



POLICY ON PROMOTIONAL GIVE AWAY PRODUCT

1. POLICY

Asda requires that all products are safe, legal and fit for purpose, that they are sourced from suppliers that have good manufacturing practices in place and meet all relevant legislation.

2. BACKGROUND

Promotional goods are utilised in a number of areas of the business. These products are often branded or licensed, or may be Asda branded, however given the nature of the products, their suppliers may be non-specialist and may be unused to supplying supermarkets and unaware of the necessary requirements. Given this, and that they are often aimed at children it is important that minimum standards are set and adhered to protect our customers and also Asda's, and the products own brand integrity.

3. IMPLEMENTATION

To ensure we meet our requirements to sell safe and legal products, protect brand integrity and have a good level of due diligence in place, we require the following minimum requirements to be in place:-

Minimum Requirements for Supply

i. Quality Systems and Ethical & Environmental

Asda expects that all suppliers ensure manufacturing sites meet recognised standards for quality, environmental and ethical standards.

With specific reference to our ethical requirements, satisfactory standards are ordinarily demonstrated by compliance with Asda Wal-Mart policy & standards, as defined in terms and conditions for supplier qualification. Regarding quality and environmental requirements, accreditation from a recognised and reputable 3rd party scheme such as relevant BRC standard, ISO, ETI, ICTI or equivalent may be acceptable with agreement from the Asda Technical team.

ii. Product development, appraisal and certification

In line with the procurement of products to be retailed in our stores, promotional goods are subject to appraisal by the relevant technical teams.

Technical and testing requirements specific to the product will be agreed between the technical team and supplier. Satisfactory certifications must be provided by the supplier at his cost prior to the delivery of any product. Product developments agreed between the supplier and technical

Issue No.	Issued By:	Authorised By:	Date of Issue	Page No.
1	Melanie Hart - Technical Manager H&L	Liz Parry - Technical Leader H&L	10.11.09	Page 1 of 2

team must be put in place and additional production testing and inspection may be required.

Full details of technical requirements, testing requirements and information outlining the way that ASDA works with its suppliers can be found on the supplier website asdasupplier.com. Suppliers should familiarise themselves with the content of this site prior to proposing product for supply.

iii. Withdrawal and Crisis Management

The supplier needs to have a system in place to allow traceability of product i.e. ensure that they can identify product, and product source, and act accordingly if a product needs to be withdrawn or recalled. Any decision taken by Asda is final and a supplier will be liable for all costs of recall and any associated advertising costs.

The relevant technical team must ensure the supplier is aware of our procedures for withdrawal/recalling product, including an out of hours number in case of emergency.

iv. Customer Complaints

Customer complaints need to be monitored on a regular basis. Any trends must be identified and reacted to accordingly.

v. Informing ASDA of Issues

If the supplier becomes aware of a serious issue that puts consumer safety or the concessions legality to trade at risk, then Asda must be informed immediately.

Issue No.	Issued By:	Authorised By:	Date of Issue	Page No.
1	Melanie Hart - Technical Manager H&L	Liz Parry - Technical Leader H&L	10.11.09	Page 2 of 2