

BACK TO SCHOOL

SALES PLANNER 2025

EFFECTIVE JULY 5

All Assistant Store Managers, Store Managers and District Managers should use this **TIME AND ACTION PLAN** as a tool to manage the seasonal and promotional activity for this period.

EVENT	SET BY	STORE SIZE	PAGE
PICNIC	REFRESH	ALL	4
FREEZER POPS	REFRESH	ALL	4
DT PLUS FANS	REFRESH	DT PLUS	4
SUN CARE SHIPPER	REFRESH	ALL	4
SUMMER GIFT ROUNDER	REFRESH	MEDIUM (LO), LARGE (XO), SUPER (RT)	4
JULY WOW TABLE	REFRESH	ALL	4
SUMMER PARTY/AMERICANA - SIDE C	REFRESH	ALL	5
JULY 4TH SNACKS 4-WAY	REFRESH	ALL	5
AMERICANA	REFRESH	ALL	5
SPRING TOYS WALL	REFRESH	ALL	6
BUBBLES	REFRESH	ALL	6
SUMMER TOYS - SIDE D	REFRESH	ALL	6
FALL FLORAL SPINNER	REFRESH	ALL	7
MULTI-PRICE FALL FLORAL POWER PANEL	REFRESH	ALL	7
MULTI-PRICE FALL FLORAL BUSH	REFRESH	SUPER (RT)	7
FALL FLORAL WALL	REFRESH	ALL	7
7/5 AD	07/05/2025	ALL	EMAIL
COLORING ACTIVITY	07/05/2025	ALL	9
BACK TO SCHOOL FASHION	07/05/2025	ALL	9
TEACHER ORGANIZATION	07/05/2025	ALL	9
SCHOOL SUPPLIES - SIDE AA	07/05/2025	ALL	10
LUNCH BOX - SIDE B	07/05/2025	ALL	10
PAPER WRITING - SIDE A	07/05/2025	ALL	11
OFFICE WRITING WALL	07/05/2025	ALL	12
BACK TO SCHOOL ACCESSORIES	07/05/2025	ALL	14
MULTI-PRICE BACK TO SCHOOL	07/05/2025	LARGE (XO), SUPER (RT)	14
CALENDARS	07/05/2025	ALL	14
BIRCH & VINE	07/05/2025	LARGE (XO), SUPER (RT)	14
PLASTICS	07/05/2025	ALL	15
MULTI-PRICE HARVEST DÉCOR	07/10/2025	MEDIUM (LO), LARGE (XO), SUPER (RT)	15
MULTI-PRICE HARVEST WREATH	07/10/2025	LARGE (XO), SUPER (RT)	15
DT PLUS HARVEST ENTERTAINING	07/10/2025	DT PLUS SUPER (RT)	15
DT PLUS HARVEST	07/10/2025	DT PLUS	20
HARVEST	07/17/2025	ALL	15
HARVEST/HALLOWEEN CRAFT - SIDE C	07/17/2025	ALL	16
HARVEST DÉCOR	07/17/2025	ALL	17
HALLOWEEN LIGHT-UP	07/17/2025	ALL	18
DT PLUS HALLOWEEN DÉCOR	07/17/2025	DT PLUS SUPER (RT)	18
HALLOWEEN GIFT ROUNDER	07/17/2025	MEDIUM (LO), LARGE (XO), SUPER (RT)	18
LABOR DAY SNACKS 4-WAY	07/24/2025	ALL	19
HALLOWEEN/HARVEST GIFT	07/24/2025	ALL	16
DT PLUS HALLOWEEN	07/24/2025	DT PLUS	21
MULTI-PRICE PUMPKIN STACKOUT	07/31/2025	ALL	17
AUGUST WOW TABLE	07/31/2025	ALL	19
7/27 AD	07/27/2025	ALL	EMAIL
MULTI-PRICE HALLOWEEN OUTDOOR DÉCOR	08/07/2025	ALL	9
PUMPKIN DECORATE	08/07/2025	ALL	18

Table Of Contents / Signage Direction

Table Of Contents / Signage Direction.....2	Promotional.....18 - 19	Power Panels / Clip Strips.....29
Sales Planner Overview.....3	Dollar Tree Plus.....20 - 21	Small (SO) Map.....30
Continuing Displays.....4 - 7	Sidewalk Sale.....22	Medium (LO) Map.....31
School Supply List.....8	DSD Programs.....23	Large (XO) Map.....32
Red Zone End Caps.....9	Checklane Coolers.....24	3rd Gondola Map (SO), (LO), (XO).....33
Red Zone: Back to School.....10-12	Snack Zone Coolers.....25	Super (RT) Map.....34
Operation Homefront.....13	Profitable End Caps.....26	Notes.....35
Promotional.....14 - 15	Aisle Stacks / Floor Displayer.....27	Drive Sales – Plan Ahead!.....36
Red Zone: Halloween/Harvest.....16 - 17	Check Lane & Impulse Grid.....28	

Promotional Signage: Signage is included in your Spring/Summer sign package unless noted. Use SSC Help to address any question or concerns.

END CAP SIGNS: 8.375" X 22"



BLADE SIGNS: 5" X 24"



SEASONAL WALL SIGNS: 48" X 6"



GIFT ROUNDER: 22" X 8.8"



SHELF STRIP: 47.75" X 1.25"



SHELF TALKER: 2.625" X 4.5"



LONG SHELF TALKERS: 6" X 4.5"



California Stores:

Make sure the "Proposition 65 Warning" and "CRV Recycle" signs are in place, under or next to the "Now Hiring" sign.

- Use existing sign



WINDOW BANNERS 48" X 45"

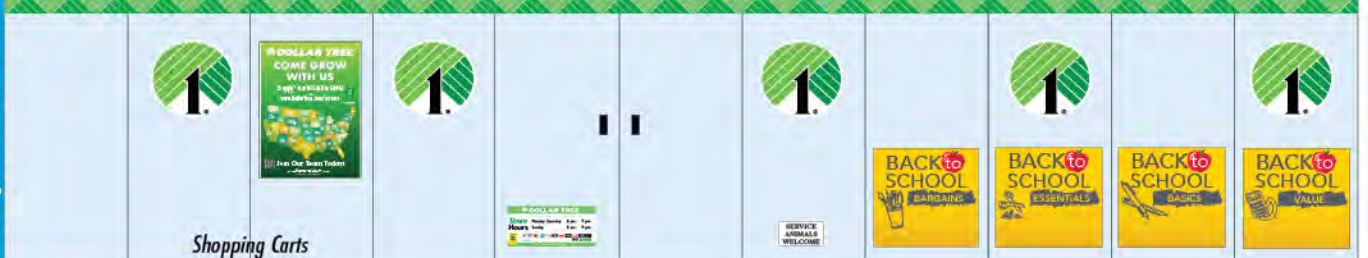
- Hang on the window grid, inside the front windows, facing out.
- Set Window Banners from left to right, placing any unused banners in the back room.

Note:

Quantity based on store survey results.



July 5 - September 1



Sales Planner Overview

July 5

- Set the Red Zone.
 - Update Seasonal Wall signage (page 2).
 - Working one fixture at a time, set Side A, Side AA (Window Grid) and the Seasonal Wall.
 - Merchandise remaining “Summer Buys” in home base and/or on the 4-Way.
 - As a fixture is cleared, set additional Back to School displays as shown on maps.
 - Set Lunch Box on Side B.
 - Consolidate Graduation to secondary End Caps.
 - Remaining Americana merchandise should be set on the back End Cap and consolidated with Summer Party on Side C.
 - Summer Toys continues on Side D and the Seasonal Wall.
 - Continue to feature snacks on the 4-Way, keeping like items together.
- Be sure Operation Homefront door sign, collection box and signage shown on page 13 are in place.
- Make sure all Back to School and School Supply List signage are in place.

July 17

- Set Halloween Light Up and Harvest End Caps.
- Consolidate Americana and Summer Party from Side C to secondary End Caps.
- Set Harvest/Halloween Craft on Side C.
 - Make sure correct shelf strips are in place for price clarity.
- Set Harvest Décor on the Seasonal Wall between Fall Floral and Office Writing as shown on the maps.
 - Make sure Blade Sign is installed for price clarity.
- Consolidate Lawn & Garden to the H-Grid.

July 24

- Set Labor Day Snacks on the 4-Way.
- Set Halloween/Harvest Gift on the H-Grid.

July 31

- Set Plastics on the WOW Table.

HALLOWEEN SET DATES:

Set Halloween as schools open in your area using the dates below as a guide.

Stores with Schools opening on or before:	Labor Day	Set by:	August 28
Stores with Schools opening after:	Labor Day	Set by:	September 4

Picnic Refresh (Clip Strip: Tooth Picks) All Stores



Freezer Pops Refresh All Stores



DT Plus Fans Refresh DT Plus Stores



Sun Care Shipper Refresh Multi-Price Stores



**Do Not Discard
Floor Display.**
Refill Thru Labor Day.

**Place on back
of displayer.**

- Feature near First Aid or the DT Plus Summer Set.
- Do not discard Floor Displayer. Refill through Labor Day.

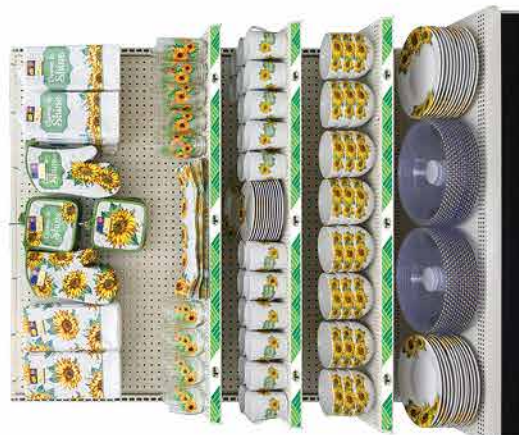
20" Fans Stackout



Summer Gift Rounder Refresh Medium (LO), Large (XO), Super (RT)



July WOW Table Refresh All Stores



The displays above are a guide – expand or consolidate depending on inventory and space available.



**Summer Party/
Americana
- Side C**
Refresh
All Stores

← **Front of Store**

Back of Store →

July 4th Snacks 4-Way
Refresh
(Clip Strip: Bag Clips, Popcorn Bags)
All Stores



Americana
Refresh
(Clip Strip: Mini Cups)
All Stores

The displays above are a guide - expand or consolidate depending on inventory and space available.

Spring Toys Wall
(Clip Strip:
Water Balloons)
Refresh
All Stores

As Lawn & Garden
sells down late
in the Summer,
expand Summer
Toys on the
Seasonal Wall.



Bubbles
(Clip Strip:
Water Balloons)
Refresh
All Stores



Bubbles
Stackout



Summer Toys
- Side D
Refresh
(Clip Strip:
Jump Rope,
Water Balloons)
All Stores



The displays above are a guide - expand or consolidate depending on inventory and space available.

Fall Floral Spinner

Refresh
All Stores



Multi-Price Fall Floral Power Panel

Refresh
All Stores



Place power panel closest to the Floral Aisle.

Multi-Price Fall Floral Bush

Refresh
Super (RT)



Fall Floral Wall

Refresh
(Clip Strip: Flower Clips)
All Stores



← Back of Store

Front of Store →

The displays above are a guide – expand or consolidate depending on inventory and space available.



Display 3-4 bushes per hole.

Floral will be shipped as received and should be rushed to the sales floor immediately. Incorporate vases, ribbon, gems and stones on the base deck to keep displays full.

As you set Fall Floral, work remaining Spring and Summer Floral in-line.

New for 2025!

BACK to SCHOOL Supply Lists!

Overview:

School Supply Shopping just got easier!

Dollar Tree is now offering a new and exciting shopping experience for Back-to-School. Customers will be able to scan the QR Code on the Blade Signs and Item Signs located in the Back-to-School Red Zone displays. From there, customers can locate their specific school supply list and begin shopping.

Actions:

Your store will receive:

- **(20) Item Level Signs**
 - Display on Back-to-School Red Zone End caps, Office Writing Wall, Paper Writing Side A and/or the Stationery aisle.
- **(2) Blade Signs** (hardware included in your sign kit)
 - Display on the Office Writing Wall and Paper Writing Side A.

Ensure signage is set on Saturday, July 5th.

Blade Sign

BACK to SCHOOL

Find Your School Supply List!



1. Scan the Code
2. Find Your School
3. Begin Shopping

Item Level Sign



Office Writing Wall
Set by 7/5
All Stores

Attach Blade sign to fixture using the hanger bar included in your Sign Kit.



Paper Writing - Side A
Set by 7/5
All Stores

Attach Blade sign to fixture using gripper sign holders included in your Sign Kit.



The displays above are a guide – expand or consolidate depending on inventory and space available.

Coloring Activity

Set by 7/5

(Clip Strip: Scissors)

All Stores



Back to School Fashion

Set by 7/5

(Clip Strip: Sticky Notes)

All Stores



Teacher Organization

Set by 7/5

All Stores



Multi-Price Halloween Outdoor Décor

Set by 8/7

(Clip Strip: Socks)

All Stores



The displays above are a guide - expand or consolidate depending on inventory and space available.

School Supplies - Side AA

Set by 7/5

All Stores

Incorporate packaway of \$5 DT Plus Backpacks.

Fill with 1.25 Teaching Tree and Writing if there is extra space in the 1.25 section of the grid.



\$5 Licensed Backpacks

\$5 Clear & Licensed Backpacks

\$5 Color Block Backpacks

\$125 Workbooks/Markers/Novelty Items

\$5 Licensed Lunch Bags

\$5 Color Block Lunch Bags

\$5 Lap Trays



Display the 2 blade signs on the grid as indicated by the green stars.

Displays should set using 9-inch grid hooks.

Lunchbox - Side B

(Clip Strip: Condiment Cups)

Set by 7/5

All Stores



- Fill or replenish the Lunchbox Food Display with Multi-Pack Snacks and Drinks such as Pudding, Applesauce Cups, Fruit Snacks, Granola, Cereal Bars.
- Keep Lunchbox Housewares full with Water Bottles, Sandwich Bags and Lunch Bags.

Back of Store

Front of Store

The displays above are a guide - expand or consolidate depending on inventory and space available.

Paper Writing - Side A

Small (SO), Medium (LO) set as 12ft.

Large (XO), Super (RT) set as 16ft.

Set by T/5
All Stores



← Front of Store

Back of Store →

Student Planner	Journals/Notebooks	Journals/Notebooks	Pencil Pouches
Dividers / Tabs	Journals/Notebooks	Journals/Notebooks	Pencil Pouches
Filler Paper	Composition Books	Composition Books	Composition Books
Binders	Portfolios	Portfolios	Portfolios
Spiral Notebooks	Spiral Notebooks	Spiral Notebooks	Construction Paper/Manuscript Pad

All Stores

- Use dividers between items to keep items in place.
- Expand displays depending on inventory and space available.
- Incorporate stationery from the receiving room into the display keeping like items together if needed.
- Incorporate Notebooks, Portfolios and Composition Books.
- Merchandise Facial Tissues, Organizational Plastics, Shoe Boxes and Dry Erase Bins to complete the set.

The displays above are a guide - expand or consolidate depending on inventory and space available.

BACK TO SCHOOL

Find Your School Supply List!



1. Scan the Code
2. Find Your School Supply List

Attach Blade sign to fixture using gripper sign holders included in your Sign Kit.



Feature item signs every 4' - 8'.

Red Zone: Back to School

Office Writing Wall
Set by 7/5
(Clip Strips: Sticky Notes)
All Stores

Small (SO), Medium (LO) set as 12ft.

Large (XO), Super (RT) set as 16ft.



Hooks
Floor Displayer
For placement,
refer to pages
30-34.



Back of Store

Front of Store

Locker/Planners/Rulers	Scissors/Staplers/Highlighters/Calculators	Pens/Erasers/Sharpener/Pencil Grips	Pencils/Sharpener/Outlet Extenders
PDQ Index Cards/Locker	Desk Organization/PDQ Branded Sticky Notes	Tape/Pencil Lead	PDQ Writing Items/Desk Lamp
PDQ Index Cards/Desk Organization	Desk Organization/PDQ Branded Writing Items	PDQ Writing Items/PDQ Highlighters	PDQ Writing Items
Paper Trays/Desk Organization	Paper Trays/Highlighters	PDQ Highlighters/Dry Erase Markers	PDQ Writing Items/Glue Sticks
Clipboards/Pencil Cases	Pencil Cases	Dry Erase Boards	PDQ Writing Items

BACK TO SCHOOL

Find Your School Supply List!



1. Scan the Code
2. Find Your School Supply List

Attach Blade sign to fixture using the hanger bar included in your Sign Kit.



Feature item signs every 4' - 8'.

The displays above are a guide - expand or consolidate depending on inventory and space available.



DOLLAR TREE®

Overview

Dollar Tree is partnering with Operation Homefront for the 2025 Back to School Brigade from **Saturday, July 5th – Thursday, August 7th**. Customers are encouraged to show their support for service members and their families by purchasing school supplies to fill the collection box.

Action Items

- Prepare the collection box for donations prior to the start of the drive. Collection boxes can be ordered using SKU 211512 – Vinyl Ball Collection Box.
- Ensure signage is set on Saturday, July 5th.
- Review the Back-to-School Brigade program with all associates by Saturday, July 5th and encourage them to ask each customer if they would like to purchase school supplies for military families.

(15) LONG SHELF TALKERS



Display (1) shelf talker every 4' on the Office Writing Wall, Paper Writing (Side A), Lunchbox (Side B), and/or Back to School Red Zone end caps.

(4) POS SIGNS



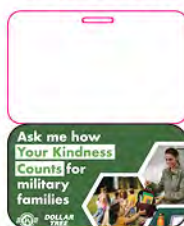
Place at the register for customer view.

(1) COLLECTION BOX POSTER



Display near front of the store.

(20) NAME BADGE EXTENDERS



Back to School Accessories

Set by 7/5
All Stores

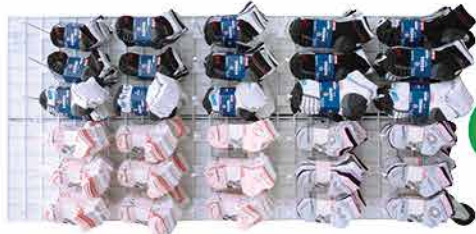
- One long side will feature \$5 Socks, and Leggings
- Two short sides will feature \$5 Socks.
- Displays should be set using 9-inch grid hooks.



\$5



\$125



\$5



\$5

Multi-Price Back to School

Set by 7/5
Large (X0), Super (RT)

BACK to SCHOOL
MORE CHOICES



Sharpie® Power Panel



Planners Floor Display

All Stores



Calendars Power Panel



Calendars or Planners \$2



Calendars

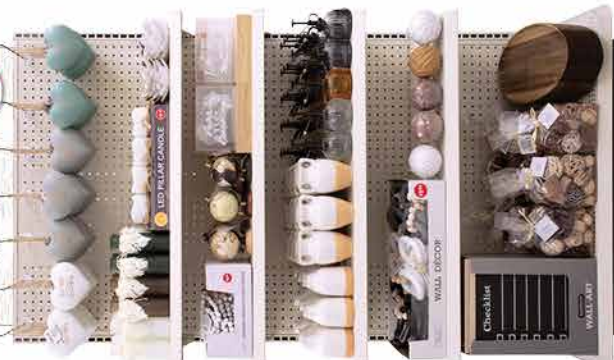
Set by 7/5
(Clip Strip: Calendar Notepad)
All Stores

Calendars or Planners \$2

Birch & Vine

Set by 7/5
Large (X0), Super (RT)

Birch & Vine
LED RELAX CANDLE \$125



The displays above are a guide - expand or consolidate depending on inventory and space available.

Plastics

Set by 7/5

(Clip Strip: Mini Storage Containers)
Medium (LO), Large (XO), Super (RT)



Laundry
Hamper
Stackout

Plastics

Set by 7/5

(Clip Strip: Mini Storage Containers)
All Stores



Laundry
Hamper
Stackout

Laundry
Power Panel



Stores
with limited
End Caps
should set in
Home Base.

Multi-Price Harvest Décor

Set by 7/10

Medium (LO), Large (XO), Super (RT)



Multi-Price Harvest Wreath

Set by 7/10

Large (XO), Super (RT)



Pampus
Stem Floor
Displayer



Fall Harvest

MORE CHOICES

Set by 7/10

DT Plus Super Stores (RT)



Harvest (Clip Strip: Scarecrow Pick)

Set by 7/17

All Stores



Multi-Price
Straw Bale
Stackout



The displays above are a guide – expand or consolidate depending on inventory and space available.

Harvest/ Halloween Craft – Side C

Set by 7/17
All Stores

Incorporate
packaway into
the Harvest
and Halloween
Craft displays.



Halloween Craft

\$1.50

2 SIBB! (Halloween Sign Kit)

Harvest Craft

\$1.50

Attach Blade sign to
fixture using gripper
sign holders included
in your Sign Kit.

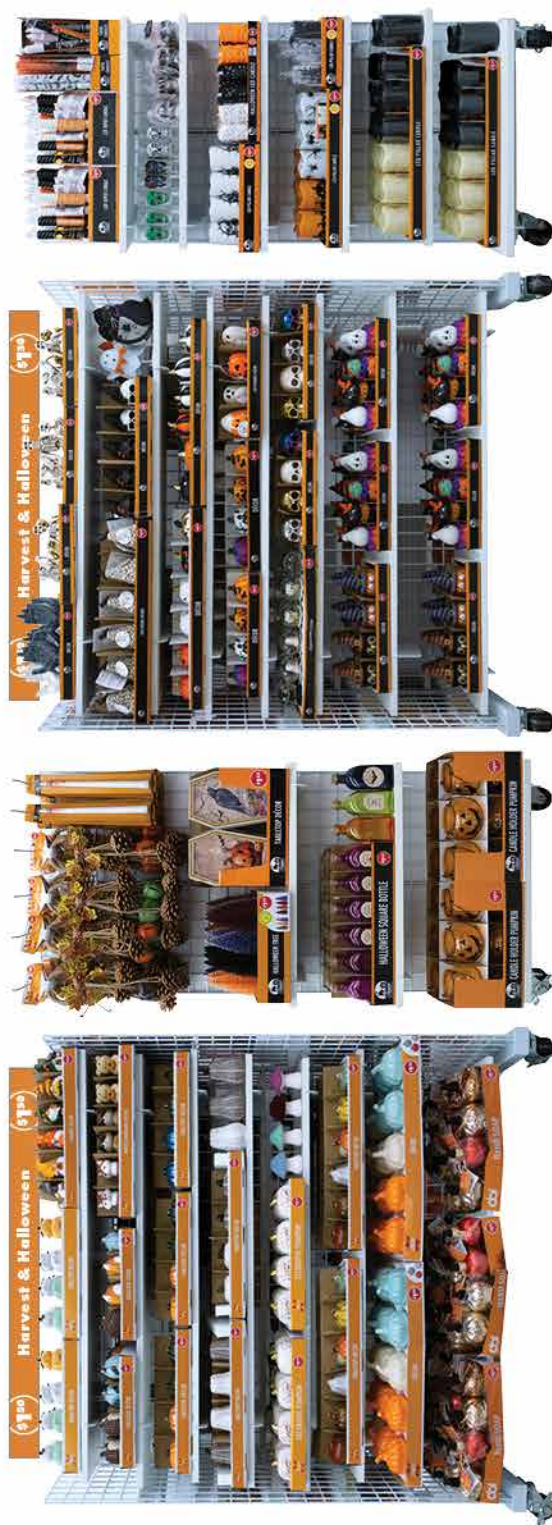
← Front of Store

Back of Store →

Halloween/Harvest Gift

Set by 7/24
All Stores

- Stores without an H-grid can set Gift on another promotional fixture such as a third promotional gondola, the Wall, or 4-Way.
- Incorporate packaway into the displays.
- Mounting hardware included in the Back-to-School Planner Sign Kit.



The displays above are a guide – expand or consolidate depending on inventory and space available.

All Stores



Halloween Light Up

Set by 7/17

All Stores

LED Lantern
Floor
Display



DT Plus Halloween Décor

(Clip Strip: Halloween Socks)

Set by 7/17

DT Plus Super Stores (RT)

Skeleton Décor
Floor Display



Halloween Gift Rounder

Set by 7/17

Medium (LO), Large (XO), Super (RT)

Remove current \$3 to \$5 topper sign and replace with new Great Gifts topper from your Sign Kit.



Continue to feature Summer Gift
on the back of the Gift Rounder.

Pumpkin Decorate

(Clip Strip: Can/Bottle Opener)

Set by 8/7

All Stores

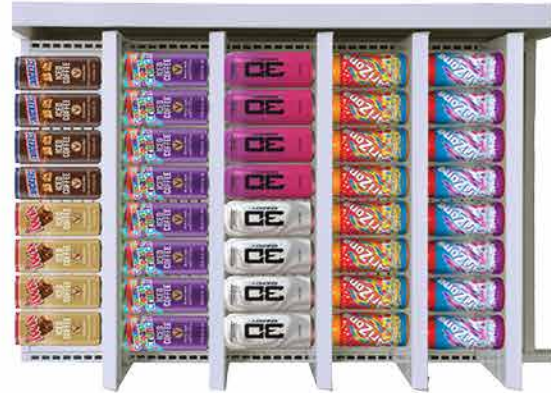


Pumpkin
Carving
Power Panel



The displays above are a guide – expand or consolidate depending on inventory and space available.

**Labor Day
Snacks 4-Way**
Set by 7/24
All Stores



**August
WOW Table**
Set by 7/31
All Stores



The displays above are a guide – expand or consolidate depending on inventory and space available.

DT Plus Harvest Set by 7/10 DT Plus Stores



- Condense Lawn and Garden, Summer Toys, and Plastics to make room for Harvest on 7/10.
- Set 12' of Harvest between Summer Toys and Plastics.



The displays above are a guide - expand or consolidate depending on inventory and space available.

DT Plus
Halloween
 (Clip Strip:
 Halloween Garland)
 Set by 7/24
 DT Plus Stores



• Condense Lawn & Garden and Beach to make room for Halloween on 7/24.

• Plastics condenses down to 4'.



The displays above are a guide - expand or consolidate depending on inventory and space available.

Sidewalk Sale

Refresh

A Sidewalk Sale is a great way to attract customers to the store & drive sales. Take advantage of the opportunity to drive sales with a Sidewalk Sale, keeping the following tips in mind.

Merchandising Tips

- Focus on one to two categories:
Summer Floral or Summer Toys.
- Set a category on either side of the store front entrance.
- Display merchandise, utilizing U-boats, mobile merchandisers, rolling bins, and or the floral rack.
 - Utilize one item (SKU) or “theme” per fixture.
 - Utilize U-boats to display larger items in displayers.

Labor Day

- Feature Summer Toys on the sidewalk displaying as case stacks and/or on U-boats.
- Fill and recover daily for a fresh, exciting and welcoming look.

FIRST IMPRESSIONS ARE IMPORTANT!

Treat the sidewalk as an extension of your storefront.



The displays above are a guide – expand or consolidate depending on inventory and space available.

DSD: The More You Know!

• Best Practices/General Information

- Partner with your DSD provider to accurately determine order needs for your store.
- Ensure beverage coolers are filled nightly before closing.
- Submit SSC Surveys to report Service Issues.
- Only accept DSD promotions and product as communicated in Ops Center.
- Do not accept deliveries of unauthorized product or fixtures from any vendor.
- Always follow the VIP check-in procedures when receiving a DSD delivery.

• Contacts:

- Submit an SSC Help Survey for service issues or concerns:
(SSC Help > DSD – Merchandise and Service Issues Only)
- Work with your local vendor to resolve check lane cooler repairs
and submit an SSC Help Survey: (SSC Help > DSD – Merchandise and Service Issues Only)
- Snack Zone cooler repairs should be reported through Office Trax.

Participating Programs:

• 1.25L Coke/Pepsi – All Stores

- Coke and Pepsi 1.25L product, 1 rack per vendor.
- Placement in the beverage aisle. Coke at the front & Pepsi at the back.

• Snack Zone – Select Stores

- Snack Zone Coolers and Cooler Toppers feature Multi Price DSD products.
- Cooler Vendors – Coke, Pepsi & Red Bull
- Cooler Topper Vendor – Frito Lay

• Promotional End Caps – LO/XO/RT Stores only

- Promotional DSD end caps are represented in the Sales Planner map for LO, XO & RT Stores.
- End caps will be communicated through the calendar on Ops Center.

• In Line Space

- Select DSD items such as bread, beverages and salty snacks are featured in line with the respective departments. Merchandise guidance is provided in the corresponding Display Guide.

DSD: Free Standing Fixtures

- All Stores serviced by Coke or Pepsi are required to feature the 1.25L racks (see images).
- Each vendor is approved for 1 rack.
- If you have a different fixture than shown, submit an SSC Help Survey (SSC Help > DSD – Merchandise and Service Issues Only) to report.
- Instruct the vendor to replace or remove the rack upon their next visit. No unauthorized fixtures are allowed in stores.



Checklane Coolers

Driving Incremental Sales with DSD Checklane Coolers.

- Cooler vendors will vary by market depending on the bottler.
- Work with your local bottler to manage order quantities and stay in stock between deliveries.
- Never accept an additional cooler without communication from the store support center.
- The vendors are responsible for cleaning the register coolers.
- Coolers should be filled every night to ensure product is cold for customers in the morning.
- Replenish coolers throughout the day based on sales rotating the warm product to the back of the cooler.
- Always follow the VIP process when checking in vendors.
- Stores with multi-panel checklanes should have single door units.
- Traditional checklanes should have 2 door units.
- Images provided are the standard version. All display guides for check-lane coolers can be found in Ops Center:

[\(Documents > Dollar Tree > Merchandising > Display/Flow Guides > Drink Cooler Flow Guides\)](#)

Standard 1 Door or 2 Door Unit



1 Door or 2 Door Unit w/Dr. Pepper



Standard 1 Door or 2 Door Unit



Standard 1 Door or 2 Door Unit



1 Door or 2 Door Unit w/Dr. Pepper



Snack Zone Coolers & Cooler Toppers

- Feature multi-price beverages delivered from the following DSD vendors only: **Pepsi, Coke, Red Bull**
 - Each Snack Zone Door is assigned to one DSD vendor.
 - Each door must have a price cling that matches the product.
- **4 Drink Cooler**
 - For stores where Pepsi does not deliver any products, double up on each door (2 coolers with Coke and 2 coolers with Red Bull).
 - For stores where Pepsi does not deliver Celsius, expand the Red Bull to 1 additional door.
- **3 Drink Cooler**
 - For stores where Pepsi does not deliver, use 1 full cooler for 20 oz. Coca Cola soda, 1 full cooler for Red Bull 12 oz., 1 cooler door for Red Bull 8.4 oz. and 1 cooler door for Smart Water, Vitamin Water, Body Armor Flash IV & Gold Peak.
- Snack Zone Cooler Toppers feature multi price chips from Frito Lay.
 - Each topper has a priced shelf strip.
 - If your store is currently serviced by Utz, Herrs, etc., continue to feature in-line with Salty Snacks.
 - If your store has a \$1.25 Frito section, continue to feature in line with Salty Snacks.

4 Cooler Configuration



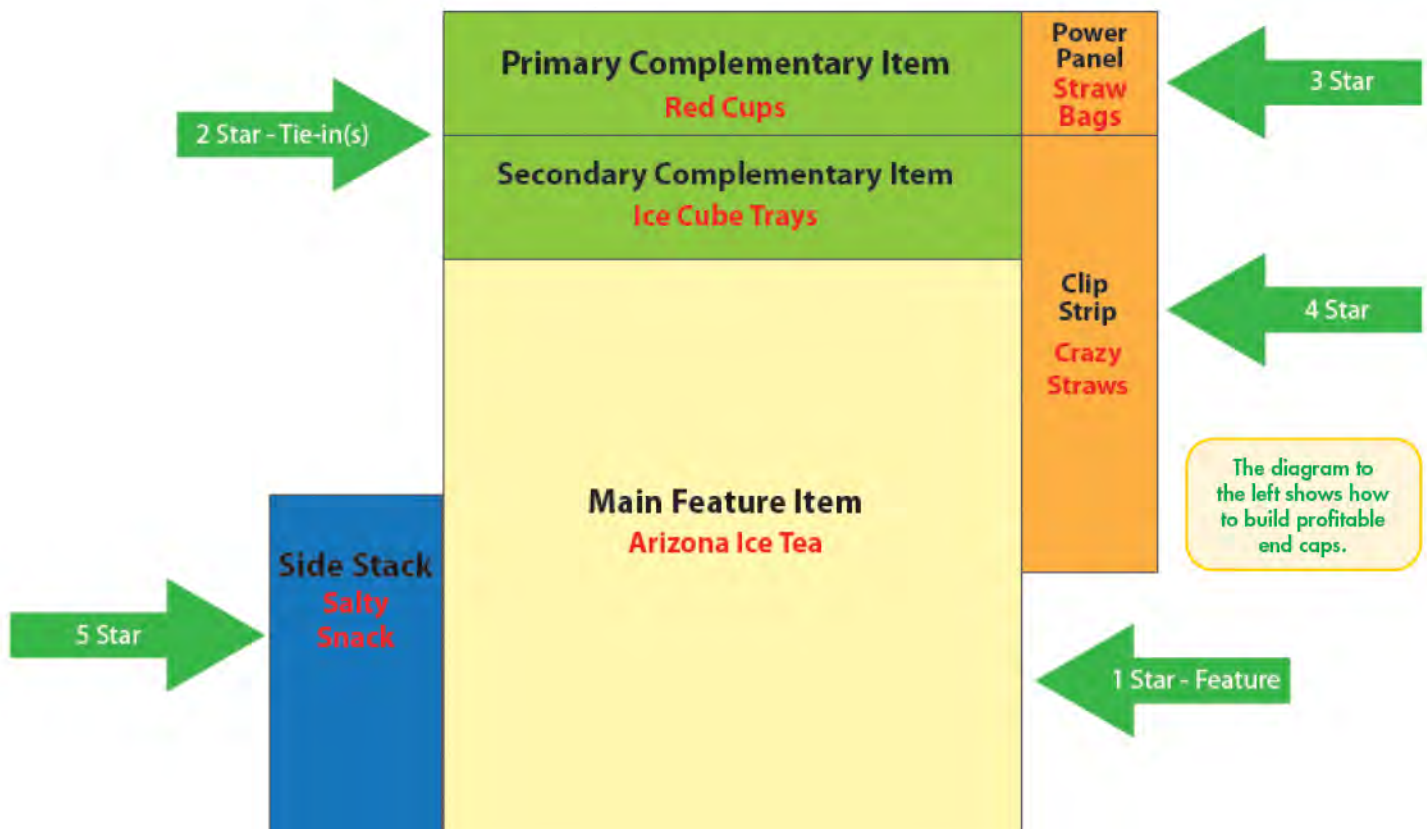
3 Cooler Configuration



Profitable End Caps

- Sales Planner End Caps are the first priority.
- Lower volume stores may not have enough product for all Sales Planner End Caps.
 - Display in home base if you do not have the quantities for a promotion.
- If you are building other Non-Sales Planner Displays, build end caps with 3-6 complementary items that encourage customers to buy more than one item and increase your average transaction.
- Profitable end caps include Clip Strips and Power Panels.
- Review the chart below showing how “Star” end caps make a difference in driving sales and margin.
- When building end caps, do not cover the end cap sign with product.

	End Cap 1		End Cap 2		End Cap 3		End Cap 4		End Cap 5	
	1 Star	Margin	2 Star	Margin	3 Star	Margin	4 Star	Margin	5 Star	Margin
Feature Item	Chemical	30%	Chemical	30%	Chemical	30%	Chemical	30%	Chemical	30%
Top Shelf Tie-in	→		Sponge	55%	Sponge	55%	Sponge	55%	Sponge	55%
Clip Strip Tie-in	→		→		Rubber Glove	55%	Rubber Glove	55%	Rubber Glove	55%
2nd Shelf Tie-in					→		Brush	55%	Brush	55%
Power Panel Tie-in							→		Hand Wipes	55%
Margin Totals	30%		43%		47%		49%		50%	



AISLE STACKS

- Use a single SKU, item, style or color.
- Set stacks 12', at an angle, to one side of an aisle.
- Ensure appropriate aisle clearance for customers using mobile assistance devices. (Wheelchairs, etc.)
- Maintain stack height from approximately 36" to 48" as cases and vendor display sizes vary.
- Cut cases using an angle or tray cut method leaving the bottom case uncut to support the stack.
- Use 8.5" x 11" signs on aisle stacks and vendor displays.
- Cut the entire top off the top box to display the feature product.
- Do not "case stack" glassware.
- If the aisle is 5' wide, stack outs cannot be more than 2' deep as we need 3' clearances.

Scrub Buddy
Sponges 6-pk.



Waste Baskets



Goofy String



Hangers



Laundry Baskets



Red Cups



Puppy Pads



\$5 Velvet Hangers



Tissues



FLOOR DISPLAYS

- Use vendor floor displays as directed by the Sales Planner and/or Merchandise Bulletin.

Scotch Tape Displayer



Assemble the tape display. Display near gift wrap.

Mailing Center



Display in the Red Zone. Refer to maps for placement.

Magic Towels



Display the Magic Towel fixture near the end cap on the main aisle closest to the entrance.

\$5 Rayovac®
Floor Displayer



Display near the DT Plus Aisle or near Electronics.

Seasonal
Foam Noodles



Display Foam Noodles near Seasonal Craft.

Check Lane & Impulse Grid

CHECK LANE & IMPULSE GRID

- Assortment is designed to increase the average ticket and drive profitable sales by offering “often forgotten items.”
- Consolidate inventory to your primary and secondary register if necessary.
- Check on-hands for accuracy and cycle count as needed if an item is out of stock.
- Stock the check lanes and impulse grids prior to the first hour of opening to ensure displays are full and ready.
- Make opening the second register from the front door a priority. This ensures Customers can see and shop our assortment of items.
- Refresh the Impulse Grid using the Display Guides in OPS Center.
- Check Lane now includes Multi-Price items and is set as a schematic to maintain price clarity.
 - Use generic \$1.25 shelf talkers on the Impulse Grid for price clarity.



Lollipops
Standard
Checkout
Stores:
Power Panel

Multi-Panel
Checklane
Stores:
Panel



PROMOTIONAL & PERMANENT POWER PANELS

- Items featured on the power panel should relate to the end cap and/or aisle to drive profitable sales.
- Maximize pre-loaded clip strips featured on the inside of the power panel by hanging strips in the waterfall format.
- Use an additional clip strip on the front of the power panel as a complementary item on the end cap.

PROMOTIONAL POWER PANELS

Mini Red Cups



Kitchen Textiles



Crayons



PERMANENT POWER PANELS

Butane Lighters

Medium (LO),
Large (XO), Super (RT)
End Cap near candles



Licensed
Placemats

Large (XO),
Super (RT)
End Cap near Tabletop



Pillow Cases

Medium (LO),
Large (XO), Super (RT)
Back End Cap of HBC



Shower
Liners/Rings

All Stores
End Cap near Bath



Reading Glass
Accessories

Medium (LO),
Large (XO), Super (RT)
End Cap near readers/HBC



Placemats

All Stores
Household End Cap



Stickers

All Stores
End Cap adjacent
to Teaching Tree



Wall Decals

Medium (LO)
End Cap near Home Décor



CLIP STRIPS

- Merchandise as a "complementary" item to an end cap or in-line display.

Display Method

- Hook on the front of a shelf/basket at 8' intervals (Party Patterns every 4') set at double length for capacity and presentation.
- Feature items received in large quantities on the inside of a power panel, lesser quantities on the front of a power panel.

Best Practice

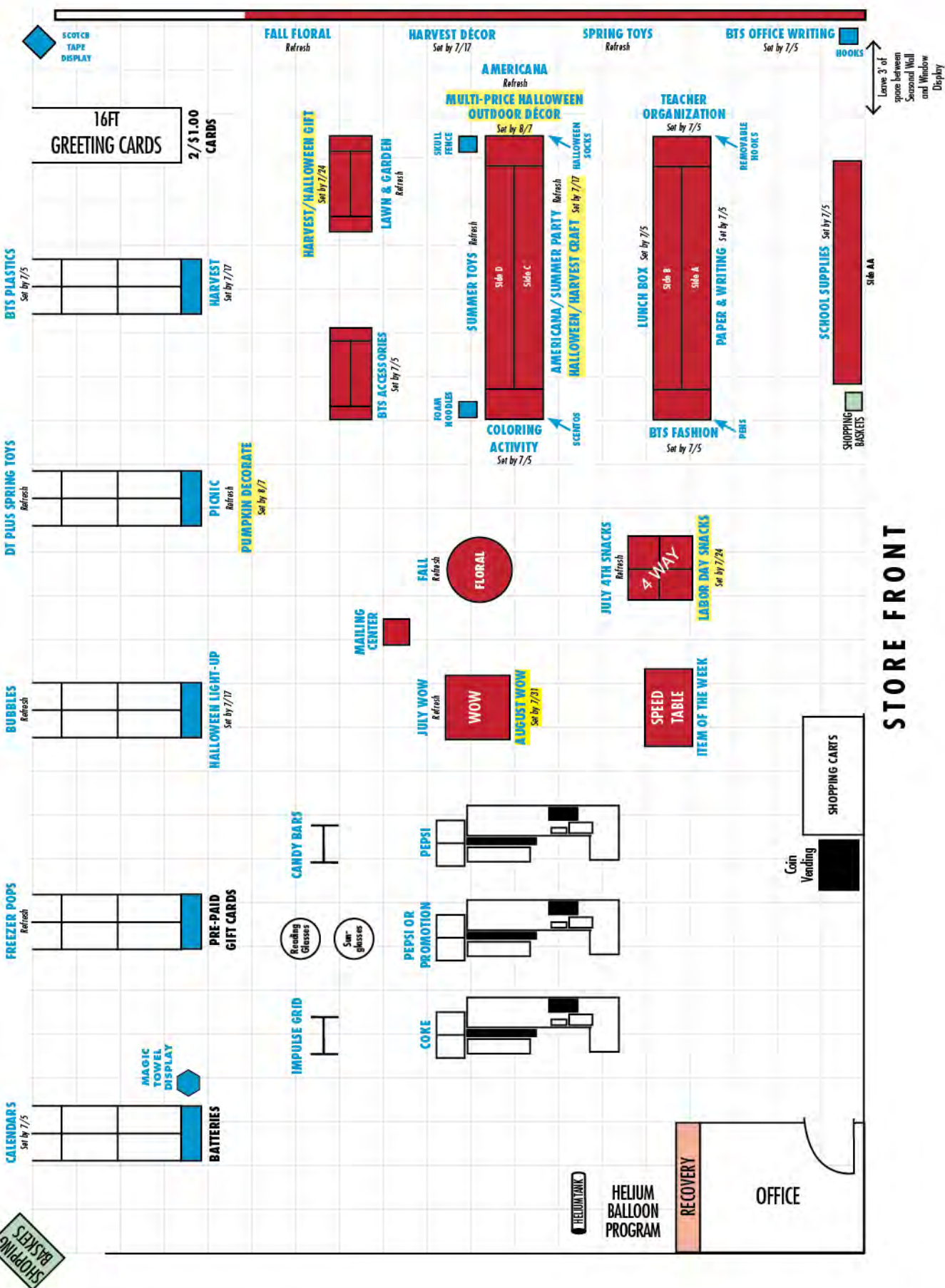
- Stage in the "quick to the floor" area of the stockroom as you receive the truck.
- Cartons containing clip strips can be identified with the icon shown.
- Push all received to the sales floor each week, display as noted.



Small (SO) Map

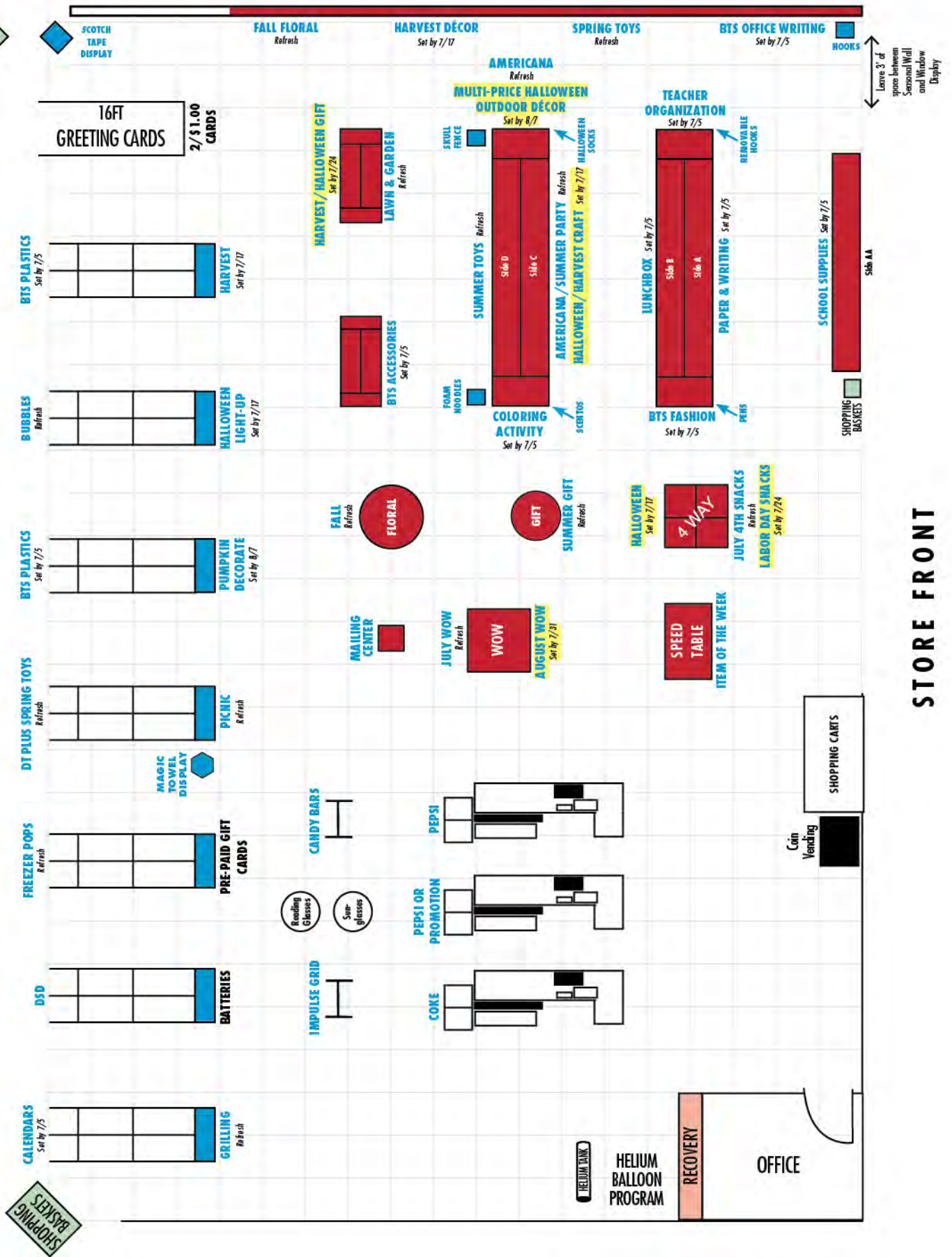
Small (50) Stores Permanent End Caps - Batteries, Pre-paid Gift Cards.

Small (SO) Stores Permanent Power Panels - Stickers, Lollipops.



Medium (LO) Stores Permanent End Cap - Batteries, Pre-paid Gift Cards.

Medium (LO) Stores Permanent Power Panels - Botane Lighters, Stickers, Lollipops, Reading Glass Accessories.

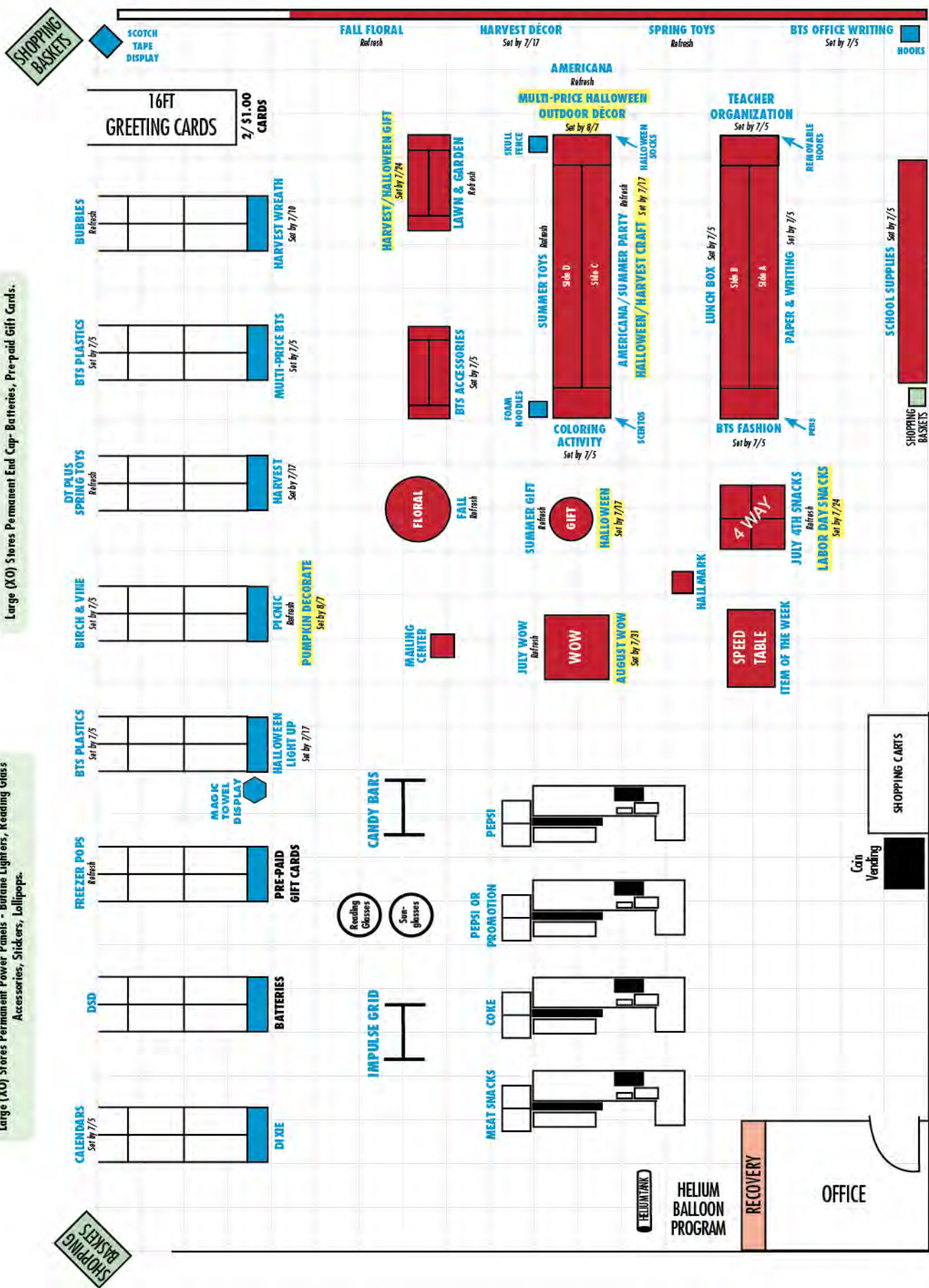


STORE FRONT

Large (XO) Map

Large (XO) Stores Permanent End Cap- Batteries, Pre-paid Gift Cards.

Large (XO) Stores Permanent Power Panels - Butane Lighters, Reading Glass Accessories, Slickers, Lollipops.

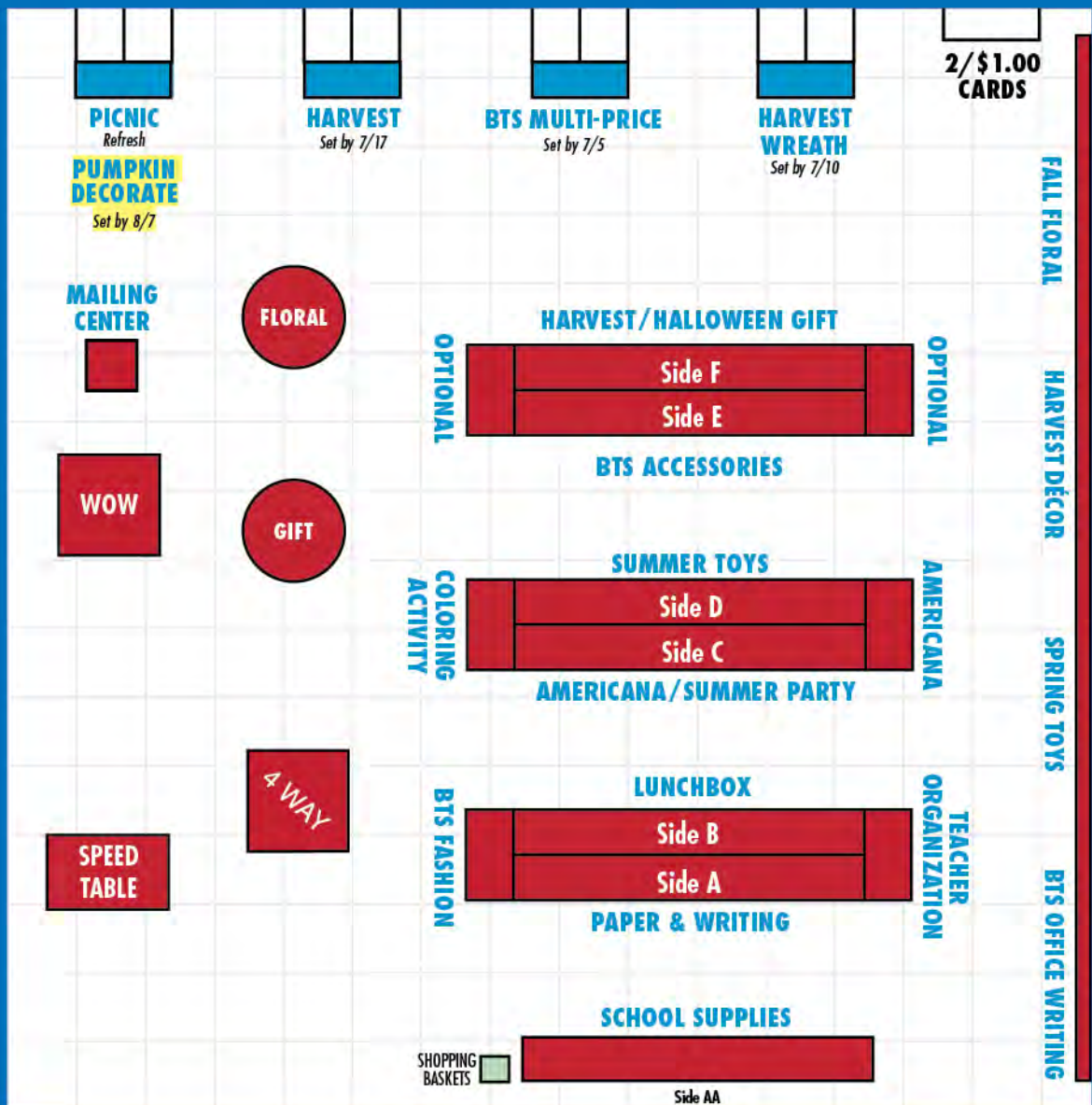


STORE FRONT

3rd Gondola Map - Small (SO), Medium (LO), Large (XO)

Storefront fixtures may vary based upon space availability in your store. Use the maps below to guide placement of gondola features.

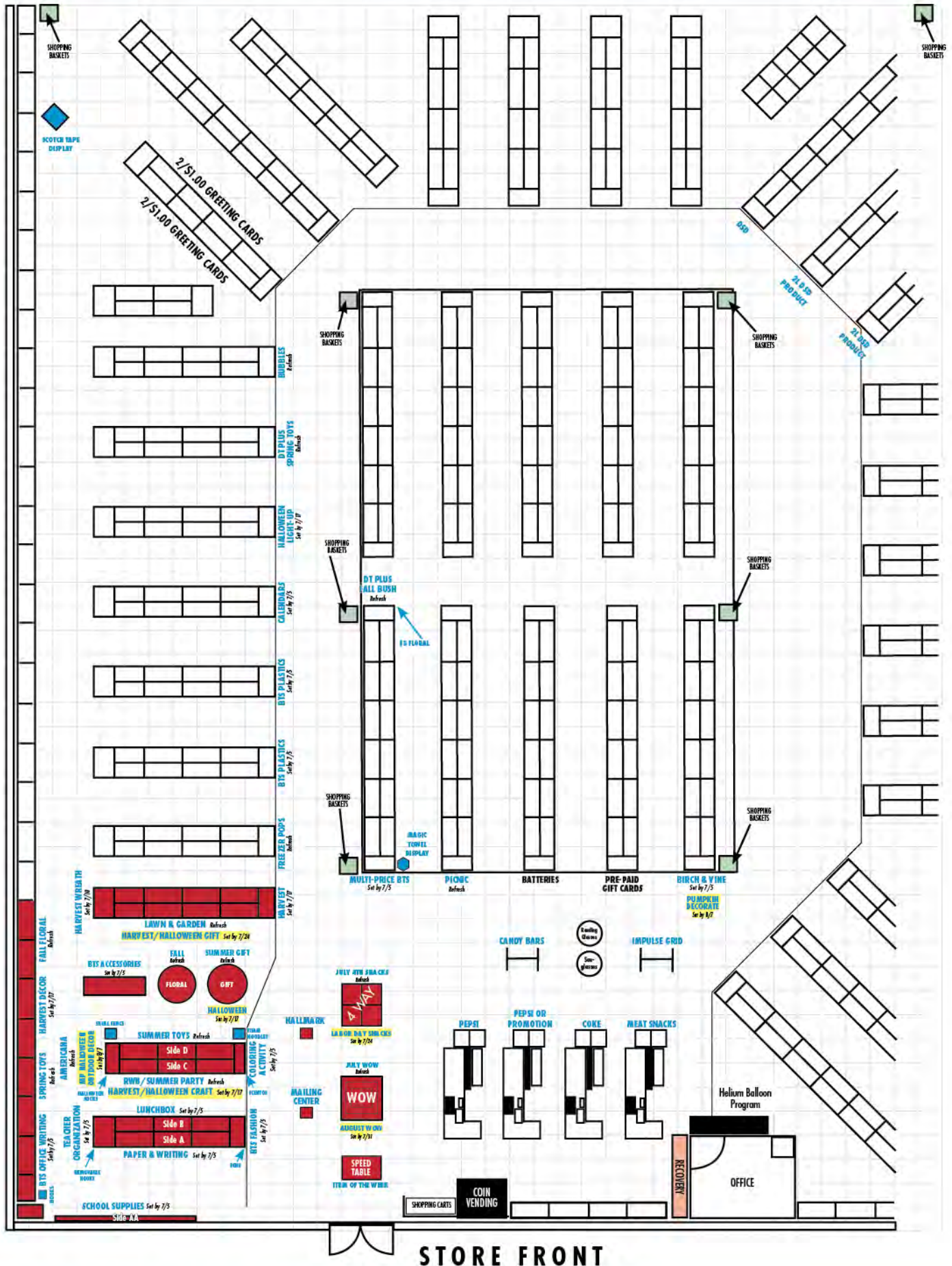
- It is important to feature all the displays in the Sales Planner.
- If your store does not have a 4-Way, product may be featured on an available end cap.
- If your store does not have an H-Grid, product may be featured on the end caps of the 3rd gondola.
- Keep like items and themes together when mapping your Red Zone.



Super (RT) Map

Super (RT) Stores Permanent End Cap - Batteries, Pre-paid Gift Cards

Super (RT) Stores Permanent Power Panels - Butane Lighters, Reading Glass Accessories, Stickers, Lollipops.



STORE FRONT

Drive Sales – Plan Ahead!

Use this page to draw your Sales Floor layout.

