



**Kroger** FRESH  
FOR  
EVERYONE™

**Fred Meyer**®

**ROUNDY'S**®

# Kroger Universal Wall Installation Playbook

apollo

# UNIVERSAL WALL PROJECT MANAGEMENT TEAM

Please follow the below hierarchy for contacting a member of the Apollo Kroger Universal Wall Project Management Team.

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# INTRODUCTION

Kroger is moving forward with the installation of universal fixtures in the cosmetics sections in select stores and divisions, including the Fred Meyer and Roundy's banners.

- Apollo is responsible for the installation of these fixtures.
- Fixtures are manufactured and shipped by PM Plastics.

*Once all doors have been converted to the PM Plastics universal wall, Apollo will still be responsible for the seasonal updates. Updates kits to be provided by PM Plastics.*

# PROJECT OVERVIEW

- PM Plastics universal fixtures will be installed in waves.
- Kroger will provide the total number of specific locations that should be scheduled and executed by Apollo.
  - These stores will be communicated by the Apollo Kroger project management team.
  - PM Plastics will ship fixtures directly to the stores according to the schedule provided by Apollo.
    - Apollo is expected to strictly adhere to the schedule.
- Remodels are a moving target and may require other locations to be pushed to accommodate the remodel.
  - Apollo is NOT permitted to change dates on remodel locations.
  - Stores that are remodels will be communicated to the Apollo operations team by the Kroger project management team.

# GENERAL SCOPE

- Start time is 5 AM for universal wall installations.
  - All team members assigned should be onsite and on-time everyday until the store is 100% completed.
    - Issues with staffing, delays in start time, and delays in completion should be communicated to the Apollo Kroger project management team.
- The number of people needed to complete will be driven by the stores' total footage at an average of 2.5 HRs/FT.
  - This will drive up the total number of shifts.
  - To combat having too many people in stores, your store should be scheduled over multiple days.
  - Please try your best to ensure Installations do not exceed 3 days.
    - If additional days are needed, this needs to be communicated to the Apollo Kroger project management team.

# DELIVERIES

- PM Plastics will send fixtures directly to the stores and according to the schedule provided by Apollo.
  - PM Plastics fixtures will ship on pallets and will be numbered (see image below).
    - Pallet 1 of X should contain bill of materials (BOM) that will outline everything included in the pallets.
- Store personnel should have pallets ready for the teams upon their arrival.
  - Delays in obtaining fixtures from the stores should be communicated to the Apollo Kroger project management team.
- Teams can work with the stores to stage pallets in a way that is convenient for the teams and the store.

Example of pallet  
label



# EMAIL

- Prior to the scheduled installation, team leads will receive an email with information specific to the scheduled store.
- Installation guides and project instructions will be attached to the email for easy access in stores.
- The email you receive will contain information specific to your store as well as general information that will be helpful to the installation process.
  - Brand set sizes will be included in the email.
    - You should verify that the planograms included in the Open Me First box match the set sizes included in the email.

# BRANDED FIXTURE REMOVAL

- No fixtures should be removed from the wall until you verify that all pallets have arrived.
- You should not begin the installation until you have verified the below:
  - Verify correct size uprights and back panels.
    - The BOM included on the first pallet should confirm sizes that were shipped.
    - The boxes that contain the uprights and back panels will also have the size printed on the outside.

Discrepancies in size should be communicated to the Apollo Kroger project management team. \*DO NOT BEGIN THE INSTALLATION WITHOUT FURTHER INSTRUCTION FROM THE PROJECT MANAGEMENT TEAM.\*
- Apollo teams should remove the old branded fixtures, according to the new layout. Old trays with product can be placed in totes while the wall is being installed.
  - Only pull down 4FT of branded fixtures per person at one time.
    - 3 people- 12FT removed
    - 6 people-24FT removed

# BRANDED FIXTURE REMOVAL

## Dumpsters

- Dumpsters are only provided for stores over 28'.
  - Work with the store to confirm location.
  - Contact your DM or a member of the Apollo Kroger project management team if there is not a dumpster but should be.
- Remodel stores may have multiple dumpsters, including one for metal only.
  - Verify with the store which one to use.
- For smaller stores, verify if store is okay with trays and signage going into the store's compactor.
  - If so, discard there.
  - If not, box up all components and place on a pallet to go on reclamation truck.
- Back wall pieces and longer items in smaller stores should be palletized or placed in a pumpkin/watermelon bin and placed on reclamation truck.
  - Long items jam compactors.

# FIXTURE INSTALLATION

Please refer to the video installation guide:

<https://vimeo.com/688863603/5f24783cfb>

- In the Open Me First Box, located on pallet 1, there will be an installation guide (Flexwall Installation & Owner's Manual) that you may reference during the installation process.
  - This document contains specific tips and tricks for installing the universal wall.



Example of full wall Installation

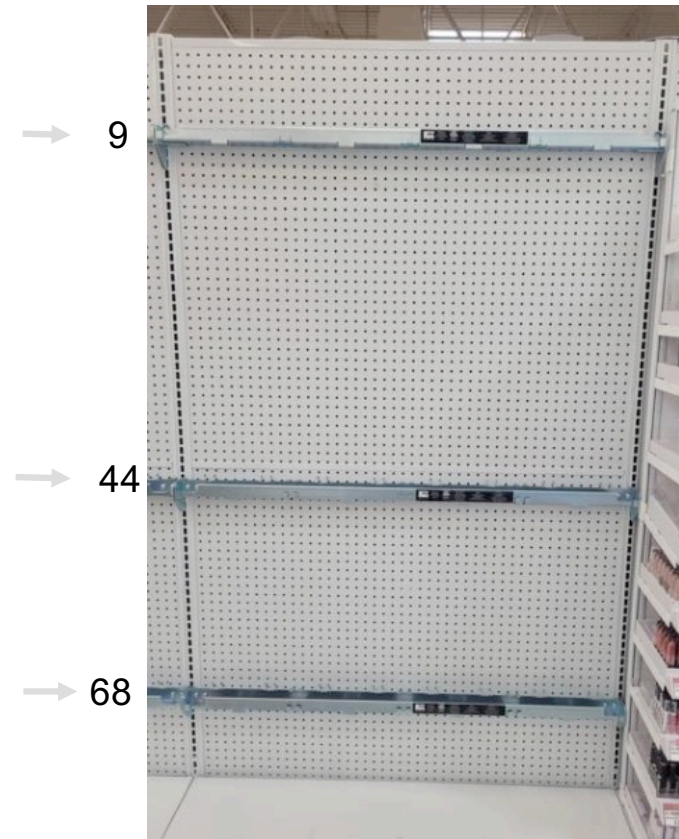
## OPEN ME FIRST BOX

On the pallets that are shipped to the stores from PM Plastics, there will be an Open Me First Box. The Open Me First box will contain:

1. Planograms
2. Flexwall Installation & Owner's Manual
3. Space saver clips (for peg trays and insert trays)
4. Physicians Formula tray clips (if needed)
5. Straight peg hooks (for Physicians Formula [if needed] and peg bar space savers)
6. Header clips

# BACK WALL INSTALLATION: CROSS BARS

- On gondolas that are 84" high, the cross bars should be placed accordingly (see photo on the right):
  - 1<sup>st</sup> cross bar-notch 9
  - 2<sup>nd</sup> cross bar- notch 44
  - 3<sup>rd</sup> cross bar-notch 68
- On gondolas other than 84" high, the first cross bar should be placed at notch 9 to allow the PM Plastics wall to sit just below the top of the gondola.
  - To place additional cross bars, you will need to use the back of the PM Plastics uprights to ensure accurate placement.



# BACK WALL INSTALLATION: 90” GONDOLAS

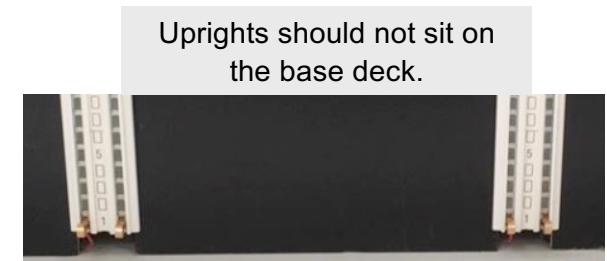
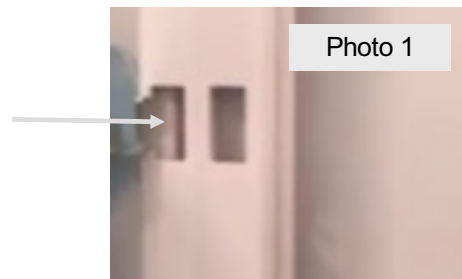
- Some stores may have gondolas that are 90”.
  - Do NOT build higher on the gondola. You should build the wall as if it is an 84” gondola.
    - There will be a gap at the top, leave the gap, as there will be a black piece that will go where the gap is.



Gap with black piece  
installed

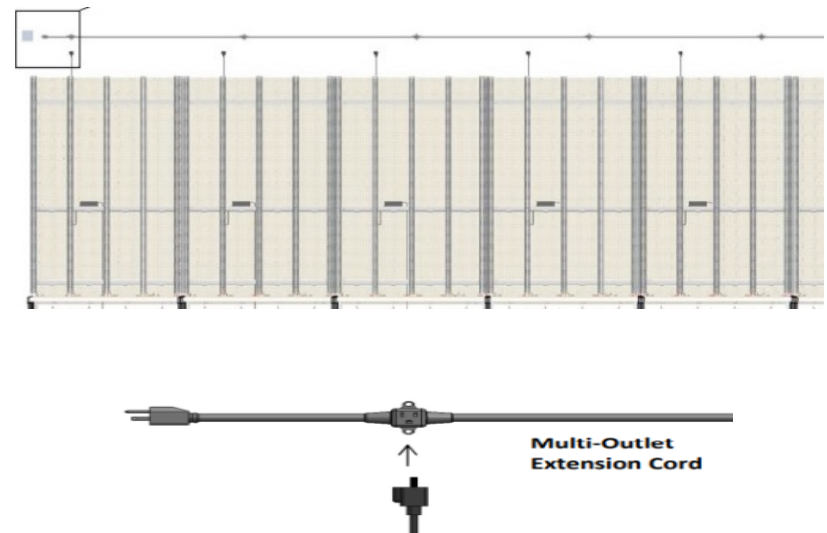
# BACK WALL INSTALLATION: UPRIGHTS

- The bottom of the upright should NOT touch the base deck, and should sit just below the top of the gondola (see images).
  - There should be at least ½" to 1" gap above the base deck.
- Uprights that begin and end a gondola run should be installed on the crossbar using the outer hole on the back of the upright (as shown in photo 1).



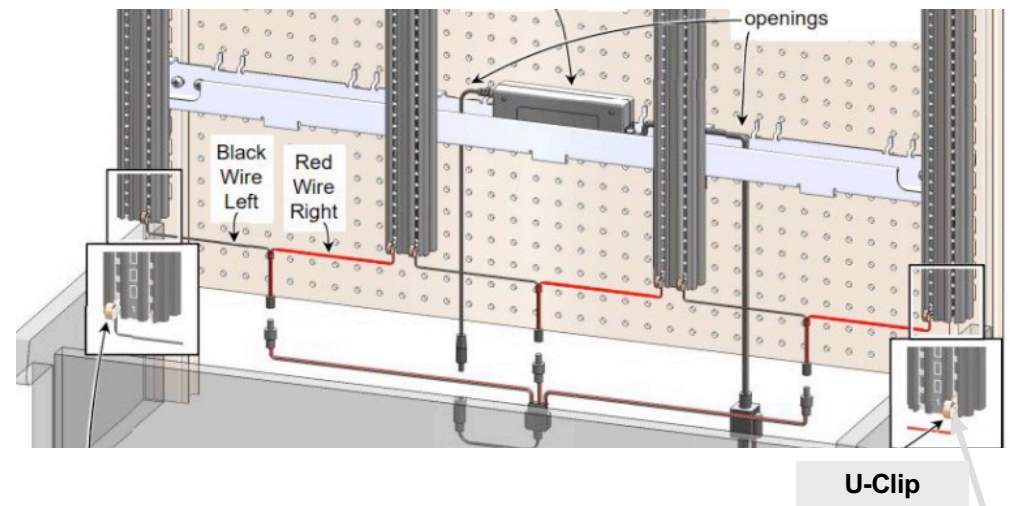
# ELECTRICAL INSTALLATION PT. 1

- The wiring needs to be connected prior to installing the back wall panels.
- In the PM Plastics shipment, there will be a multi-cord extension cord.
  - This cord has 7 sections.
  - You may need to use more than 1 of these cords, depending on the size of the store.
    - In the event that you need to use multiple cords, you should daisy chain them together, so that only 1 of the multi-outlet extension cords is plugged into the store's electrical outlet.
- If there is no electrical outlet at the store level, you should still run the power, so that it can be easily plugged in once an outlet is installed.
- The multi-outlet extension cord should be placed in either the middle or top cross bar.



# ELECTRICAL INSTALLATION: PT.2

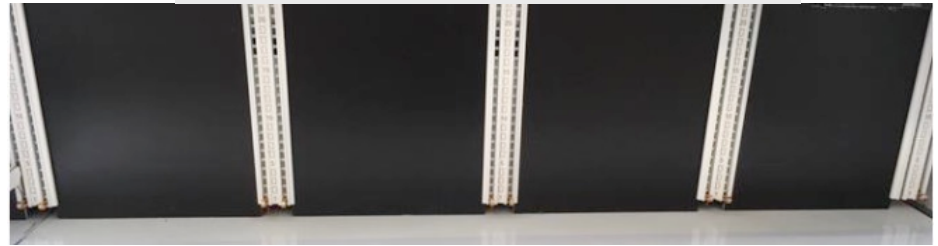
- The power supplies included in the PM Plastics shipment, should be used every 4 feet, and the power supply should be plugged into the outlets along the multi-outlet extension cord.
- The wiring harness (included with the power supply box) has 2 sets of longer wires and 2 sets of short wires.
  - Longer wires should run to the outside uprights.
  - Shorter wires should run to the inside uprights.
  - Red wires connect to the right, black wires connect to the left.
    - The first upright in a run should have the U-Clips connected to the outside rail.



# ELECTRICAL INSTALLATION: PT.3

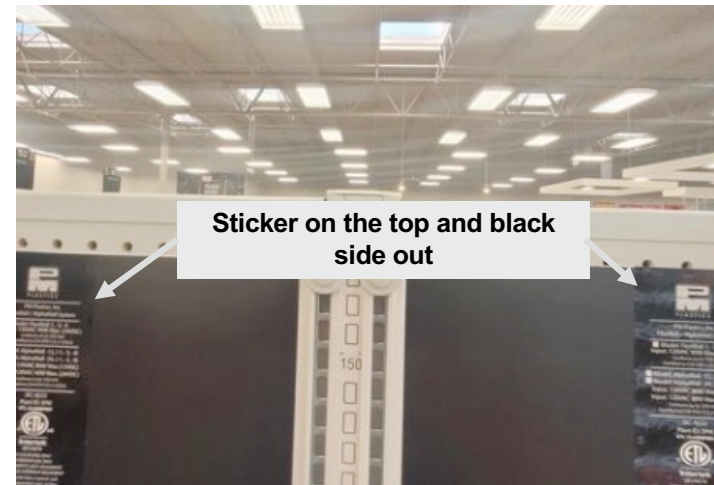
- Before placing back panels, test each column using a carrier tray to ensure all sections are lighting properly.
  - Make adjustments to electrical as necessary.
- All wires should be tucked underneath uprights and back wall panels so that wires are not visible.

Wires tucked behind back wall panels and underneath uprights.



# BACK WALL INSTALLATION: BACK PANELS

- Back panels should be installed with the black side out, and the sticker at the top.
- Back panels that start and end a gondola run will be skinnier than the back panels in the middle of a run.
  - These should already be cut to size. You should NOT have to cut any back panels.
- Back panels can either be slid down from the top of the gondola, or snapped into the place.
  - Back panels are styrofoam and crack easily, be careful when installing.

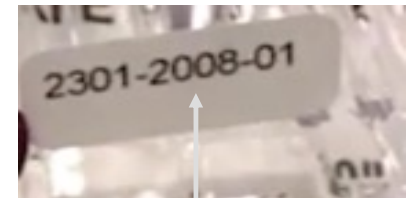


# MERCHANDISING: PLACING TRAYS

- All carrier trays are the same and should be placed according to the notches listed on the PM Plastics planogram.
  - If carrier trays are not lighting, flip the bullnose up to expose the light strip and push firmly into place.
    - If the issue persists, order a new carrier tray.
- Find boxes that have the insert trays
  - These boxes will have stickers on the outside with the brands' insert trays that are in that specific box.
    - There may be several brands in 1 box (see image to right).
- Using the planogram and the codes on the back of the trays, place inserts accordingly (see image).
  - If you are missing a tray, do not take from another brand, wait until all brands are installed and see if there are extras.
  - Using the codes is extremely important as not all x-wide trays are the same.



Example of insert tray boxes



Example of code on the back of insert tray

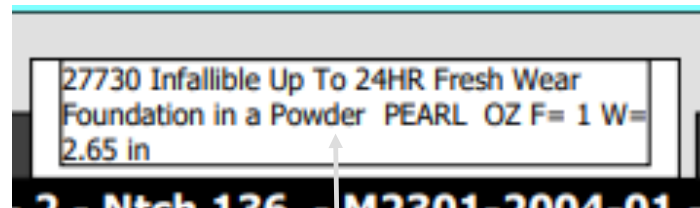


Notch placement callout on POG

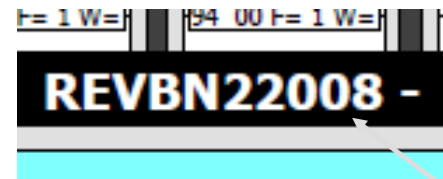
Insert tray code on POG

# MERCHANDISING: PLACING GRAPHICS

- Place graphics for each brand. Graphics can be found in either the Open Me First Box or in individual boxes with the brand name and POG size on the box.
  - The graphic does match the POG in most cases.
    - In cases where the codes DO NOT match, you can use the product description and shades that are listed in the POG to place the graphics.
    - In cases where the codes DO match the POG, use the code printed on the graphic and match it against the code listed on the POG.
- There may be instances where brand graphics are missing completely, there will be generic graphics included in the shipment.
  - Place the generic graphics where brand graphics are missing and order the correct brand graphic.



Example of product description on POG



Graphic Code on POG

# MERCHANDISING

## Tags and Strips

- Place tags and strips.
- Strips should be placed on all UPC slides.
  - UPC slides are already installed on the bottom of the carrier trays.
  - Strips will NOT be available for: Artificial Nail, Brushes or Eyelashes
- Tags should be placed on the price clips that are provided by PM Plastics.

**DO NOT PLACE TAGS DIRECTLY ON THE BULLNOSE.**

- Tags should be left-side justified.
- You should only place tags where price changes occur within the tray.
  - If all products in the tray are the same price point, only 1 tag should be placed.

## Price Clip Installation

- On trays with inserts, price clips should be installed upside down (as shown below):



- On peg bar trays, price clips should be installed right side down (as shown below):



# MERCHANDISING

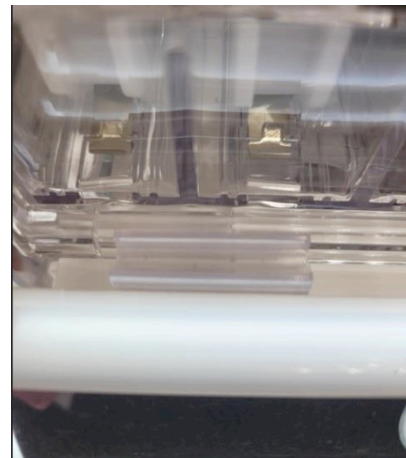
## Space Saver Graphic: Peg Bars

- You will need a straight peg hook to place the space saver clip onto.
  - Space saver clips and straight peg hooks can be found in the Open Me First box.
  - Space saver graphics will hang down (as shown in photo below):



## Space Saver Graphic: Insert Trays

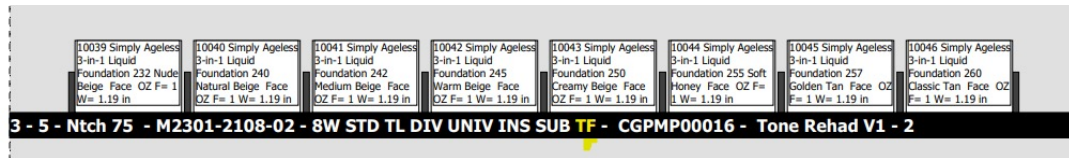
- Space saver clips can be found in the Open Me First box.
  - Pull paper off the bottom of the double-sided tape to expose adhesive, and affix between bullnose and front of insert tray. Then place the space saver graphic in the channel on the space saver clip.



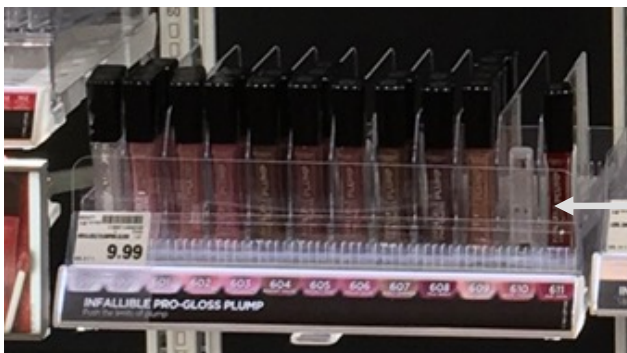
# MERCHANDISING

## Tall Fences

- On trays that contain tall products, tall fences may be required so that products do not fall out of the trays.
- Trays that require tall fences will be indicated on the planogram with the letters TF (as shown below).



- Remove the blue film from the front of fence, and remove the red paper to expose the adhesive on the back side. Place in the channel on the front of the insert tray (as shown below):



Tall fence installed



Remove blue film and red paper

# MERCHANDISING: BRAND SPECIFICS

## Cai Para Mi, Flower & Profusion

- Stores that already have branded Cai Para Mi, Flower, or Profusion fixtures in store, will re-use insert trays. Cai Para Mi and Profusion carrier trays CANNOT be reused.
  - Carrier trays are black. If missing, they can be used as substitute- order missing parts.
- If a store is not keeping Cai Para Mi, Flower or Profusion, hold onto those fixtures until the PM Plastics install has been completed. You may need those fixtures.

# MERCHANDISING: BRAND SPECIFICS

## Eyelashes

- There will be boxes that are thicker in this artificial eyelashes section.
  - Ask the store for do-its/hang tabs (repairs holes in torn packages).
  - You can hang these tabs on the thicker packages to better hang from the anti-theft peg hooks.



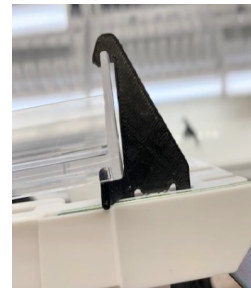
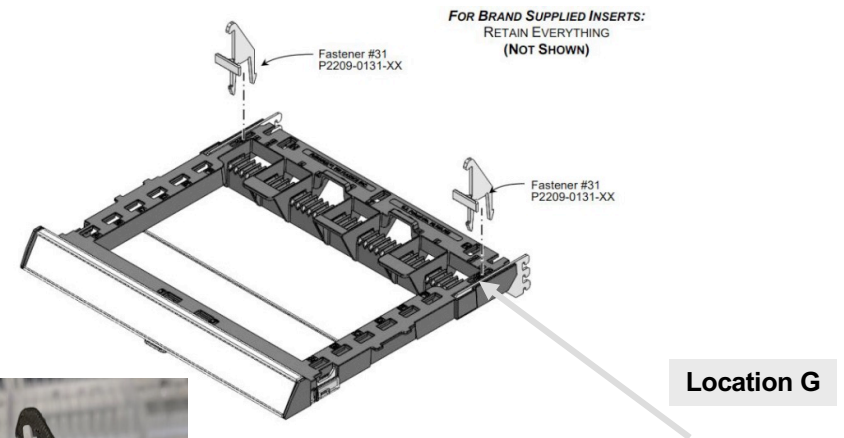
# MERCHANDISING: BRAND SPECIFICS

## Physicians Formula

- In the Open Me First box, there will be a bag of straight pegs.
  - You will use some of these on the peg bar tray that has both regular carded eyeliners and thicker boxes.
    - The straight pegs should be used on the thicker boxes only.



- In the Open Me First Box, there will be a clear bag of clips.
  - Identified as 'Fastener-Physicians'.
    - These are needed to secure the 4-wide compact trays.



Side view of clip inserted in tray

# AISLE BLADE GRAPHIC/DECAL PLACEMENT

- Make sure the wires on the aisle blade are at the bottom before placing the brand graphic/decal.
    - Follow the layout in the store to determine how the graphics should be placed.
    - When standing in front of a brand, look either left or right and the aisle blade graphic should have the brand you are standing in front of.
  - Use the below layout example for assistance:
    - Maybelline
    - L'Oréal
    - Cover Girl
    - Sally Hansen
    - Nail/Lash Combo
    - Implements
- 1<sup>st</sup> aisle blade: Maybelline graphic on both sides.
- 2<sup>nd</sup> aisle blade: Maybelline on the left, L'Oréal on the right
- 3<sup>rd</sup> aisle blade: L'Oréal on the left, Cover Girl on the right.
- 4<sup>th</sup> aisle blade: Cover Girl on the left, Sally Hansen on the right.
- 5<sup>th</sup> aisle blade: Artificial Lashes/Nail graphic on the left, Implements on the right
- 6<sup>th</sup> aisle blade: Implements graphics on both sides.
  - The Implements graphic will say 'Tools' on it.

# AISLE BLADE GRAPHIC/DECAL PLACEMENT

1. Identify the blade and lay it on a flat surface (See Figure 1).

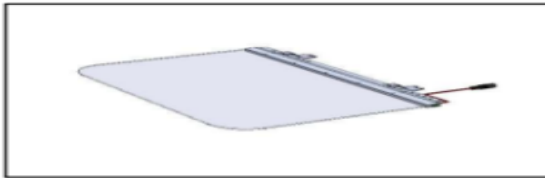


Figure 1

2. Add the Graphic Application Trim to the corners of the blade to ensure proper alignment (See Figure 2).

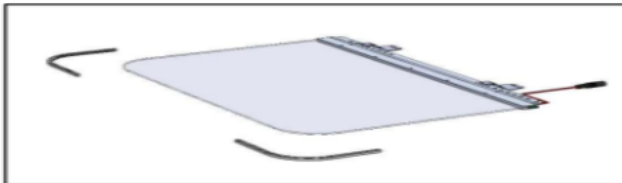


Figure 2

3. The Graphic Application Trim should look as follows (See Figure 3).

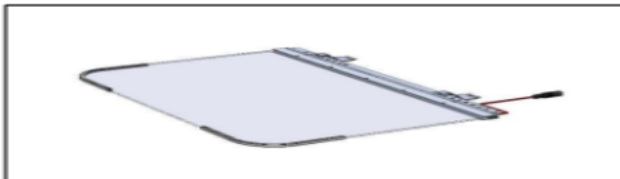


Figure 3

4. Remove the protective film from the graphic and set into place using the Graphic Application Trim as a guide. Press the graphic down diagonally ensuring no bubbles form. Press down towards the edges to minimize bubbles. This process will be the same for full size graphic or tab size graphic (See Figures 4 & 5).



Figure 4

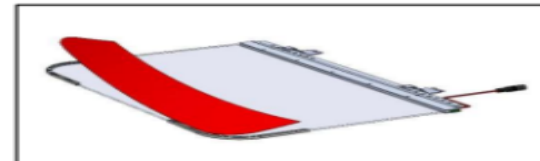


Figure 5

5. Once the graphic is securely installed, remove the Graphic Application Trim. The final product should look as shown in the image below (See Figure 6).

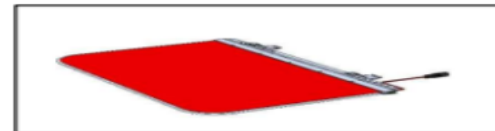


Figure 6

# AISLE BLADES/DIVIDERS INSTALLATION

- Install the aisle blade just below the header (photo 1):

- Aisle blades should be installed with the wires hanging down.

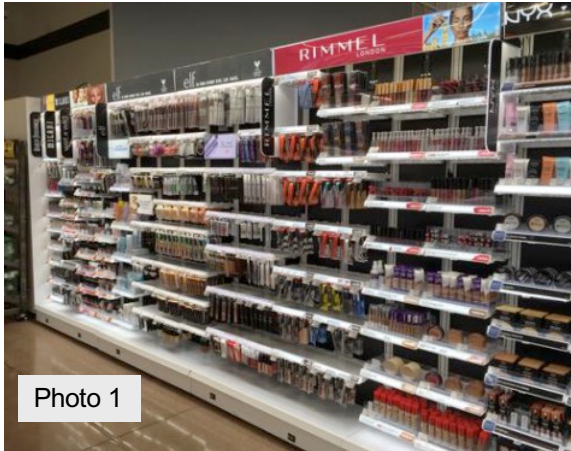


Photo 1

- Aisle blade brackets and power boxes are packed in the box with the aisle blades. Make sure to look in all packaging as these parts are small.

- Install the aisle blade power box (photo 3):



Photo 3

- The first and last aisle blade will need to have the power box placed on the next column over (photo 2).
- All other blades should have power box installed in the same column.




Photo 2

- To hook the power box in to the upright, pull back on the top tab (photo 3).
- Plug wire from the aisle blade in to the top of power box and tuck and hide wires as best as possible.

# HEADER INSTALLATION

- Headers should be placed on the 5<sup>th</sup> notch down from the top of the PM Plastics upright.
  - The top of the header should be flush with the top of the gondola.
- Not all headers are the same size, the planogram will show what size header should be used (see image below).
  - It is extremely important that you are following what the planogram says as there may not be extra header sizes.
  - The boxes that the headers come in are marked with the sizes that are listed on the planograms.



2 - 1 - Ntch 112 - P2209-1013-33 - LIT SIGN, SILVER, 6" X 36" - CGPMP00111 -

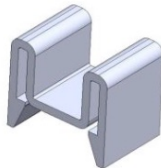
- There will be a green film and a clear film on either side of the clear piece on the header. The clear piece pops out of the header.
  - Both films should be removed before the brand header graphics are placed.
  - Please be sure header graphics are placed behind the clear piece (once film is removed).

# HEADER CLIP INSTALLATION

- All adjoining headers should receive a header clip to help align all of the headers. The clips will help to eliminate caps in the headers.



- Header clips should be installed after the aisle blades are placed as it is easier to install aisle blades without clips attached.
- The header clips (image below) come in multiple colors.
  - Clips can be found in the Open Me First box.



Install header clip onto adjoining brackets:

- a. Ensure the header clip is fit snug to the brackets.
- b. Ensure the header clip is pushed up against the back of the U-Clips (See Figure 4).

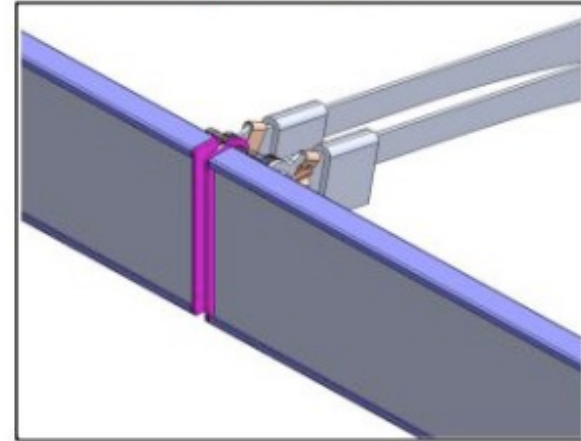
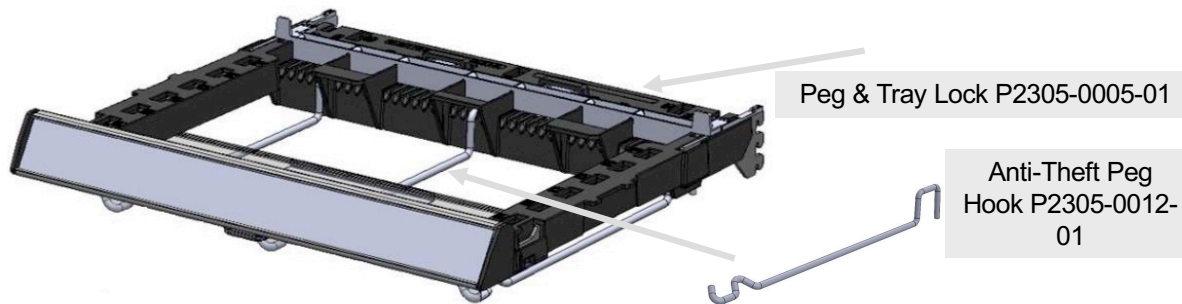
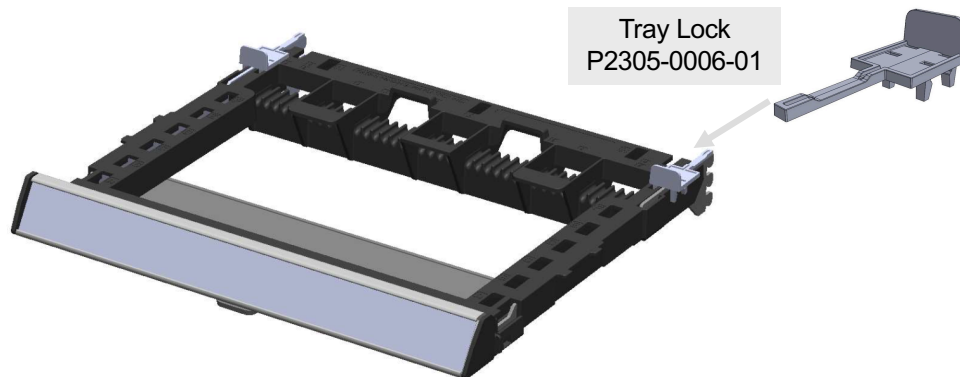


Figure 4

# ANTI-SWEEP INNOVATION: ANTI-SWEEP PEG HOOK, TRAY & PEG LOCK



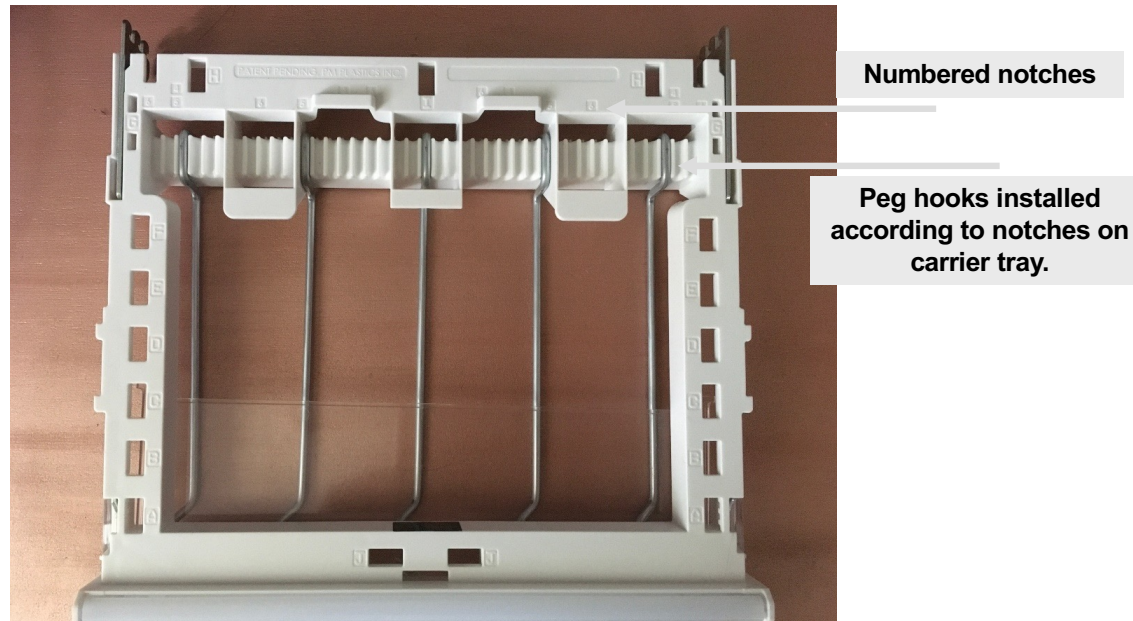
The illustration above shows the current carrier peg tray with 2 devices applied. This combination device (Peg & Tray Lock) secures the tray to the upright and the peg hooks to the tray. The peg hook requires additional time and manipulation of the product to be dispensed.



The illustration to the left shows the application of the tray locking device.

# ANTI SWEEP PEG HOOK INSTALLATION

- The anti sweep peg hooks hook directly into the notches on the back carrier tray.
  - You will need to push down on the peg hook to ensure it installed fully into the notch.
  - There are numbers and letters imprinted on the back of the carrier tray above the notches that the peg hooks hook into.
    - Number imprinted on back are: 6, 5, and 4.
    - Letters imprinted on back: H and I
    - ❖ You should use these letters and numbers as guide when installing the peg hooks to the carrier tray. For trays with 6, 5, and 4 products, you should install the peg hook in the numbered notch accordingly.
    - ❖ The letter H and I should be used as a guide for trays with 3 products. Install the peg hook in the lettered notch accordingly.



# PEG TRAY LOCKS

- All peg trays will receive a peg tray locking device, including the top most row.
- All peg hooks must be pushed all the way into the channel to allow for the peg locking devices to secure properly.
- Peg tray locks should be installed after the peg hooks have been installed on the tray and the tray itself have been installed on the wall.



Peg hook not completely installed



Peg tray locking device

# PEG TRAY LOCK INSTALLATION

1. Identify the "G" opening on the back corners of the tray. Only one "G" opening will be used per side as shown (See Figure 1).

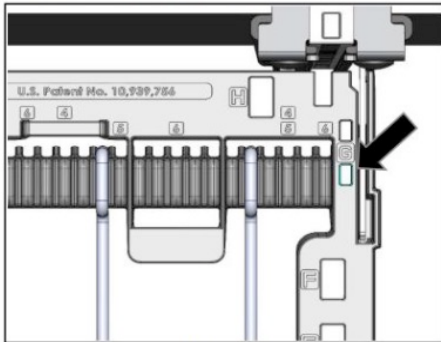


Figure 1

2. Introduce the Tray Locking Device. Align the two tabs with the openings on the tray as shown in the white circles (See Figure 2).

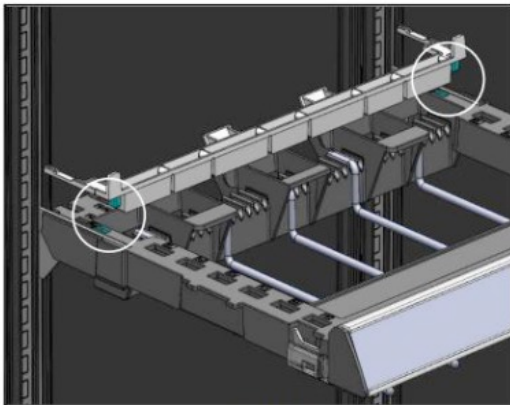


Figure 2

3. Seat the locking device down onto the tray surface once tabs are in correct position (See Figure 3).

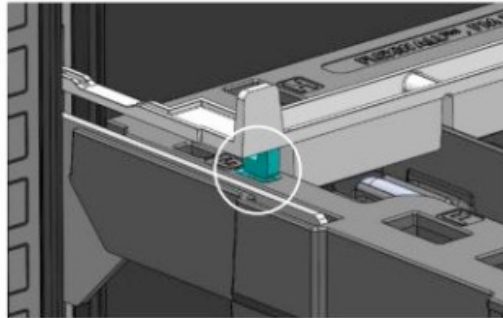


Figure 3

4. Note that the two middle tabs must be secured under the raised portion by slightly flexing them into the position (See Figure 4).

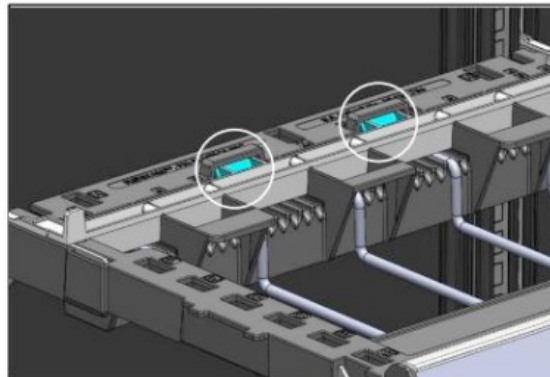


Figure 4

5. Ensure the Tray Locking Device is in proper position. Now placing fingers on the surface (hi-lighted) press forward. The device will travel slightly forward into final position (See Figure 5).

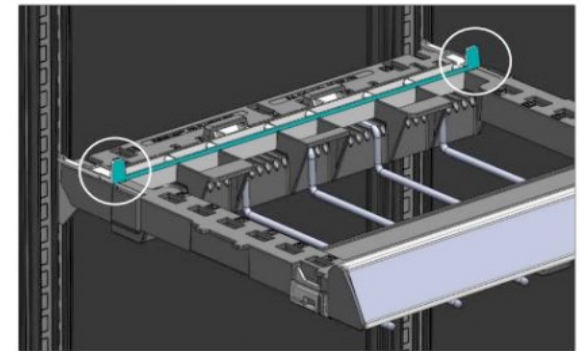


Figure 5

# PEG TRAY COVER INSTALLATION

- All peg trays will receive a white plastic cover.
- There will be a plastic film on the top side of these covers, that film should be removed before placing.
- Remove the paper from the double-sided tape on either side of the cover, to expose the adhesive. Place so that adhesive is directly on the tray.
  - Trays on the top-most row should also receive one of these covers.
  - It is easier to place covers after the aisle blades have been installed.
  - Covers should be placed right behind the bullnose to allow for pegs to be moved in the future.



# BASE DECK COVER INSTALLATION

- Please be sure base decks are clean prior to installing the new covers.
  - They may not adhere if base decks are dirty.

1. The Flat Sheet will come with either magnets or VHB Tape. If not yet installed, add the magnets or tape to the back of the flat sheet equally spaced (See Figure 1).



Figure 1

2. Slide the Flat Sheet into the groove of the Front Channel. Ensure the flat sheet is positioned with the magnets or tape on the underside (See Figure 2).

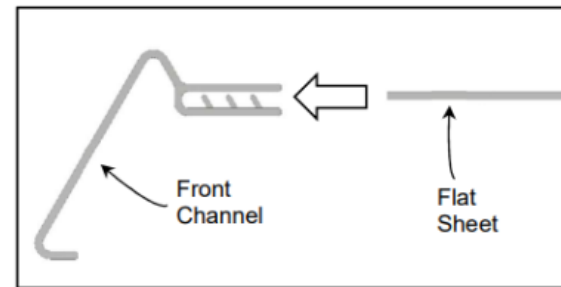


Figure 2

3. Align the Base Deck with the bottom shelf of the gondola. Ensure it is centered before setting into place (See Figure 3).

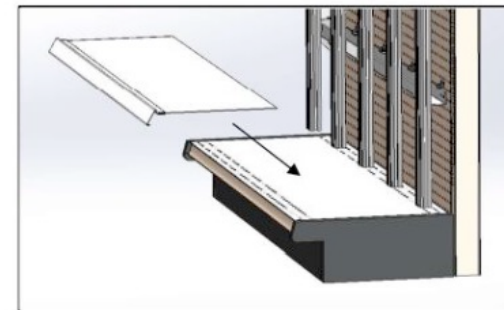


Figure 3

# PARTS ORDERING: PT.1

1. Follow link to:  
<https://pmreorderportal.hamacher.com/Identity/Account/Login?ReturnURL=%2F>
2. Login
  - a. Username: [pmpuwallparts@apolloretail.com](mailto:pmpuwallparts@apolloretail.com)
  - b. Password (case sensitive): Krogerpmpuwall1!
3. Click <Retailer Admin> on menu bar.
  - a. You may have to touch the menu square in the upper right corner and select <Retailer Admin> from drop down menu.
4. Enter your store number (including division number) into the store search bar, then click <Store Search>
  - a. (EX. Store number: 26684)
  - b. In the example above: 26 is the division number and the remaining 3 digits are the store number.
  - c. Division numbers may be 3 digits in some cases.
5. When your store comes up, select the link in the search results. You may now order parts from PM Plastics specific to your store.

## PARTS ORDERING: PT. 2

6. Choose <Reorder Parts>.
  - a. Page may take a while to load.
7. Enter your part number in the search bar and then click <Item Search>.
8. Once you find your part in the results, choose the brand that needs parts.
  - a. This will flag your part for that brand.
  - b. This is important not only to indicate where it goes once the part comes in, making go-back easier, but also because the brand will need to be billed for the parts ordered.
9. Select the reason the part is needed:
  - a. Damaged/Broken
  - b. Missing from Shipment
  - c. Missing on Wall
10. Click <Add to Cart>
  - a. This will take you to your cart where you can adjust order quantity.

## PARTS ORDERING: PT. 3

11. Return to the parts lists by clicking <Continue Shopping>.
  - a. The parts list will reload
  - b. Repeat steps 1-11 until all needed parts have been ordered.
12. Once your order is complete, select <Order Parts> and follow prompts until you receive confirmation.

### Tips:

- users may prefer to have parts order assembled prior to accessing the site.
- Processes may vary depending on your ordering platform (smart phone, desktop, tablet).
- Use the part number whenever you are able (it will be easier than trying to search individuals parts).
- If at all possible, order parts on a laptop or desktop as you access the planograms as well.
  - This feature is not available on smart phones or tablets.

# PARTS ORDERING: TIPS & TRICKS

- Users may prefer to have parts order assembled prior to accessing the site.
- Processes may vary depending on your ordering platform (smart phone, desktop, tablet).
- Use the part number whenever you are able (it will be easier than trying to search individuals parts).
- If at all possible, order parts on a laptop or desktop as you access the planograms as well.
  - This feature is not available on smart phones or tablets.
  - To access planograms:
    - Once you have selected your store, click <planograms> on the menu bar.
    - Select the brand
    - You can scroll through store-specific planograms.
      - ❖ Clicking on the part number in the planogram will initiate the parts ordering process.
- If you need the same part for multiple brands, you can click on the part number while in your cart.
  - It will ask you again for the brand and reason.

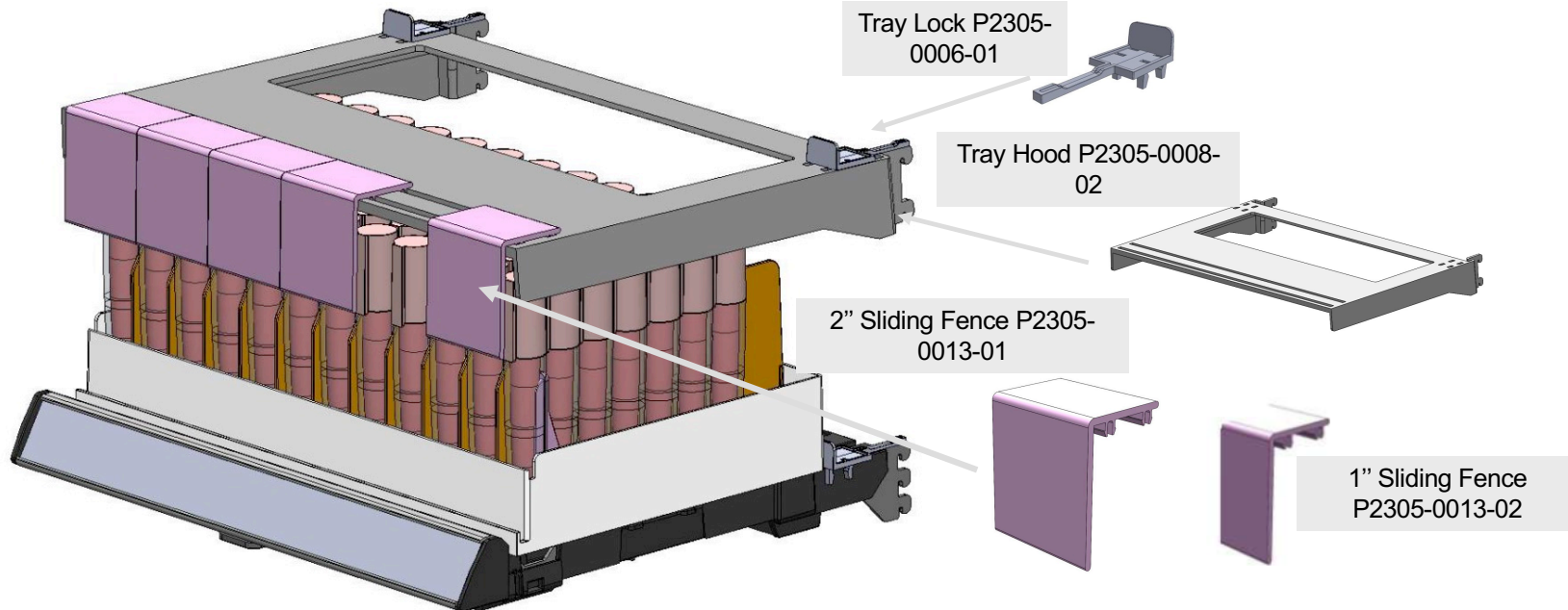


# **KROGER UNIVERSAL WALL ANTI-SWEEP INNOVATION**

# ANTI-SWEEP: COMPONENTS

- There are two types of additional anti-sweep components that will be need to placed on select trays.
  - Tray Hood- placed on select pusher trays in select brands
  - GFB Halo- placed on lipstick and lip pencil trays in select brands
- The number of components is driven by the stores cosmetic footage:
  - Small Kit (Stores up for 28')
    - 15 Tray Hoods
    - 5 GFB Halos
  - Medium Kit (Stores 28' to 50')
    - 20 Tray Hoods
    - 10 GFB Halos
  - Large Kit (Stores over 50')
    - 50 Tray Hoods
    - 25 GFB Halos

# ANTI-SWEEP: TRAY HOOD



This illustration shows the current carrier tray and insert with 3 devices applied. The combination of devices creates a locked enclosure for the product. This hood device assembly has multiple sliding fences, which allow for customers to shop the product, by sliding the fences to create a window at the desired product location. This design leaves the remaining product(s) protected by the fences, allowing only 1 or 2 products to be removed at a time.

*Note: this configuration (5 fences) is for smaller products. Larger products would need a larger opening which is achieved by decreasing the number of sliding fences needed to allow for wider window. Height is adjustable by installing the hood at a higher location on the upright.*

# ANTI-SWEEP: TRAY HOOD INSTALLATION

The Tray Hood should be placed on pusher trays (please see specific trays on next slide).

The tray hood anti-theft devices should also be locked into the wall (see image 1).

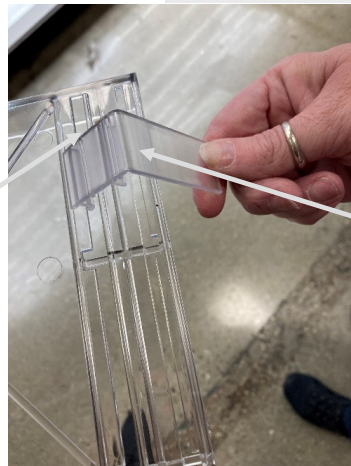
- In several planograms, the locking devices will not fit due to the tightness of the planograms. You should place the locks on the hoods in which you are able.
- Anti-theft hood devices that are placed at the top of the planogram should be able to support those locking devices.
- When installing the tray hoods, you should be careful to leave enough room between the top of the product and the bottom of the tray hood so that the products can still be shopped with ease.

The tray hood anti-theft devices will also receive fences that slide along the front channel to allow customers to only shop 1 product at a time.

- The sliding fences hook into the channel on the tray hood, and snap into the front (see image 2).

**Image 2**

Hook the back of the sliding fence into the channel on the back of the tray hood.



Snap front of the sliding fence into the channel toward the front of the tray hood.

**Image 1**

Locking device on hood



# TRAY HOOD PLACEMENT

## Cover Girl

CG Outlast Lipstick- All Trays



CG Simply Ageless Liquid Foundation-  
2 Trays



CG Clean Liquid Foundation-1-2 Trays



# TRAY HOOD PLACEMENT

L'Oréal

L'Oréal True Match Foundation-All  
Trays



L'Oréal True Match Blush-All Trays



L'Oréal Infallible Foundations-All Trays



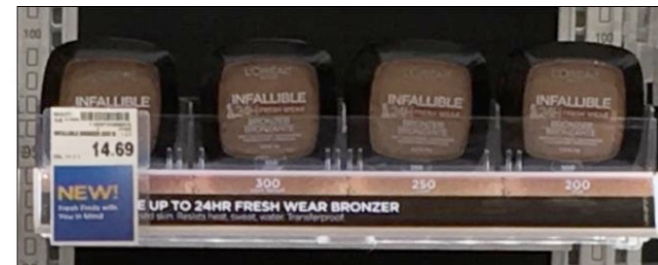
# TRAY HOOD PLACEMENT

## L'Oréal PT. 2

L'Oréal Infallible Fresh Wear  
Foundation- 1-2 Trays



L'Oréal Infallible Bronzer-1-2 Trays



L'Oréal Infallible Powder-1-4 Trays



# TRAY HOOD PLACEMENT

Maybelline

MNY Fit Me Foundation-Matte  
Trays



MNY Fit Me Foundation-Dewey  
Trays



MNY Blush-All Trays



MNY Eraser Foundation-1 Tray



# TRAY HOOD PLACEMENT

Revlon

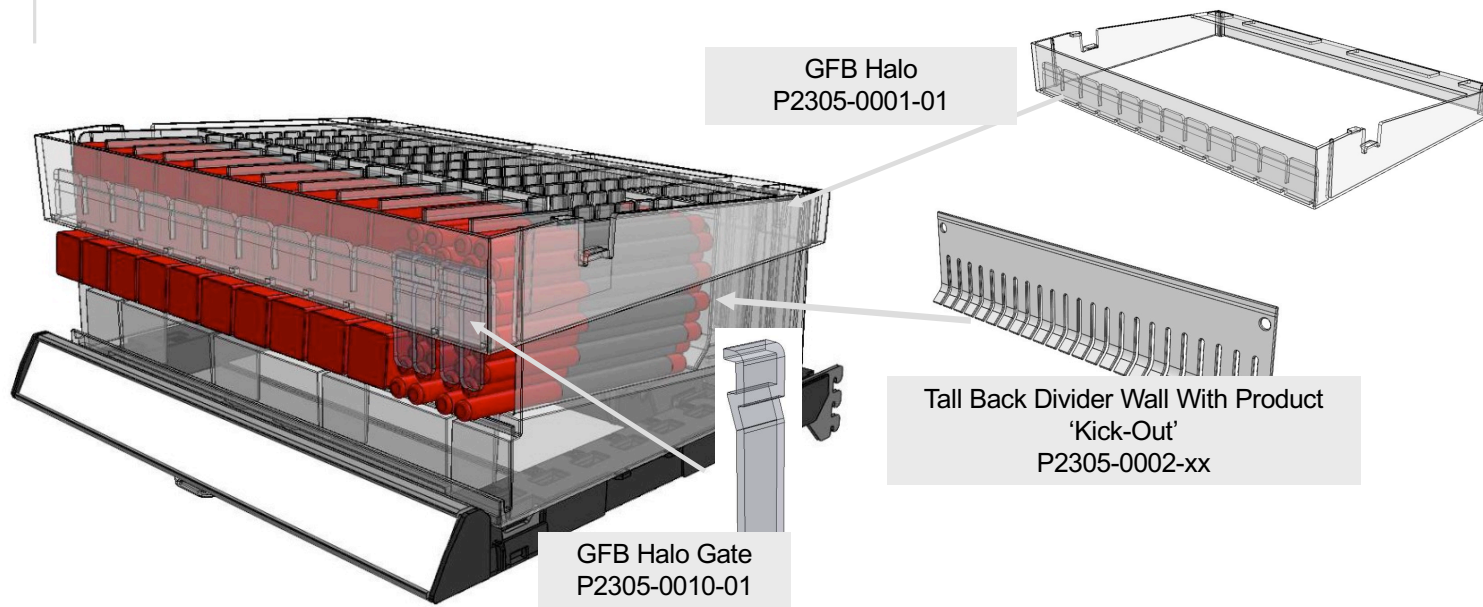
Revlon Blush-All Trays



Revlon Gloss Shine-1 Tray



# ANTI-SWEEP: GFB HALO



This illustration shows the current GFB with 3 devices applied. The combination of devices creates an enclosure for the front of the GFB allowing only 1 product to be shopped at a time.

# ANTI-SWEEP: HALO INSTALLATION

The halo anti-theft device should be placed on all cubby lip trays, as well as lip pencil trays, regardless of their price point (see photos 1 and 2).

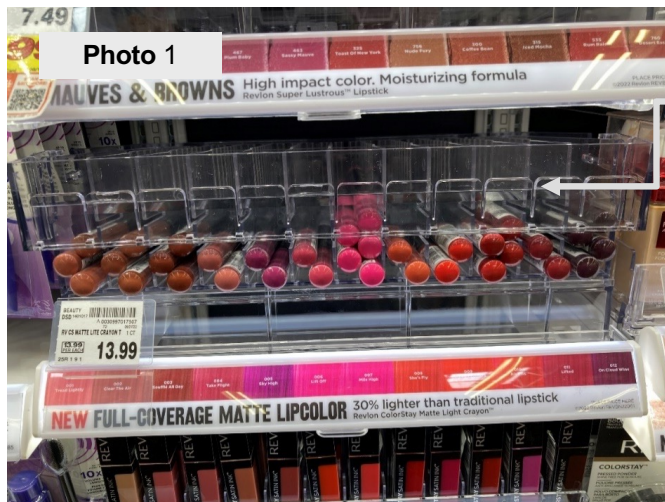


Photo 1: Halo installed on lip pencil tray. Pencils this size or larger will not receive fences.



Photo 2: Halo installed on lip cubby tray. Product can be installed through the top.

# ANTI-SWEEP: HALO INSTALLATION

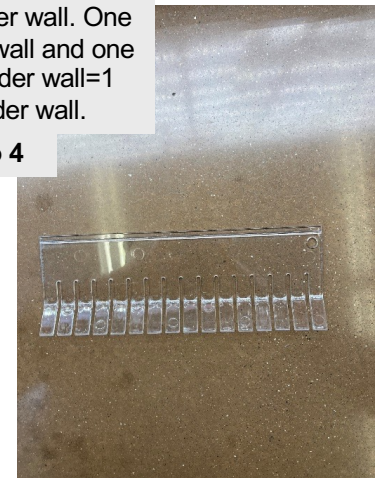
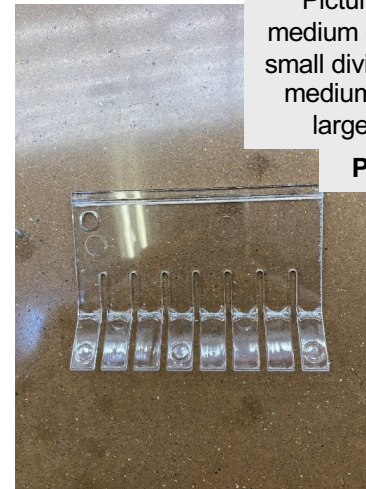
Lip pencil trays that have two rows of lip pencils will NOT receive a halo device.

- In addition to the halo, a new divider wall will need to be installed. The new divider wall will replace the divider wall, and will be installed in the notch behind the old divider wall (see photo 3).
- The new divider wall is curved out and has a kick-out that forces product out.
  - It is easier to partially remove the old divider wall, before installing the divider wall. The old divider wall may be discarded.
  - Some trays may require that the divider walls be smaller in order to make them fit into the tray, you may have to cut or break the divider wall to make it fit into the tray.
  - Divider walls come in three sizes: small, medium, large (photo 4)



Old Divider Wall

New divider wall installed behind old divider wall. (New divider walls are curved at the end, and old divider walls are straight)



Pictured: small and medium divider wall. One small divider wall and one medium divider wall=1 large divider wall.

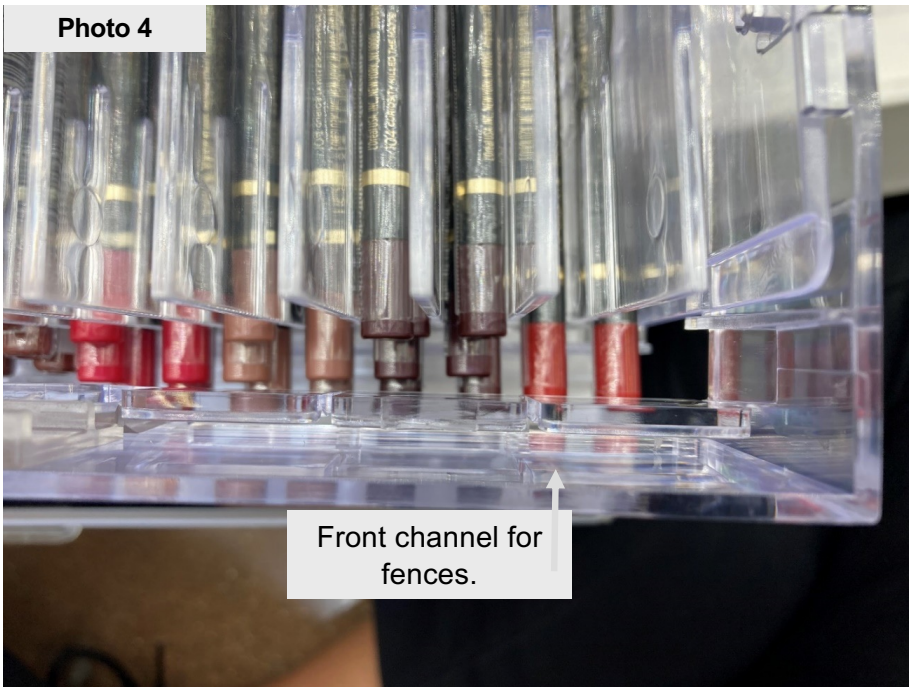
Photo 4

# ANTI-SWEEP: HALO INSTALLATION

In addition to the halo and the new cones, lip pencil trays will also receive fences. There is a channel on the front of the halo that the fences will snap into. Two fences fit into 1 channel (See photos 4, 5 and 6).

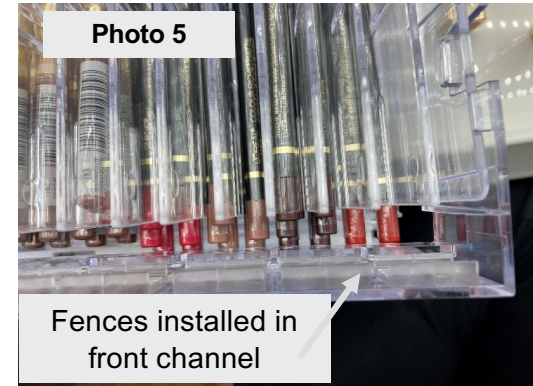
- Lip pencil trays that contain the larger and fatter pencils will NOT receive fences.

Photo 4



Front channel for fences.

Photo 5



Fences installed in front channel



Photo 6: Image of halo, new cone and fences installed.

# GFB HALO PLACEMENT

## Cover Girl

CG Lipstick- 1 Tray



## Maybelline

MNY Lipstick- All Trays



## L'Oréal

L'Oréal Lipstick-All Trays



## NYX

NYX Lip Pencils-All Trays



# GFB HALO PLACEMENT

## Revlon

### Revlon Lipstick



## Remaining Halos

- After placing all GFB halos on trays listed on previous slides, you may have some extra GFB halos.
- Place extra GFB halos on the below brands:
  - L'Oréal Lip Pencil Trays
  - Maybelline Lip Pencil Trays
  - Other brands with gravity fed lipstick or lip pencil trays