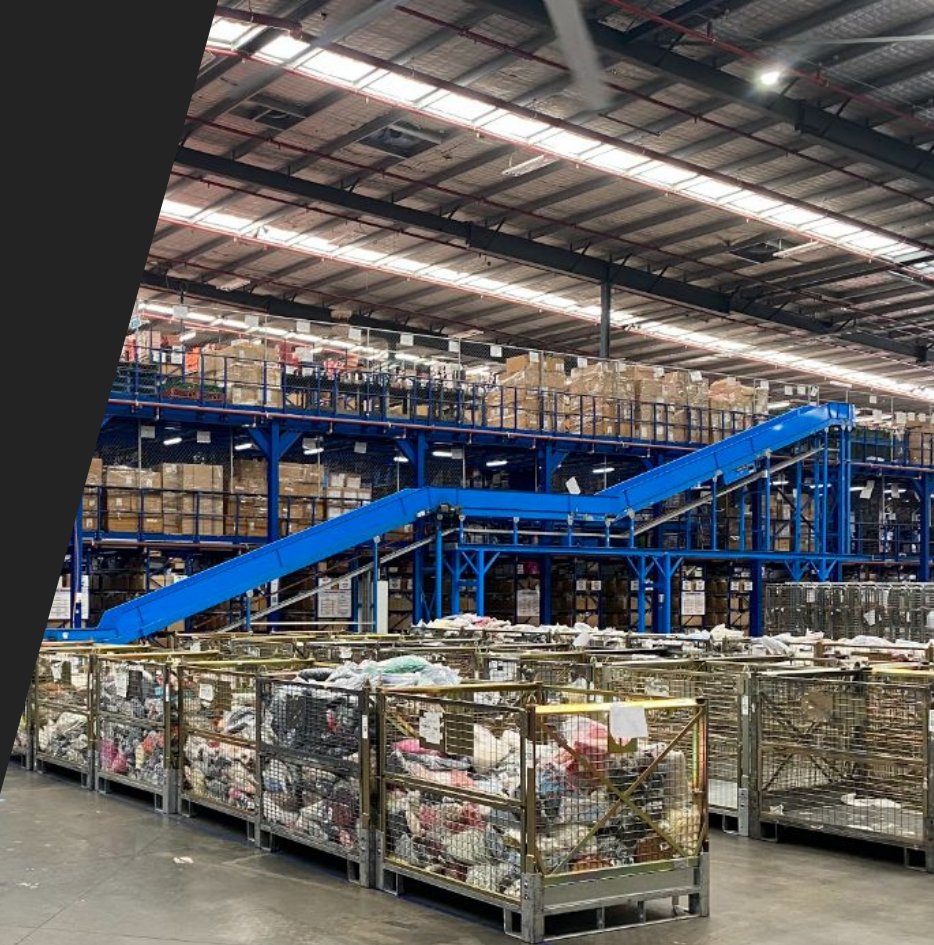


PROTECTIVE PACKAGING AND SEALED EDGES



BARCODE AND PRODUCT INFORMATION VISIBLE

3. How do I prepare my shipment?



3.1 Carton Requirements

Minimum Carton Dimensions:

The below dimensions are a guideline:

Footwear: 60cmx35cmx30cm

Apparel & Accessories: 50cmx30cmx30cm

Beauty & Home: 20cmx16cmx16cm

Note - Cartons cannot be larger than AU standard pallet (1.1m) they are delivered on. The dimensions are 1,165mm by 1,165mm.

Loose Cartons:

THE ICONIC will accept deliveries with ≤10 loose cartons per delivery, per Seller, without a pallet. However any deliveries >10 cartons will need to be palletised (refer to 3.4 pallet requirements for further details).

Carton Weight Requirements:

Any carton in excess of 12kg must display **HEAVY & WEIGHT** sticker and weight on the outer facing edge of the carton once stacked.

Cartons must not exceed total weight of 20kg



Carton Composition:

Whilst not mandatory, THE ICONIC encourages the use of 100% recycled pulp content cartons.

If composition of the cartons is by virgin pulp, please ensure responsible sourcing as per PEFC or FSC certification standards.

All cartons will require carton markings on each carton.

Details include:

- Shipment Request
- Colour
- Style
- Size Breakdown
- Carton No.
- SSCC Label at Carton Level

3.2 Carton Packing

All Sellers must ensure the following carton packing requirements:

- One SKU per carton and
- Carton is packed >95% full.

If one SKU cannot fill the carton, the following order should be followed:

1. Same style in one colour, in all sizes, and then repeat for the same style if there are multiple colours
2. Other styles (proceed with same format until the carton is full)

SKUs must be clearly segmented using a divider (either grouped items with larger packaging or cardboard divider)

Sellers must apply a MIXED CARTON label to the exterior of the carton. Example below:



In the event that a delivery contains multiple Shipment request, items from multiple Shipment requests **must not** be packed within the same carton.

Products of different categories must never be mixed. i.e. apparel, accessories and footwear



✗ Sellers must not mix SKUs from multiple Purchase Orders within a carton

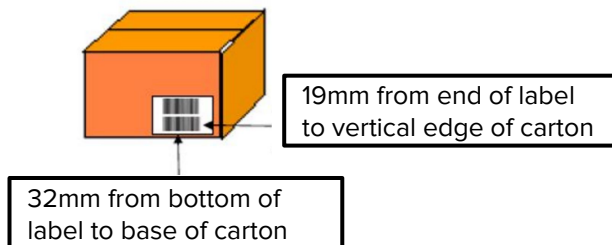
3.3 Shipping Labelling

Carton Labelling:

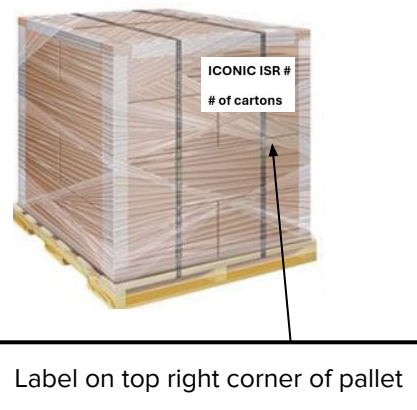
All Sellers are required to label each cartoon with a carton label. Below is a template that can be provided by THE ICONIC if needed:

THE ICONIC	CARTON LABEL
FROM	(SUPPLIER NAME/BRAND NAME)
SHIPMENT REQUEST NO.	OFFICIAL ICONIC SR #
CARTON NUMBER	(EXAMPLE: 1 OF 20) IMPORTANT*

Carton Label Position:



For shipments that are palletised and shrink-wrapped, please see the below required positioning and example of the Manifest label at a **pallet** level:



*Non-compliance with these specifications may result in the application of rebates, as detailed in sections 2.8, 2.9, and 2.10 of the following document

3.11 Pallet Requirements

All pallets must be stacked neatly to ensure safety in transit and unloading, and must be wrapped in **clear shrink wrap** to secure all cartons.

Interlock stacking should be adhered to as a fundamental guideline for ensuring the stability and safety of the assembled structure.

Plastic pallet covers should also be used where necessary to mitigate water damage in transit. e.g during wet weather for International Shipments.

THE ICONIC will **NOT** accept timber crates, pallets held by tape or rope, or Loscam/EURO pallets

Pallet Treatment:

All wooden pallets imported from outside of Australia must be treated to ISPM15 standards. Documentation or stamp (Example 1 – image on right) must be present with or on pallets.

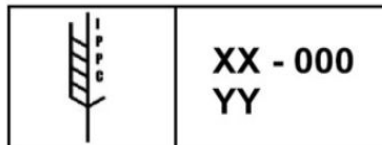
Pallet Height Restriction:

THE ICONIC does not permit or accept the hand over of pallets higher than 1.8m

Pallet Type:

All shipments delivered using CHEP pallets must present CHEP docket to enable exchange. CHEP pallet shipments without documentation may be subject to delivery refusal.

CHEP Account number – 4000233319



Example 1:
Acceptable ISPM15
certified pallets
stamp



Example 1:
Unacceptable
pallet construction
due to insecure
cartons

3.5 Pallet Loading

Sellers are required to clear shrink wrap all pallets and apply **DO NOT BREAK DOWN** instruction labels for carrier reference.

Heaviest cartons must be stacked at the bottom of the pallet to ensure the weight distribution is stable and secure – this prevents the top cartons from toppling over, and no over hanging on pallets.

One SR per Pallet (Example 1)

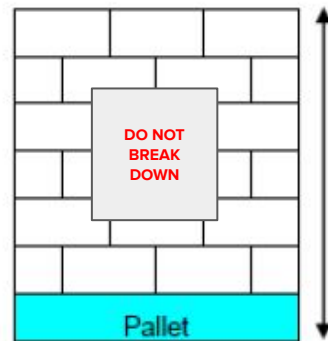
Where possible all Sellers must construct one Shipment Request per pallet.

This ensures the quality of the pallet constructed by the Seller is not compromised in handling or consolidation by the chosen carrier.

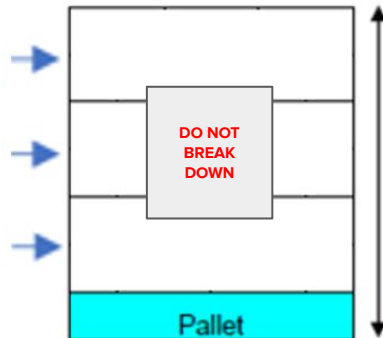
Multiple SRs per Pallet (Example 2)

In the event that one SR volume does not allow for an entire pallet to be filled, THE ICONIC may approve multiple POs to be constructed on the same pallet.

Sellers are required to ensure the cartons are stacked and/layered/grouped by SR, with clear outer labelling per carton.



Example 1:
SR 1 fills entire pallet



Example 2:
– SR 1 fills first layer of the pallet.
– SR 2 fills second layer of the pallet
– SR 3 fills third layer of pallet

3.6 Documentation Requirements

Sellers are responsible for delivery of Shipment Request (SR) into our Fulfilment Centre, at no additional cost to THE ICONIC. Sellers are required to submit a Shipment Request (SR) to confirm the order at least 48 hours prior to the ETA of the shipment.

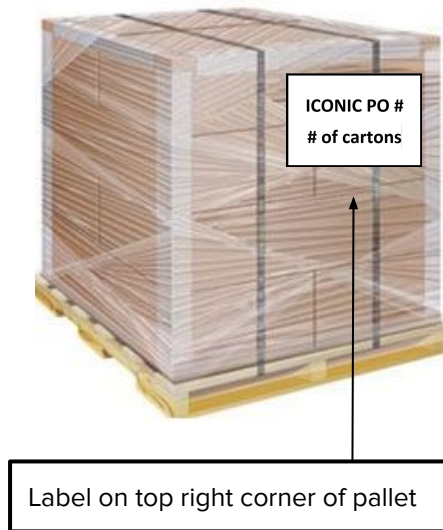
1. Proof of Delivery document (i.e. Consignment note)

- a. Addressed to THE ICONIC
- b. THE ICONIC SR Reference number(s)
- c. Carton count for each SR reference (NOT pallet count)
- d. Seller name(s)

2. Pallet labelling to reconcile the physical cartons with the Proof of Delivery document:

- a. THE ICONIC SR Reference # (same as Proof of Delivery document details)
- b. Carton count for each SR reference (same as Proof of Delivery document details)

Please see the below required positioning of the Manifest label at a **pallet** level:



3.7 Container Loading

Containers should be loaded to maximise the available space.

Full Container Load (FCL) shipments should be loose-loaded. Loose container loading refers to cartons that are stacked individually within the container during transit.

Pallets and skids should be avoided unless required for safety reasons.

Containers must be secured with a safety net to ensure load restraint.

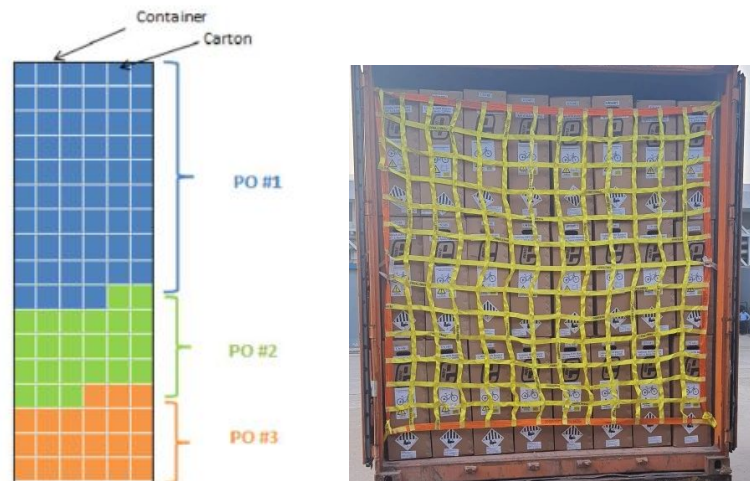
Where multiple SR are loaded into a single container, each SR should be grouped together in the container.

THE ICONIC requires a minimum of 6 pictures of the pack (at different stages) for a container load.

THE ICONIC does not allow the following:

- Unpacking of double stacked pallets
- Loose cartons on top of stacked pallets

Example of loose container loading:



4. I am ready to deliver my DDP Shipment



4.1 Booking Delivery – Sellers

All DDP Sellers are required to book in for delivery at THE ICONIC Fulfillment Centre at least **48 hours** prior to arrival. Any shipment without a valid booking will be subject to delivery refusal in accordance with the terms of the Agreement between us.

To make a shipment booking:

- **Submit an Shipment Request on Seller Centre**

Support query raised to provide:

- SR Number
- Estimated Delivery Date
- Shipment Tracking
- Carton Count

It is the responsibility of the Seller to ensure any changes to the Scheduled Delivery Date are communicated to THE ICONIC.

- Any shipment due for delivery **must be delivered on the date selected within the support query.**
- Any attempted delivery outside of this chosen date may be subject to delivery refusal in accordance with the terms of the Agreement.

All shipments must be labelled with **Carton labels** stating the SR and carton count. Please refer to Section 3 for further details on label application.

**SR
COMPLETED**
Ensure carton
label is applied



**Fulfillment
Centre**

Rebook a delivery

Any shipment(s) rejected by THE ICONIC Fulfillment Center for delivery non-compliance (described throughout this document) must re-book the shipment by following the original booking instructions on the left hand side of this page.

4.2 Booking Delivery – Carriers

Mobile Dock (MD)

Mobile Dock is an online carrier booking management system used throughout the logistics, warehousing and delivery sectors. This system provides dock booking visibility & availability to carriers and Sellers which will assist THE ICONIC in managing SR delivery into the Fulfilment Centre.

All carriers must adhere to the ASN Scheduled Delivery Date provided by the Seller and given instruction to deliver on this date.

Products must only be delivered during the receiving hours of THE ICONIC Fulfilment Centre dock as outlined in section '4.3 Delivery Address' of these Operational Guidelines. Goods remain in the Seller's risk and responsibility if left unsigned for at THE ICONIC Fulfillment Centre.

Proof Of Delivery (POD) will suffice as proof of sighting of delivery only.

How does MD work?

In outline, bookings will proceed as follows:

1. The Seller will book an ASN
2. The carrier will access MobileDOCK to book a delivery time on the Scheduled Delivery Date which is on the ASN
3. If a booking time is unavailable, the Carrier should notify the Seller and let them know what day/time they will be booking in instead
4. The Carrier will enter the Seller name & all POs on their booking, the details of the number of pallets and/or cartons to be delivered.
5. MobileDOCK will provide the Carrier with a booking number and PIN code, which the driver will provide to the ICONIC on arrival.

If your carrier is not already set up on MD for THE ICONIC, please ensure they reach out to vm@theiconic.com.au for onboarding instructions.

4.2 Booking Delivery – Carriers (cont.)

Location Instructions

Booking adherence:

- Site access via Foray Street
- Driver must show the correct booking reference for the corresponding slot
- Driver must only arrive 30 mins prior to booking
- Drivers arriving 15 mins after booking slot will be rejected; new booking will need to be scheduled

Stock Presentation:

- All cartons must conform within dimensional, weight and labelling requirements
- All pallets must be stacked neatly to ensure safety in transit and unloading and must be wrapped in clear shrink wrap to secure all cartons.
- Plastic pallet covers should also be used where necessary to mitigate water damage in transit. e.g during wet weather for International Shipments.

Key dock safety rules:

- All vehicles must adhere to site speed limit – 10 km/hr
- Be mindful of traffic interactions, pedestrians and forklifts have right of way.
- Before unloading/loading commences:
 - Driver must exit vehicles, prepare the vehicle for loading/unloading and hand over keys to the forklift driver
 - Driver will be asked to wait in the driver safety zone for the duration of loading/unloading operations unless requested to adjust/open curtains
 - Driver will be asked to return to the vehicle when it is safe to do so
- Please note that we have zero tolerance for any aggressive behaviour directed towards our dock team relating to communication and compliance of the above points.

For any issues, please email Mobile Dock mobiledock@theiconic.com.au for assistance.

4.3 Delivery Address

At the required Delivery Address, Sellers must only deliver Products during the ICONIC FC Receiving Hours being:

- **7am to 4:00pm*** – Mobile Dock bookings

At the Delivery Address (FC), the Seller must deliver:

- **Full Container Load** – If delivering a full container load of 20" or 40" containing cargo for sea freight, please deliver stock before 12:00pm
- **Less than a Full Container Load** – If delivering small sea freight shipments which do not require the full capacity of a 20" container, please deliver stock before 4:00pm

Driver on-site:

- Strictly no deliveries in B-doubles & drop trailers
- Accepted vehicles include rigids, semi-tautliners & containers
- Vehicles must be safe and roadworthy, and comply with relevant legal and statutory requirements.
- Vehicles must be fitted with a restraint system that complies with the NTC's Load Restraint Guide.

*Dock hours may be subject to change

*Products that do not meet these packaging requirements may be subject to a Delivery Failure and Reworks Rebate as set out further in the Agreement.

THE ICONIC FULFILMENT CENTRE

205 - 231 Fairfield Road
entry via Foray street
Yennora, NSW, 2161

All deliveries must be made in accordance with these Operations Guidelines.

Excluding NSW Public Holidays, published annually here:
<https://www.nsw.gov.au/living-in-nsw/public-holidays>

4.4 Delivery Terms & Conditions

Delivery

You shall ensure that Products are properly packed in such manner as to enable them to reach the Delivery Address in good condition and shall comply with these Operations Guidelines, and any other guidelines we may provide to you from time to time in accordance with the Agreement between us. You shall provide a Packing List with each delivery specified in the Shipment Request.

Any failures in complying with these instructions is valid grounds on which THE ICONIC may at its discretion refuse delivery, reject the Products and redirecting the delivery back to the Seller. If THE ICONIC chooses to refuse such delivery, Seller will be held liable for the cost or expense of such delivery and return. Without limitation, THE ICONIC may refuse delivery where:

- a) we did not receive the Advance Ship Notice (ASN) at least 48 hours prior to the delivery;
- b) the delivery has been made partially;
- c) the consignment appears to be damaged in transit;
- d) the delivery is not delivered on specified Advanced Ship Notice (ASN) date.

If you are delivering products from within Australia, the following clauses will apply.

- a) Unless otherwise agreed in writing, the Seller will bear all costs associated with the delivery of Products to us at the Delivery Address.
- b) The risk to the Products will not pass to us until we take delivery, inspect and accept the Products in writing.

If you are delivering products from outside Australia, the following will apply:

- a) The Products shall be delivered to the Delivery Address and any applicable duties shall be paid in accordance with the Incoterms® specified in the Agreement between us.
- b) Sellers must provide relevant International Documentation – refer to Glossary, including commercial invoice and packing list, certificate of origin, packing declaration (applicable for sea freight), bill of lading (sea freight), and/or house airway bill (air freight).

4.5 Delivery Refusal

Refusal of Acceptance

THE ICONIC reserves the right to refuse the delivery of goods, in particular in the following cases:

a. Missing or Defective Documents or Data

- Delivery without a SR reference
- Consignment note;
- No consignment note provided by carrier
- does not match the SR delivered and/or the ASN/booking
- Missing SR# and carton count for each SR reference

b. Defective Delivery

- Driver was late to MobileDock booking
- Delivery without MobileDock booking
- Delivery without ASN and SSCC Carton Labels
- Delivery outside the scheduled delivery date and window
- Delivery outside of the specified Dock open hours (*Section 4.3*)
- Suspicion of theft in particular packaging appears tampered
- Partial delivery (All units under a SR need to be delivered in full)

c. Errors Regarding Loading, Transport and/or Product Quality

- The unloading cannot be conducted without endangering personnel
- The goods dedicated for THE ICONIC are not freely accessible on the truck and therefore not unloadable without disruption
- Non-compliance with the domestic pallet loading plan and/or the container loading plan (*3.4 Pallet Loading & 3.5 Container Loading*);
- Transport damage
- Visibly defective goods

4.6 Chain of Responsibility – Safety on site

Conditions of entry will be provided to each driver to read at the point of entry.

All carriers:

- Are required to wear PPE when delivering goods to our Fulfilment Centre. This includes high visibility clothing and safety shoes.
- Must follow THE ICONIC Traffic Management Plan (TMP).
- Are required to turn off ignition, remove keys and hand them over to the forklift driver.
- Must not leave the driver safety zone, without authorisation from THE ICONIC team member.
- Are required to, in the event of emergency, assemble at the designated assembly point and remain there until advised by our wardens.

Drug and Alcohol Policy

- No smoking is permitted.
- THE ICONIC operates under a strict 'zero tolerance' policy on drug and alcohol use in the workplace.
- Carriers may be subject to random drug and alcohol tests whilst on site
- THE ICONIC's Drug and Alcohol Policy can be made available upon request.

Fitness to Drive

- THE ICONIC endorses and supports the Heavy Vehicle National Law (HVNL) which promotes road safety. In order to protect all parties involved in the supply chain and the general public and property, THE ICONIC will assess all drivers who attend the site for their fitness to drive.
- Every driver delivering to THE ICONIC must have had sufficient rests or breaks to be allowed to drive heavy vehicles. Carrier's must ensure that the drivers are within their maximum permitted driving hours.
- THE ICONIC encourages carriers to have fatigue management practices in place.

Mass, Dimension & Loading (MDL) Guidelines

- THE ICONIC will only accept deliveries that meet the Mass, Dimension and Loading (MDL) guidelines as specified in the HVNL.
- Loads must not to exceed the legal gross vehicle and axle load limits, or the maximum cube/dimensions of the trailer/vehicle.
- Containers require a container weight declaration.
- All deliveries must include a docket declaring the weight of the load.

5. Live On Site



5.1 Customer Service & Faulty Product Returns

For all orders processed through THE ICONIC's website,

- Customer service queries will be handled by THE ICONIC's Customer Service team.
- Should a customer reach out to you directly, please redirect them to THE ICONIC's Customer Service team
- Unless regarding specific product inquiry, your team will not be contacted regarding pre-purchase or order enquiries.

Faulty products will be handled as per the [terms & conditions](#) published on THE ICONIC's website.

Should you have any questions related to Customer Service inquiries or contacts, please reach out to us via the Seller Helpdesk located in Seller Center.

5.2 Return of Products to Seller

Products may be returned to you in accordance with the terms of the Agreement between us.

Returning products where needed is beneficial as it improves stock turn and inventory holdings, which provides an opportunity to improve sales and increase revenue.

If a return is required for your products, your Account Manager at THE ICONIC will reach out to you and work through the following process:

1. Identify which SKUs and quantities are to be returned and when.
2. Arrange for products to be picked and packed, and shipped from THE ICONIC's Fulfilment Centre.

6. Key contacts and resources



6.1 Key Contacts

THE ICONIC Department	Contact Information	Support Topics
Vendor Management	vm@theiconic.com.au	EDI, Booking/ Rejected delivery, Item Compliance, Barcodes, Shipping.
International Logistics	vmlogisticsteam@theiconic.com.au	International Sellers
Accounts	accounts@theiconic.com.au	All invoicing and payment queries
Category Management	Your relevant Account Manager	Shipment Request edits, commercial agreement, delayed orders, Production Guidelines
Sustainability & Ethical Sourcing	ethical.sourcing@theiconic.com.au sustainability@theiconic.com.au	Environmental and ethical production topics and requirement queries.

6.2 Resources

Resource Type	Location
THE ICONIC Ethical Sourcing and Sustainability Practices	People & Planet Positive Strategy
	Sustainable Packaging Guidelines
THE ICONIC Content and Image Guidelines	Please contact you ICONIC Account Manager for details

6.3 Glossary

Advanced Shipping Notice (ASN)	A document that provides detailed information about a pending delivery.	Packing List	a document which sets out a detailed description of products and number of products contained in each carton, as well as a commercial invoice and any other applicable customs documentation.
Certificate of Origin (COO)	A document to certify the place of growth, production or manufacture of goods. The COO identifies goods and contains an express certification by a government authority, or other empowered body, that the goods in question originate in a specific country.	PEFC certification	The Programme for the Endorsement of Forest Certification is an international, non-profit, non-governmental organization which promotes sustainable forest management through independent third party certification.
Delivery Term (or Incoterms®)	The Incoterms 2020 published by the ICC which define the obligations between the Account Manager and seller such as the division of cost and risk in the course of transportation. The commonly used delivery term between THE ICONIC Account Manager and sellers are DDP.	Universal Product Code (UPC)	Barcodes assigned by GS1 made up of 12 digits. Commonly used in North America.
Delivery Window	The 7 day period between the earliest and latest delivery date, as noted on the PO.	European Article Number (EAN)	Barcodes assigned by GS1 made up of 13 digits. Commonly used in outside North America.
Electronic Data Interchange (EDI)	Computer to computer exchange of business documents in a standard electronic format between trading partners.	FSC certification	Forest Stewardship Council (FSC) is a global certification system that enables specifiers to identify and purchase wood from well-managed forests.

A photograph of three women walking along a beach at sunset. The woman on the left is wearing a brown one-piece swimsuit and a light yellow cover-up. The woman in the middle is wearing a light green, shiny, spaghetti-strap dress. The woman on the right is wearing a white, long-sleeved, crocheted dress. They are all smiling and looking towards the right. The background shows a beach with waves and a forested hill under a warm, golden light.

Thanks For Working With
THE ICONIC

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