



bay cities®
PACKAGING & DESIGN

Bay Cities' Expertise with





Bay Cities' Expertise with Target

Your Trusted Partner

We are a preferred resource for Target's suppliers bringing unique, high-quality products to valued members through innovative and impactful display programs. We foster an environment of innovation, sustainability, and community support, ensuring that our partnership delivers exceptional value and enhances the Target experience of new vendors.



Strategic Retail Relationships

- Collaborates with the Target buying teams, planners, order specialists, and logistics team to ensure compliance and success.
- An approved single vendor to multi-vendor supplier, ensuring seamless execution of complex projects.
- Extensive knowledge of the Target retail style guide and requirements, ensuring projects meet brand standards and retail specifications.

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Display Types

- Expertise in managing both regular merchandise displays (flowing through Regional Distribution Centers - RDCs) and In-Store Marketing (ISM) displays, which require specialized DC handling.

Pallet and Shipping Requirements

- Adherence to Target's strict pallet specifications, including construction from clean, solid wood with proper deck board and stringer alignment.
- Sorting and stacking shipments by location, purchase order, and item assortment to prevent overhang and optimize trailer cube.
- Maximum pallet height of 6' and adherence to double-stacking rules.

Labeling Expertise

- GS1-128 carton and pallet labels, ensuring seamless scanning and routing compliance.
- Event-specific labels using standardized sizing, color codes, and font requirements based on project details.

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Routing and Logistics

- Proficient in using ShipIQ for routing collect shipments and confirming delivery information.
- Daily monitoring of Target tenders to ensure timely updates and carrier assignments.
- Specialized handling of NRSC (Non-Retail Supply Chain) shipments, including proper documentation and adherence to carrier-specific processes.

ISM Project Handling

- Manages In-Store Marketing (ISM) projects, including label procurement, carton label placement, and PSF-provided project details.
- Aligns with NRSC routing requirements via CH Robinson's Navisphere portal.

Delivery and Compliance:

- Ensures shipments align with Target's load restrictions, pallet requirements, and transit timelines.
- Detailed compliance with Target's BOL and delivery appointment requirements to prevent delays.