DRESS CODE AND PERSONAL APPEARANCE GUIDELINES

EFFECTIVE DATE: 11/30/2016
MAINTAINED BY: SANDRA VANDEN BOOGAARD

The Company strives for professionalism in every aspect of its business. One very visible area is the personal appearance of all associates. Neatness, cleanliness and good personal health habits are very important to the success of the Company. The impressions created by these factors all serve to create our image. If associates have questions as to what is appropriate or not, they are encouraged to consult with their leader or HR Services.

Associates are expected to demonstrate good taste and judgment in wearing business-appropriate clothing. Associates who appear for work inappropriately dressed will be sent home and directed to return to work in proper attire. Under such circumstances, associates will not be compensated for the time away from work. Each leader is responsible for monitoring the dress code, and it is every associate’s responsibility to follow and abide by it.

OFFICE DRESS CODE
Guidelines as to what constitutes appropriate attire within the office are outlined below.

1. Business Casual: Monday through Thursday the dress code is Business Casual. The table below includes examples of appropriate and inappropriate Business Casual attire.

   **BUSINESS CASUAL—APPROPRIATE ATTIRE**
   - Casual pants/slacks (Dockers®, khaki, corduroy)
   - Dress, denim, knit and sport shirts (e.g., polo, Henley, rugby)
   - Skirts/jumpers/split skirts/dresses: No shorter than 3” above the knee
   - Dress casual pants (Dockers®, khaki’s, corduroy) and capri/cropped pants of a dressier style
   - Blouses, sweaters, cardigans, dressy knit, polo and sleeveless shirts
   - Denim skirts, dresses, jumpers and shirts

   **BUSINESS CASUAL—INAPPROPRIATE ATTIRE**
   - T-shirts, tank tops and sweatshirts (no exceptions)
   - Jeans
   - Tennis or athletic shoes
   - Any item listed under Inappropriate Attire—Anytime section

2. Casual: On Fridays the dress code is Casual. Associates have the option of dressing a bit more informally, although good judgment is expected. The table below includes examples of appropriate Casual attire.
   - If a holiday occurs on a Friday, the last business work day during the week will be a Casual Dress Day.
   - The Company may occasionally schedule additional Casual Dress Days for special events.

   **CASUAL FRIDAY—APPROPRIATE ATTIRE**
   - All items considered appropriate in the Business Casual - Appropriate Attire section
   - T-shirts and sweatshirts
   - Jeans provided they are in very good condition, without tears or holes
   - Tennis or athletic shoes
3. Leadership may require a more specific dress code as appropriate (e.g., seminars, customer/client visits, trade shows, career fairs, etc.).
   - Associates should notify visitors, vendors and candidates in advance of the dress code for the day of their visit, so they have the option of dressing likewise. If visitors will be wearing business clothing, then associates involved in the meeting(s) should also dress in business attire.
   - Additional departmental Casual Dress Days may be allowed in conjunction with a special event or department recognition and must be pre-approved by a Vice President and should not exceed one per month for any department.

4. The table below includes examples that constitute inappropriate attire at any time.

<table>
<thead>
<tr>
<th>INAPPROPRIATE ATTIRE—ANYTIME</th>
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<tbody>
<tr>
<td>Tank/tube/halter/midriff/spaghetti strap or any other revealing tops/dresses</td>
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<tr>
<td>Undershirt-type T-shirts</td>
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<tr>
<td>Athletic sportswear (sports jerseys, or any items worn to play sports, etc.)</td>
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<tr>
<td>Bib overalls</td>
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<tr>
<td>Leggings, yoga pants and pants that are tight and form-fitting (unless worn with a skirt, dress or tunic-style/length top)</td>
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<tr>
<td>Sweat pants and jogging/wind suits or pajama pants</td>
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<tr>
<td>Shorts of any length</td>
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<tr>
<td>Mini or short skirts/jumpers/split skirts/dresses shorter than 3&quot; above the knee</td>
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<tr>
<td>Caps/hats</td>
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<tr>
<td>Clothing with inappropriate logos, crude slogans, tacky pictures or are in poor taste</td>
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<td>Clothing that is too revealing, tight, short, baggy or oversized</td>
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<tr>
<td>Any clothing items which are torn, stained or in poor condition</td>
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<tr>
<td>Beach-type sandals (including flip-flops) and slippers</td>
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<td>Crocs™-type footwear</td>
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5. The table below provides guidance on other areas of personal appearance.

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<thead>
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<th>OTHER</th>
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<tbody>
<tr>
<td>Extreme hairstyles, clothing and/or jewelry which do not present a businesslike appearance are not acceptable.</td>
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<tr>
<td>Visible body piercings (i.e., facial, tongue, etc.) and/or art are allowed with the exception of excessive, extreme, or inappropriate (i.e., offensive, sexually suggestive, gang-related, etc.) body piercings and/or art; however, when associates are interacting with customers/clients or representing the Company on Company business, body piercings and/or art need to be covered or removed.</td>
</tr>
<tr>
<td>Excessive cologne/perfume is not acceptable.</td>
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6. For visual clarification, see the attached photo gallery of examples of appropriate and inappropriate attire.

EXCEPTIONS TO DRESS CODE
1. Dress exceptions for those visiting the plant areas (e.g., Printing, Bindery, Manufacturing Maintenance, Facilities, Distribution) are listed below.
   - Individuals wearing ties or scarves who do not stay in designated walk areas and who enter areas having equipment are required to place their ties/scarves inside shirts/blouses.
   - Hair that extends past ear lobes must be tied back and up if possible or be secured under a hair net if department leadership deems it to be a hazard.
ASSOCIATE HANDBOOK

2. Information Technology
   - Computer technicians may wear jeans with Company uniform shirts (t-shirts are not permitted) and are required to wear safety shoes.
   - Computer operations staff within Information Technology may follow the Plant Dress Code guidelines or the Office Dress Code guidelines.

3. Prepress
   - Prepress staff may follow the Plant Dress Code guidelines or the Office Dress Code guidelines.
   - Safety shoes are not required.

PLANT DRESS CODE
Guidelines for Printing, Bindery, Manufacturing Maintenance, Facilities and Distribution are listed below.

1. Full-length jeans/slacks and an appropriate work-shirt are required. T-shirts with advertising/pictures/designs must be in good taste. Distribution leadership has the discretion to allow associates in Distribution to wear shorts and will communicate their guidelines.
2. Sportswear/athletic wear are not allowed.
3. For safety reasons, loose clothing should not be worn.
   - Sweatshirts/sweaters/etc., tied around the waist or neck or with hoods or drawstrings are not allowed. (Note: Facilities associates are allowed to wear hooded sweatshirts without exposed drawstrings when working outdoors.)
   - Shirts that have tails must be worn tucked in.
4. Hair that extends past ear lobes must be tied back and up if possible or be secured under a hair net if department leaders deem it to be a hazard.
5. Beard length will be addressed if department leaders deem it to be a safety hazard.
6. Watches and post/stud earrings may be worn. Other jewelry is not allowed (e.g., necklaces, bracelets, hoop earrings or facial jewelry).
   - Associates who are unable to remove rings, or who chose not to, are required to securely tape the rings to the fingers with Company-supplied tape.
   - Manufacturing Maintenance and Facilities associates who may work on or near exposed, energized parts must use non-conductive tape.

UNIFORMS
Associates who are issued uniforms are expected to wear them at all times on the job and maintain the uniforms in a clean and good condition.

On Casual Dress Days, associates may choose to wear other clothing appropriate for their area.

CAFETERIA PERSONNEL DRESS CODE
Cafeteria personnel shall abide by the Wisconsin Food Code, including:

1. Wear clean outer clothes to prevent contamination of food.
2. Wear hair restraints such as hats, hair coverings or nets shall be worn while preparing exposed food in the kitchen area.
3. Wear full-length slacks with uniform shirt.
REligion, Ethnicity or disability
The Company will make reasonable accommodations for all personal appearance regulations directly related to an associate’s religion, ethnicity or disability.

Please contact HR Services regarding questions as to what is appropriate or accommodation inquiries.

See Also
personal protective equipment (ppe) program