



CVS Routing Guide Instructions

Supplement #1 – Labeling, Pallet and Packaging Requirements



Attention Logistics & Distribution

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I Revision Change History

REVISION #	UPDATED CHANGES
2	Added Pallet Requirements beginning on Page 8 Added Packaging Requirements beginning on Page 10
3	Added ASN Carton Label (small parcel / non-pallet) Page 5 Season Label – updated Seasonal Event Grid for 2025 season codes & store set up dates Page 7 Amended ASN Pallet Label (pallets) Page 8-9
4	IV.5 Inner Pack Criteria - labels are not required on inner packs
5	II.3 Season Label - updated to include 2026 Q1-Q3 seasonal label information
6	II.3 Season Label - updated to include 2026 Q4 seasonal label information and addition of 2026 Q1-Q4 Rotational End Cap



II CVS Domestic Labeling Requirements (Carton, Seasonal & Pallet)



CVS does not review/approve carton labels prior to shipping. Please review the below requirements and ensure your labels are within compliance.

II.1 Carton Identification Label

Requirements:

- ✓ **One label per carton (all cartons must contain an identification label)**
- ✓ **Size / Placement:** No size requirement. Placement on any one side (not top of carton)
- ✓ **Formatting:** No specific format required. The information can be provided on a label and/or imprinted on the carton
- ✓ **Content:**
 1. Supplier Name
 2. CVS Item Number
 3. Product Description
 4. Case Pack
 5. Weight (required for 10 lbs & over)
 6. UPC Numbers and Barcodes. Each carton must contain one of the following:
 - ITEM UPC (12-13 digit) with scannable barcode
 - CASE UPC (14 digit) with a scannable barcode
 - Suppliers are responsible for managing item information in the STIBO Product portal. Direct questions to MDM_Stibo@CVSHealth.com
 7. Expiration Date - as applicable
 - Expiration Dates must be in a readable date format (ie. MM/DD/YYYY)
 - Expiration Dates are required on Displays containing date sensitive content.
 - If multiple SKU content with varying expiration dates, use the date which expires first

Carton label sample. This is a generic label and is not intended to be used as a template.

Shipper Info	Supplier Name Address City, State Zip Code	
Item Info	CVS Item Number Product Desc Case Pack Weight Exp Date	123456 Product Description 24 pcs per case 10.5 lbs 00/00/0000
Case UPC / GTIN-14 if currently exists on your cartons	 0 00 12345 60001 2	
Item UPC / GTIN-12 required if a Case UPC is not available	 0 12345 67890 5	

*Number of units or inner pcks
Required for 10 lbs and over
Required date format 00/00/0000*

*ensure the existing Case UPC
has been provided to the Merchant
Team via the New Item Form*



II.2 Carton Label Continued – ASN – Small Parcel / Non-Pallet

(in addition to the above carton identification label if applicable)

ASN GS1-SSCC labels do not replace carton labels and cannot be used as carton labels. All cartons must contain a carton identification label as outlined in the previous section II.1.

- ✓ **In accordance with sending an ASN (EDI 856 – Advanced Ship Notice);** refer to the below carton label sample. The carton label must be present.

Questions about ASN transmission should be directed to EDI_ASN_Onboarding@CVSHealth.com

Carton Label sample:



The SSCC bar code (GS1) placed on the carton should directly correlate to the ASN:

Pack Level – MAN*GM*00108107210275623278 (from the example above)

The ASN should have 1 (one) Pack level for every single case / carton being shipped

Every individual case / carton must have 1 (one) SSCC bar code



II.3 Season Label

(in addition to the above carton identification label if applicable)

To determine if seasonal labels are required, refer to the EDI “PO Comment” field and reference the below grid.

There may be additional Events and Store Set Up Dates provided in the PO comments that are not listed on the grid. If so, produce a label containing the event code and store setup date as noted (no color). Apply 4 labels to each carton.

PO Comment Example: “Christmas Wrap, XM, Setup 11/16/25”

If the PO Comment field does not provide clear seasonal information, questions should be directed to the Supply Planner (the person responsible for creating your purchase orders).

CVS does not review/approve carton labels prior to shipping. Please review the below requirements and ensure your labels are within compliance.

Requirements:

- ✓ **Four labels per carton**
- ✓ **Color:** Refer to below grid
- ✓ **Size / Placement:** 8” long x 5” wide (or as large as possible for smaller cartons). One label placed on all 4 sides of the carton (preferably corner of carton)
- ✓ **Content:**
 1. **Season Code** – if the PO comment contains a code not listed on the below Seasonal Grid (i.e. MA for Mother’s Day), refer to example 2 below.
 2. **Season Event Category** (i.e., Christmas has multiple categories) - not all PO comments for seasonal events will contain an event category. Omit the category if one is not provided.
 3. **Setup Date** - not all PO comments for seasonal events will contain a store setup date. If one is not provided, use the applicable setup date provided on the grid. If multiple setup dates are listed, choose the first setup date that falls after the PO STA date.

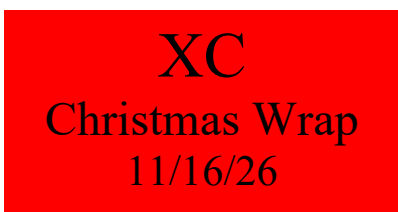
Seasonal label examples (do not represent actual size or PMS color)

Example 1 Seasonal Code for Christmas Wrap (noted in EDI PO comment field with the Store Set Up date), for an even numbered year.

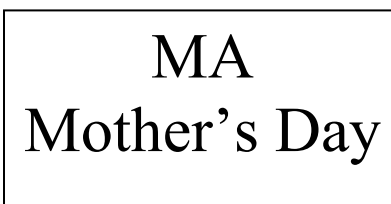
Example 2 Seasonal Code for Mother’s Day (as noted in PO comment field). This is not listed on the grid; label coloring is not required. If a Store Setup date is not provided it is not required.

Example 3 Seasonal Code for Fall & Winter, even numbered year. Fall & Winter has 3 Store Setup dates, the setup date was not provided in the PO comments. The PO STA date is 8/24/26, choose the next available setup date (9/28/26).

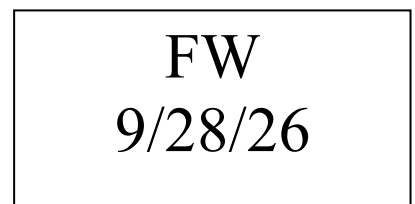
1



2



3





SEASONAL EVENT GRID – 2026

SEASON (EVENT)	LETTERING for ODD numbered years	LETTERING for EVEN numbered years	Store Set Up Date	LABEL COLOR - PMS #
2026 Q1 Rotational End Cap	C1	C1	1/4/2026	No Fill
2026 Q2 Rotational End Cap	C2	C2	3/29/2026	No Fill
2026 Q3 Rotational End Cap	C3	C3	6/19/2026	No Fill
2026 Q4 Rotational End Cap	C4	C4	11/1/2026	No Fill
2026 Valentine	VA	VL	12/28/2025	Pink - PMS #232
2026 Spring / Lawn & Garden	SP	LG	2/15/2026 3/15/26	Yellow - PMS Process Yellow
2026 Easter	EA	ES	2/15/2026	Yellow - PMS Process Yellow
2026 Summer	SM	SU	4/06/2026 5/10/2026 6/21/26	Blue - PMS #2935
2026 Back to School	BS	BT	7/19/2026	Orange -PMS #021
2026 Fall Décor / Thanksgiving	TK	FD	8/23/2026	Brown - PMS #463
2026 Halloween	HA	HW	7/19/26 8/23/2026	Black - PMS Process Black
2026 Fall and Winter	FL	FW	8/24/26 9/28/2026 11/16/2026	No Fill
2026 Christmas Toys, PGM, Plush, Books & Accessories	XM	XC	8/24/26 9/28/2026 11/01/2026	Green - PMS #7482
2026 Christmas/Hannukah	XM	XC	11/01/26	Red - PMS #199
2026 Christmas - Wrap, Boxes, Bows, Ribbon, Bags, Batteries	XM	XC	11/16/2026 12/08/2026	Red - PMS #199

There may be additional "Events" and Store Set Up Dates. Review the EDI "PO Comment" field for applicable Event Code, Event Category, and Set Up Dates per order. If you are not currently receiving the PO Comment from your EDI provider, you must contact them to fulfill this requirement

II.4 Pallet Label

CVS does not review/approve pallet labels prior to shipping. Please review the below requirements and ensure your labels are in compliance.


In addition to providing a carton identification label on each carton, all pallets must contain a pallet label, one on any two sides of the pallet, upper or lower corners.


Pallet labels do not replace carton labels and cannot be used as carton labels. All cartons must contain a carton identification label as outlined in the previous section II.1.

- ✓ **In accordance with sending an ASN (EDI 856 – Advanced Ship Notice);** refer to the below pallet label sample. The pallet label must contain all components.

Questions about ASN transmission should be directed to EDI_ASN_Onboarding@CVSHealth.com

Pallet Label sample:

Ship From Location	Company Name	CVS Distribution Center	Ship To Location
	Street address	Street Address	
	City, State, Zip	City, State, Zip	
Purchase Order #s	Purchase Order Number (s)		
Serial Shipping Container Bar Code (total of 20 #s) <i>SSCC # is required only for suppliers currently providing ASN data</i>	<div>(00) 0 00 12345 55555555 8</div>  <div>SSCC # (see below example)</div>		



(00) 0 0123456 000000001 8

↑
Application
Identifier

↑
Extension
Digit

↑
GS1 Company
Prefix

↑
Serial Number

↑
Check Digit

GS1 Prefix or
Serial Number based on
length of GS1
Company Prefix

Application Identifier (AI) - "00" indicates the SSCC-18 data structure will follow
Extension Digit - no defined logic/used to increase capacity of the Serial Reference
Company Prefix #s - 7-10 digits. Serial Reference #s - 6-9 digits
Serial Reference - assigned by holder of GS1 Company Prefix, unique identifier of shipping container (16 digits)
Check Digit - Use Modulo 10 algorithm to calculate. Use a free Check Digit Calculator offered by bar Code Graphics



II.4 Pallet Label Cont.

The SSCC bar code (GS1) placed on the pallet should directly correlate to the ASN:

Tare Level – MAN*GM*0000012345555555558 (from the example above)

The ASN should have 1 (one) Tare level for every physical pallet

Questions about Carton, Season and Pallet labels should be directed to supplychainperformance@cvshealth.com

III Pallet Quality Requirements

III.1 Pallet Quality Requirements

(See Ennis DC & Vero Beach DC Pallet Requirements below)

1. CVS reserves the right to recover incremental handling costs resulting from non-adherence to the pallet requirements listed below.
2. CVS is a nonparticipating distributor (NPD) for all pooled pallet companies (i.e. CHEP, PECO, iGPS). CVS will accept loads utilizing third party pallets however CVS takes no responsibility for fulfilling any vendor obligations to any third party pallet provider.
3. Suppliers should utilize standard GMA Grade A 48" X 40" four-way hardwood pallets.
 - a. There must be no protruding nails
 - b. No grease, chemicals, or any other material that would soil or damage the product
 - c. The pallet must be clean and structurally sound, that can transport the product through the movement of transportation and warehousing without damaging the product.
4. The pallet slats/boards must be 5/8" thick.
5. No pallets with broken boards will be accepted.
6. CVS does not allow pallet banks
7. By accepting a CVS Purchase Order, Suppliers acknowledge and accept full responsibility for the following:
 - a. Product shipped to a CVS facility from other pallet providers is done so knowingly and willingly and at the Supplier's sole discretion and expense.
 - b. CVS assumes no financial responsibility or liability for receiving shipments on standard GMA pallets
 - c. CVS assumes no responsibility or liability for managing, storing, and/or securing standard GMA pallets relating to shipments received on standard GMA pallets
8. Extra cases on top layer must be secured with shrink wrap (do not place loose cases on top of pallets).
9. Pallet overhang is not accepted. If merchandise is oversized you must call the individual distribution centers for direction. See Attachment I for Distribution Center Information.
10. Pallets must be secured with shrink wrap or tape. Wrapping/tape is to be secured to both the cases and pallet.
11. Corner posts are required on product not shipped in corrugated cartons.
12. The merchandise must be sorted by stock keeping unit (SKU), style and color.
13. If a pallet has multiple SKUs, each SKU must be grouped together on the pallet.

Ennis DC & Vero Beach DC Pallet Requirements:

1. When shipping to the Ennis DC or the Vero Beach DC, suppliers are required to ship on pallets that have bottom deck boards and are in **GOOD** condition.
2. Also note that the **Ennis DC & Vero Beach DC have zero tolerance for pallet overhang.**

Failure to follow these important directives may result in the shipment being refused and a financial penalty.

Questions about pallet quality requirements should be directed to supplychainperformance@cvshealth.com



III.2 Pallet Height Requirements

Prepaid Freight: Refer to the CVS Routing Guide Instructions (Attachment I) for Distribution Center pallet height requirements and/or limits. Please note shipping in excess of the DC's pallet height restriction may result in additional assessorial fees. **To request a pallet height exception please reach out to the individual DC(s).** DC contact information is included in Attachment I within the [CVS Routing Guide Instructions](#)

Collect Freight and Prepaid freight managed by CVS (CPU/backhaul): Please be sure to read Cubic Feet Requirements within the CVS Routing Guide Instructions (*Section II - Collect Freight Routing Instructions*)

IV Packaging Requirements

IV.1 Item and Case Requirements:

The following is a summary of CVS Health, Inc. item and case packaging criteria. A supplier's ability to supply items within these criteria will help ensure safe and successful distribution throughout the CVS supply chain. Adherence to this information is critical to the overall success of the item(s) life cycle.

IV.2 Item Dimension Accuracy:

- The Supplier is responsible for communicating Item/Case/Pallet configuration changes during the products' life at CVS. Changes should be communicated to the Supplier's inventory planner (i.e. the person who creates your purchase orders).
- Item quantities and manufacturers' case pack quantities must conform in all respects to the item quantities and case pack quantities specified on the purchase order (multiple items cannot be mixed in a single case). The supplier cannot change item quantity or case pack quantity after the purchase order has been issued. Moreover, CVS may, at its option, refuse to accept delivery if item quantities or case pack quantities do not conform with purchase order requirements.

IV.3 Item Criteria:

- Items distributed in pieces/eaches or pre-approved inner packs must safely fit into a CVS tote.
- The standard size of a CVS tote is: 19"L x 13.5"W x 8.5"H
- Items distributed in pieces/eaches or pre-approved inner packs must be packaged to avoid damage/leakage for tote travel. Items presenting known challenges include: flip top lids, trigger bottles, glass/porcelain and/or excessive weight
- The supplier is responsible to ensure the items are appropriately packaged to ship in a CVS tote, to include safety seals under caps, proper torque on lids, etc
- Suppliers must be aware that CVS retail locations receive 96+% of their orders in single selling units. All exterior master case and inner packaging is removed prior to shipping to the store.

IV.4 Case Criteria:

- Maximum Case Dimensions: 28"H x 20"W x 30"L
- Minimum Case Dimensions: 3"H x 8"W x 8"L
- Cases/Displays should be a minimum of 3 pounds and not exceed 50 pounds
 - Display heights exceeding 72" require approval

IV.5 Inner Pack Criteria:

Distribution Centers must have easy access to the selling units within the master case

- Acceptable packs will ensure unobstructed access to individual SKUs
- Multiple SKUs within the same CVS category can be placed in an enclosed inner pack if the Inner Pack falls under the Acceptable Example below
 - The entire Inner Pack will be picked as a single SKU for store distribution and sold as a single retail SKU

Acceptable Example - 3 different flavors of a SKU to be picked, distributed to stores, and sold as a single SKU*

- The Case Pack would be set up based on the number of Inner Packs and not the total SKUs contained in the master carton
- A Case Pack of 6 equals 6 Inner Packs (each containing 3 SKUs)

**Inner packs do not require labels*

Unacceptable Example - Single SKU, for individual store distribution, sold individually, consolidated in enclosed sealed inner pack

- A multiple of 4 with the same item distributed to stores and sold separately, Consolidated in an enclosed or sealed box, bag, wrapping, etc.
- The DC store fulfillment personnel will need to break/tear the box/bag to access the individual SKUs.

Inefficiencies of Unacceptable Inner Packs:

- Risk for injuries – sealed/enclosed inner packs must be cut, ripped, or broken open to retrieve individual SKUs for store orders.
- Delays store order fulfillment – breaking up inner packs requires unproductive time and effort
- Additional, discarded packaging clutters pick lines adding potential risk for injuries
- Waste disposal – various area within the DC will need to clean and dispose of the discarded packaging

Inner Pack Preferred Styles

In the below examples, product is secure within the master case and is easily accessible without any prep work. Product is easily picked as an entire inner pack or ripping the band to pick in “eaches”





In the below examples, product is exposed by using dividers and is secure within the master case (safe transport for breakable products).



Unacceptable Inner Pack

In the below examples, the product is distributed to the store in “eaches”. The DCs will need to cut through the plastic for accessibility to the single units. This puts the product at risk for damage and the DC personnel at risk for injury.



Exceptions or questions regarding the above requirements should be directed to DCInbound@CVSHealth.com