

# **Ron Jon Surf Shop**

## **Routing & Compliance Guide**

**November 18, 2024**

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## I. General Instructions:

1. This guide supersedes all previous routing guides and freight handling instructions issued by Ron Jon Surf Shop.
2. This guide contains detailed instructions for the routing, documentation, and packaging of merchandise for shipment to Ron Jon Surf Shop distribution center and stores.
3. Noncompliance with the Ron Jon routing and freight handling requirements will result in a charge back of all excess expenses incurred plus an administrative fee.
4. Each vendor/supplier is responsible to forward this guide to its Logistics Department and other affected individuals responsible for the delivery of product to Ron Jon Surf Shop distribution center and stores.

## II. Routing Instructions

The purpose of this routing guide is essential to the expeditious movement of product from our vendor's facilities to Ron Jon's distribution center and stores. Failure to comply with these instructions will result in a charge-back of all excess freight charges and administrative fee for each violation.

### A. Bill of Lading Instructions

Ron Jon Surf Shop requires a legible bill of lading (BOL) with each shipment for a common carrier. The BOL must contain the following information:

1. Ship From: (complete name & address of shipper)
2. Ship To: (complete name, address & telephone number of the Distribution Center or Store)
3. Date Shipped: (Not scheduled to ship, actually shipped)
4. Purchase Order Information: purchase order number(s). *Note: If more than one purchase order is contained in a single shipment, itemize the total number of cartons and total weight of each purchase order pertaining to the shipment on the BOL.*
5. Carrier Name
6. Freight Payment Terms: (Freight Collect, Pre-paid, Third Party F/C)
7. Carrier Information:
  - a. Handling Unit – Quantity & Type (pallets, crate, etc.)
  - b. Package - Quantity & Type (cartons, bags, etc.)
  - c. Total of Handling Units - Cartons
  - d. Accurate weight of shipment.
  - e. Commodity Description-Refer to National Motor Freight Classification (NMFC) Tariff. *Note: If the density is required to properly describe product, the BOL should reflect accurate density and freight class*
  - f. NMFC Commodity Class Number (Actual number product ships under)
8. Special Instructions: *As needed*
9. General Notes: For vendors shipping prepaid please include the following:  
**“Shipper responsible for all accessorial fees”.**
10. Payment Instructions:
  - a. For vendors shipping LTL freight collect, the following information must be noted in the “Bill To” portion of the BOL. All freight bills are to be billed to:  
**Ron Jon Surf Shop of FL, Inc.  
3850 S. Banana River Blvd.  
Cocoa Beach, FL 32931**

## **B. LTL Common Carrier Shipments**

The following LTL Common Carrier Routing Instructions are to be used for any shipment that exceeds 200 pounds, but less than 5,000 pounds. If the shipment exceeds these limits, contact Ron Jon's Logistics Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com) for routing.

**Note:** *The following exception applies to all low-density shipments. Cubic capacity will apply when a shipment is subjected to Class 150 (actual density of 4 but less than 6 pounds per cubic foot), through Class 250 (actual density of 2 but less than 4 pounds per cubic foot). If this situation arises, the vendor/supplier must contact Ron Jon's Logistic Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com) for special routing instructions 48 hours prior to shipments being picked-up.*

When requesting routing instructions, please have the following information available:

1. Shipper's Name
2. Pickup Address and Zip
3. Pickup Contact Name, Phone Number, and Email
4. Dock Hours
5. Destination Zip
6. Purchase Order Number(s)
7. Commodity Description and NMFC
8. Number of Cartons
9. Number of Pallets
10. Pallet Dims or Cube
11. Accurate Weight Including Skid Weight

### **LTL Carrier Instructions:**

Ron Jon's Logistics Department utilize specific common carriers when shipping to Ron Jon's distribution center or store locations. If a shipment requires an LTL carrier, the vendor/supplier must contact Ron Jon's Logistic Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com) for special routing instructions 48 hours prior to shipments being picked-up.

## **C. Truckload Shipments**

Shipments that exceed 5,000 pounds, or the commodity fills the allotted pallet space requirements to fill a truck, special routing instructions will be required. Vendors/suppliers must contact Ron Jon's Logistic Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com).

## **D. Small Package Shipments**

When you are determining whether to ship via UPS Ground Collect instead of an LTL common carrier please use the following weight limit guidelines:

1. Shipments 200lbs. or less (**Maximum of 15 cartons**), ship via UPS Ground Collect on our respective account numbers. Each carton should not weigh more than 70 pounds and each carton should not exceed 130 cubic inches in length and girth combined.  
**Note: Do not use UPS Freight LTL**
2. Do not add any insurance or handling charges.
3. All shipping labels must be placed on the front of each carton(s).
4. If shipping multiple cartons to Ron Jon Surf Shop distribution center or stores, it is required that the shipping labels reflect the number of total cartons in the order. For example, if shipping 4 cartons total, each shipping label should read as follows: **1 of 4, 2 of 4, 3 of 4 and 4 of 4.**
5. Each Ron Jon distribution center and store has its own UPS account number and should be utilized properly. **UPS account numbers are specified on each of the purchase orders submitted to the vendor/sales representative. Failure to use our account numbers properly will result in a charge-back and administrative fee for each violation. No COD will be accepted!**
6. When shipping UPS, the **PO# must appear in the Package Reference #1 and/or #2 portion of the label.**
7. Under no circumstances are oversized cartons to be used unless the actual weight of the carton exceeds the dimensional weight. Should the situation arise and multiple oversized cartons are being shipped, please contact Ron Jon's Logistics Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com).

**Note:** *Any shipment(s) sent to the wrong distribution center or store location, and Ron Jon Surf Shop incurs special handling and excess freight charges, the vendor/supplier will be subjected to a freight charge-back for each shipment violation.*

**When shipping hazardous materials to Ron Jon Surf Shop the vendor/supplier must "Prepay" the freight charges. Ron Jon Surf Shop is not responsible for the transportation of such materials and the vendor/supplier should not use Ron Jon Surf Shop's account numbers for shipping such products.**

#### **E. Air Freight Shipments**

Typically, vendors are not to ship any product via air freight. However, should the situation arise and a Ron Jon buyer has given written approval to ship a specific air freight service level, ship UPS unless the shipment exceeds 100 pounds. If the shipment exceeds 100 pounds, the vendor/supplier must contact Ron Jon's Logistics Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com) for routing. Failure to comply could result in a freight chargeback and administrative fee for each violation.

#### **F. International Shipments**

Contact Ron Jon's Logistics Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com) for special routing instructions.

#### **G. Carton Labeling Requirements**

1. Suppliers Name and Address
2. PO Number
3. Merchandise Description
4. Case Pack/Inner Pack
5. Actual Gross Weight/Net Weight

6. UPC
7. Ron Jon SKU Number
8. Quantity of units in each box
9. Cartons should be marked “**Ticketed**” if product is pre-ticketed.
10. Store Number
11. Cartons must be numbered if more than one carton pertaining to the order.  
**Example: 1 of 4, 2 of 4, 3 of 4 and 4 of 4.**
12. Label(s) must appear on outside front of the each carton.

## H. Basic Routing Information

When shipping multiple purchase orders with the same start ship dates to the same destination zip code, consolidation should be applied only if the orders are picked and packed on the same day.

**NOTE:** *Under no circumstances are orders to be held to build pallets for shipment consolidation.* For example, if only 3 out of 5 PO’s are ready to ship on a given day, but other PO’s are scheduled for print, pick and pack that week, then multiple shipments must occur. This allows for a better flow of inventory through the Ron Jon DC and satellite store locations. Any questions concerning multiple PO shipments, please contact Ron Jon’s Logistics Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com).

## III. Required Documentation

Providing complete and precise documentation is a strict requirement of Ron Jon Surf Shop. Proper documentation will help expedite orders through Ron Jon’s distribution and store facilities. Any order(s) that arrive without proper documentation will not be processed until the correct paperwork is received.

**NOTE:** A special handling charge and administrative fee will occur for each order that does not contain paperwork or proper paperwork, i.e. Packing Slip, Pick Ticket, etc.

### A. Packing Slip/ Pick Ticket

Ron Jon Surf Shop requires a Packing List or Pick Ticket with each purchase order shipped to a Ron Jon distribution center or store location. The Packing List must be affixed to the front of the lead or master carton. The Packing List or Pick Ticket must include the following information:

1. Name of Shipper and complete address (Origin-Shipping Location, City, State, Zip Code, and Telephone Number).
2. Complete destination address (Include Store #)
3. Completed Purchase order Number
4. Start Ship Date
5. Itemized breakdown of quantities shipped, vendor style #, size, color, and full description.
6. Total number of cartons shipped
7. Packing List number
8. Invoice number
9. Order Date
10. Actual Ship Date (**Not the day the invoice was processed**).

## IV. Packaging

Under no circumstances should multiple purchase orders be packaged in the same carton. One purchase order shipped per carton(s). No style/color substitutions should be packaged without a Ron Jon buyer's written approval. Failure to comply with these requirements will result in charge backs and administrative fees.

### A. Carton Labeling Requirements

1. Suppliers full name & address.
2. Purchase order number on the outside front of the lead/master carton.
3. Complete merchandise description.
4. Case Pack/Inner Pack.
5. Accurate weight per carton.
6. UPC
7. Ron Jon SKU number.
8. Quantity of units shipped per carton.
9. Carton(s) marked as **"Ticketed"** if product is pre-ticketed.
10. Store location number.
11. Cartons must be numbered if more than one box pertaining to the order.  
**Example, 1 of 3, 2 of 3, 3 of 3.**
12. Label placement must appear on the outside front of all cartons.

### B. Case Pack Requirements

When shipping case packs of a single item/UPC that is pre-ticketed, it is required to list the Ron Jon SKU number, quantity shipped, full item description, color and vendor style number on the outside front of each carton label.

### C. Case Dimensions & Weight Guidelines

All packages should measure less than three cubic feet to avoid being shipped as oversized. If the cubic size of the case is 5,184 inches or larger, the UPS service charge will be based on dimensional weight which should be avoided unless the actual weight exceeds the dim weight. Do not ship oversized cartons. If the situation arises and oversized cartons are necessary contact Ron Jon's Logistic Department at [Vendorcompliance@rjss.com](mailto:Vendorcompliance@rjss.com).

Minimum weight per package should be no less than 3 lbs. and the maximum weight per package should not exceed 70 lbs.

### D. Fragile products

Breakable items such as glassware, ceramics mugs, ornaments, glass figurines etc. must be protected inside the carton with 1" bubble wrap or another shock absorbing material to withstand small parcel shipping (UPS, FedEx) etc. To avoid damages, **"Fragile"** labels must be placed on the carton(s) or a pre-printed carton(s) with the words fragile on it to increase shipper awareness.

When shipping Surfboards individually or multiple boards in a single carton, they must be wrapped with a minimum of 1" bubble wrap or any other shock absorbing material. Fins laminated into the board must be securely wrapped to avoid penetration into the other boards. The nose and tail must be

reinforced to withstand impact. To avoid damages, “Fragile” and “Handle with Care” labels must be placed on the Surfboard carton(s) to promote awareness to the shipper that the contents are of sensitive material.

## V. **Backorders/Overages/Mis & Pre-Shipments/Substitutions**

- **Backorder**

If Ron Jon Surf Shop cancels a purchase order and a subsequent delivery is made towards the order (Backorder), Ron Jon Surf Shop reserves the right to accept or refuse the delivery.

- **Overages**

Ron Jon Surf Shop reserves the right to keep, refuse or return any overages or double shipments that occur on a single purchase order. Any excess freight cost and administrative fees associated with these violations will be taken off the vendor/supplier invoice.

- **Mis-Shipments & Pre-Ships**

- If a vendor mis-ships a purchase order to the wrong Ron Jon Surf Shop Distribution Center or store location, Ron Jon Surf Shop reserves the right to forward the shipment to the correct location or refuse it. This infraction will result in a freight charge-back fee.
- If a vendor Pre-ships a purchase order to any Ron Jon Surf Shop Distribution Center or store location, Ron Jon Surf Shop reserves the right to refuse the shipment, and the vendor/supplier will be charged back any excess freight cost. All pre-ships must be authorized in writing by the Ron Jon buying department.

- **Substitutions**

Under no circumstances will a style or color substitution be accepted without written authorization from a Ron Jon’s buying department. Any vendor/supplier in violation of product substitution will result in a charge back and administrative fee.



## VI. Pre-Pricing Guidelines For Applicable Vendors

Proper placement of the price ticket is critical to Ron Jon Surf Shop. Consistency is imperative when applying all ticket types. Applicable vendors/suppliers must not make exceptions to the ticket placement requirements without written authorization from Ron Jon's buying department.

### A. Clothing

#### Tops/Dresses

- Price tag should be applied to vendor tag already existing on garment.



- If there is no vendor tag, price tag should be applied through interior size/care label at the neck or back of the top of the garment using a tagging gun or loop fastener.



- If there is no interior label, price tag is applied through excess fabric created by seam at the back of the collar. Best use for pad printed size labels.



- If there is no vendor tag, no sewn interior label, and no fabric at the neckline to use, the price tag is applied through wearer's left armpit. Push needle of tagging gun through seam created by stitching. DO NOT make a hole in the fabric with the needle of the tag gun.



### Bottoms (Boardshorts, Volleys, Walkshorts, Pants & Skirts)

- Men's Bottoms – Price tag applied to vendor tag or placed in the exterior seam of the waistband on the wearers left side. Push needle of tagging gun through seam created by stitching. DO NOT make a hole in the fabric with the needle of the tag gun.



- Kids and Ladies Bottoms: Price tag applied through excess seam fabric on the interior of the waist band or directly into the sewn in label.



## Hats

- **Caps:** Price tag is applied through an eyelet hole on the back of the cap on the wearer's left side. Alternatively, if no eyelet holes exist, the price tag is applied to the top of the hat, about ¼" back from the top button, through the seam using a hat hook fastener.



- **Buckets, Boonies & Visors:** Insert price tag through sewn in label on the inside of the hat. If no sewn in label exists, insert price tag through elastic or fabric band on the inside of the hat on the wearer's left side.

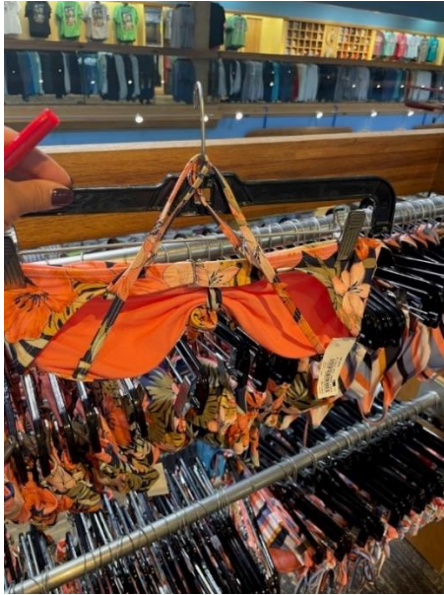


- **Straw:** Insert price tag through the back center edge of the brim using a hat hook fastener.



## Ladies Swim

- Tag applied to size/care label on the interior of the swim top or bottom. If there is no size/care label, the tag should be applied to the seam of the suit on the wearer's left side.



**Note:** Under no circumstances should any of the price tickets be applied directly into the garment body causing damages to the material/fabric.

## B. Accessories / Footwear

### Sunglasses

- Price tags for sunglasses should be applied to the vendor's hang tag. If the vendor does not have a hangtag, the tag should be applied to the wearer's left arm of the sunglasses.



### Bags and Wallets

- Price tag will be secured with loop fastener around one of the bag handles. If bag does not have handles, the tag can be looped through a zipper pull.



## Footwear

- Price tags for footwear should be applied using a sticky label directly to the vendor's label.



- Price tags for shoes that are not boxed and do not have vendor tags should be priced with a loop fastener to the wearer's left shoe.



- Price tags for shoes that are not boxed and do not have vendor tags should be priced with a loop fastener to the wearer's left shoe.



## C. Hardgoods/Souvenirs

### Drinkware

- Price tags should be applied to the bottom of the cup.



### Surfboards

- Surfboards are priced on the bottom of the board centered above the fin slots.



## D. Supported Barcodes

Ron Jon Surf Shop utilizes an **Interleave 2 of 5** barcode for non-apparel products and **Code128** for apparel as both are recognized at our Point of Sale (POS).

If a vendor/supplier wants to utilize their specific Universal Product Code (UPC), in place of the Interleave 2 of 5 & Code128, please contact the buyer to coordinate the change in price ticket guidelines.

**Note:** If the vendor/supplier is not set-up to print price tickets, consult with the buyer to have tickets provided per purchase order. If tickets are provided by Ron Jon Surf Shop and the vendor/supplier does not apply them to the product, a charge-back occurs, and deducted off the most current invoice.

## VII. Vendor Charge-Backs

The purpose of chargebacks is to recover operating expenses incurred for correcting vendor shipping errors. This policy creates a means of feedback, ensures cost recovery, supports the goals of the Company, and allows everyone to share in the success of the Company.

- All vendor shipments delivered in error will be documented and be subject to the chargebacks as outlined in the Vendor Shipment Chargeback Section VII. Additionally, a single vendor shipment with multiple errors may have each occurrence individually documented and charged back in accordance with the chargebacks outlined in this section.
- Chargebacks will be deducted from the applicable invoice, unless otherwise noted.
- To request Company supporting documentation related to a chargeback, please provide vendor personnel contact information to the Company's Vendor Compliance team via email within 30 days of the Ron Jon cancel date. To [vendorcompliance@rjss.com](mailto:vendorcompliance@rjss.com).
- When submitting chargeback documentation requests, be sure to include the following information:
  - PO number
  - Deduction type
- Upon receipt of request, the Company's Vendor Compliance team will forward supporting documentation within 10 business days.

Any questions or concerns pertaining to chargeback issuance should be directed to the Company's Vendor Compliance Team via email [vendorcompliance@rjss.com](mailto:vendorcompliance@rjss.com).

**Schedule of Chargeback Expense**

<b>NON COMPLIANCE ISSUE</b>	<b>CHARGEBACK EXPENSE</b>

**Early/Late Shipments**

Early Shipments - more than 7 days early	1% of PO Cost/day early
Late Shipments - past shipping window requires Buyer decision	
- Buyer Accepts late shipment	1% of PO Cost/day late
- Buyer Refuses Shipment	Return Goods + Shipping Costs

**Packaging Errors**

Shipping multiple POs in a box	\$75 per box
Style/color/size substitutions not previously authorized by Company buyer	\$75 per box

**Ticketing Errors**

Items not pre-ticketed	\$250 plus \$0.30/unit
Items pre-ticketed incorrectly	\$250 plus \$0.30/unit
Items ticketed with incorrect UPC Symbology	\$250 plus \$0.30/unit

**Transportation Shipping Errors**

No Carton Counts on BOL	\$250 per shipment
No Pallet Counts on BOL	\$250 per shipment
Incorrect Weight on BOL	\$150 + additional freight cost incurred per shipment
Wrong Ship To Location	\$500+ additional freight cost incurred per shipment
Failure to provide PO #'s, accurate case, unit, pallet dims and total weight information on vendor Routing Request resulting in additional transportation expense	\$250 + additional freight cost incurred per shipment
Failure to follow routing guide for LTL shipments of Class 150 & higher	\$250 + additional freight cost incurred per shipment
Failure to use correct store ship to address outlined in routing guide for small package	\$100/carton

**PO & Shipment Documentation Errors**

Packing list information missing/incomplete/incorrect	\$250/Shipment
Failure to properly reference correct PO# on shipment paperwork	\$250/Shipment
Failure to properly reference correct PO# on small parcel shipment labels	\$250/Shipment
Failure to properly reference carton counts on ship labels for small parcel shipments	\$250/Shipment

## Attachment II: Ron Jon Surf Shop Ship to Addresses

### **Store: 001, 900, 901**

Ron Jon Canaveral Warehouse  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

### **Store: 003 (Internet)**

Ron Jon Surf Gear  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

### **Store: 008**

Ron Jon Surf Shop  
901 Central Ave  
Ship Bottom, NJ 08008

### **Store: 908 (Processing Center)**

Ron Jon New Jersey Warehouse  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

### **Store: 014 (Direct Shipments Only)**

Ron Jon Key West  
503 Front Street  
Key West, FL 33040

### **Store: 014; 914 (Processing Center)**

**Ron Jon Key West**  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

### **Store: 015 (Direct Shipments Only)**

Ron Jon Myrtle Beach  
4810 Hwy 17 S  
North Myrtle Beach, SC 29582

### **Store: 915 (Processing Center)**

Ron Jon-Myrtle Beach  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

**Store: 016 (Direct Shipments Only)**

Ron Jon Fort Myers  
10045 Gulf Center Dr.  
RM #E-100  
Fort Myers, FL 33913

**Store: 017 (Direct Shipments Only)**

Ron Jon Panama City Beach  
16150 Front Beach RD  
Panama City Beach, FL 32413

**Store: 917 (Processing Center)**

Ron Jon Panama City Beach Warehouse  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

**Store: 018 (Direct Shipments Only)**

Ron Jon Broadway MB, LLC  
1308 Celebrity Circle, #R-9  
Myrtle Beach, SC 29577

**Store: 918 (Processing Center)**

Ron Jon Broadway MB, LLC  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

**Store: 19 (Direct Shipments Only)**

Ron Jon Clearwater Beach  
377 Mandalay Avenue  
Clearwater, FL 33767

**Store: 19; 919 (Processing Center)**

Ron Jon Clearwater Beach  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

**Store: 20; 920 (Processing Center)**

Ron Jon Ocean City LLC  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

**Store: 20 (OC, MD Direct Shipments Only)**

Ron Jon Ocean City LLC  
Unit #8  
6701 Coastal Highway  
Ocean City, MD 21842

**Store: 21 (Direct Shipments Only)**

Ron Jon Orange Beach  
22723 Perdido Beach Blvd  
Orange Beach, Alabama 36561

**Store: 921 (Processing Center)**

Ron Jon Orange Beach  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

**R & J Advertising**

3850 S Banana River Blvd  
Cocoa Beach, FL 32931

**Store: 23/923 (Processing Center)**

Ron Jon Pensacola Beach, LLC  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

**Store: 23 (Direct Shipments Only)**

Ron Jon Pensacola Beach, LLC  
400 Quietwater Beach Rd  
STE 8B  
Pensacola Beach, FL 32561

**Store: 24/924 (Processing Center)**

Ron Jon Orlando, LLC  
8550 Astronaut Blvd.  
Suite 103  
Cape Canaveral, FL 32920

**Store: 24 (Direct Shipments Only)**

Ron Jon Orlando, LLC  
1530 E. Buena Vista DR  
Suite B17–B115  
Lake Buena Vista, FL 32830

**Corporate Office**

Ron Jon Surf Shop of Fla., Inc.  
3850 S Banana River Blvd  
Cocoa Beach, FL 32931

**Store: 26 (Direct Shipments Only)**

Ron Jon Pensacola Beach, LLC

400 Quietwater Beach Rd

STE 5

Pensacola Beach, FL 32561