



Vendor Routing Guide

March 2026



SWFM RETAIL GROUP LLC Routing Guide

Dear Business Partner,

Attached you will find the **SWFM Retail Group, LLC Routing Guide**, which applies to both **Forman Mills** and **Shoppers World**. This guide must be used for all shipments to our Distribution Center:

SWFM Distribution Center

3000 Cindel Drive
Cinnaminson, NJ 08077-

The purpose of this guide is to provide clear, consistent standards to ensure products move efficiently through our supply chain—from shipment inception to arrival in our stores, ready for sale. Your compliance helps us meet peak inventory demands, scale for future growth, and deliver the best possible experience to our customers.

Within this guide, you will find detailed requirements covering:

- Pre-notification of deliveries
- Purchase order accuracy
- Packing and carton identification
- Packing slip preparation
- Routing procedures
- Use of our Vendor Portal

Following these standards is critical to the timely and accurate processing of merchandise. Non-compliance results in avoidable delays and disruptions, which ultimately impact store availability and sales. For this reason, violations of the routing guide will result in chargebacks.

We value your partnership and appreciate your attention to these requirements. Please do not hesitate to contact us with any questions or clarifications.

Thank you for your continued support.

Sincerely,

Noureddine Fahmi

Director of Logistics
SWFM Retail Group, LLC
WH@shopperworld.net

Shipment Preparation

1. Cartons

- To survive shipment, we require a carton of at least 200 pounds burst strength, sealed with a 3” tape seal or equivalent.
- Packed cartons must not exceed 50 lbs.
- No bagged, hanging, or loose goods are acceptable.

2. Packing

- Only one Purchase Order (PO) per carton is allowed.
- Each carton should contain only one style, unless the PO specifically requests an assorted pack.
- Cartons must contain the exact number of units per carton as detailed on the PO.
- Each carton must follow the color/size assortment specified on the PO.
- No substitutions of styles, sizes, or colors are permitted without prior written approval and an updated PO from the buyer. All approved changes must also be reflected on the Packing Slip/ASN before arrival at the Distribution Center.
- Merchandise purchased as sets must be matched by size, packaged together as a set, and shipped to the Distribution Center accordingly.

3. Carton Labeling

See Vendor Portal Instructions. Labels are created as part of the ASN process.

4. Style Separation

- Place only one style per pallet, whenever possible
- Multiple styles on a pallet are acceptable only if separated by a divider sleeve, such as cardboard or Kraft paper, styles must be grouped together (top/bottom) not co-mingled on the pallet.

5. Packing Slip

A **packing slip** must be prepared for **each Purchase Order** and placed in a **sealed envelope** attached to the outside of the **Lead Carton**. The Lead Carton is the carton located on the **top left row of the pallet**, must be **clearly marked “Lead Carton,”** and should be easily accessible.

The packing slip must be **legible** and include:

- Purchase Order Number (one packing slip per PO)
- Vendor Style Numbers
- Size Range and Quantities per Carton
- Color Assortment per Style
- Total Number of Cartons and Units Shipped

Order Accuracy

- **No substitutions or incomplete orders** will be accepted.
- If you cannot complete a Purchase Order as written, you must **immediately contact the buyer listed on the PO** for written approval and a **PO modification** prior to shipment.
- Shipments that do not match the issued PO will cause delays at the receiving dock and are subject to **chargebacks**.

Shipment Instructions

Vendors are responsible for **all freight charges** associated with delivery of goods to the SWFM Distribution Center. SWFM Retail Group LLC will not be responsible for any freight charges under any circumstances. Vendors must arrange and pay for their chosen carrier directly.

All shipments must be delivered to the destination noted on the Purchase Order:

Ship To Address:
SWFM Retail Group LLC
3000 Cindel Drive
Cinnaminson, NJ 08077

Vendor Responsibilities

Vendors must ensure accurate documentation of the following:

- Shipment commodity
- Freight classification (National Motor Freight Classification #)
- Number of pieces
- Weight (including dimensional weight, if required)
- Purchase Order #
- When shipping more than one Bill of Lading (BOL) on the same day, each individual BOL must be consolidated into **one Master BOL**.

Pallet & Carton Requirements

- All shipments must be **palletized and double-wrapped**.
- Each pallet must be **easy to count**, with all carton labels facing outward for visibility.

Warehouse Allowance

A **2% Warehouse Allowance** will be deducted for all warehouse shipments.

Freight Terms – All Commercial Zones

All shipments are **FOB to the SWFM Distribution Center** in Cinnaminson, NJ. Vendors remain responsible for all freight charges.

AVAILABLE VOLUME CARRIER LIST FOR CALIFORNIA VENDORS

You may use *any* carrier of your choice; you are not required to pick from this list.

1. City Logistics

Contact information:

Please send your routing requests to forms@cityx.com or call their call center at 310-223-1010, option 1.

Include the pickup location, cartons, weight, pallets, and cube.

Same day pickups may not be available, so please schedule 48 hours in advance of requested pick up.

City Rates are as follows:

These are the rates that City will be invoicing for picking up from your facility and providing services to our DC:

1 to 8 pallets - \$225.00 per pallet

Pallets 9 thru 12 - \$200.00 per pallet

Pallets 13 thru 20 - \$150 per pallet

Pallets 21 thru 26 - \$125 per pallet

Plus FSC

Example: if the Vendor ships 10 pallets, the first 8 would be charged at \$225.00 the pallet 9 and 10 would be charged @ \$200 per pallet.

2. Omni Logistics (formerly Pacific Logistics)

3. Tiger Freight

Container Shipments to Ports

Vendors must email the **Packing Slip** and **Delivery Order (DO)** to **WH@shopperworld.net**, including “**Container Request**” in the subject line, at least **48 hours before the container arrives** at the port to schedule a delivery appointment.

SWFM Retail Group is **not responsible for any demurrage charges** from NYC or California ports.

UPS Ground

- Vendor must email Routing at routing@shopperworld.net for order validation prior to shipping.
- UPS shipments without order validation are subject to penalties.
- UPS shipments should not weigh more than 100lbs.

Vendor Pre-ticketing

Vendors may choose to use Fine Line or Velocity to order tickets.

For Fine Line, please log in to Shoppers World and Forman Mills separately.

www.finelineglobal.com/FastTrak

For Velocity all POs can be found together for SWFM Retail.

<https://3qprint.azurewebsites.net/>



Hang (Hard) Tag
SW Format: T



Sticky (Soft) Tag
SW Format: B



Hang (Hard) Tag
FM Format: A



Sticky (Soft) Tag
FM Format: F

Pre-Ticketing Placement Guide

Tops (Blazers, Coats, Dresses, Jackets & Shirts)

- Hard tickets must be affixed to the bottom of the care/content label located inside the back collar.

Bottoms (Pants, Shorts & Skirts)

- Hard tickets must be affixed to the left outside seam, directly below the waistband.

Handbags

- Ticket around the entire strap so it can move freely side to side.
- For handbags with two straps, ticket the back strap.

Lingerie

- Bras: Ticket through the left strap side seam.
- Panties: Ticket through the inside front center of the waistband seam.

Shoes & Slippers

- If boxed: Apply a pressure-sensitive ticket to the lower left corner of the short side of the box, 1/8" from the bottom and side edges.
- If unboxed: Place soft tickets between the inner portion of the shoes. Open shoes and slippers must be **bulleted together**.

Hats

- Hard Ticket should be attached to the inside label or sweatband.

Pre-Packaged Merchandise/Boxed Sets

- Apply a Soft Ticket to the upper left-hand corner of the front of the box.

Ticketing Over Vendor Labels

- If Soft Tickets are placed over existing vendor labels, they must not cover the garment size or other required product information.

Shipment Violations & Chargebacks

To ensure efficient movement of merchandise through our supply chain, all vendors must comply with this Routing Guide. Non-compliance will result in chargebacks or invoice deductions as outlined below.

General Requirements

- All Purchase Orders must be shipped exactly as written.
- Substitutions, quantity changes, or ship date changes require prior written buyer approval and an updated PO. Verbal approvals will not be accepted.
- All Purchase Orders must be shipped complete unless prior approval for a partial shipment is obtained.
- All goods must be shipped within the Start Ship Date (earliest ship date) and Cancel Date (latest receive date) noted on the PO.

Late Shipments

If merchandise is received after the Cancel Date and SWFM Retail Group elects to keep the order, the following invoice reductions will apply:

- 1–30 days late: 25% reduction (or at our discretion)
- 31–60 days late: 35% reduction (or at our discretion)
- Over 60 days late: 50% reduction (or at our discretion)

Unscheduled Deliveries

- Shipments arriving without an appointment may be refused at our discretion.
- If accepted, a 15% chargeback (maximum \$1,000 per order) will be applied.
- Shipments arriving after 12:00 PM on the appointment date may be subject to violation fees.

Chargebacks:

Violation	Charge
Cartons exceeding 50 lbs.	\$50.00 per carton (no maximum)
Incomplete coordinate groups	\$250 per infraction or \$10/carton (minimum)
Unapproved style/size/color substitutions	\$250 per infraction or \$10/carton (minimum)
Carton labeling violations (missing, incorrect, placed on top, multiple per carton, etc.)	\$250 per infraction or \$10/carton (minimum)
Packing slip not prepared per Routing Guide	\$250 per infraction
Packing slip/ASN not submitted prior to or with shipment	\$250 per PO or \$10/carton (minimum)
Vendor pre-ticketing errors	\$250 handling fee + \$0.25 per unit
Incorrect or incomplete UPC	\$250 handling fee + \$0.25 per unit
Failure to separate styles or POs on pallets	\$100 per pallet
Failure to shrink wrap, palletize, or create countable pallets	\$200 per pallet
Failure to ship complete order (without approval)	\$500 flat fee
Exceeding ordered quantities	\$250 handling fee
Styles not packed per PO/instructions	\$250 per infraction or \$10/carton (minimum)
Barcode unscannable (smudged, cut off, taped over, low-quality print, etc.)	\$250 per infraction
Case pack errors requiring warehouse to open boxes	\$250 per infraction
Missing ASN or store distribution labels when required	\$250 per infraction
Missed Appointment and Appointments cancelled within 24 hours of delivery date	\$250 per appointment

Return to Vendor (RTV)

All merchandise deemed unsellable will be classified as RTV.

- Vendors are responsible for all return freight charges.
- Goods not picked up within 7 days of notification may be destroyed, disposed of, or donated.
- The invoice value will still be deducted, and RTV violations are subject to \$100 per infraction + \$10/carton.

Violation Notifications & Disputes

- Violation notifications will be included with payment remittance.
- Challenges must be submitted within 30 days of invoice payment.
- Email disputes to Vendorviolations@formanmills.com and include:
 - Vendor name
 - Date of violation
 - Nature of violation
 - PO number
- Only the original e-mail (with PO number and sent date) will be accepted as proof of submitting a packing slip.

Vendor Portal Instructions

Vendor should log-in to SWFM RETAIL GROUP Vendor Portal using the following link:

<http://portal.shopperworld.net/Vendorportal/login.php>

For first-time logins, your **Vendor ID** and **password** will be your **5-digit Vendor Number** as shown on your Purchase Order. If your Vendor Number is only 4 digits, **precede it with a zero**. For example, Vendor Number 1262 should be entered as 01262.

SWFM RETAIL GROUP, LLC	
Forman Mills	Shopper's World
DISTR. CTR 4000: (856) 324-3414	DISTR. CTR 5000: (856) 324-3414
Bill & Ship to: 3000 Cindel Drive Cinnaminson, NJ 08077 Corporate Office: (856) 486-1447 Invoices: ap_invoices@formanmills.com	
Vendor Name	
Vendor #	
Email:	
-----NEW STYLE-----	

During your initial login, you will be prompted to **change your password**.

Your password must:

- Be **8–10 characters** long
- Include at least **one number**
- Include at least **one special character** from: !@#\$%^&

Example: letters(warehouse) + number(7) + special-char(#) = warehouse7#

Open POs Screen

Upon successful login, the Vendor will be able to view all available **Open POs**.

Enter Confirmation Emails

Before selecting a PO, enter the email addresses that should receive appointment confirmations (receipts) once routing is complete:

Enter Below Vendor Email that will receive Appointment Confirmation

	Vendor Warehouse Email to receive Appointment Date
	Logistics / Trucker Email to receive Appointment Date
<input type="button" value="Update Email"/>	

Click **Update Email** to save. In the future, you can re-enter different emails and click **Update Email** again to change confirmation recipients.

Each Time You Create an ASN & Schedule an Appointment

Select a PO to work on by clicking its number. If a PO does not appear, double check you have entered the correct Vendor ID. Then, contact the buyer — the order may have been closed.

0001630745	0001630745	2023-09-08		RH	4000	2023-11-03	CP	
0001663539	0001663539	2025-08-27		WH	4000	2026-01-17	CP	
0001663540	0001663540	2025-08-27		WH	4000	2026-03-13	CP	
0002190209	0002190209	2025-04-10	2025-05-06	RE	5000	2025-05-13	BP	*See Appt. Date on Manifest screen

Create and Maintain Carton Labels Screen

This screen is used for creating labels and the ASN.

If any errors are seen on the PO, please contact the buyer directly BEFORE creating ASN.

Especially check the PO number and the case pack qty (otherwise you'll have the wrong number of cartons!)

PO Number: 0001663540 --Call the Buyer if you there is something wrong with the PO/Items--

Warehouse:4000

Vendor Style	Color	Size	Sku	Store	Qty Order	Qty Received	Total Item ASN Quantity	Closed	Vendor Minimum / Case Pack	Initial Shipped Date	Description	Item Seq	Total Open Quantity	Enter Quantity to Ship in Units
MP102	ASST	ASST	1744497	4000	576	0			36	03-06-2026	KNIT PANT	1	576	<input type="text"/>

Create Single Carton Label | Refresh | Create Multiple Carton Labels | Maintain Cartons | Print Labels and Create/Update Appointments | Display Pack Ship Distribution

1. Review PO details and if all are correct, enter the quantity (in units) to ship of each line.
You will receive an error if the total quantity is not divisible by case pack.
2. Click Create Multiple Carton Labels
3. Close Manifest will appear, click it.
4. Click Print Labels and Create/Update Appointments



- A pop-up will appear, choose YES if using Omni Logistics in California, choose NO otherwise.
- Select your chosen carrier from the drop-down menu.

PONumber	Click Manifest# Button Below to Print the Labels	Self Assign to Create/Change an Appointment Date	Carton Count	Warehouse/Store	Appointment Number	Appointment Date	Ship From State
0001663540	1189800000061	1189700000061	16	4001	0		State - 2 Characters Caps

- Enter the State you are shipping from.
- Click on the white box / number to print the labels.

- Labels are generated four per page and this format cannot be changed.
- Vendors must use Avery 8168 (3.5" x 5") labels or a comparable option, provided the barcode and details remain fully visible.
- Labels do not need to be printed immediately; they will remain available in the portal while the Purchase Order is open.

- Click on the white box / number to select an appointment.

If using **City Logistics** you do NOT need to Self-Assign appointment, please contact City Logistics to schedule.

If a **RESET** is needed due to an error in the label making process *and* the PO does not have appointment assigned to it, the Vendor can scroll all the way to the bottom of the first and click on Reset and Delete Po/Cartons without Appointment.

If appt has been made, and it still needs a reset, please reach out to buyer for assistance.

- Click on a delivery date blue box schedule. Deliver that day between 7:00AM – 11AM.

Vendor Portal - Manual Appointment

[Back to Display Manifest / Create Labels Screen](#)

Po Number: 0000077967 Manifest Number: 001110000007586

PO Cancel Date: 2021-06-25

When you don't see any available date in Blue button, one reason is that PO passed the Cancel Date, call your buyer to extend the PO.

PO Start Ship Date: 2021-06-11

If you want to deliver early Ask the buyer to change the Start Ship Date.

Vendor Total Cartons Scheduled	Vendor Carton Count Available to Schedule	Warehouse Open	Select Blue Button Appointment Date
0	39		2021-06-11
0	39	Saturday	2021-06-12
0	39	Sunday	2021-06-13
0	39		2021-06-14
0	39		2021-06-15
0	39		2021-06-16
78	39		2021-06-17
0	39		2021-06-18
0	39	Saturday	2021-06-19

To schedule over 750 cartons -
please e-mail routing@shopperworld.net and cc your buyer

For Omni Logistics only:

Vendor Schedule Pick Up Screen

If you select YES to ship using Omni Logistics, you need to specify the Pickup location (CA) and select a pick-up date in the very last column's field as below:

PO Number	Blockout	Manifest No	Vendor Name	APPT No	Total Cartons	Total Cartons Received	Vendor State	Multiple Email File	Vendor Wise Email File	Asn Date	Cancel Date	Appointment Date	Enter PickUp Loc State OR remove	Current PickUp Date	Schedule a Pickup
000004697	000UG5742	00111000006147	ALLURA IMPORTS	39098	63	0	NY	17		2019-02-01 11:25:00	2019-02-25		HI		2019-02-02

Create or Update Pickup Date | Cancel/Delete/Remove Pickup Date

After a date has been selected, the Vendor should press the Create or Update Pickup Date button.

- You do not have to make an appointment. Once you create the pick-up appointment, they will have the ability to schedule a delivery for that PO.

A pickup appointment should be made for every PO/manifest that is being picked up by Omni Logistics, otherwise they will not have access to schedule your appointments.

If the Vendor would like to reschedule the pickup date, they can do so by selecting the button below on the from the previous page (Create and Maintain Carton Labels), choosing a different date and then pressing the Create or Update Pickup Date button.

To change carrier, first click Create or Update Pickup Date then Delete/Remove Pickup Date.

To CANCEL appointment:

New Functionality!

You can now delete appointments! Please be sure to update your appointments as soon as possible. Appointments cancelled less than 24 hours in advance will subject to charge back.

PO Number	Click Manifest# Button Below to Print the Labels	Self Assign to Create/Change an Appointment Date	Carton Count	Warehouse/Store	Appointment Number	Click Appt. Date Button Below to Cancel Appointment	Ship From State
0002370860	728130000000004	728130000000004	12	5000	147635	728130000000004 / 2026-01-20	NY

TERMS AND CONDITIONS

1. Delivery: Time is of the essence in this contract and if delivery of goods is not made of the quantities and at the times specified, Buyer reserves the right, without liability and in addition to their other rights and remedies to terminate this contract for whole performance when received. Delivery dates will be the dates goods are received in the designated distribution center of the Buyer. Vendor shall be charged back for all costs to correct any deviations from any purchase order instruction including without limitation any excess transportation charges, delays or claims resulting from deviations from agreed routing instructions.

2. Shipping Instructions: Shipping instructions defined in this Routing Guide must be complied with.

3. Authorization: Buyer will not be responsible for any goods delivered unless specifically authorized by written Purchase Order executed by Buyer.

4. Modification of Order: No modifications of this order or change to the merchandise ordered will be accepted by Buyer unless specifically agreed to in writing by Buyer.

5. Price: Vendor price should be no higher than the last quoted or charged to Buyer unless otherwise agreed to in writing by Buyer if price does not appear on the order such price must be confirmed by Buyer before shipment of merchandise.

6. Invoices: Send itemized invoices directly to Merchandise Accounts Payable Forman Mills, Inc., 3000 Cindel Drive, Cinnaminson, NJ 08077, and to no other place or address. Each invoice must be accompanied by executed copies of all shipping papers and must show this purchase order number and department number. Payment cannot be made if vendor fails to follow this procedure. Buyer must be notified promptly of any disputes over payment received within sixty (60) days of receipt of payment.

7. Place of Contract: This Purchase Order and any acceptance thereof by shipment shall constitute a contract by the laws of the state of New Jersey.

8. Inspection and Acceptance of Merchandise: Merchandise is subject to buyer inspection and approved within reasonable time after delivery. All merchandise when sold differs from sample or order is not as represented may in addition to all other remedies be returned at vendor's expense or held by buyer subject to agreement of price modification.

9. Payment and Anticipation: Payment should be made by Buyer in accordance of the terms set forth and the face hereof. Payment terms commence upon receipt of merchandise as applicable at Forman Mills Distribution Center.

10. Patents: The Vendor represents the purchase, sale to customers or use of the merchandise purchased by customers does not violate any patent, trademark or copyright. In the event this merchandise is the subject of legal action against Buyer by reason of patent, trademark or copyright infringement or similar claims, Buyer may return all merchandise at vendor expense for full credit on addition Buyer may include any outstanding balances due to such limitation loss of profits resulting from such infringements. Vendor shall indemnify and hold Buyer harmless from any and all liability by reason of such infringements and shall assume all costs and expenses, including attorneys' fees, incident thereto, whenever including, but not limited to, any injunction which may be selected by Buyer.

11. Indemnity: In accepting this order vendor agrees that it will indemnify save harmless and defend Buyer from all liability and loss, damage or injury to person or property arising in any manner out of, or incident to, the performance of this purchase order or the sale and use of the merchandise by customers.

12. Vendor Warranties: Vendor hereby warrants that all of the goods furnished shall be of merchantable quality and fit for Buyer's purpose and that they shall conform to Buyer's specifications and Vendor's representations, affirmations, promises, descriptions, samples or models forming the inducement to enter this contract. Vendor warrants that all goods shipped under this order meet the requirements of all applicable laws of the United States of America including (to the extent applicable) the Textile Fiber Products Identification Act, the Flammable Fabrics Act, the Wool Products Act, the Hazardous Substances Act, the Flammable Fabrics Act, the Care Labeling Regulations of the Federal Trade Commission and any other applicable laws, rules, and regulations. Vendor also warrants that all invoices, declarations, affidavits, letters, papers or other statements whether verbal or written pertaining to all merchandise purchase under agreement and contain no material omissions or fraudulent or false information on violation of the United States Tariff Act of 1930, as amended and any other applicable law.

13. Cancellations and Returns: Buyer reserves the right to cancel this order or any unfilled portions thereof, prior to shipment or after shipment if shipment is not made as required herein or if merchandise is not in accordance with the specifications or coordinated groups are not shipped complete. Part Shipments are subject to return unless Vendor receives written approval of Buyer. Any returns shall be at Vendor's expense.

14. Risk of Loss or Damage to Merchandise: Vendor shall be liable for loss or damage of any nature to merchandise on shipment or otherwise until such merchandise has been delivered to Buyer.

15. Applicable Law: Vendor agrees that performance of this order is subject to all United States federal, state or local laws rules and regulations, including but not limited to fiber content, labeling, child labor, flammable fabrics or location and condition of manufacturing facilities. Vendor further agrees upon request, to supply Buyer with a certificate to such effect in such form as Buyer may from time to time request.

16. Entire Agreement: It is agreed that the provision of this Purchase Order shall be deemed to be accepted by Seller when Seller retains this Purchase Order. Upon Seller's shipment of goods set forth on the face hereof or upon Seller indicating in any other manner its acceptance of this Purchase Order. The terms and conditions hereon cannot be superseded by those contained on any quotation, confirmation, acknowledgment, sales agreement, invoice or any other such document sent by Seller pertaining to the same goods. This constitutes the entire agreement the parties, it may not be modified or terminated orally and no claim or modification, termination or waiver shall be binding on Buyer unless in writing signed by duly authorized representative of Buyer. No modification or waiver shall be deemed effective based upon Vendor's acknowledgment or confirmation containing terms different from those contained in this Purchase Order.