

Bonitas
International



DIRECT TO
STORE
VENDOR
DISPLAY
GUIDELINES

Fully Merchandised

SIDEKICK PROGRAM

PET LOVER ESSENTIALS

Keychain w/matching Collar Charm,
Zipper Wallets & Lanyards

SIDEKICK EXAMPLE

SKU # (to be provided by Bonitas)

Retail \$1BD



- Keychain w/matching Collar Charm for your pet!
- Essential items for ID card, credit cards, keys, pouches, phone, cruise or resort access cards
- Lanyards are breakaway safe

SIDEKICK – 156 PCS

Keychain w/ Collar Charm – 48 pcs

Zipper wallets – 48 pcs, Lanyards – 60 pcs

Cost: \$XXX.XX (\$X.XX ea)

MSRP: \$XXX.XX (\$X.XX ea)

IMU: XX%

End Cap

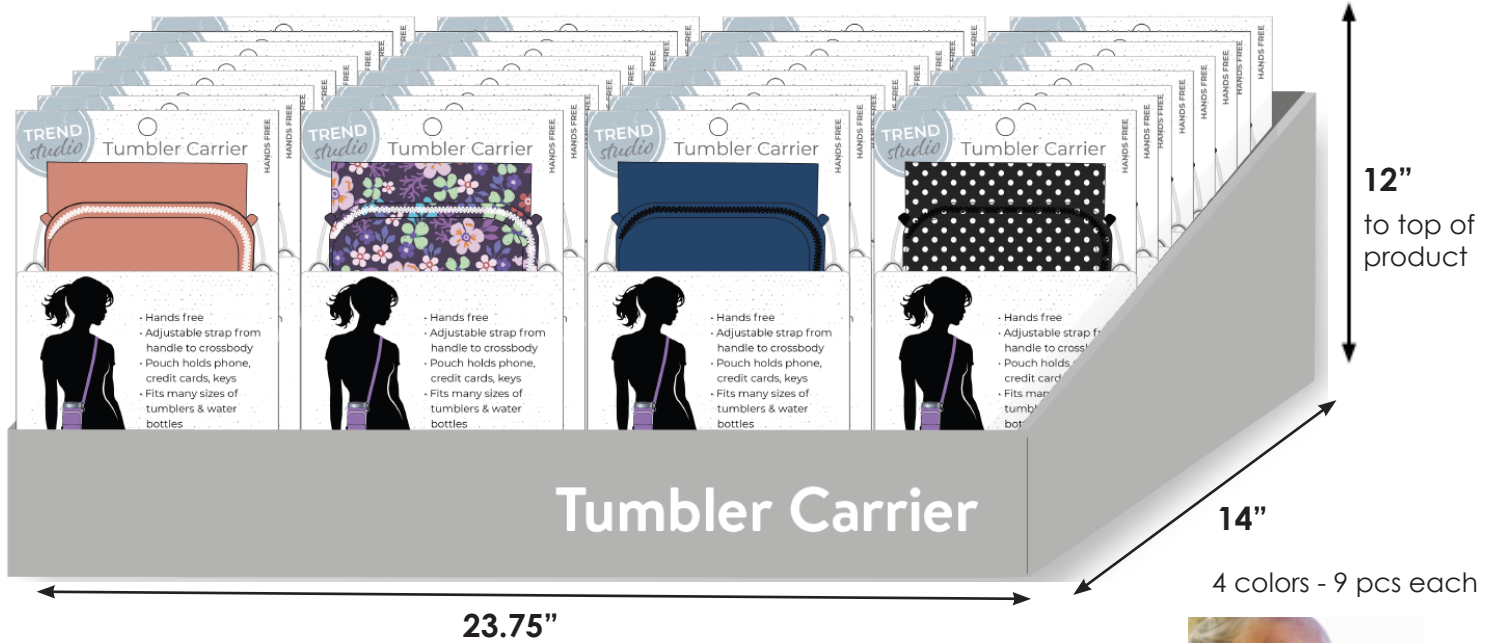
Tray

Tumbler Carrier | \$XX.XX Retail

SHELF TRAY EXAMPLE

SKU#providedbyBonitas

Items are also peggable



NEW COLORS!



SHELF TRAY – 36 PCS

Cost: \$XXX.XX (\$X.XX ea)

MSRP: \$XXX.XX (\$XX.XX ea)

IMU: XX%

- Hands free
- Adjustable strap from handle to crossbody
- Pouch holds phone, credit cards, keys
- Fits many sizes of tumblers & water bottles

Fully Merchandised
**PROGRAMS- FRONT-END
 FEATURE TRAYS**

Snow in Seconds

Retail \$X XX

SKU# TBD

SHELF TRAY EXAMPLE



Scan me!



- Feels like real snow
- Doesn't melt
- Each pack makes 1 gallon
- Also great for holiday decor



23.75"

SHELF TRAY – 100 PCS SKU# (tbd)

Cost: \$XXX.00 (\$X.XX ea)

MSRP: \$XXX.00 (\$X.XX ea), IMU: XX%



Walmart

Secondary Packaging

PDQ Displays

September 13, 2024

Pretty Darn Quick

- or -

Product Displayed Quickly

Retail Link and Safety Statement

ATTENTION - Quarter pallets and floor stand displays are for approved programs only.

Toy dept - Supplier must gain approval from buyer to use allocated space.



Retail Link 

[Retail Link](#) > [Learn](#) > [Walmart](#) > [Managing Items](#) > [Packaging](#)

Safety Statement



The one critical area that must be considered with each display design is safety. When a display fails in transit, in the distribution channels, or on the retail floor, customer and associate safety is at risk. Adhere to all design information provided in this document as a way to minimize failures and maximize safety. If there are any questions or concerns along these lines, we will default to what is safest for all concerned.

SRP/PDQ display design should always err on the side of caution and strive to create a safe point-of-purchase vehicle for everyone, from those in the supply chain (logistics and shipping), to the store associates, and ultimately the Walmart shopper.

Supplier compliance to this guide will help to make all SRP/ PDQ displays safe for all Walmart customers, associates and Suppliers.

PDQ Display Rules

The following rules have been developed to help Suppliers design the most effective PDQ display for the Walmart store environment.

Rule 1 – Deliver The Message

Messages featured on PDQ displays must be tailored to deliver an impact. The message must be clear, concise, and effectively engage the customer through education, inspiration, or demonstration. It must address a customer need and complement Walmart's tone and voice.

Tips for designing a successful PDQ display:

- Immediately engage customer.
- Illustrate value to the customer.
- Clearly display Walmart price and product description.
- Keep message short and simple.



Rule 2 – Structural Integrity

A PDQ display must be designed and built to withstand the rigors of the retail environment, including customer interaction, throughout the duration of its life on the sales floor. This requires close attention to the strength and durability of materials and components used. Safety is a priority for both customers and employees.

Tips for designing a safe, durable PDQ display:

- Design within recommended and/or required specifications.
- Keep safety in mind during design, installation and tear down.
- Match materials and manufacture processes to Supply Chain performance requirements.
- Use only hardware that has been determined to be the safest and most effective option. When used correctly, internal hardware components can simplify a display and increase overall strength. When used incorrectly, they could cause display failure.
- Testing is recommended to ensure durability through Supply Chain and life cycle of the display. ISTA testing is required for any display unit over 500 lbs.
- Build display with 100% corrugated materials when possible to support Walmart's dedication to sustainability.



Source Sustainably

Get credit for improving your packaging by joining Project Gigaton.

200# Mullen board grade - required

- Palletized displays must be produced with a minimum of 200# Mullen Board grade.

Rule 3 – Clear Price Impression

Walmart uses a Goal Post Price Sign to clearly communicate price to customers throughout the store. All PDQ pallet displays must include an effective, built-in method for holding a Goal Post Price Sign.

Tips for building a Walmart price-compliant PDQ display:

- Design the display so that a goal post pole fits within the body of the display or attaches to the display.
- All PDQ pallet displays must be clearly marked "Insert goal post here" so that store associates know where to the place the Goal Post Price Sign.



PDQ Display Rules, cont...

Rule 4 – Manage Inventory Turnover

Inventory turnover ratio is a measure of the number of times total store inventory is sold within a specific time period. The equation for this ratio is the cost of goods sold divided by average inventory for the same time period. This ratio is helpful in determining how quickly product is being sold, which then helps determine how much replacement inventory to bring in. In an ideal world, inventory would be replenished at the same rate at which it's sold, thereby eliminating the need for storage.

Tips for more effectively managing inventory turnover:

- Keep inventory turnover ratios in mind when shipping merchandise to be sold in stores. This helps keep stores from getting overloaded with excess inventory.
- Take a look at the previous year's inventory levels by month in order to factor in seasonality when forecasting this year's inventory needs.
- Know which products are the top sellers in each department and stock accordingly.
- Stay in touch with consumer shopping trends to ensure that inventory levels are ready to meet demand.



Rule 5 – Maintain Clean Line of Sight

When looking down Action Alley, each PDQ pallet display must be the same height in order to create a clean line of sight. By maintaining a consistent line of sight, stores will have a cleaner, more organized appearance which is appealing to customers.

Tips for maintaining a clean line of sight:

- Design and build PDQ displays according to Walmart's recommended standards and specifications. This will ensure that all displays are of similar dimensions regardless of Supplier.
- Always include space for a Goal Post Price Sign to be inserted on the display unit.
- Ensure that product is secured on display and cannot be easily knocked onto the floor.
- Refrain from designing displays that have extra pieces sticking out into the aisles.

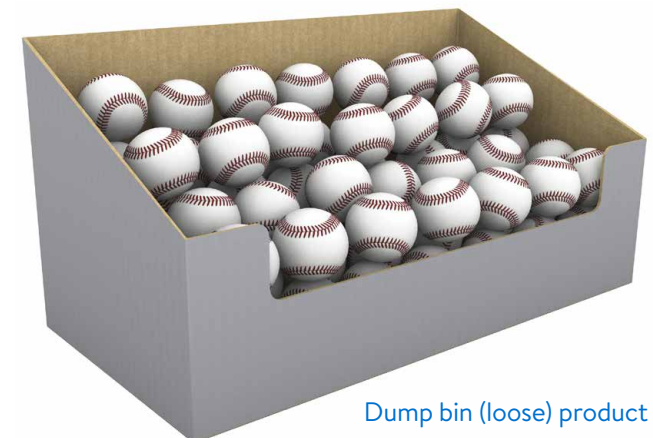
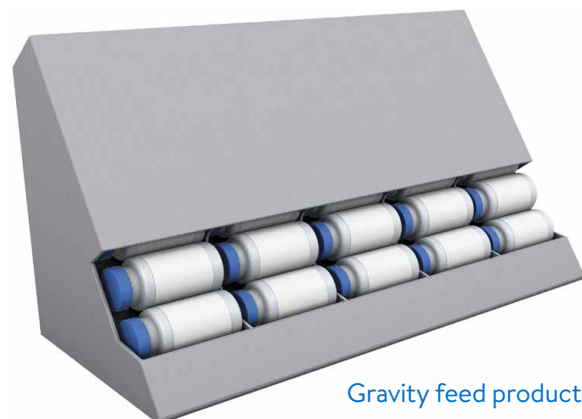
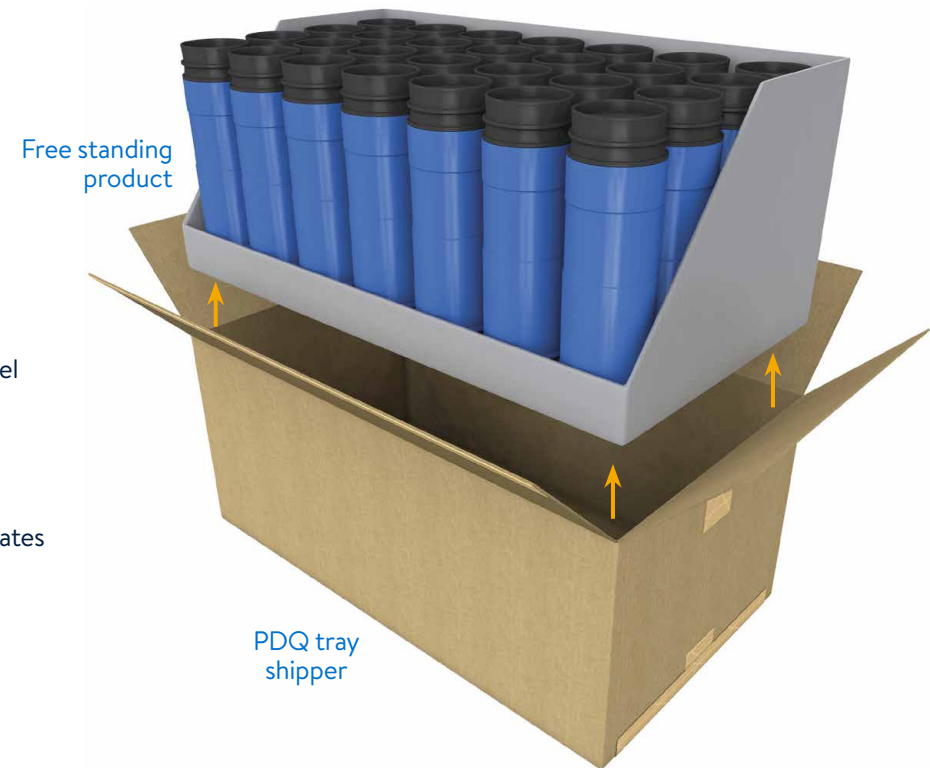


PDQ Display Tray

A PDQ tray display is a small feature vehicle for quickly merchandising promotional products on a store shelf.

PDQ Tray Display Guidelines

- PDQ trays can be designed to be stacked on a pallet or on a shelf, or placed side-by-side in the intended selling space.
- PDQ trays ship in a single shipper. The shipper must provide adequate protection so that the PDQ tray and product arrives to the stores intact. Stadium style trays with a higher back panel and/or side panels that extend to the full height of the product can provide additional protection during shipment.
- Merchandise must be contained safely and securely within a PDQ tray.
- PDQ trays must be easy to shop by customers and easily restocked or moved by store associates without damaging the tray or merchandise.



PDQ Display Tray Sizing

Display Tray Sizing

- The sum of all PDQ display trays used on a single shelf must be 1/2" less than actual shelf width. All store shelves have side support brackets that could damage the PDQ tray if not sized correctly.
- PDQ trays must not exceed 14" in depth.
- PDQ tray maximum weight: 50 lbs.

48" width x 14" depth (side counter and end caps)

- Do not use a single 48" wide PDQ tray.

- Two 23.75" wide trays = 47.5" (1/2" less than shelf width)

36" width x 14" depth (end caps)

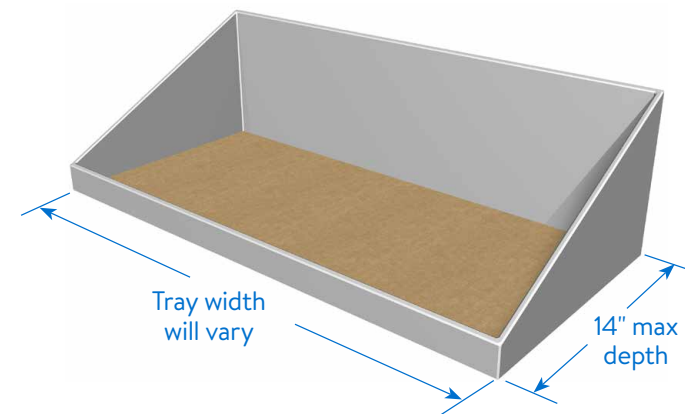
- One 35.5" wide tray or two 17.75" wide trays (1/2" less than shelf width)

30" width x 14" depth (4-way and end caps)

- One 29.5" wide tray or two 14.75" wide trays (1/2" less than shelf width)

24" width x 14" depth (cosmetic end caps)

- One 23.5" wide tray (1/2" less than shelf width)



Side bracket can damage product and PDQ display tray.

PDQ Sidekick Displays

A PDQ sidekick display is a compact, lightweight display that is designed to be space efficient and easy to set up. It is intended for impulse buying. PDQ sidekicks hang inside a wire frame fixture, usually located at the end of an aisle, on the left-hand side of an end cap (facing the end cap). Actual placement will vary by store.

PDQ Sidekick Sizes

- 14" maximum width
- 5" maximum depth (with product bin opened)
- 24" height
- 48" height
- Peg hook length - 4" maximum



Maximum Weights

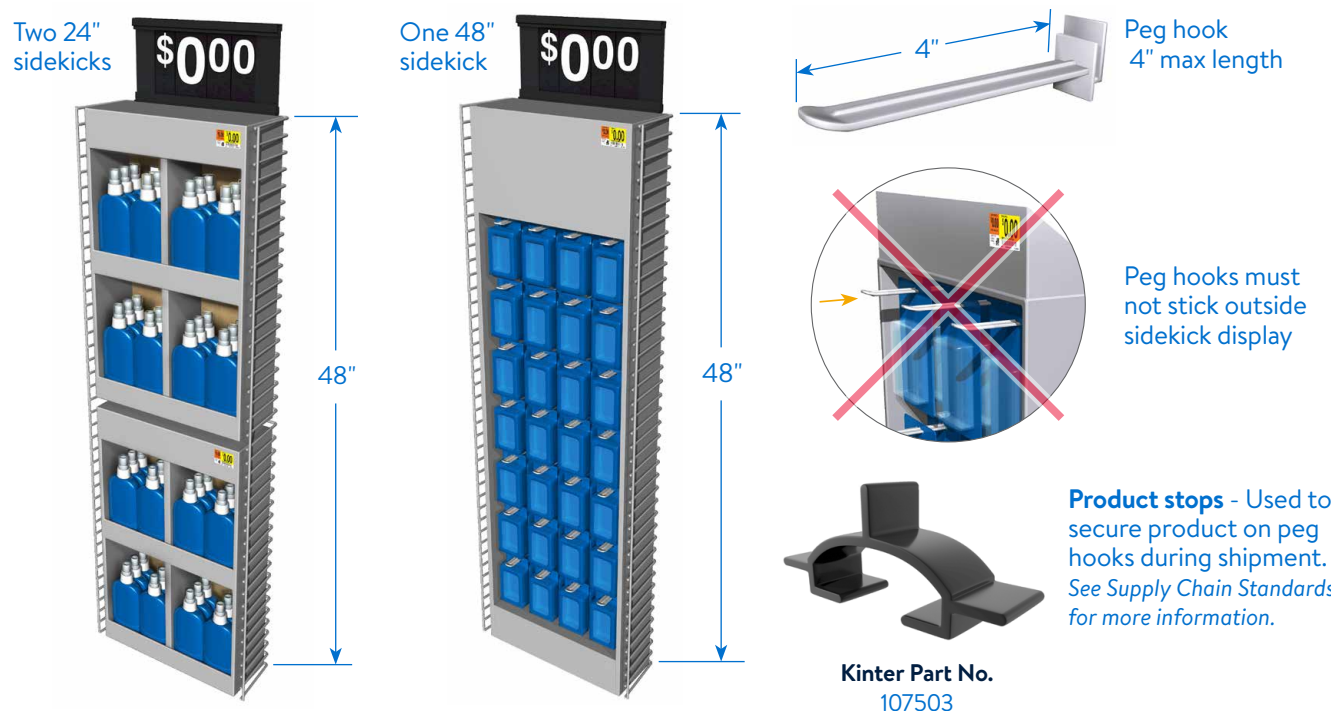
- 25 lbs. for 24" sidekick
- 50 lbs. for 48" sidekick

Headers and Graphic Panels

- Headers or graphic panels should be included as part of the sidekick rather than having separate parts that need to be assembled.

Integrity

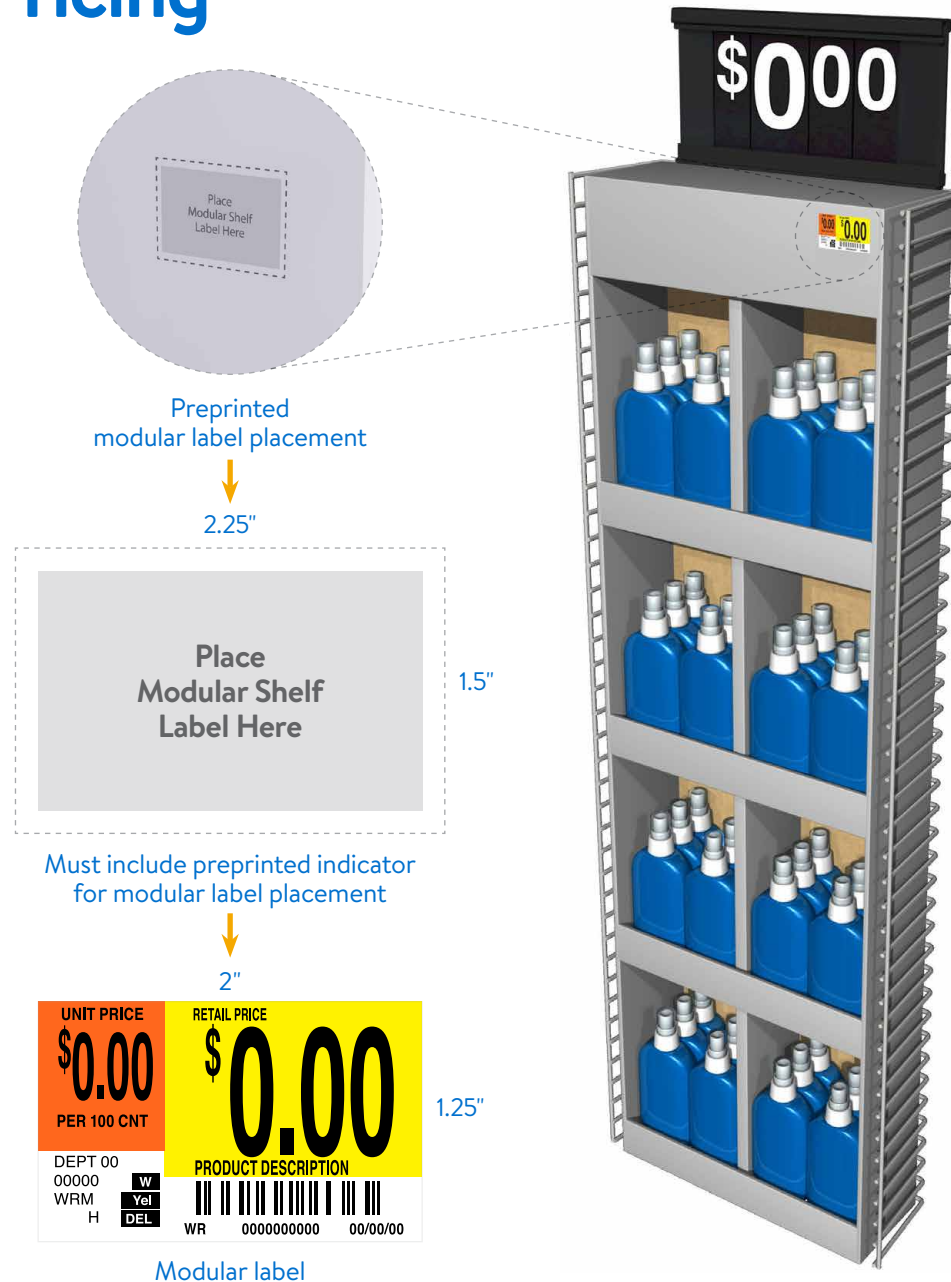
- Pegged product and shelf-style PDQ sidekicks must have rolled edges for added strength and overall display presentation.
- PDQ sidekicks with products on hooks must be properly secured and tested for shipment. The sidekick display must be fully loaded with merchandise to ensure that the weight of the product will hold up in-store.



PDQ Sidekick | Walmart Pricing

Sidekick Walmart Pricing

- Walmart in its sole discretion determines the retail prices of the products in displays.
- All products in a PDQ sidekick display must be one Walmart price point.
- When PDQ sidekick displays are hung within the wire frame fixture they will be priced with the in-store pricing sign on top of the wire frame.
- Preferred placement of modular label is in the top right corner of PDQ sidekick.



PDQ Sidekick Hardware and Safety

PDQ Sidekick Display Hardware

PDQ sidekicks must be designed to be hung inside a standard PDQ sidekick wire frame. Hanging hardware must be included in the PDQ sidekick shipper in order for store associates to hang the PDQ sidekick safely and securely.

Safety Considerations

PDQ sidekicks must securely hold the product in place during shipping and at store level. To ensure structural integrity, each display must be tested fully loaded with merchandise.

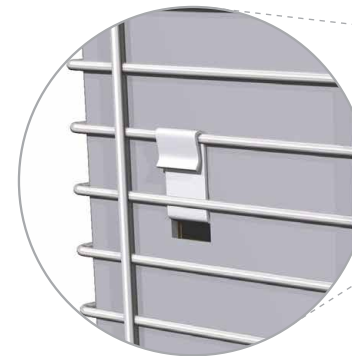
S-clip Hardware

- Must be included with all PDQ sidekicks.
- Several different types of clips are available. Weight of the sidekick loaded with merchandise must be considered when ordering clips.
- It is important to design a PDQ sidekick display with the S-clips in the proper location so that when it is hung it fits within the sidekick wire frame.
- Do not use zip ties to hang PDQ sidekick displays.

The hardware shown can be purchased from <http://kinter.thomaswebs.net>.



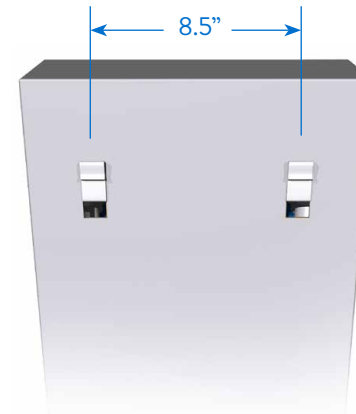
S-clip



Clips onto sidekick wire frame



Do not use zip ties to hang sidekick displays.



Proper S-clip location

Back view of sidekick wire frame

