U.S. Manufacturing
Campaign Usage Guide
These guidelines help to create a consistent identity for our U.S. Manufacturing campaign marketing efforts.

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Usage applications for Walmart’s Made in the USA logos and its variations differ based on the classification of the item.

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<th>Usage Application</th>
<th>Packaging</th>
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<tr>
<td><strong>Private Brand, Unbranded, Walmart-licensed, or Proprietary Brand Items</strong></td>
<td>Walmart-initiated Marketing Communications</td>
<td>Complete Product Certification through JUMP Portal, Corresponding Walmart logo will be used. Refer to page 10.</td>
</tr>
<tr>
<td><strong>National Brand or Supplier Brand Items</strong></td>
<td>Complete Product Certification through JUMP Portal, Corresponding Walmart logo will be used.</td>
<td>Cannot use Walmart USA logo under any circumstances. Refer to page 9.</td>
</tr>
</tbody>
</table>

*Note: Walmart’s USA logos cannot be used in any advertisements or communications.*
Logo Usage for items that comply with FTC and CA Made In USA standards

Walmart created this "Made in the USA" logo in order to better communicate which products are produced domestically within the United States, in compliance with FTC and California standards.

To prevent deception, this Walmart "Made in the USA" logo or claim can be applied ONLY to products that have been made entirely in the United States.*

If any portion or component part of the product has been manufactured outside of the United States, or if this product has been assembled outside of the United States, this "Made in the USA" logo or claim may not be used. Please see the following pages for direction in such cases.

* UPDATE FOR 2015 CALIFORNIA LEGISLATION:
Suppliers following the California legislation update from 09/01/2015 (ref. section 17533.7 of the California Business and Professions Code), should record the actual % US content in the online product certification form and may request the 100% US Supplier logo after the supplier determines compliance with 17533.7. California code section 17533.7 applies to merchandise made, manufactured, or produced in the United States that has parts from outside of the United States when all of the imported parts constitute not more than 5 percent of the final wholesale value.

Note: Walmart’s USA logos cannot be used in any advertisements or communications.

Please refer to your buyer with questions or concerns.
Logo usage for qualified Made in the USA Statements in cases where items do not comply with FTC & California Standards

Walmart has the following logo options for products that do not qualify for the Made in the USA logo, but do have significant USA components.

Products that have 60% or more U.S. parts may qualify for one of the following logos.

Here are some examples of those logos:

**Made in the USA**
- with 60% or more US Parts Factory Certified
- with 75% or more US Parts Factory Certified
- with 90% or more US Parts Factory Certified

or relevant description such as 60% U.S. yarn or 60% U.S. materials.

See decision tree on page 15 for reference.

**Made in the USA**
- with 90% or more US Parts

This lock-up may be rotated 90 degrees on packaging.

Note: Walmart’s USA logos cannot be used in any advertisements or communications.

Please refer to your buyer with questions or concerns.
U.S. Manufacturing | Assembled in the USA Items

Logo usage for Assembled in the USA statements in cases where items do not comply with FTC and California Made in USA standards.

Walmart has the following logo options for products that do not qualify for the Made in the USA logo, but do have significant USA components.

Item is made with less than 60% US parts, but final substantial transformation takes place in the USA.

Here is an example of this logo:

Note: Walmart’s USA logos cannot be used in any advertisements or communications.

Please refer to your buyer with questions or concerns.
Walmart has the following logo options for Private Brand products that require a slightly different aesthetic to work with brand style.

The full color option is preferred, but the logos can also be in black, white or a single color if needed.

Note: Walmart’s USA logos cannot be used in any advertisements or communications.

Please refer to your buyer with questions or concerns.
U.S. Manufacturing | Sam’s Club Logo Choices

Logo usage for items that comply with FTC and CA Made in USA or Assembled in USA standards

The below logos were created to better communicate which products are sourced domestically within the United States, in compliance with FTC and California standards.

To prevent deception, the below logo or claim can be applied ONLY to products that meet the requirements for the similar Walmart logos located throughout this guide. Replace “XX%” with percentage US content according to the Sam’s Club decision tree in this document.

Note: Sam’s Club USA logos cannot be used in any advertisements or communications.

Please refer to your buyer with questions or concerns.

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Suppliers following the California legislation update from 09/01/2015 (ref. section 17533.7 of the California Business and Professions Code), should record the actual % US content in the online product certification form and may request the 100% US Supplier logo after the supplier determines compliance with 17533.7. California code section 17533.7 applies to merchandise made, manufactured, or produced in the United States that has parts from outside of the United States when all of the imported parts constitute not more than 5 percent of the final wholesale value.
U.S. Manufacturing
Product Packaging Guidelines
Suppliers should use their own “Made in the USA” logo treatments as shown in the examples below. We encourage suppliers to follow California and FTC guidelines when establishing logo claims for products packaging.

“Made in the USA” Logo Placement: The preferred location of the “Made in the USA” logo is high on the primary display panel or front of package. The Made in USA logo should be large enough and prominent enough to be immediately apparent to the customer.

The images here of supplier packaging are examples for placement only.

The “Made in the USA” logo cannot be applied in the form of a sticker that would be added separately from other packaging—it may only be used if integral to product packaging.

We do not recommend that “Made in the USA” be used on PDQs or pallet displays. If there is a business need to include this on your PDQ/Pallet Display, the Packaging Request Process from page 10 should be followed.

Supplier Packaging Liability

Notice
It is the merchandise supplier’s responsibility and legal liability to ensure that all product claims, warranties, warnings and product information comply with current government requirements by country, state, province, etc., including but not limited to consumer misuse warnings, product hazard warnings or environmental consequences from misuse. The supplier is responsible for ensuring that all warning information is compliant.

Please refer to your buyer with questions or concerns.
Note: This process is for private, unbranded, Walmart-licensed, or proprietary brand items only. National or supplier brands should use their own “Made in the USA” logo treatments.

a) Register on JUMP to certify your Made in USA items
JUMP is Walmart’s new, web-based tool to help support, facilitate, accelerate and inspire our U.S. Manufacturing Initiative. Providing a consistent process and location for suppliers and an extensive Knowledge base of FAQ’s, videos, links and tutorials. You will now certify your Made in USA items using the JUMP Portal.
   i) To register on JUMP, go to www.engage.walmart-jump.com/app/registration
   ii) To learn more about the U.S Manufacturing Initiative go to www.walmart-jump.com/overview/
   iii) Start using the New Online Product Certification Tool.
       Product certification is the process used when certifying that a certain product meets FTC, U.S. Customs and/or state requirements for making a U.S. country of origin claim and aid you in choosing the correct MiUSA Logo for your products. Allowing you to shorten the label approval process, reduce the number of times that you need to fill the Certification spreadsheet.

b) Supplier reviews Made in the USA Usage Guide
   i) Supplier uses decision tree to identify item status (see pages 13, 14 & 15):
      (1) Product Claim
          (a) 100% Made (or Grown) in the USA
          (b) Made (or Grown) in the USA with Qualifier
      (2) Part or Ingredient Claim
          (a) 100% Made (or Grown) in the USA
   ii) Supplier identifies if they have a “positive halo” origin source to call out:
      (1) Product Claim: If more than 60% of the product is comprised of a part/ingredient from a certain product-relevant, reputable country, state, or region (domestic or imported), that location may be called out.
      (2) Part or Ingredient Claim: If 100% of a part or ingredient is from a certain product relevant, reputable country, state, or region (domestic or imported), that location may be called out.
      (3) Examples: “Made in the USA with Florida Oranges,” “Made in the USA with Egyptian Cotton,” “Apples Grown in the USA in Washington State.”

c) Supplier uses the decision tree outcomes to:
   i) Review certification process and complete certification spreadsheet
   ii) This allows you to shorten the label approval process and reduce the number of times that you need to complete the Certification spreadsheet.

Please refer to your buyer with questions or concerns.
Logo Use

When placing the logo on a color background, maintain the white base area of the logo. The logo should not be placed on top of photography with the exception of Candle packaging. The logo should be prominently placed to be immediately apparent to the customer.

**Note:** The red, white, and blue "Made in the USA" logo is preferred. The black artwork should only be used if printing limitations exist.

Red, white, and blue artwork

![Red, white, and blue artwork](image)

Two-color red, white, and blue artwork printed on white background

Two-color red, white, and blue artwork printed on color background

Black artwork - For use only where cost is prohibitive.

Logo Misuses

Any Walmart "Made in the USA" logo cannot be applied in the form of a sticker that would be added separately from other packaging—it may only be used if integral to product packaging.

The Walmart "Made in the USA" logo should not be used on PDQs or pallet displays without prior approval from U.S. Manufacturing contacts listed on page 18.

Do Not bevel, emboss, or drop shadow

Do Not alter color combination

Do Not stretch or distort logo

Do Not add gradients to color combination

Please refer to your buyer with questions or concerns.
The preferred location of the "Made in the USA" logo is on the white space, high on the primary display panel, or front of package. On packages that have dual primary display panels, the "Made in the USA" logo may appear twice. The logo should not be placed on top of photography (except with Candle packaging).

"Made in the USA" Logo Placement: The "Made in the USA" logo should be placed in clear space on the Primary Display Panel. The Made in USA logo should be large enough and prominent enough to be immediately apparent to the customer.

Please refer to your buyer with questions or concerns.
**U.S. Manufacturing** | Decision Tree –
Food & Consumables Items

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**Was 100% of the product made/produced in the U.S.?**
(e.g. each ingredient)
Does not need to include disposable/non-essential elements such as packaging materials that would be thrown away.

- **If YES,** a “Made in the USA” claim is possible.

**Use this logo:**

**If NO,** an “ingredient-specific claim” may still be possible. Was any major ingredient or process “all or substantially all” (100%) made or performed in the USA?

- **If YES,** an ingredient-specific “Made in the USA” claim is possible.

**Use this logo:**

- **If NO,** the logo cannot be used.

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**If 50% or more of a product (on a cost or component basis) is made of an ingredient sourced from a certain product-relevant, reputable state or region, that location may be called out.**

Example: “Made in the USA with Florida Oranges.”

**If 100% of the ingredient (on a cost or component basis) is sourced from a certain product-relevant, reputable state or region, that location may be called out.**

Example: “Apples Grown in the USA in Washington State”

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**Note:** This process is for private, unbranded, Wal-Mart licensed, or proprietary brand items only. National or supplier brands should use their own “Made in the USA” logo treatments.

Sam’s Club products will use this decision tree and replace the above Walmart logo options with the corresponding Sam’s Club logo choices from page 7.

Please refer to your buyer with questions or concerns.

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*UPDATE FOR 2015 CALIFORNIA LEGISLATION:*
 Suppliers following the California legislation update from 09/01/2015 (ref. section 17533.7 of the California Business and Professions Code), should record the actual % US content in the online product certification form and may request the 100% US Supplier logo after the supplier determines compliance with 17533.7.
 California code section 17533.7 applies to merchandise made, manufactured, or produced in the United States that has parts from outside of the United States when all of the imported parts constitute not more than 5 percent of the final wholesale value.
U.S. Manufacturing | Decision Tree – OTC Pharmaceuticals & Dietary Supplements

WERE THE INGREDIENTS (INCLUDING CAPSULES) MADE IN THE USA?

NOTE: Products must comply with Tariff Act, 19 U.S.C. § 1304 before considering participation in “Made in USA Program.” However, not all products that comply with the Tariff Act meet legal standards for a “Made in USA” claim.

If YES, were 100% of the ingredients made in the USA

If NO, were ingredients constituting 95% of the final wholesale value, including the active ingredient(s), Made in the USA?

If YES, were the only sources for the foreign ingredients outside the USA?

If YES, then the claim “Made in USA with Imported and Domestic Ingredients” is possible.

If YES, were the ingredients constituting 90% of the final wholesale value, including the active ingredient(s), Made in the USA?

If YES, do the other ingredients constitute 60% of the total manufacturing cost sourced in the US?

If YES, then, then the claim “Product of [INSERT], Packaged/Bottled in USA” is possible.

If YES, an unqualified Made in USA Claim is possible.

If NO, the logo cannot be used, and the product must list Country of Origin on its label in compliance with the Tariff Act. However, a qualified claim may be possible. Was the last substantial transformation in the USA?

If NO, was the product encapsulated in the USA?

If YES, an “Encapsulated/Tableted in the US from Imported Ingredients” claim is possible. Do the other ingredients constitute 60% of the total manufacturing cost sourced in the USA?

If YES, an unqualified Made in USA Claim is possible.

If NO, was the product packaged or bottled in the USA?

If YES, then, then the claim “Product of [INSERT], Packaged/Bottled in USA” is possible.

If NO, the logo cannot be used, and the product must list Country of Origin on its label in compliance with the Tariff Act. However, a qualified claim may be possible. Was the last substantial transformation in the USA?

Note: This process is for private, unbranded, Wal-Mart licensed, or proprietary brand items only. National or supplier brands should use their own “Made in the USA” logo treatments.

Sam’s Club products will use this decision tree and replace the above Walmart logo options with the corresponding Sam’s Club logo choices from page 7.

Please refer to your buyer with questions or concerns.
Was 100% of the product made and assembled in the U.S.?*
(All parts – e.g. each screw, washer, etc.)
Does not need to include disposable/non-essential elements such as packaging materials that would be thrown away.

If **YES**, a “Made in the USA” claim is possible.

If **NO**, did the last substantial product transformation take place in the U.S.?

If **YES**, are more than 60% of the parts of U.S. origin? (on a cost or component basis)

If **NO**, is the product made with less than 60% US parts, but final substantial transformation takes place in the USA?

If **NO**, a “significant part-specific claim” may still be possible. Was any major part or process “all or substantially all” (100%) made or performed in the U.S.?

If **NO**, the logo cannot be used.

If **YES**, a “Made in the USA” claim with a qualifier is possible.

**or relevant description such as 60% U.S. yarn or 60% U.S. materials.**

If **NO**, the logo cannot be used.

If **YES**, a “Made in the USA” claim with a qualifier is possible.

If **NO**, an “Assembled in the USA” claim is possible.

**or [significant part]**

Note: This process is for private, unbranded, Wal-Mart licensed, or proprietary brand items only. National or supplier brands should use their own “Made in the USA” logo treatments.

Sam’s Club products will use this decision tree and replace the above Walmart logo options with the corresponding Sam’s Club logo choices from page 7.

Please refer to your buyer with questions or concerns.

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# Examples of products Assembled in the USA and Not Assembled in the USA

<table>
<thead>
<tr>
<th>Considerations</th>
<th>Components/Materials</th>
<th>Where was product manufactured?</th>
<th>Substantial Transformation</th>
<th>Assembled Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home</strong></td>
<td><strong>Approved Rug</strong></td>
<td></td>
<td></td>
<td><img src="image" alt="Assembled in the USA Factory Certified" /></td>
</tr>
<tr>
<td></td>
<td>Imported material content: 95% Jute and yarn US sourced material content: 5% Polyester</td>
<td>Blended and sewn in the US</td>
<td>Qualifies as substantial transformation that took place in the US</td>
<td></td>
</tr>
<tr>
<td><strong>Home</strong></td>
<td><strong>Not Approved Decorative Pillow</strong></td>
<td>Imported material content: 95% fabric and polyester fiber fill US sourced material content: 5% braided cording detail</td>
<td>Shell of pillow sewn, filled and finished in China, Braided cording added in the US</td>
<td><img src="image" alt="Not Approved" /></td>
</tr>
<tr>
<td><strong>Apparel</strong></td>
<td><strong>Approved Pair of Socks</strong></td>
<td>Imported material content: 70% Italian Yarn US sourced material content: 30% cotton polyester blend</td>
<td>Blended and sewn in US</td>
<td><img src="image" alt="Assembled in the USA Factory Certified" /></td>
</tr>
<tr>
<td><strong>Apparel</strong></td>
<td><strong>Not Approved T-shirt</strong></td>
<td>Imported material content: 90% of t-shirt US sourced material content: 10% screen printing</td>
<td>T-shirt sewn in Honduras and screen printed in the US</td>
<td><img src="image" alt="Not Approved" /></td>
</tr>
</tbody>
</table>

Note: This process is for private, unbranded, Wal-Mart licensed, or proprietary brand items only. National or supplier brands should use their own “Made in the USA” logo treatments. Please refer to your buyer with questions or concerns.
All product related requirements for General Merchandise located in Retail Link in the Product Safety and Compliance Library:

Retail Link ➔ Site Map ➔ Product Safety and Compliance Library ➔

Click on Apps or Docs in Retail Link

Click on “Product Safety and Compliance Library”

Click on “Directives and Standards” for all product safety and regulatory requirements.

For more information you may click on the “Guidance” document. Please note that all information in this site pertains to product safety and compliance.

Please note, it is the supplier’s responsibility to monitor legislation and produce product that has been tested to comply with the most stringent requirements of federal, state and local laws, as well as standards for Walmart, Sam’s Club, walmart.com, samsclub.com, and the supplier agreement.

Suppliers may submit questions or comments by emailing them to gmcomply@wal-mart.com.
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<td>Overall U.S. Manufacturing Program</td>
<td>Scott Gutche</td>
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<tr>
<td>Overall Packaging/Product</td>
<td>Karen Dineen</td>
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</table>
| SBU Packaging Contacts           | • GM & Home: Tammy Hawkins  
|                                  | • Food & Consumables: Jeannie Breese  
|                                  | • Apparel: Susan Vogel                                                  |
| General Questions                | USAJobs@Walmart.com.                                                    |

Please refer to your buyer with questions or concerns.