



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
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FORT LEE, VIRGINIA 23801-1800

MPM

May 21, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19 – 33

SUBJECT: Display Procedural Changes

The purpose of this Notice to the Trade (NTT) is to inform Industry that the Defense Commissary Agency (DeCA) will be changing the display procedures. Since the procedural change is occurring in the middle of preparing the display package, it will be a work in progress until the transition is complete.

Effective with the regular display #15 package, which begins August 5, 2019, there will be a change in the manner in which the promotional package will be organized and executed.

Recently, Store Operations requested data from all stores requesting the number of endcaps for each store and the number of permanent endcaps. From this data, it was determined that the store with the most net available endcaps for any size store was 27.

Therefore, beginning with display period #15, each package will contain a maximum of 27 endcaps ranked sequentially from 1-27. Every store in CONUS will be required to display #1 through whatever number of available endcaps are available. As an example, if a store reported to have 19 available endcaps, the store will be required to display all endcaps numbered 1-19. It will be the store's discretion as to where they display these endcaps (front/back, traffic flow considerations, etc) but they must display all 19.

- 1) Displays 1-14 will consist of K-1 items only. Therefore, in order to be considered for a display in all CONUS stores, the items must all be K-1.
- 2) Displays 15-22 will consist of K-2 and K-1 items only.
- 3) Displays 23-27 will consist of all classification of items.

Also, there is a slight change to the plan-o-grams (POG's). All POG's will be built as if they are being displayed on the back endcaps since the back endcaps have more shelves. Since the POG's will also be built with the "vertical ribbon" method, stores will simply need to eliminate the bottom shelf (or two) if building the display on a front endcap.

The Thinking Outside the Box endcap will be eliminated but additional guidance will be forthcoming to maintain the integrity of the program.

POC for this Operational Alert is Michael A. Pulley, Chief Promotions and Marketing, who can be reached at (804) 734-8000, ext 48521 or Michael.pulley@deca.mil

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