



HARLEY-DAVIDSON® GENUINE MOTOR PARTS & ACCESSORIES

SKU PACKAGING & LABELING REQUIREMENTS

MARCH 2018

TABLE OF CONTENTS

Introduction	3	D. Label Placement	20
A. Packaging Data Compliance	4-5	D.1 Non-Display Poly Bags	
A.1 Branding Requirements		D.2 Non-Display Folding Cartons	
A.2 Packaging Summary Forms		D.3 Display & Non-Display Corrugated Boxes	
A.3 Packaging Regulations		E. Screamin' Eagle® Guidelines	21-23
B. SKU Labels	6-8	E.1 Screamin' Eagle Labeling	
B.1 Materials		E.2 Screamin' Eagle I-Sheet & Promotional Sticker	
B.2 Dimensions		F. Product Protection Guidelines.	24-25
B.3 Source		F.1 Cosmetically Finished Products	
B.4 Label Barcode Symbology		F.1.1 Interior Packaging – Protective Materials	
B.5 SKU Label Verification		F.1.2 Packing Requirements / Guidelines	
C. Standard Display Materials	9-19	F.2 Distribution	
C.1 Litho Box		F.2.1 Shipping Hazards	
C.2 Box and Sleeve		G. Compliance Checklist	26
C.3 Clamshell		H. Appendix	27-28
C.4 Standard Header Card and Poly Bag		H.1 Resource Assistance	
C.5 Graphic Header Card and Poly Bag		H.2 Dealer Returns	

NEED HELP?

If there are any questions or concerns regarding the Display Packaging Assembly Requirements, please send an email to: hdpapackaging@harley-davidson.com

INTRODUCTION

To Our Supplier,

Harley-Davidson Packaging has assembled the enclosed SKU packaging and labeling requirements in an effort to help you better understand and comply with our requirements. The information contained within this document will provide you with detailed packaging and labeling instructions for retail packaging used within Harley-Davidson dealerships.

***This information is NOT to be used for shipping to any Harley-Davidson assembly or production facility.

All products shipping to Harley-Davidson dealerships OR distribution centers REQUIRE retail packaging. These instructions must be followed for our operations to be efficient and effective. Product received packaged or labeled incorrectly will result in costly delays, additional labor, reduction in efficiencies, and possible supplier charge back.

If you are aware of any potential obstacle in meeting the requirements in this document, please contact your Development Purchasing Analyst (DPA) for new parts or your Supply Chain Analyst (SCA) for ongoing parts.

Thank you,

Harley-Davidson Motor Company

A. PACKAGING DATA COMPLIANCE

A.1 Branding Requirements

Packaging of Harley-Davidson Genuine Motor Accessories Products in non-Harley-Davidson (H-D) branded packaging materials is prohibited unless pre-approved, in writing, by Harley-Davidson Motor Company. Requests to use non-H-D branded packaging must be submitted to your Developmental Purchasing Analyst (DPA) for new parts or, to your Supply Chain Analyst (SCA) for existing parts. All requests must include artwork and/or photographs illustrating the requested packaging.

Requests to package H-D Genuine Motor Accessories Products in non-H-D branded packaging materials must be approved prior to final packaging production and prior to submission of the Packaging Summary Form.

A.2 Packaging Summary Forms

Background Information

Harley-Davidson is a global company. In order to comply with regional and global requirements, led by governmental bodies outside of Harley-Davidson, we must generate annual reports on packaging materials. To meet these regulations, you must submit a completed Packaging Summary Form which details the packaging materials used to package a product. This enables us to effectively participate in the marketplace by complying with this requirement. Information provided on these forms is used for not only reporting, but for evaluating new regulations that pose a risk to our ability to distribute our products.

Compliance is REQUIRED for all products distributed through our distribution centers, shipped dealer-direct, or consumer direct. Compliance information is needed prior to the first shipment of a product that is new to Parts & Accessories (Service or New Development) or has a packaging change after the product has launched. Typically this is included with PPAP.

Material Requirements

Information on all packaging components, including labels and dunnage, used to package one SKU must be entered on the Packaging Summary Form. This information includes dimensions, materials, cost, and the weight of each packaging component.

The Packaging Summary Form and the Supplier Information Packet, which provides instructions for completing the summary form and includes definitions of packaging terms, can be found on the Harley-Davidson Supplier Network (www.H-DSN.com) under the “P&A Packaging Supplier Reporting Guidelines” section: www.h-dsn.com/genbus/packaging.jsp. Please submit all questions and completed summary forms to the [P&A Packaging Team at hdpapackaging@harley-davidson.com](mailto:hdpapackaging@harley-davidson.com).

A. PACKAGING DATA COMPLIANCE

A.3 Packaging Regulations

Packaging Material Restrictions

Many governmental entities in foreign and domestic regions have restrictions based on material, dimensions, thickness, and/or weight. By following our requirements with the Packaging Summary Forms, we are able to successfully distribute product and meet regulatory needs.

Example: Product A uses a high density polyethylene (HDPE) bag that is 15 x 15 inches and .5 mil thick. This bag may require a printed warning statement for specific regions, as it presents a potential suffocation hazard for small children.

Packaging Material Requirements

Products that pose a specific safety risk or are chemical in nature, may have additional regulatory requirements. If there are special packaging assembly or known material requirements, please be sure to notify your H-D Purchasing or Engineering Team. If the product contains or is chemical in nature, H-D requires a GHS SDS be submitted for review. There may be additional labeling or shipping requirements in order to satisfy Harley-Davidson's distribution channels.

All plastic bags used as an internal package component or as a primary package for retail must have a minimum material thickness of .001 inch, also expressed as .0254 millimeter or 1 mil.

Environmental Sustainability

Materials known to be environmental hazards: PVC plastic, composite films or pouches (multi-layer materials), skin board (film adhered to a corrugated surface).

If you are aiding in the material selection process for Harley-Davidson, we ask that you please consider materials that provide a positive environmental impact.

B. SKU LABELS

B.1 Materials

Pressure sensitive paper label stock die cut on rolls or on sheets.

B.2 Dimensions

Small Plain Label (SP):
4" x 1-7/8"

Retail Display Label (LD):
2-7/8" x 4"

Small Display Label (SD):
4" x 1-7/8"

B.3 Source

Harley-Davidson will provide labels free of charge to all suppliers. If the you have been approved to print labels independently, please see section B 2.4 Label Barcode Symbology.

Small Plain Label (SP)

Large Display Label (LD)

All parts in display packaging must use this label.

Small Display Label (SD)

Used for Screamin' Eagle® products only when specified.



Screamin' Eagle brown box products only.

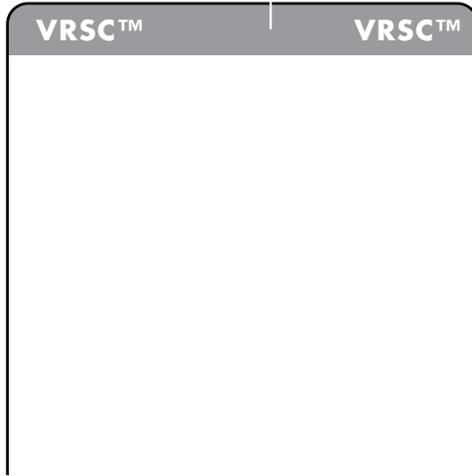


B. LD LABEL VARIATIONS

PMS 7546



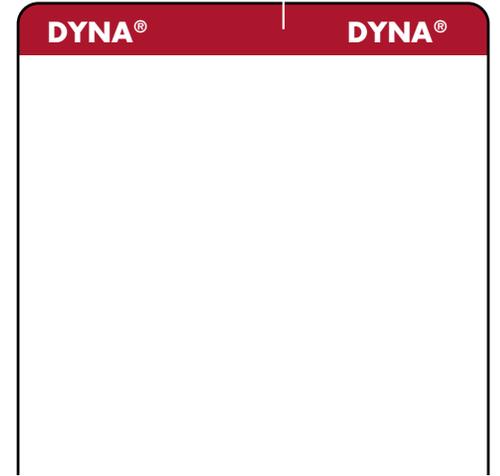
PMS COOL GRAY 7



PMS 130



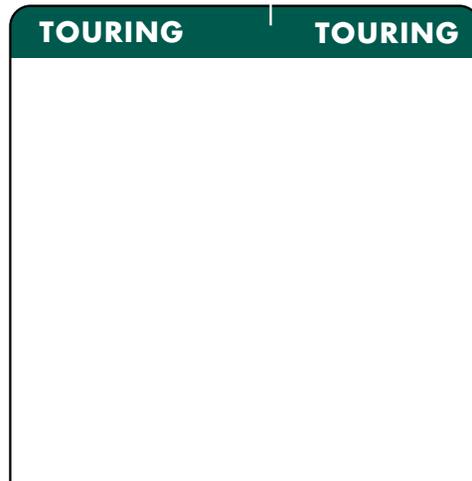
PMS 187



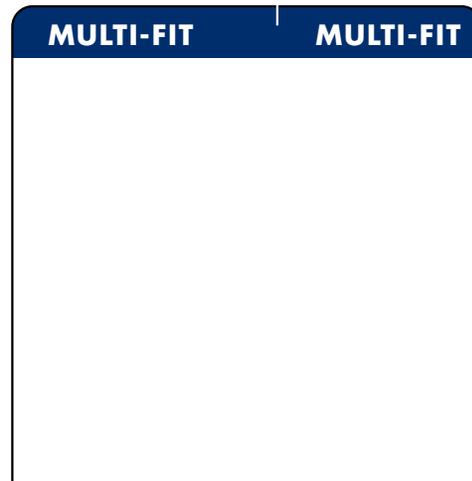
PMS 561



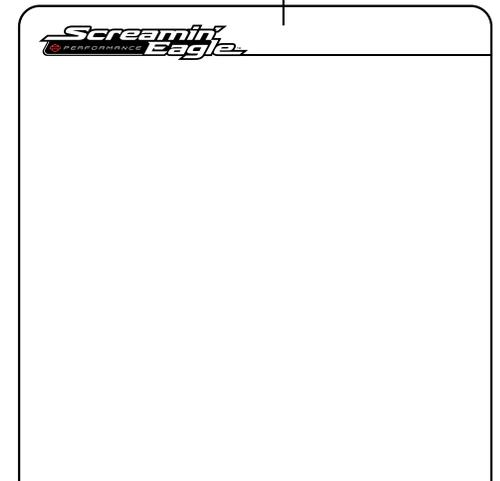
PMS 561



PMS 294



PMS 165 & BLACK



B. SKU LABELS

B.4 Label Barcode Symbology

If you do not have a label printer or are unable to print labels yourself, see section H.1. for contact information.

Code 128 Specifications for SKU Labels:

- Industry standard is the Automotive Industry Action Group (AIAG)
- Use Code 128 Subset C for numeric characters
- Use Code 128 Subset A for alpha characters and ASCII symbols
- “X” dimension shall be in the range of 0.33 mm (0.013 inch) to 0.43 mm (0.017 inch) using a number 10 measuring aperture and inspection wavelength of 660 nm +/- 10 nm
- Barcode height shall be a minimum of 10.5 mm (0.41 inch)
- Quiet zone (blank space at each end of the barcode) shall be a minimum of 6.3 mm (0.25 inches)
- SKU barcode shall meet a minimum ANSI print quality grade of “B”
- Human readable data must be 3 LPB



B.5 SKU Label Verification

You must submit a minimum of 10 label samples to their DPA/SCA for review to print labels independently. You should not print labels without scan approval. Scanning DPA/SCA of the label samples will be performed by the Harley-Davidson Packaging Engineering group. Harley-Davidson will provide a response back to the you three business days after the receipt of the samples.

C. STANDARD DISPLAY MATERIALS



C.1
Litho Box



C.2
Box and Sleeve



C.3
Clamshell



C.4
**Standard Header Card
and Poly Bag**



C.5
**Graphic Header Card
and Poly Bag**

C.1 LITHO BOX

REQUIRED DISPLAY MATERIALS



Large Display (LD) SKU Labels (QTY: 2)



Litho Box



Outer Brown Box



STEP 1

Assemble the Litho Box.



STEP 2

Insert product into the Litho Box.
Ensure proper protective materials are used with the product.



STEP 3

Ensure product or internal packaging does not block hang holes.



STEP 4

Close the Litho Box.



STEP 5

Identify the Display Label Location Marks on the bottom left side of the Litho Box.



STEP 6

Verify the package quantity on the Large Display (LD) SKU label is correct and apply the label by lining up the Label's right-side top and bottom corners with the Display Label Location Marks.

C.1 LITHO BOX



STEP 7

Wrap the label around the left side of the box as shown.



EXAMPLE:

Display Packaged Product.



STEP 8

Place the Display Packaged Product into the Outer Brown Box.



STEP 9

Fold in end flaps of Outer Brown Box as shown.



STEP 10

Seal both ends of the Outer Brown Box with protective tape.



STEP 11

Verify the package quantity on the second Large Display (LD) SKU label is correct and apply the label on the end panel of the Outer Brown Box as shown above. See Section D3 for labeling exceptions.



NOTE:

If you receive Small Plain (SP) SKU Labels, pictured above, instead of the LD Labels, do not use labels and inform your Harley-Davidson contact immediately.

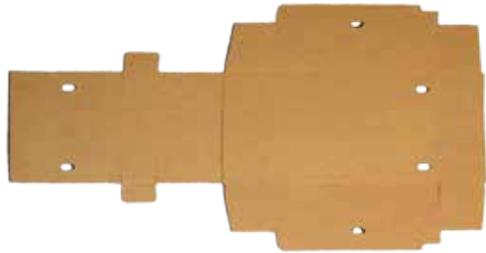
For labeling exceptions, please see Labeling Section D.

C.2 BOX AND SLEEVE

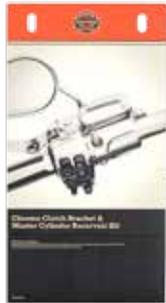
REQUIRED DISPLAY MATERIALS



Large Display (LD) SKU Labels (QTY: 2)



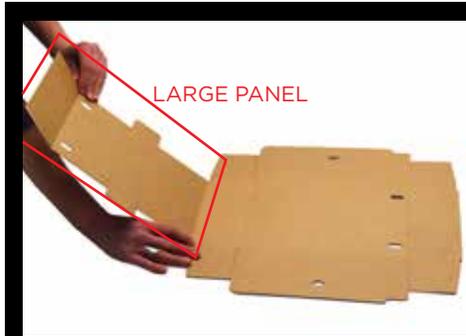
Inner Box (Note: One Side is White)



Graphic Sleeve

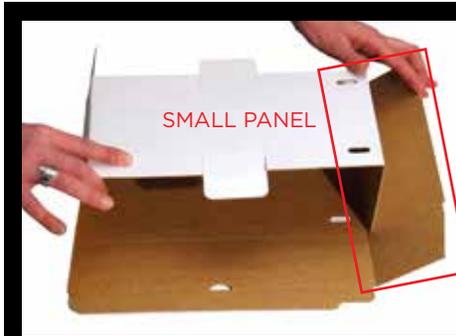


Outer Brown Box



STEP 1

Begin assembly of the Inner Box, folding the large panel first.



STEP 2

Fold the small end panel, located at the opposite end of the large panel, upwards.

The short panel will overlap part of the large panel on the outside of the Inner Box.



STEP 3

Fold the small flaps inward on one side of the Inner Box.



STEP 4

Tuck the end panel inward on the same side as the small flaps used in Step 3.

Box should be securely closed on one end, and remain assembled.

Use tape as needed to ensure proper closure.



STEP 5

Insert product into the Inner Box.

Ensure proper protective materials are used with the product.



STEP 6

Ensure product or internal packaging does not block hang holes.

C.2 BOX AND SLEEVE



STEP 7

Close final end panel (Similar to Steps 3 & 4) and apply the Large Display (LD) SKU Label to the left corner of the box as shown.

The white mark on the color stripe of the label will line up with the corner edge of the box.

DO NOT cover the top hang holes with the label.



STEP 8

For small Inner Boxes, the LD SKU Label will cover the bottom left hang hole cut-out.

Ensure the barcode is visible when the sleeve is applied.



STEP 9

Apply the Graphic Sleeve.

Ensure the hang holes of the Graphic Sleeve line up with the open hang holes on the Inner Box.



EXAMPLE:

Display Packaged Product.



STEP 10

Place the Display Packaged Product into the Outer Brown Box.

Fold end panels of the Outer Brown Box and secure closed with proper protective tape.



STEP 11

Place the second LD SKU Label on the outside of the Outer Brown Box.

The label should be placed on the end panel as shown above. For labeling exceptions, please see Labeling Section D3.

Verify package quantity on label is correct before application.



NOTE:

If you receive Small Plain (SP) SKU Labels, pictured above, instead of the LD Labels, do not use labels and inform your Harley-Davidson contact immediately.

For labeling exceptions, please see Labeling Section D.

C.3 CLAMSHELL

REQUIRED DISPLAY MATERIALS



Large Display (LD) SKU Labels (QTY: 2)



Clamshell Package



Insert Card



Tamper Evident Labels - Round (QTY: 3)

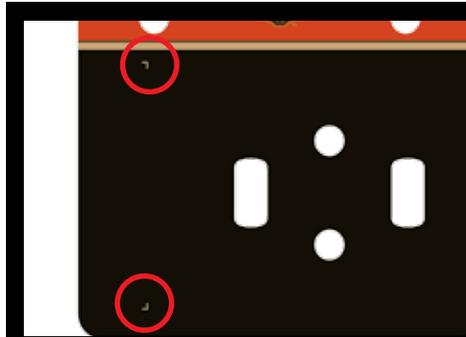


Poly Bag



STEP 1

Place the product and I-Sheet (if required) into the Clamshell.



STEP 2

Identify the Display Label Location Marks on the left side of the printed Insert Card.



STEP 3

Verify the package quantity on the Large Display (LD) SKU label is correct and apply the label by lining up the label's right-side top and bottom corners with the Display Label Location Marks.



STEP 4

Wrap the label around the back of the Insert Card.



STEP 5

Place the Insert Card into the Clamshell.



STEP 6

Close the Clamshell, ensuring the corners and all snap pins are fully engaged.

C.3 CLAMSHELL



STEP 7

Seal the top, right, and left edges with tamper evident labels.



EXAMPLE:

Display Packaged Product.



STEP 8

Place the Display Packaged Product into the poly bag.

If required, place the bagged clamshell into an Outer Brown Box and tape closed. Reference Section D3 for final labeling instructions.



STEP 9

Fold over the unsealed end of the bag.



STEP 10

Place the second LD SKU Label over the folded edge of the bag, securing the clamshell inside.



EXAMPLE:

Complete Packaged Product.



NOTE:

If you receive Small Plain (SP) SKU Labels, pictured above, instead of the LD Labels, do not use labels and inform your Harley-Davidson contact immediately.

C.4 STANDARD HEADER CARD AND POLY BAG

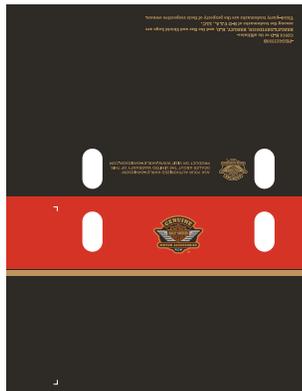
REQUIRED DISPLAY MATERIALS



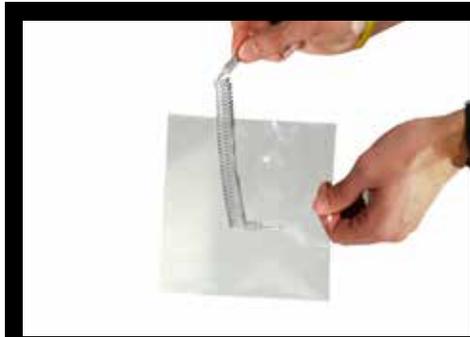
Large Display (LD) SKU Labels (QTY: 1)



Poly Bag



Header Card



STEP 1

Place Product into Poly Bag.



STEP 2

Fold over any excess bag material and place the bagged product beneath the hang holes on the inside of the header card.



STEP 3

Close the Header Card.



STEP 4

Staple the header card as shown above.



EXAMPLE:

Please note - hang holes are to be free of obstruction from the poly bag.



STEP 5

Identify the Display Label Location Marks on the left side of the Header Card.

C.4 STANDARD HEADER CARD & POLY BAG



STEP 5

Verify the package quantity on the Large Display (LD) SKU label is correct and apply the label by lining up the label's right-side top and bottom corners with the Display Label Location Marks.



STEP 6

Wrap the label around the back of the Header Card.



EXAMPLE:

Complete Packaged Product.



NOTE:

If you receive Small Plain (SP) SKU Labels, pictured above, instead of the LD Labels, do not use labels and inform your Harley-Davidson contact immediately.

C.5 GRAPHIC HEADER CARD AND POLY BAG

REQUIRED DISPLAY MATERIALS



Large Display (LD) SKU Labels (QTY: 2)



Small Poly Bag



Graphic Header Card



Outer Poly Bag



STEP 1

Place Product into Small Poly Bag.



STEP 2

Identify the Display Label Location Marks on the left side of the Graphic Header Card.



STEP 3

Verify the package quantity on the Large Display (LD) SKU label is correct and apply the label by lining up the label's right-side top and bottom corners with the Display Label Location Marks.



STEP 4

Wrap the label around the back of the Graphic Header Card.



STEP 5

Fold over any excess bag material and place the bagged product beneath the hang holes on the inside of the Graphic Header Card or block hang holes.

DO NOT allow the bagged product to hang below the bottom of Graphic Header Card.



STEP 6

Close the Graphic Header Card.

C.5 GRAPHIC HEADER CARD AND POLY BAG



STEP 7

Staple the header card as shown above.



EXAMPLE:

Display Packaged Product - Front.



EXAMPLE:

Display Packaged Product - Back.



STEP 8

Place the Display Packaged Product into the second, outer, Poly Bag.



STEP 9

Fold over the unsealed end of the bag and place the Second LD SKU Label over the folded edge of the bag, securing the Display Packaged Product inside.



EXAMPLE:

Complete Packaged Product.



NOTE:

If you receive Small Plain (SP) SKU Labels, pictured above, instead of the LD Labels, do not use labels and inform your Harley-Davidson contact immediately.

D. LABEL PLACEMENT

D.1 Non-Display Poly Bags

Commonly used sizes and acceptable label placement or barcode printing.



D.2 Non-Display Folding Cartons

Commonly used sizes and acceptable label placement.



D.3 Display & Non-Display Corrugated Boxes



PREFERRED PLACEMENT:

Verify the package quantity on the second Large Display (LD) SKU label is correct and apply the label on the end panel of the Outer Brown Box.

The label should be placed on the end panel as shown above.



EXCEPTION #1:

If the end panel of the Box is NOT large enough (2 7/8 x 4" surface area) to show the entire Large Display (LD) SKU Label, fold the LD Label over the top edge of the Outer Brown Box.

NOTE: The dashmarks on the label will line up with the corner edge of the box.



EXCEPTION #2:

If neither the Preferred Placement, or Exception #1 enable proper placement of the LD Label, the LD Label may also be applied along the left corner and edge of the box as shown.

NOTE: The dashmarks on the label will line up with the corner edge of the box.



EXCEPTION #3:

If neither the Preferred Placement, Exception #1, or Exception #2 enable proper placement of the Label, the Label may be applied to the top of the box.

E.1 SCREAMIN' EAGLE® LABELING



SCREAMIN' EAGLE® LITHO BOX



The left side of the box has placement markings for the Large Display (LD) Barcode Label. The right side of the box has placement markings for the Screamin' Eagle Attention Label.



STEP 1

Verify the package quantity on the Large Display (LD) SKU label is correct and apply the label on the left side of the box.



STEP 2

Apply the Screamin' Eagle Attention Label to the right side of the box. NOTE the orientation for this label is horizontal (as shown in the photo above).



SCREAMIN' EAGLE CAM LITHO BOX



The Small Display (SD) Barcode Label is placed on the back of the box and the Screamin' Eagle Attention Label is placed on the bottom of the box.



STEP 1

Verify the package quantity on the Small Display (SD) SKU label is correct and apply the label on the back side of the box.



STEP 2

Apply the Screamin' Eagle Attention Label to the bottom of the box.

E.1 SCREAMIN' EAGLE® LABELING



SCREAMIN' EAGLE® BLACK BOX PRODUCTS



Screamin' Eagle black boxes have designated markings for both the Small Display (SD) SKU label and the Screamin' Eagle Attention label. Example shown above.



STEP 1

Verify the package quantity on the Small Display (SD) SKU label is correct and apply the label, where indicated, on the box.



STEP 2

Apply the Screamin' Eagle Attention Label, where indicated, on the box.



SCREAMIN' EAGLE BOX AND SLEEVE



STEP 1

Verify the package quantity on the Large Display (LD) SKU label is correct and apply the label on the left side of the box.



STEP 2

Apply the Screamin' Eagle Attention Label to the right side of the box. NOTE the orientation for this label is horizontal (as shown in the photo above).

E.2 SCREAMIN' EAGLE® I-SHEET AND PROMOTIONAL STICKER



**POLY BAG, SCREAMIN' EAGLE®
STICKER AND I-SHEET**



Place I-Sheet (if applicable) inside
Poly Bag.



Place Screamin' Eagle Sticker
inside Poly Bag. Follow product
specific packaging requirements for
placement inside of the packaging or
reach out to
hdpapackaging@harley-davidson.com
for further guidance.

F. PRODUCT PROTECTION GUIDELINES

F.1 Cosmetically Finished Products

Scope: Cosmetically finished products ranging from powder coats, polished aluminum, painted accessories, other.

Purpose: Provide a tool to aid in selection of packaging materials for direct contact with cosmetic product surfaces. Products are best protected if fully cured prior to final packaging.

F.1.1 Interior Packaging – Protective Materials

Note: If you wish to use materials other than those recommended by Harley-Davidson, the product will require further review by the H-D Packaging Engineering Group. Contact by email at: hdpapackaging@harley-davidson.com.

Materials currently approved for contact with surface of finished part:

- Jersey Knit (commonly referred to as T-Shirt)
- Soft white paper wrap (see suggested supplier list in section H.1)
- Spunbond Polypropylene bag (**recommended**)

Materials currently NOT approved for direct contact with cosmetic surfaces:

- Bubble wrap
- Plastic bags (generic)
- Plastic films (For exceptions see H-D packaging or purchasing representative (SCA/DPA))
- Other paper based materials (outside of approved paper wrap)
- Other rigid materials

Exceptions (requires individual product review by H-D Packaging Engineering Group):

- HDPE bags, expanded polyethylene or polypropylene flexible foams may be acceptable. Foam materials should be thicker for large or heavy parts. Approved film in select applications: 3M 2156C.

F.1.2 Packing Requirements / Guidelines:

- Finished Part must be wrapped securely in any one of the approved materials listed in section F.1.1 above. The material should be wrapped around the part tightly and secured or fastened to minimize movement of the material against the cosmetically finished surface. This will aid in minimizing cosmetic damage to the part.
- Cosmetic surfaces must be completely covered by the approved surface protecting material. The cosmetic surface is not to be in direct contact with protective outer packaging (box materials, cardboard, corrugated) or other cushioning materials.
- Additional cushioning materials may still be used in conjunction with surface protecting materials, on the interior of the package to secure the wrapped part within the outer protective packaging.

F. PRODUCT PROTECTION GUIDELINES

F.2 Distribution

Harley-Davidson may distribute your product globally. This means your product will be subject to many lanes of distribution and modes of transportation. Testing validation is recommended for new proposed packaging solutions to the International Safe Transit Association (ISTA):3A test. Visit the ISTA website to find a lab near you: <http://www.ista.org/members/labs.php>.

F.2.1 Shipping Hazards

Shock – Occurs when packages are dropped or struck by other packages. Packages should be able to withstand shock from any direction. Because of sorting systems at carrier hubs, small parcel carriers cannot honor orientation labels. Transit orientation may be different than intended.

Vibration – Occurs when a package is mechanically transported or handled. Duration and intensity are the main factors when it comes to vibration. Damage caused by vibration can be: scuffing, abrasion, loosening of fasteners and closures and package fatigue.

Compression – Occurs when packages are stacked one on top of the other. Compression may be a static condition or a dynamic condition. Static compression represents packages experiencing a load or bearing weight, but is not representative of the motion a carrier might be experiencing. Dynamic compression represents packages experiencing a load or bearing weight and the vertical and lateral compressive forces seen during transit. Dynamic compression is representative of a vehicle in motion.

Atmospheric Conditions – Packages are subject to temperature and humidity extremes in the small parcel environment. Humidity has the ability to decrease a corrugated box's stacking strength by up to 50%.

G. COMPLIANCE CHECKLIST

General Requirements

Reviewed SKU Packaging Requirements Document

- Data Compliance
- Regulatory Requirements
- Product Protection
- Packaging Assembly
- Labels

Detailed Process and Material Requirements

Data Compliance

- Completed Packaging Summary Form Prior to first shipment of product
- H-D approved my summary form

Regulatory Requirements

- Safety warnings
- GHS SDS (for chemical products)

Product Protection

- Materials reviewed against guidelines for products with cosmetic surfaces
- Testing was considered to meet H-D distribution requirements

Assembly

- Display Packaged Products
 - Use of approved display materials (litho box, clamshell, etc.)
 - Follow appropriate packaging assembly instruction
 - Verify hang holes are not blocked (boxed product)
 - Verify label is correctly placed
- Non-Display Packaged Products
 - Verified material selection with H-D (via Summary Form)
 - Followed label placement guidelines

H. APPENDIX

H.1 Resource Assistance

For packaging inquiries and Packaging Summary Form submissions, contact P&A Packaging Engineering at hdpapackaging@harley-davidson.com.

Packaging Suppliers

Material	Company	Contact Information
Instruction Sheets	Coakley-Tech	Gail Hokenson Tel: (262) 369-6012 Fax: (262) 369-5647 E-mail: ghokenson@comcom.com Web: www.coakleytech.com/isheet
SKU Labels	Kem Krest, LLC	Deanna Letizia Tel: (262) 942-5213 Fax: (262) 942-5255 E-mail: dletizia@kemkrest.com Web: http://ppwi.kemkrest.com/HDLabelProd/Login.aspx
H-D Logo Poly Bags, Protective Materials for Cosmetic Surfaces	Midland Paper, Packaging, & Supplies	Todd Nick Tel: (847) 777-2639 Fax: (847) 403-6940 E-mail: todd.nick@midlandpackaging.com

H. APPENDIX

H.2 DEALER RETURNS

Requirements

Harley-Davidson may require you to provide packaging materials for dealer returns, which includes all materials necessary to repackage a product to its original packaged condition, (e.g. corrugated boxes, inserts, sleeves, poly bags, etc.)

Packaging Material Requests

All requests for packaging materials will be made by your Harley-Davidson SCA/DPA.

Ship All Packaging Materials To:

Attn: Dealer Return Goods Department
Neovia Logistics Whse
850 N Graham Rd, Suite A
Dock 70
Greenwood, IN 46143

Billing/Invoices

All billing and invoices should be handled through your SCA/DPA.