

DEODORANT 4 FT. SECTION (LOW PROFILE)

HQ DeCA PLANOGRAM

CLASS 1 STORES

ADDED 1204403752
DELETED 1204403993



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER CHARLIE DOWLEN.

31 JANUARY 2017

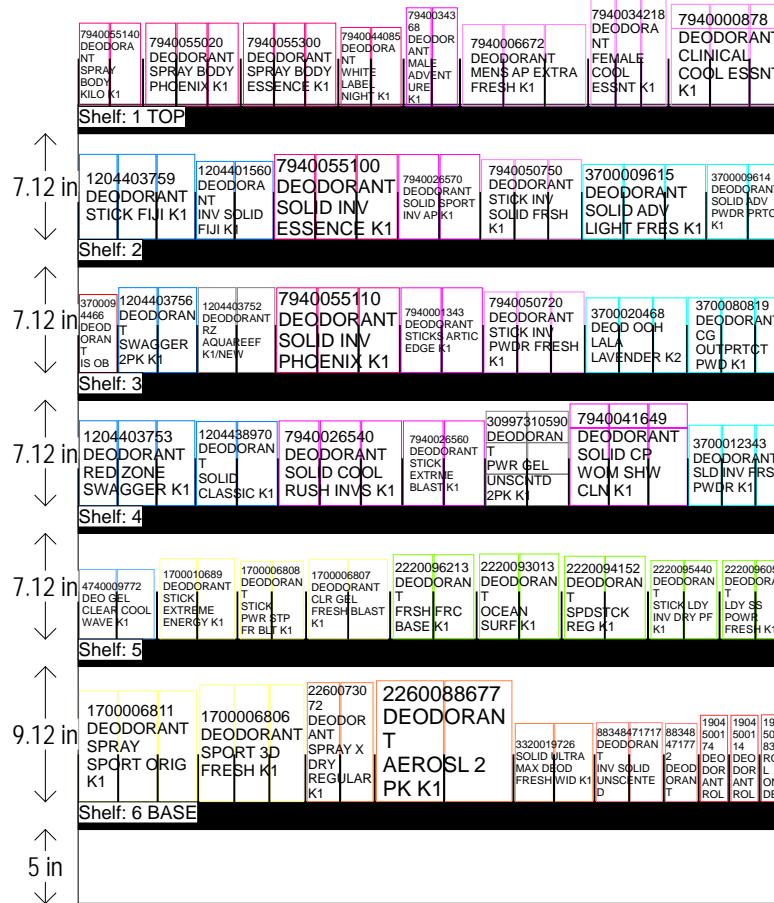
FACINGS MAY BE ADJUSTED TO ACCOMMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

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DEODORANT 4 FT. SECTION (LOW PROFILE)

SHELF:1 TOP		WIDTH:48 in		MERCH HEIGHT:8.00 in			DEPTH:22 in			SPACE AVAIL:1.80 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7940055140	AXE	DEODORANT SPRAY BODY KILO	4.00OZ		2	K1	12	20	1.67	5.62 in	2.04 in	2.09 in	Front	
2	7940055020	AXE	DEODORANT SPRAY BODY PHOE...	4.00OZ		3	K1	12	30	2.50	5.62 in	2.04 in	2.09 in	Front	
3	7940055300	AXE	DEODORANT SPRAY BODY ESSE...	4.00OZ		3	K1	12	30	2.50	5.62 in	2.04 in	2.09 in	Front	
4	7940044085	AXE	DEODORANT WHITE LABEL NIGHT	3.80OZ		2	K1	12	20	1.67	5.33 in	2.00 in	2.09 in	Front	
5	7940034368	DEGREE	DEODORANT MALE ADVENTURE	3.80OZ		2	K1	12	24	2.00	6.65 in	1.70 in	1.77 in	Front	
6	7940006672	DOVE	DEODORANT MENS AP EXTRA FR...	2.70OZ		3	K1	12	51	4.25	5.52 in	2.73 in	1.23 in	Front	
7	7940034218	DOVE	DEODORANT FEMALE COOL ESSNT	3.80OZ		3	K1	12	36	3.00	7.48 in	1.65 in	1.77 in	Front	
8	7940000878	DOVE	DEODORANT CLINICAL COOL ESS...	1.70OZ		3	K1	24	51	2.13	5.25 in	2.60 in	1.64 in	Front	

SHELF:2		WIDTH:48 in		MERCH HEIGHT:7.12 in			DEPTH:24 in			SPACE AVAIL:0.06 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1204403759	OLDSPICE	DEODORANT STICK FIJI	3.00OZ		3	K1	12	57	4.75	5.75 in	2.56 in	1.25 in	Front	
2	1204401560	OLDSPICE	DEODORANT INV SOLID FIJI	2.60OZ		2	K1	12	38	3.17	5.28 in	2.56 in	1.25 in	Front	
3	7940055100	AXE	DEODORANT SOLID INV ESSENCE	2.70OZ		3	K1	12	60	5.00	5.74 in	2.72 in	1.20 in	Front	
4	7940026570	DEGREE	DEODORANT SOLID SPORT INV AP	2.70OZ		2	K1	12	40	3.33	5.74 in	2.71 in	1.20 in	Front	
5	7940050750	DOVE	DEODORANT STICK INV SOLID FR...	2.60OZ		3	K1	12	54	4.50	5.40 in	2.21 in	1.30 in	Front	
6	3700009615	SECRET	DEODORANT SOLID ADV LIGHT F...	1.60OZ		3	K1	12	51	4.25	5.07 in	2.72 in	1.41 in	Front	
7	3700009614	SECRET	DEODORANT SOLID ADV PWDR P...	1.60OZ		2	K1	12	34	2.83	5.07 in	2.72 in	1.41 in	Front	

SHELF:3		WIDTH:48 in		MERCH HEIGHT:7.12 in			DEPTH:24 in			SPACE AVAIL:0.17 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	3700094466	OLDSPICE	DEODORANT IS OB PURE SPORT ...	2.60OZ		1	K1	12	19	1.58	5.28 in	2.56 in	1.25 in	Front	
2	1204403756	OLDSPICE	DEODORANT SWAGGER 2PK	3.00OZ		2	K1	6	18	3.00	5.75 in	2.60 in	2.45 in	Front	
3	1204403752	OLDSPICE	DEODORANT RZ AQUAREEF	3.00OZ		2	K1/NEW	12	38	3.17	5.75 in	2.56 in	1.25 in	Front	1/31/2017
4	7940055110	AXE	DEODORANT SOLID INV PHOENIX	2.70OZ		3	K1	12	60	5.00	5.74 in	2.72 in	1.20 in	Front	
5	7940001343	DEGREE	DEODORANT STICKS ARTIC EDGE	3.00OZ		2	K1	12	40	3.33	5.74 in	2.72 in	1.20 in	Front	
6	7940050720	DOVE	DEODORANT STICK INV PWDR FR...	2.60OZ		3	K1	12	54	4.50	5.45 in	2.21 in	1.30 in	Front	
7	3700020468	SECRET	DEOD OOH LALA LAVENDER	2.70OZ		3	K2	12	48	4.00	5.06 in	2.22 in	1.43 in	Front	
8	3700080819	SECRET	DEODORANT CG OUTPRTCT PWD	2.60OZ		3	K1	12	48	4.00	5.06 in	2.22 in	1.43 in	Front	

SHELF:4		WIDTH:48 in		MERCH HEIGHT:7.12 in			DEPTH:24 in			SPACE AVAIL:0.11 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1204403753	OLDSPICE	DEODORANT RED ZONE SWAGGER	3.00OZ		3	K1	12	57	4.75	5.75 in	2.56 in	1.25 in	Front	
2	1204438970	OLDSPICE	DEODORANT SOLID CLASSIC	3.25OZ		2	K1	12	34	2.83	5.70 in	2.70 in	1.38 in	Front	
3	7940026540	DEGREE	DEODORANT SOLID COOL RUSH I...	2.70OZ		3	K1	12	60	5.00	5.74 in	2.72 in	1.20 in	Front	
4	7940026560	DEGREE	DEODORANT STICK EXTRME BLA...	2.70OZ		2	K1	12	40	3.33	5.74 in	2.71 in	1.20 in	Front	
5	30997310590	MITCHUM	DEODORANT PWR GEL UNSCNDT...	4.50OZ		2	K1	12	24	2.00	2.13 in	2.75 in	5.75 in	Front	
6	7940041649	DEGREE	DEODORANT SOLID CP WOM SH...	1.70OZ		3	K1	24	54	2.25	5.25 in	2.60 in	1.64 in	Front	
7	3700012343	SECRET	DEODORANT SLD INV FRSH PWDR	2.60OZ		3	K1	12	51	4.25	5.45 in	2.20 in	1.35 in	Front	

SHELF:5		WIDTH:48 in		MERCH HEIGHT:7.12 in			DEPTH:26 in			SPACE AVAIL:2.33 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4740009772	GILLETTE	DEO GEL CLEAR COOL WAVE	4.00OZ		2	K1	12	52	4.33	4.70 in	2.50 in	1.00 in	Front	
2	1700010689	RIGHTGUARD	DEODORANT STICK EXTREME EN...	2.60OZ		2	K1	12	46	3.83	5.43 in	2.50 in	1.10 in	Front	
3	1700006808	RIGHTGUARD	DEODORANT STICK PWR STP FR ...	2.60OZ		2	K1	12	40	3.33	5.25 in	2.10 in	1.25 in	Front	
4	1700006807	RIGHTGUARD	DEODORANT CLR GEL FRESH BL...	4.00OZ		2	K1	12	52	4.33	5.40 in	2.62 in	1.00 in	Front	
5	2220096213	MENNEN	DEODORANT FRSH FRC BASE	2.70OZ		2	K1	6	42	7.00	5.70 in	2.70 in	1.20 in	Front	
6	2220093013	MENNEN	DEODORANT OCEAN SURF	2.00CT		2	K1	12	42	3.50	5.75 in	2.65 in	1.20 in	Front	
7	2220094152	MENNEN	DEODORANT SPDSTCK REG	3.00OZ		2	K1	12	42	3.50	5.60 in	2.70 in	1.20 in	Front	
8	2220095440	MENNEN	DEODORANT STICK LDY INV DRY ...	2.30OZ		2	K1	12	42	3.50	5.30 in	2.20 in	1.20 in	Front	
9	2220096051	MENNEN	DEODORANT LDY SS POWR FRESH	2.30OZ		2	K1	12	42	3.50	5.30 in	2.20 in	1.20 in	Front	

SHELF:6 BASE		WIDTH:48 in		MERCH HEIGHT:9.12 in			DEPTH:26 in			SPACE AVAIL:1.17 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1700006811	RIGHTGUARD	DEODORANT SPRAY SPORT ORIG	8.50OZ		3	K1	12	30	2.50	7.50 in	2.60 in	2.60 in	Front	

DEODORANT 4 FT. SECTION (LOW PROFILE)

2	1700006806	RIGHTGUARD	DEODORANT SPORT 3D FRESH	6.00OZ	3	K1	12	33	2.75	7.90 in	2.30 in	2.30 in	Front
3	2260073072	ARRID	DEODORANT SPRAY X DRY REGU...	6.00OZ	2	K1	12	22	1.83	8.05 in	2.20 in	2.25 in	Front
4	2260088677	ARRID	DEODORANT AEROSL 2 PK	2.00CT	2	K1	6	22	3.67	8.19 in	4.55 in	2.31 in	Front
5	3320019726	ARMNHAMMER	SOLID ULTRA MAX DEOD FRESH ...	2.00CT	2	K1	6	22	3.67	5.30 in	2.60 in	2.30 in	Front
6	88348471717	SURE	DEODORANT INV SOLID UNSCEN...	2.60OZ	2	K1	12	42	3.50	5.35 in	2.20 in	1.20 in	Front
7	88348471772	SURE	DEODORANT INVISIBLE SOLID REG	2.60OZ	1	K1	12	20	1.67	5.30 in	2.15 in	1.30 in	Front
8	1904500174	BAN	DEODORANT ROLL ON UNSCENT...	3.50OZ	1	K1	12	14	1.17	5.85 in	1.85 in	1.85 in	Front
9	1904500114	BAN	DEODORANT ROLL ON REGULAR	3.50OZ	1	K1	12	14	1.17	5.85 in	1.85 in	1.85 in	Front
10	1904505383	BAN	ROLL ON DEOD POWDER FRESH	3.50OZ	1	K1	12	13	1.08	5.88 in	1.85 in	1.87 in	Front