



NEWS RELEASE

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New signs illuminate commissary savings

*By Kevin L. Robinson,
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FORT LEE, Va. – Commissary customers can always expect to see average savings of 30 percent or more in their stores. However, the Defense Commissary Agency recently unveiled new promotional signs to illuminate even greater deals, said the agency’s director and CEO.

DeCA’s new promotional sign program is a joint effort with the commissary’s industry partners that will help customers get the most value from their commissary benefit, said Joseph H. Jeu. The signs, marked as “Extra Savings,” “Everyday Savings” and “Hot New Item,” began showing up in stores June 1.

“The signs are sturdy, eye-catching and help draw more attention to both the extra discounts available in their commissaries during promotional periods and to everyday savings,” he said. “The messages and the colorful graphics communicate the tremendous value our customers experience as they consistently use their benefit.”

As a benefit, commissaries sell products at cost. However, certain items are discounted beyond normal store savings during promotional periods or as special daily sales items. Previous sales signs required ties, clips, arrows and tape to keep them on the shelves. The ensemble made for a cluttered shelf area. Also, the old signs were printed on paper that was often curled up, especially when exposed to moisture in refrigerated and frozen food departments.

The new signs are printed on vinyl that’s more durable and coordinates well with standard price labels and electronic shelf labels. Along with communicating promotion, the signs also include the product name, sale price and the amount of savings.

“Extra Savings” indicate products that are part of a promotional package, such as a special on barbecue sauces and other related grilling items. “Everyday Savings” point to items marked as daily low price sales. They aren’t necessarily tied to any promotional packages. And last, “Hot New Item” represents products that have been introduced to the store within the past three months.

“We see these signs as a shopping multiplier that helps our customers identify where the best savings are,” said DeCA Sales Director Chris Burns. “This is yet another example of where DeCA and its network of industry partners – manufacturers, vendors, suppliers and brokers – have worked together to promote the value of the commissary benefit.”

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About DeCA: *The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings amounting to thousands of dollars annually. For current savings figures for various groups – single member up to a family of seven – visit <http://www.commissaries.com>. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America’s military and their families, and help recruit and retain the best and brightest men and women to serve their country.*