

SUBJECT: KIWI Wing End Cap Rack

DeCA Store Directors,

A thorough review of the Shoe Care Category stock assortment has been completed and it has been decided that KIWI branded items will come off the regular in-line shelf location. These items will now be placed on a permanent winged rack that will be attached on the side of the “Home Cleaning” or “Paper Aisle” end cap. There are multiple benefits for utilizing this rack such as:

- Increased visibility
- Increased assortment
- Does not take up floor space
- Significant patron savings
- Projected 50% category dollar growth

Store personnel will provide extra facings on remaining items on the shelf to account for the space vacated by KIWI until a new planogram is completed. This winged rack is optional for OCONUS stores. If OCONUS area personnel would like the rack, please provide requested quantities which will take 6-8 weeks to manufacture and another 6-8 weeks to ship to overseas locations.

The SC Johnson company will be installing the new KIWI Racks over the next 75 days. The rack is MANDATORY for all CONUS Stores K1-K5.



If you have any additional questions, please contact Linda Callery, MBU buyer, at 804-734-8000, extension 4-8215 or Mr. LaRue Smith, MBU category manager, at 804-734-8000, extension 4-8255.

Michelle Frost
Chief, Promotions and Marketing Division