

SIDEKIX DELIVERY PROCEDURE

This document contains the mandatory delivery specifications for the delivery of goods as well as text and image material.

DELIVERY TIMES AND LOCATION

Deliveries are accepted on working days from 08:00 to 16:00, within the chosen time slot. Delivery address: Energielaan 3, 5405 AD Uden. Weekends and public holidays do not count as working days.

PRE-REGISTRATION

Deliveries can only be pre-registered via the customer portal. Before pre-registering, all items included in the delivery must have been created in the customer portal. Items that have not been recorded in the customer portal cannot be pre-registered or delivered. Please contact accountmanagement@sidekix.nl as soon as possible if you are unable to log in. Deliveries will be refused without correct pre-registration.

- Parcel shipment: pre-register only via the customer portal, no later than one day in advance.
- Pallet shipment: pre-register only via the customer portal, no later than one day in advance, by booking a time slot.
- Container delivery: deliveries must be pre-registered at least 72 hours in advance and can only be submitted via logistiek@sidekix.nl. After pre-registration, the logistics team will further coordinate the final delivery date and time for the delivery.

CONSIGNMENT NOTE AND/OR PACKING SLIP

Each delivery must include a consignment note and/or packing slip with:

- Supplier name
- Item description
- Total number of items
- Where possible, please also include: EAN code
- Where applicable: best-before date, FSC claim and/or SKAL

DELIVERY IN PARCELS

Items must be delivered in sturdy, well-sealed boxes. The following requirements apply:

- Maximum weight per box: 15 kg.
- The item description and Sidekix item number must be clearly visible on every box.
- State the number of copies per box.
- State the total number of boxes in the format "number/of".

In addition:

- Different items must always be packed separately.
- For 6 boxes or more, the items must be delivered on a Euro pallet.

DELIVERY ON EURO PALLETS

Pallet deliveries

Deliveries may only be supplied on Euro pallets. These pallets are exchanged directly on delivery; no pallet administration is kept. The maximum height is 195 cm including the pallet and the maximum weight is 800 kg. Pallets may not protrude and must be sealed with transparent wrap.

Packaging of items

Items of the same type must be packed together in large boxes. Only one best-before date may appear per pallet.

Pallet cards

Each pallet must be fitted with two pallet cards, both on the short side. An approved GS1 label is also sufficient as a pallet card. The cards are numbered in the format "number/of" and must contain at least:

- Sixdigit item number
- The number of boxes, bundles or copies
- The total number of pieces per item
- EAN code
- Where applicable: Best-before date / batch number

Mixed pallets and stacking

One mixed pallet may be supplied per delivery. Pallets may be stacked with intermediate pallets where this is more efficient. Every pallet, including intermediate pallets, must have a pallet card. The different items must be sorted on the pallet.

DELIVERY IN CONTAINER

- Goods must be sorted in the container.
- The container must be delivered with a gas-free certificate.
- Information on the boxes must be shown on a visible side.
- If a container is not present at the agreed time, waiting time will be charged.

GENERAL

Items must be delivered in good condition and may not be damaged, deformed, sticky or otherwise unsuitable for machine processing. Sidekix signs only for receipt of the shipment and is not responsible for the accuracy of quantities, contents or stated details.

If a delivery does not comply with the stated delivery procedure, Sidekix reserves the right to refuse the delivery or to charge the resulting additional costs to the supplier.

TEXT & IMAGE

These text & image specifications relate to the creation of new prizes for the shops. At the same time, please register the new item yourself in the Sidekix Customer Portal under the heading 'New Items'. See the document 'Handleiding Klantportaal Sidekix' for instructions.

TEXT

All product information must be supplied via the designated Excel file 'Format nieuwe prijs loterij 2026 v2'. Texts are written from the lottery's perspective, not from the supplier's. Supplied texts are always checked for content and adjusted where necessary by the lottery.

Texts consist of a maximum of two paragraphs with a total of 6 to 8 sentences. The tone is compact, clear and informative.

Form of address:

- Postcode Loterij: informal 'je' form, B1 language level*.
- VriendenLoterij: formal 'u' form (exception: children's products), B1 language level*.

*B1 stands for simple Dutch. B1 texts can be understood by a large readership. For tips regarding B1 language level, you can read through [this site](#).

Title:

- Postcode Loterij: informal 'je' form, B1 language level*.
- VriendenLoterij: formal 'u' form (exception: children's products), B1 language level*.

Product description:

- Written as continuous text (no headings or bullet points).
- No references to commercial parties, suppliers or distributors.
- No promotional text.
- Correct spelling and grammar.

Features (dropdown menu information):

Suppliers provide short bullet points with possible features. The lottery converts these into dropdown fields in the shop.

Examples of features:

- Material
- Colour
- Dimensions

Books:

- Put the book title in single quotation marks within the text.
- Only the title in the product name (no author or subtitle).
- Provide the author in a separate field.
- Include a digital preview copy (PDF).

Films (streaming services and cinemas):

- Provide a trailer with subtitles and audio description or a transcript.

Board games:

- Genre
- Age indication
- Number of players

Cookbooks:

- Include a digital preview copy (PDF).

Textiles, jewellery and gadgets:

- Material
- Dimensions or size
- Usage and care instructions
- Subscriptions always stop automatically

Plants:

- Height
 - Care tips
 - Partial shade / full sun / easy to care for, etc.
 - Delivered with or without pot.
 - Degree of toxicity to humans or animals.
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Days out and events:

- Validity of tickets
- Opening hours
- Website URL

IMAGE

Product images must always be supplied as cut-outs in PNG format. If shadow is present in the image, it must be supplied without a white background. Images should preferably be photographed in portrait orientation and fill the frame. Landscape images are displayed smaller in the shop due to the vertical grid.

Requirements:

- Minimum of 3 images per product.
- Always one cut-out product image as the main image.
- Lifestyle images are permitted as additional images.
- The product carousel may include a maximum of one image showing packaging, but never as the main image.
- No images featuring people, unless the product requires this; rights lie entirely with the supplier.

Minimum dimensions:

- 460 px wide
- 640 px high

CORRECTION PROCESS & WORKFLOW

Suppliers may request a maximum of one correction round for textual changes. Changes are only implemented following approval from the content manager/Lottery. Costs for any additional changes to the prize made by Sidekix after this one correction round will be charged to the supplier.

Workflow:

1. Submit the New Prize form to accountmanagement@sidekix.nl.
2. Sidekix creates the products for the relevant shops.
3. Sidekix has the content checked by the content managers.
4. Once the content managers have approved and the delivery has been received and processed, the items are published.