


Mobility Uniforms - Garment Approval Process

Updated: September 2023

Step by step to implementing the Traditional Fuels, Shell Recharge and Shell Café uniforms/suppliers in your market.

Applicable Link or Contact

<p>Step 1: Provide your uniform supplier a copy of the latest Retail uniform policy – Uniform Brand and Design policy which can be found on Shell Brand Central (latest policy update is October 2023)</p>	<p>Shell Brand Central - Mobility Business Guidelines</p>
<p>Step 2: Supplier to register project in Retail on Brand (ROB)</p> <p>a) Supplier to list markets they are supporting in submission, and tag local CP Focal or the License Markets, the LMM and LMM CP focal (Benjamin Haegemann)</p> <p>b) CP Focal will verify and approve supplier and will ensure any licensing agreements are in place</p> <p>c) Supplier to submit designs and variances to Global Mobility Uniform policy for ROB Approval</p>	<p>Retail On Brand (ROB) benjamin.haegemann@shell.com</p>
<p>Step 3: Ferrari Manufacturer's Agreement (MA) in ROB - Manufacturer's Agreement (MA) is required for any uniform with the Ferrari logo</p> <p>a) Partnership Activation lead will share Ferrari Manufacturer's Agreement (MA) in ROB .</p> <p>b) Supplier/vendor should complete template and attach completed Ferrari MA to ROB submission</p> <p>c) Partnership Activation Lead will submit signed MA to SBI and Ferrari for approval</p> <p>d) The MA is valid until end of each civil year (31 Dec).</p> <p>A new MA form needs to be filled for a following year production. If # of Ferrari tags was insufficient a new MA also needs to be completed and approved.</p>	<p>Shell Partnership Activation Manager Agnes Li</p> 
<p>Step 4: Digital Embroidery Files</p> <p>a) Brand Assurance focal will provide supplier with digital embroidery files for branding on range included in submission. Including Shell Pecten, Shell V-Power, Shell Helix, Shell Recharge and Ferrari. (Shell Café TDB)</p>	
<p>Step 5: Brand Colour Approval</p> <p>a) Colour swatches are sent (by courier) to Greenwich Design who review them for correctness within tolerance and consistency. Uniform Supplier should refer to the ROB job number in their package support documents so we know what the package relates to.</p> <p>b) Uniform supplier sources fabrics & dyes and creates swatches of all required colours based on the specs in the policy. The swatches must be of the same fabrics that will be used in the manufacturing of the garments. The swatches can be A5 or A6 size.</p> <p>c) Uniform supplier may send in sample garments for colour checking if they so choose but this might be a more costly so swatches are recommended.</p> <p>d) The colour check service is paid for by Shell</p>	<p>Richard Fincham Greenwich Design Studio 24, Meantime Studios 14 Feathers Place, Greenwich London SE10 9NE, UK Tel: +44 (0)77 1182 2385 richard@greenwich-design.co.uk</p>
<p>Step 6: Brand and Quality Assurance Sample Approval</p> <p>a) Once the colour has been approved, the vendor can produce garment samples. To start producing samples before colour approval can result in regret cost.</p> <p>b) Uniform Supplier sends garments for review and approval. Uniform Supplier can create multiple tickets if they prefer (a ticket per item is a good way to keep track of feedback and approvals) may link to the original submission with CP Approval.</p> <p>c) Initially to help speed up the process photographs can be submitted in the ticket for initial feedback. Once the vendor is confident that their products are correct then send physical samples by courier (delivery charges and taxes to be paid by the market)</p> <p>d) Samples of all applicable uniform products in the local range (including male and female versions) should be sent to Field Grey (textile consultants) to check logo positioning and accuracy of the garment specification (i.e. aligned to the policy).</p> <p>e) A temporary tag may be used in place of Ferrari tag as Ferrari tags will not be available to order until samples have been approved.</p> <p>e) Packing should clearly "SAMPLES" on the exterior so that it is less likely to attract import duties</p> <p>f) Reviews of product samples are paid for by Shell</p> <p>g) Quality and Brand assurance focal will register approval in ROB</p> <p>h) If supplier samples indicate that they are unable to meet Shell's colour, brand and quality standards they will not be permitted to proceed with production.</p> <p>Submission will be rejected.</p>	<p>Georgeena Hatzis <georgeena@field-grey.com> info@field-grey.com +44 (0)20 7998 6787 Field Grey Ltd Basement Unit 2, Building 3 Canonbury Yard, 202-208 New North Road London N1 7BJ, UK</p>
<p>Step 7: Ferrari Tags Ordering</p>	<p>Agnes.A.Li@shell.com</p>

a) Once all products are approved, and the MA is fully signed off the supplier can order Ferrari anti-counterfeit tags AG203FER from Ferrari <http://ferrari.centroordini.it/>
(cost of tags is the responsibility of the supplier)

The Partnership Activation Lead will share instructions in the submission on how to order Ferrari Tags

Step 6: Production
a) Supplier can begin production and attach Ferrari per the guidelines

Note: a. Branded promotional garments are subject to Merchandize Approvals on Merchandise Hub | Brand Central (shell.com)

b. Deli by Shell ranges: Please connect NFR Brand Lead Zimmer, Ilona M SSSC-DRM/41 for feedback and approvals