



NEW YORK

MAYBELLINE
NEW YORK

MAYBELLINE
NEW YORK

MAYBELLINE
NEW YORK

EYELINER THAT LASTS

AMERICA'S BEST SELLING
MASCARA BRAND

TONE AND TEXTURE FIT
FIT ME

SUPER LONG LASTING
SUPER STAY

NO-BUDGE VINYL NUDES
UP TO 16HR WEAR.

NO-BUDGE VINYL COLOR
UP TO 16HR WEAR.
SUPER STAY VINYL INK LIQUID LIPGLOSS

VIBRANT MATTE COLOR
FOR EYES MATTE EYE MAKEUP

Kroger Universal

Wall Playbook



Kroger Project Management Team

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

1

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Project Manager: Fred Meyer, Kroger,
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2

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Project Coordinator/Admin: Fred
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Wall Installations.

3

Bailey Schoenbeck

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Project Manager: Fred Meyer
and Roundys Resets.

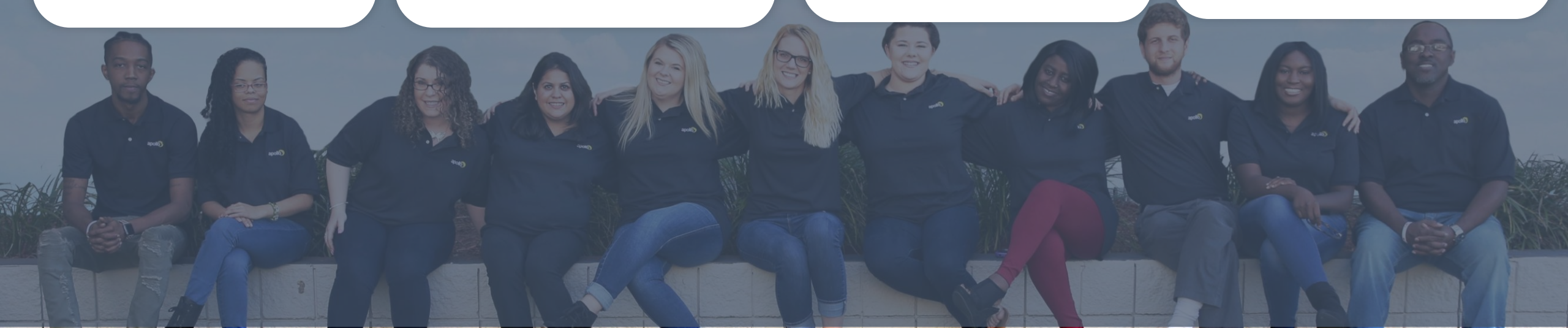
4

Jen Jones

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Project Manager: Kroger Resets
and Fred Meyer, Kroger. Roundys
Remodells (Non Uwall)





General Scope

- Start time for universal wall installations is 5 AM.
 - All team members should be onsite and on-time everyday until the installation is 100% completed.
 - Issues with staffing, delays in start-time and completion should be communicated to the project manager.



Kroger Universal Wall Installation: Getting Started

Getting Started: Email

- Prior to the scheduled install date, team leads will receive an email with important information specific to the store.
- Installation guides, project instructions, brand set sizes, and layouts will be included in the email for easy access in the store.
 - You can use the brand set sizes in your email to verify that the planograms you receive match.



Getting Started: Fixture Deliveries

- Fixtures will ship directly from PM Plastics (the fixture manufacturer) to the store according to the schedule provided by Apollo.
 - Fixtures will ship on pallets and be numbered:
 - Pallet 1 of X
- Store personnel should have pallets ready for the teams upon their arrival.
 - Delays in obtaining fixtures from stores should be communicated to the project manager.
- Teams can work with the stores to stage pallets in a way that is convenient for both themselves and the store.

Getting Started: Branded Fixture Removal

- No branded fixtures should be removed until you verify that you have received all pallets.
- You should NOT begin the installation until you have verified:
 - Correct size and quantity of uprights, crossbars and backwall panels.
 - The shipping list or bill of materials [BOM] (included on 1st pallet) will confirm the sizes and quantity of these items.
 - the boxes in which these items are shipped will also have the size printed on the outside.
- Apollo teams should remove the old branded fixtures, according to the new layout. Old trays with product can be placed in totes while the new wall is installed and product is ready to be put back on the wall.
 - Only pull down 4FT of branded fixtures per person at one time.
 - 3 people-12FT removed
 - 6 people- 24FT removed

DISCLAIMER: Discrepancies in size and quantity should be communicated to the project manager. do not begin the installation without further instructions from the project manager.

Getting Started: Dumpsters

- Dumpsters are only provided for stores over 28'.
 - Work with the store to confirm location.
 - Contact the project manager if the store should have a dumpster but does not.
- Remodel stores may have multiple dumpsters, including one for metal items only.
 - Verify with the store which dumpster to use.
- For smaller stores that will not receive dumpsters, verify if using the store's compactor for trays and signage is permitted.
 - If not, box up all components and place on a pallet to be placed on the reclamation truck.
 - Backwall items and longer items should be palletized or placed in a pumpkin or watermelon bin and placed on reclamation truck.

Disclaimer: Apollo employees are not permitted to operate a store's compactor or bailer. A member of the store must operate.

'Open Me First' Box

On the fixture pallets, there will be an 'Open Me First' Box that will contain several items needed to complete the install

- Planograms
- Flexwall Installation & Owner's Manual
- Space saver clips:
 - Peg trays
 - Insert trays
- Physicians Formula 4-wide tray clips (if needed).
- Straight peg hooks:
 - Physicians Formula (if needed)
 - Peg bar space savers
 - For thicker product boxes
- Header clips
- Power kits (small stores only)





apollo 

**Kroger Universal Wall:
Fixture Installation**

Upright and Crossbar Calculations

1 upright per foot
+
1 extra for the run

I.E. A 32' ft run needs
33 uprights.

Upright Calculations:

- Calculate the total of all runs to determine how many uprights are needed for the install.
 - Double check the shipping list or BOM to ensure the correct quantity was received.

3 crossbars per 4' section

Number of 4' sections
X 3

I.E. a 32 FT run contains 8
sections.
 $8 \times 3 = 24$

Crossbar Calculations:

- Calculate the total number of runs to determine how many crossbars are needed for the install.
 - Double check the shipping list or BOM to ensure the correct quantity was received.

Fixture Installation: Crossbars

- On gondolas that are 84" high, the crossbars should be placed accordingly.
 - 1st crossbar- notch 9
 - 2nd crossbar- notch 44
 - 3rd crossbar-notch 68
- On gondolas shorter than 84", you will need to use the back of the upright to determine accurate and proper placement of the crossbar.

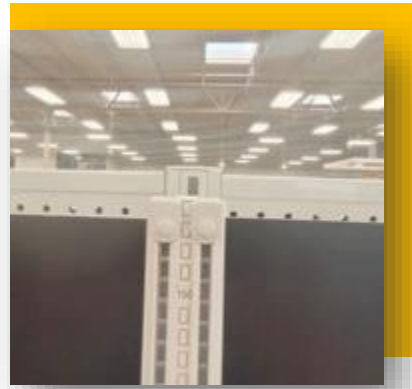
Notch 9
→

Notch 44
→

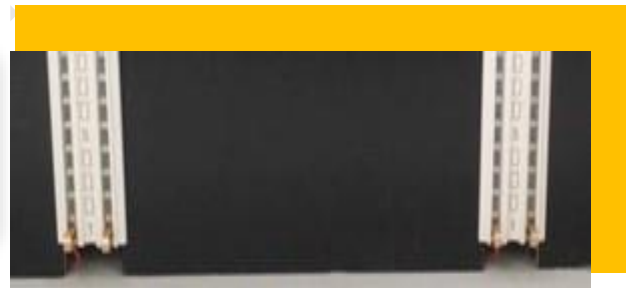
Notch 68
→



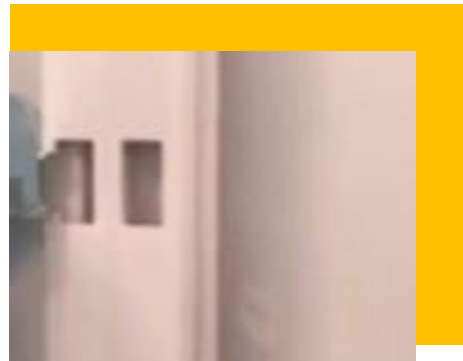
Wall should sit just below top of the gondola.



Uprights should not sit on base deck.



Outer hole on upright.

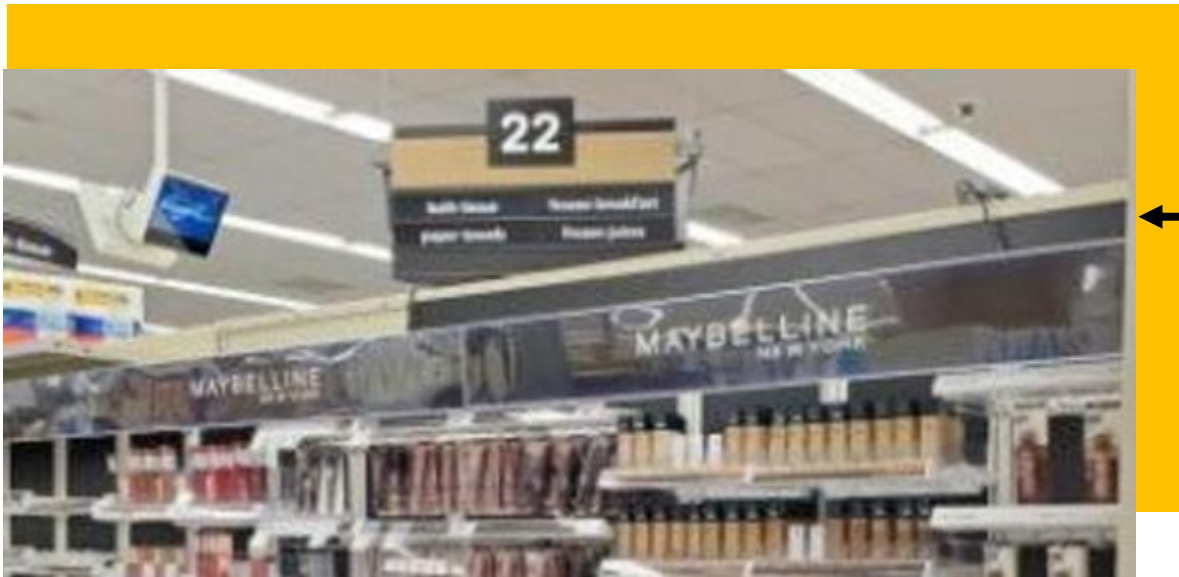


Fixture Installation: Uprights

- The bottom of the upright should NOT touch the base deck and should sit just below the top of the gondola.
 - There should be at least $\frac{1}{2}$ to 1 inch 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.

Fixture Installation: 90" Gondolas

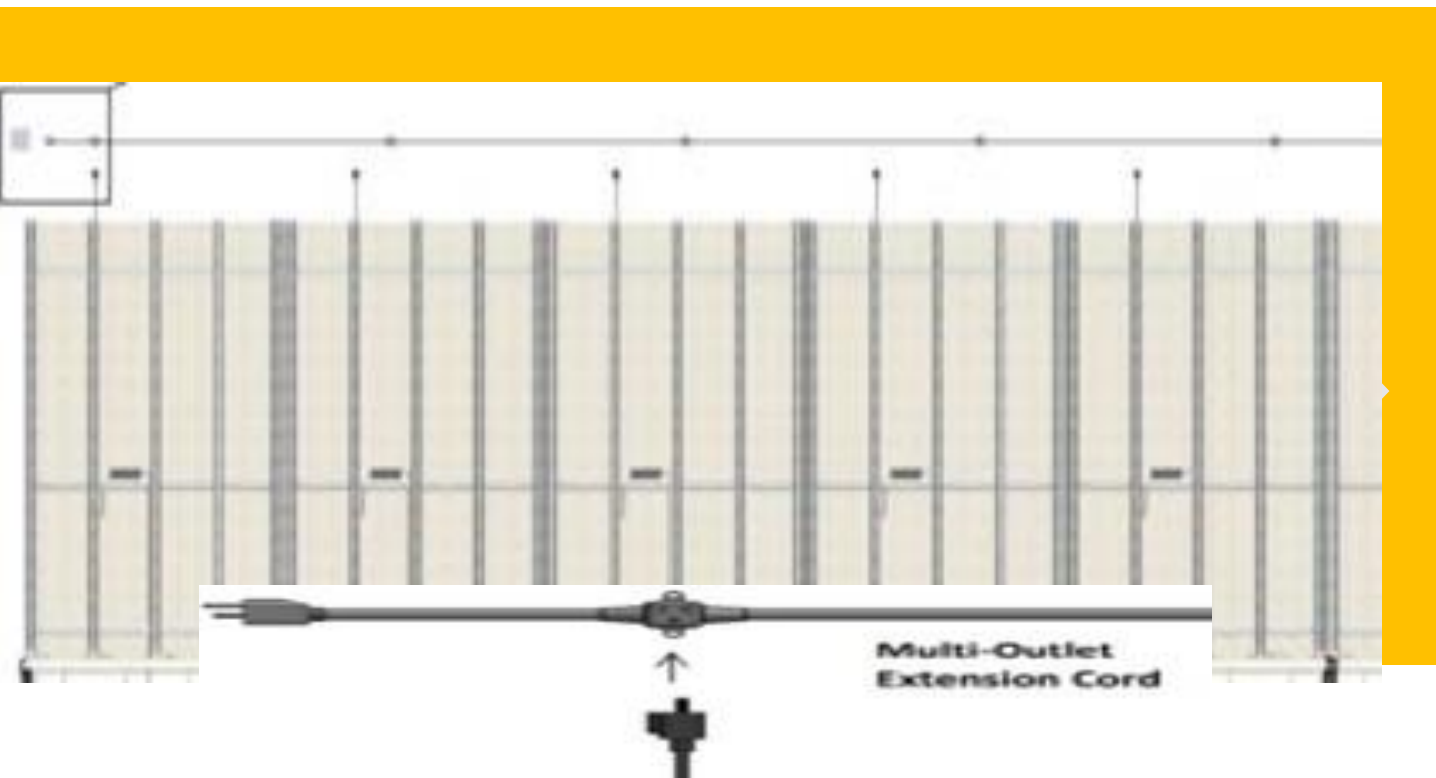
- Some stores may have gondolas that are 90" in height.
 - You should build the wall as it is an 84" gondola.
- There will be a black piece that will go where the gap is.



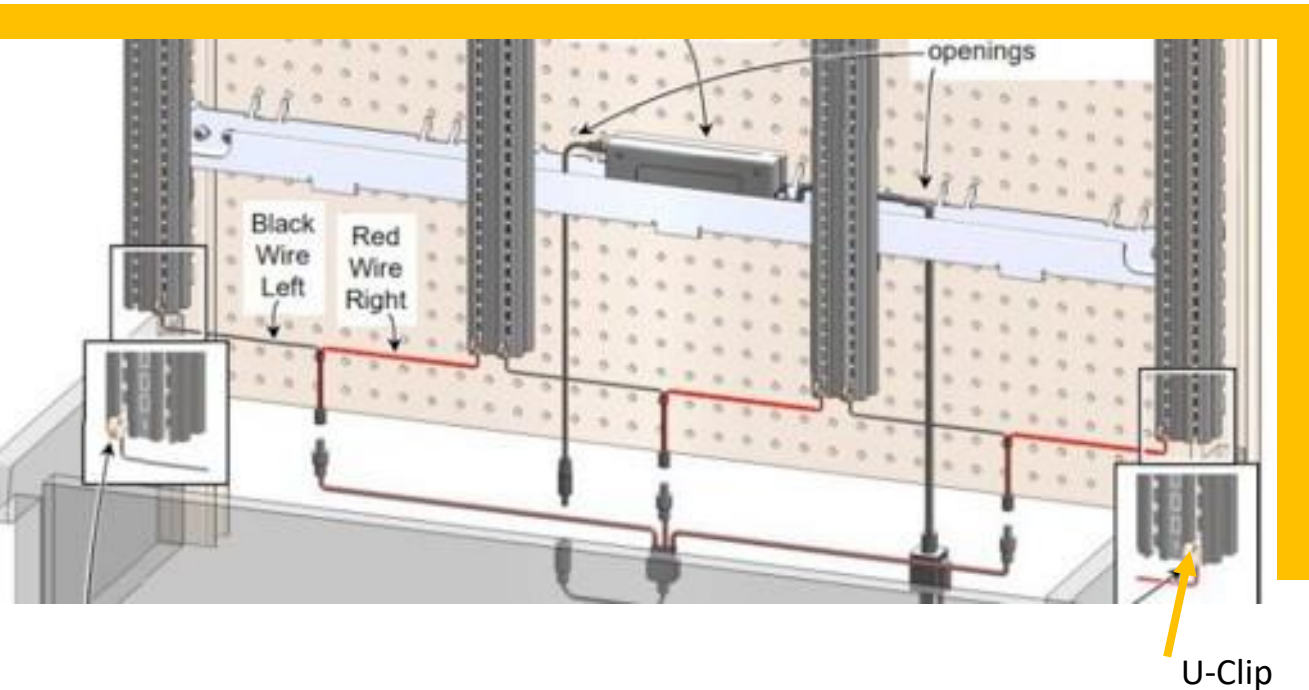
Black piece installed

Fixture Installation: Electrical Pt. 1

- The wiring needs to be connected prior to installing backwall panels.
- A multi-outlet extension cord will be included with the fixtures.
 - This cord has 7 outlets.
 - You may need to use more than 1 of these cords depending on the size of the run.
 - 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, you should still run the electrical to power the wall, so that it can be easily plugged in once power has been run at the store.
- The multi-outlet extension cord should be placed in the middle or the top crossbar.



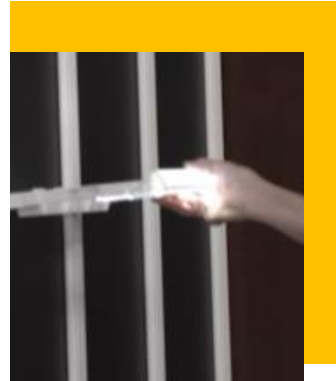
Fixture Installation: Electrical Pt. 2



- The power supplies included in the fixture shipment should be used every 4FT 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 shorter 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.

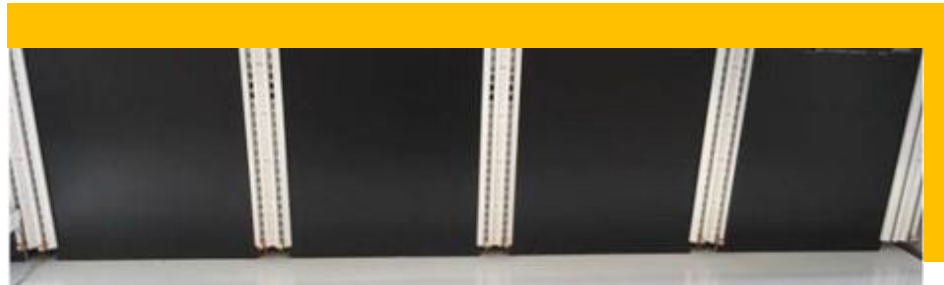
Fixture Installation: Electrical Pt.3

Test carrier to ensure electrical is installed properly.



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

Wires tucked behind backwall panels and underneath uprights.



Fixture Installation: Back Wall Panels

Black side out with sticker on top.



- Backwall panels should be installed with the black side out and the sticker at the top.
- Backwall panels that start and end a gondola run will be thinner than the backwall panels in the middle of a run.
- Backwall panels can either be slid down from the top OR snapped into place.
 - Backwall panels are Styrofoam will crack. When snapping backwall panels into place, put the upright out slightly so as not to crack the styrofoam.

Fixture Installation: Header Installation

- Headers should be placed on the 5th notch from the top of the 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.
 - 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.
- There will green and clear film on either side of the plastic piece inside of the header flip sign.
 - Pop the clear piece out and remove the films.
 - Use the clear piece to align the graphic for an easier install.

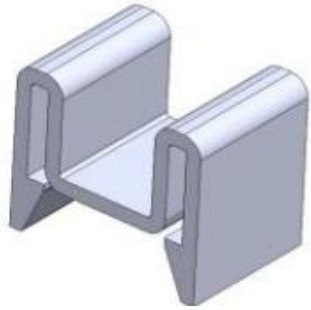
2 - 1 - Ntch 112 - P2209-1013-33 - LIT SIGN, SILVER, 6" X 36" - CGPMP00111 -

Without header clips



Fixture Installation: Header Clip Installation

With header clips



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).

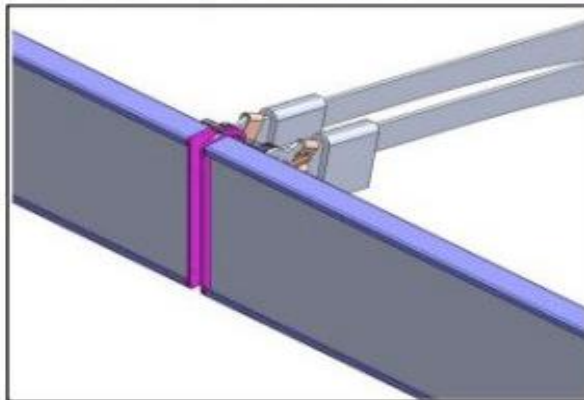


Figure 4

- All adjoining headers should receive a header clip to align all the headers. The clips will help eliminate gaps in the headers.
- Header clips should be installed after the aisle blades are placed to make it easier to install aisle blades.
- The header clips come in the multiple colors and come in the 'Open Me First' box.

Fixture Installation: Aisle Blade Graphic/Decal Placement

- When placing the aisle blades, it may make it easier to have the wires hanging down.
 - Determine which way it will be easier to have the wires before adhering the graphic decal so that the graphic is facing the right way when it is installed on the wall.
 - Follow the store layout to determine how graphics should be placed.

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

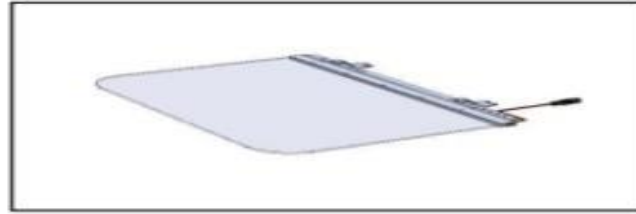


Figure 1

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

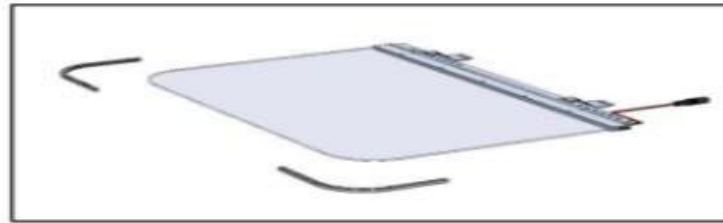


Figure 2

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

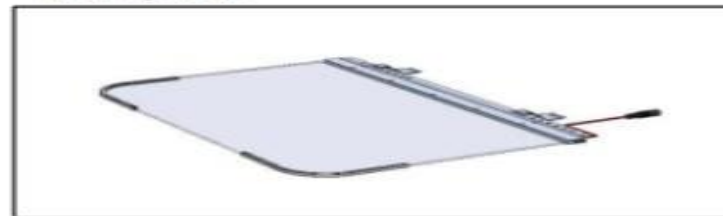


Figure 3

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

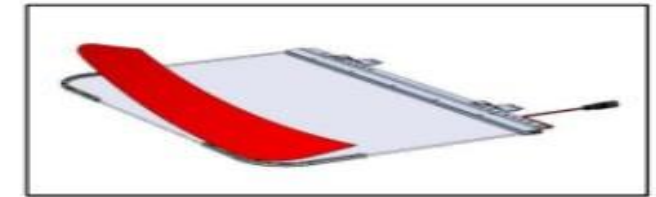


Figure 5

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).

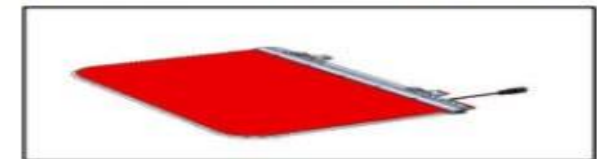
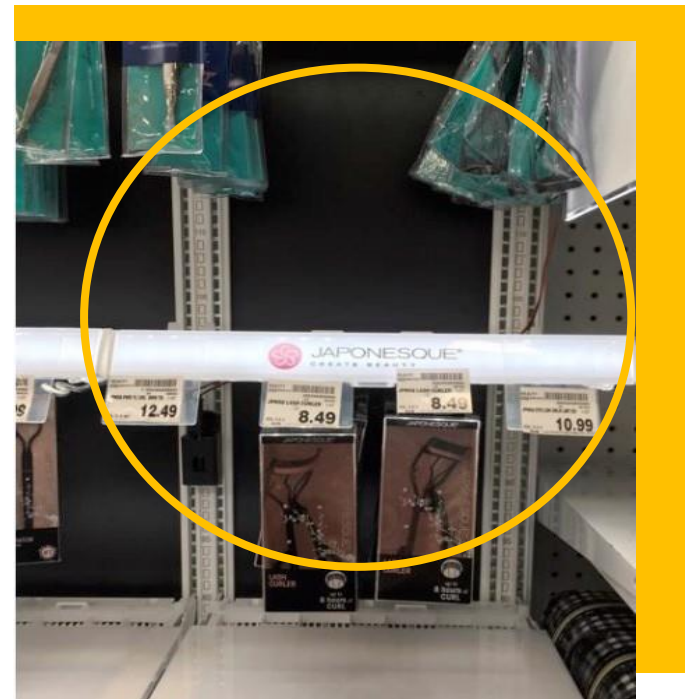
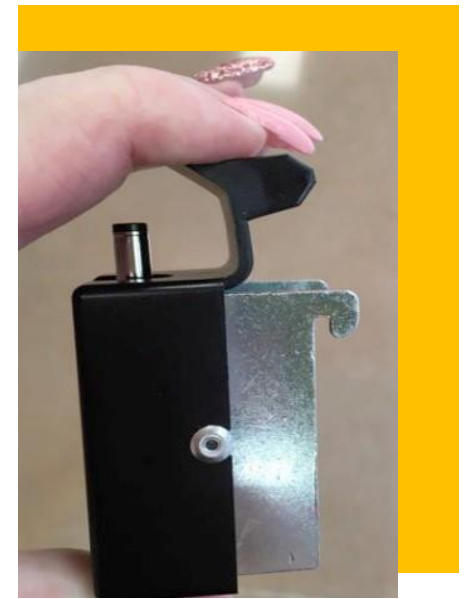
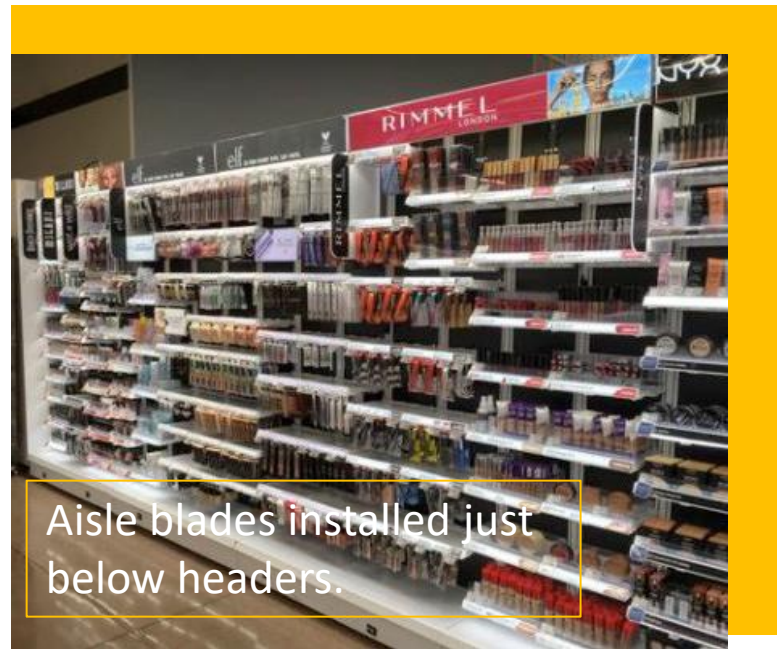


Figure 6

Fixture Installation: Aisle Blade Installation

- Install the aisle blade just below the header.
- Aisle blade brackets and power boxes are packed the box with the aisle blades.
 - These parts are small; be sure to double check all packaging.
- Install the aisle blade power box by pulling back on the tab on the top. Hook metal teeth into the upright.
 - Plug the wires from aisle blade into the top of the power box once it has been hooked into the upright.
- Hide wires as best as you can.
- The first and last blades need to have the power supply box placed in the next column.



Fixture Installation: Base Deck Cover Installation

- 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).

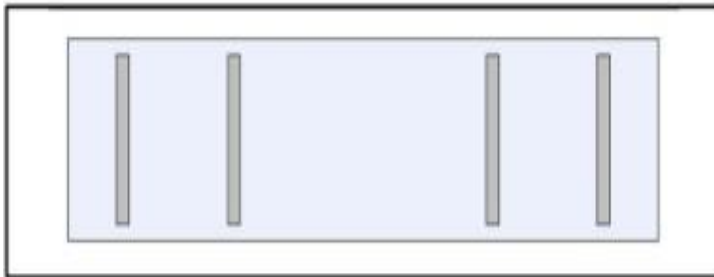


Figure 1

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).

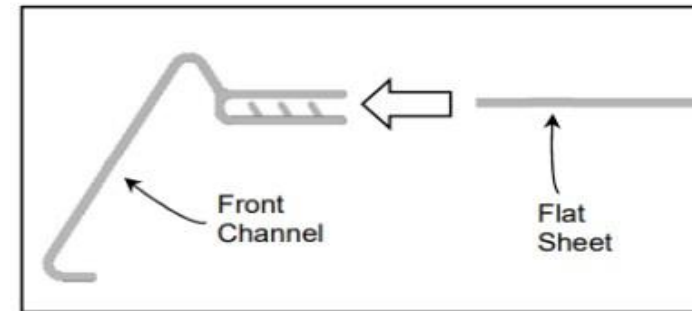


Figure 2

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

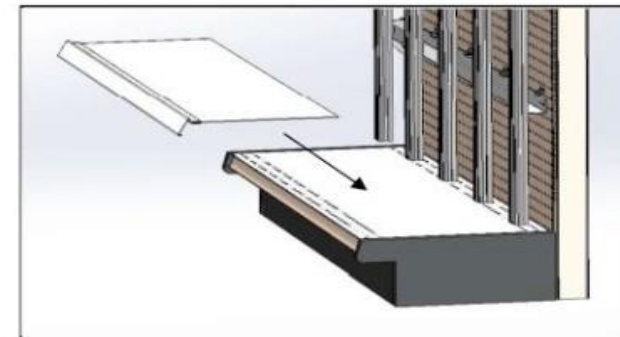


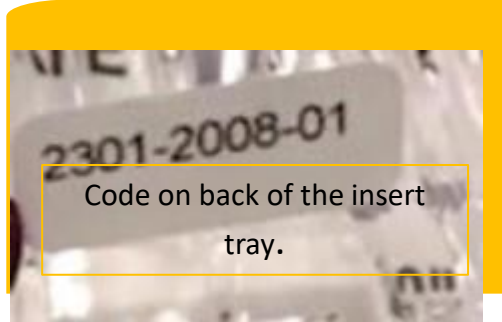
Figure 3



Kroger Universal Wall: Merchandising

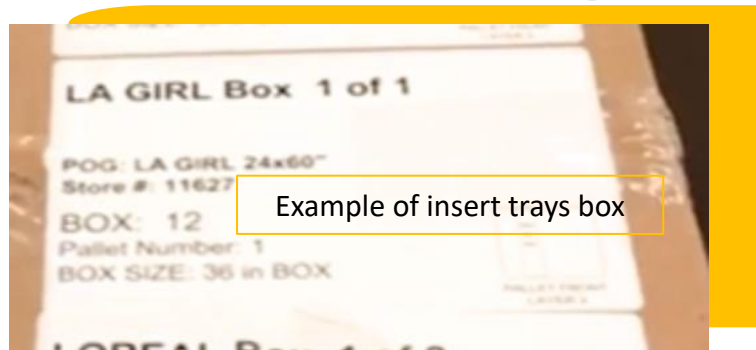
Merchandising: Placing Trays

- All carrier trays are the same and should be placed according to the notches listed on the PM Plastics planograms.
 - If carrier trays are not lighting, flip the bullnose up to expose the light strip and press firmly into place.
 - If issues persists, order a new carrier tray.
- Find boxes that have the insert trays.
 - These boxes will have stickers on the outside with the brand name.
- Using the planogram and the codes on the back of the tray, place inserts accordingly.
 - If you are missing an insert tray, DO NOT take from another brand. Wait until all brands are installed and reset completed to see if there are extras.



Disclaimer: Pay close attention the all numbers in the code as not all X wide trays are the same.

Production Manager



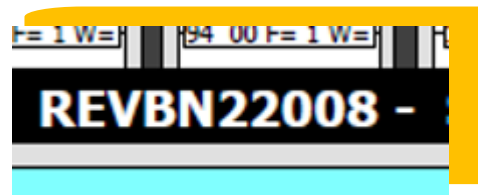
Notch # and tray code on the planogram

Merchandising: Placing Graphics

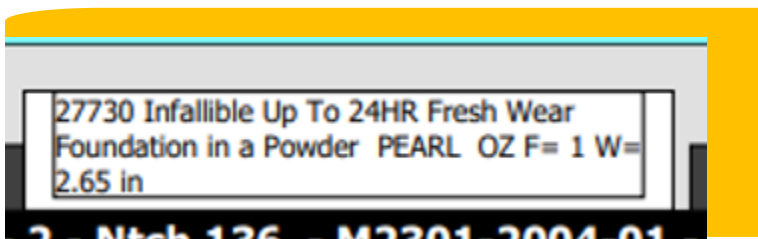
Box marked with sticker



Graphic code on planogram



Product description on planogram



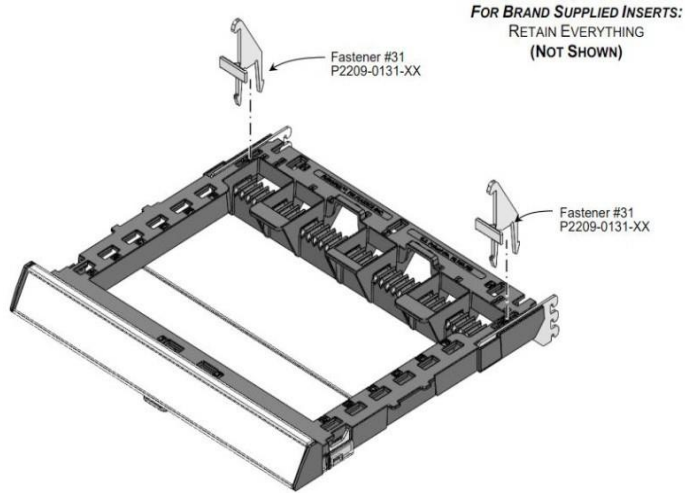
- Place graphics for each brand.
- Boxes containing graphics can be found on the top of the pallets that contains the insert trays.
 - The boxes will be marked with a sticker identifying that there are graphics in that box.
 - Graphics for L'Oréal and Maybelline may come in separate boxes as they are often too long to fit inside with other brand graphics.
- In most cases, the graphic matches the planogram.
 - Use the code on the planogram and the code printed on the graphic to place accordingly.
 - in cases where codes DO NOT match the planogram, you can use the product description and shades listed on the planogram to place graphics.
- There may be instances where brand graphics are completely missing, you should use the generic graphics included in the shipment where you're missing a brand's graphic.

Merchandising: Brand Specific Information

- Stores that already have branded Cai Para Mi, Flower or Profusion fixtures in store will re-use the insert trays.
 - Carrier trays will need to be changed out.
- If a store has these brands, but they are not moving to universal fixtures, hold onto the fixtures until the universal wall install has been completed as you may be able to use these fixtures.
- There will be product boxes that are thicker in the artificial lash section:
 - Ask the store for hang tabs to place on these products so that they fit on the anti-sweep peg hook.



Merchandising: Physicians Formula Trays

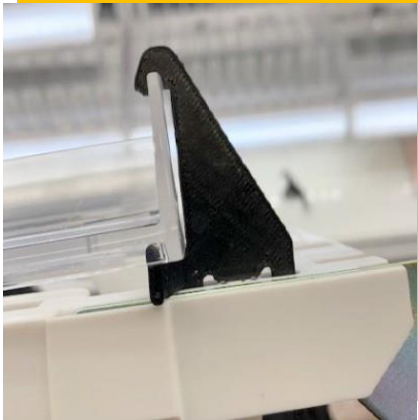


Straight Peg Hooks:

- In the 'Open Me First' box, there will be a bag of straight peg hooks.
 - These should be used on product with thicker boxes.

Fastener Clips:

- Also in the 'Open Me First' box, you will find a bag of clips identified as Fastener Clips-Physicians Formula.
 - These are needed to secure the 4 wide compact trays.
 - Fastener clips will snap into the notches on the back of the carrier tray, and then hook onto the back of the insert tray.



Merchandising:

Price Clips

- Price clips slide into the front of the bullnose over the clear bullnose cover.
 - On trays with inserts, price clips should be installed with the long piece facing upward.
 - On hook bar trays, price clips should be installed with the long piece facing downward.

Tags & Strips

- Inside UPC strips should be placed on all UPC slides.
 - UPC slides are already installed on the bottom of all carrier trays.
 - Strips not available for: Artificial Nail, Brushes or Eyelashes.
- Outside price tags should be placed on the price clips.
- Do NOT place tags directly on the bullnose.

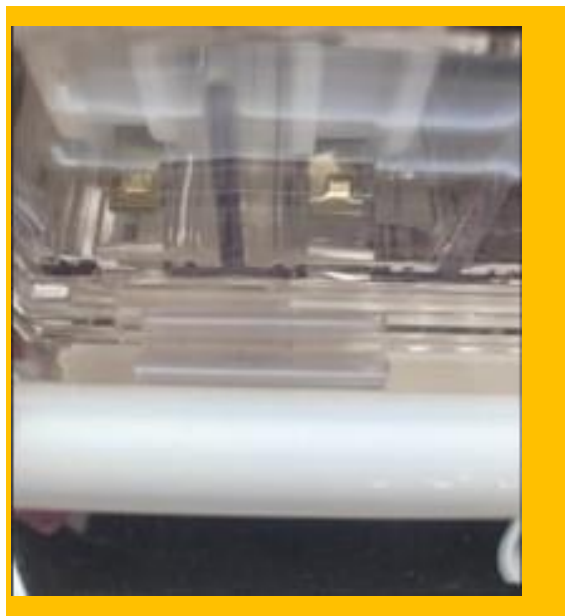


Insert tray price clip should face upward.



Hook bar price clip should face downward.

Disclaimer: Follow Kroger Tagging guidelines when placing tags & strips (found in project instructions).



Merchandising: Space Saver Graphics

Hook Bars

- You will need to use a straight peg hook in order to clip-on the space saver clip.
 - Space saver clips and straight peg hooks are found in the 'Open Me First' box.
 - Space saver graphics will hang down.

Insert Trays

- Space saver clips can be found in the 'Open Me First' box.
 - Pull paper off the bottom of the space saver clip to expose adhesive.
 - Affix between bullnose and front of the insert tray.
 - Place space saver graphic in the channel on the space saver clip.

Merchandising: Tall Fences



FWTF- Part #: M2301-0128-01

TF- Part #: M2301-0128-02

- There are 2 types of tall fences:
 - TF (tall fence)
 - For trays that have adjustable dividers.
 - FWTF (fixed width tall fence)
 - For trays that DO NOT have adjustable dividers and pushers.
- Both types of tall fences snap into the front channel on the insert tray.
- The planogram will callout which type of tall fence should be used.

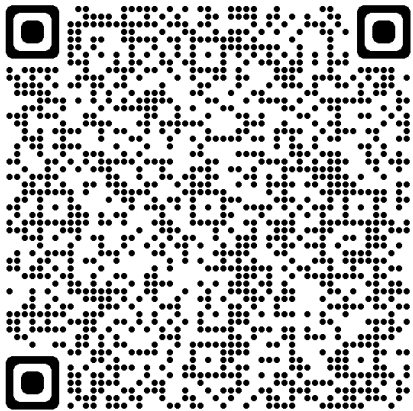


Parts Ordering



Parts Ordering Pt. 1

<https://pmreorderportal.hamacher.com/Identity/Account/Login?ReturnURL=%2F>



Username:

pmpuwallparts@apolloretail.com

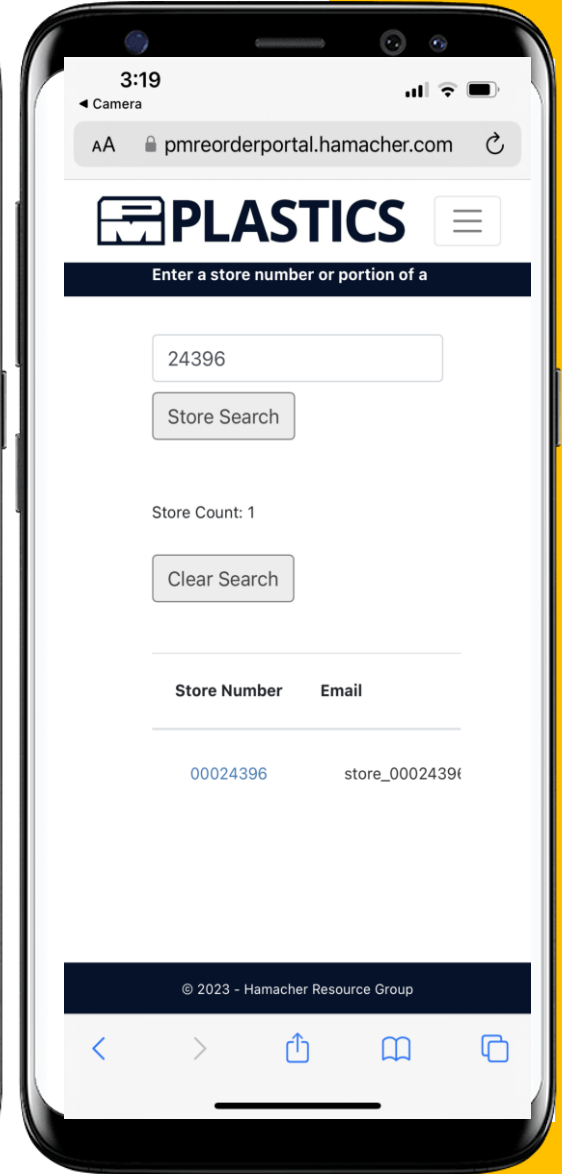
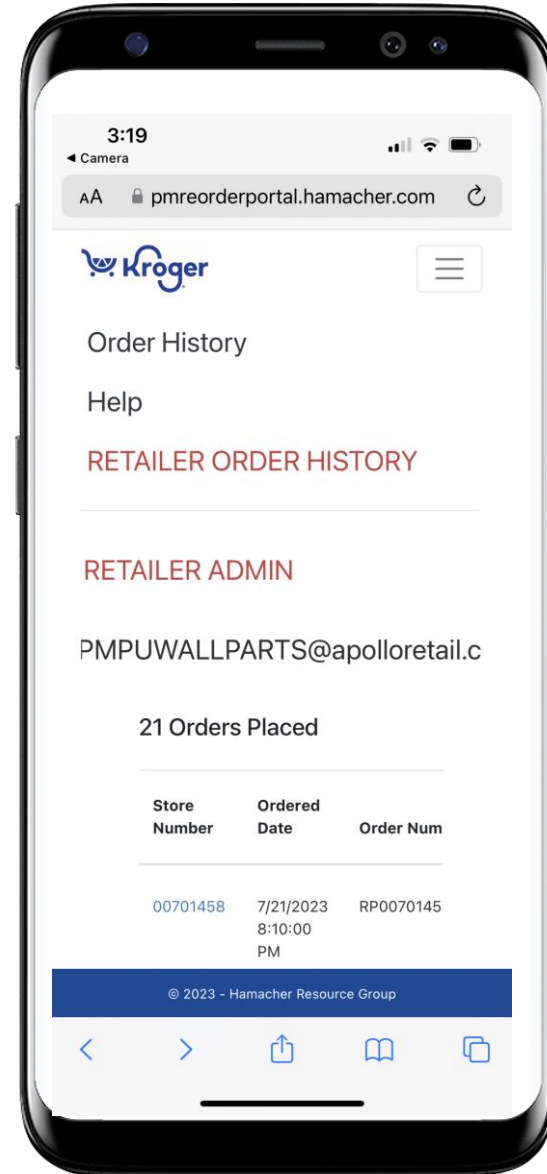
Password:

Krogerpmpuwall1!

- Users may prefer to have the parts order assembled prior to accessing the website.
- The process may vary depending if you're using a cell phone, tablet or computer.

Parts Ordering Pt. 2

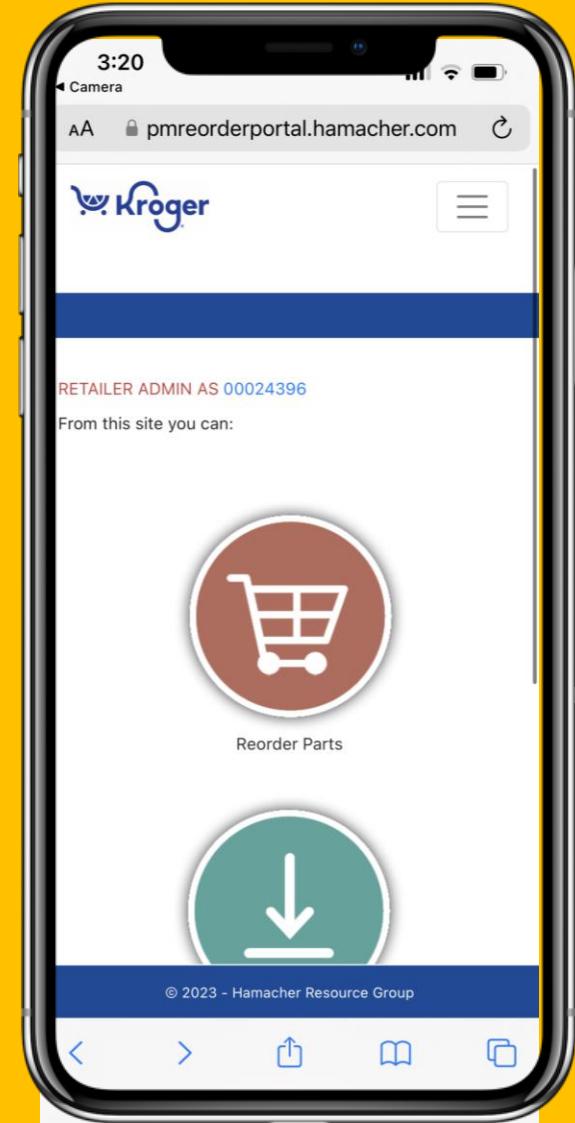
- Once logged, select <Retailer Admin> on the menu bar. You may have to select the menu square in the upper right corner and select <Retailer Admin> from that pull down menu.
- Enter your store number including division into the store search bar.
 - EX: 24396
- When your store comes up, select the blue link in the search results.



Parts Ordering: Pt.3

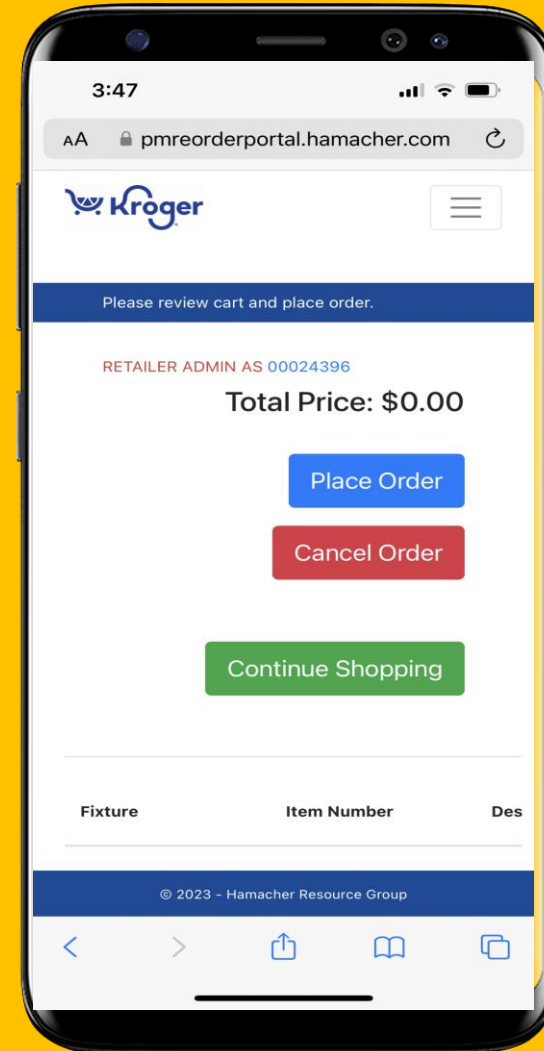
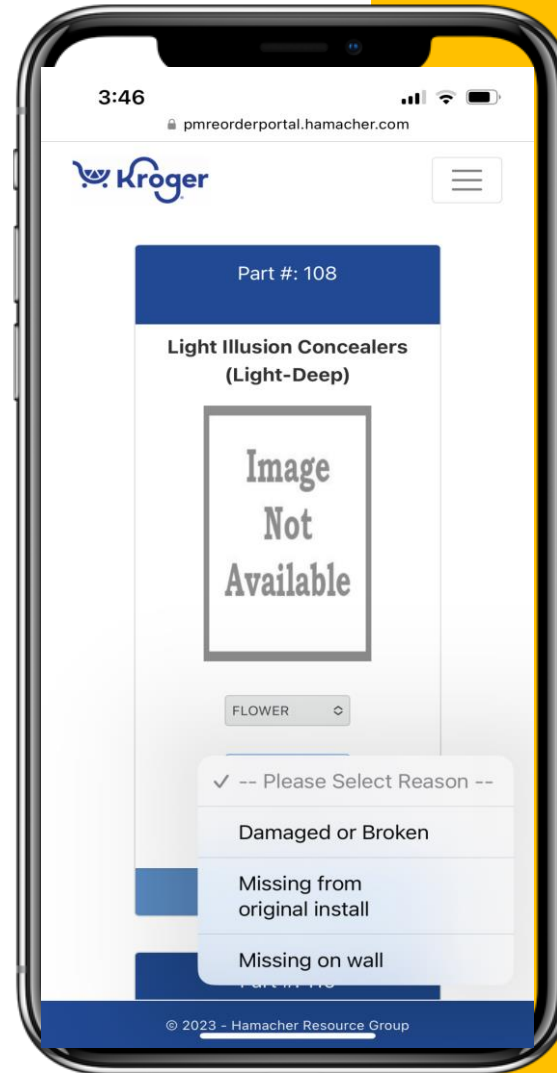
- Select <Reorder Parts>.
- Enter the part number in the search bar and select <Item Search>.
- Once you find the part number in the results list, choose the brand in need of the part.
 - **DO NOT MISS THIS STEP.**

Use the part number whenever you can.

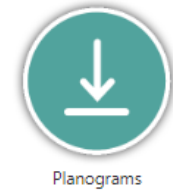


Parts Ordering: Pt.4

- Select the reason the part is needed:
 - Damaged/Broken
 - Missing from Shipment
 - Missing on Wall
- Click <Add to Cart>
 - It will re-direct you to your cart, where you can adjust quantities.
- Return to the parts list by clicking <Continue Shopping>.
- Repeat steps until all necessary parts have been ordered.
- Once the order is complete, select <Order Parts> and follow prompts until confirmation is received.



Parts Ordering: Pt. 5



- If possible, place parts orders on a laptop or computer, as you can access the planograms. (this feature is not currently supported on mobile devices).
- This interactive feature allows you to click on the part needed within the actual planogram.

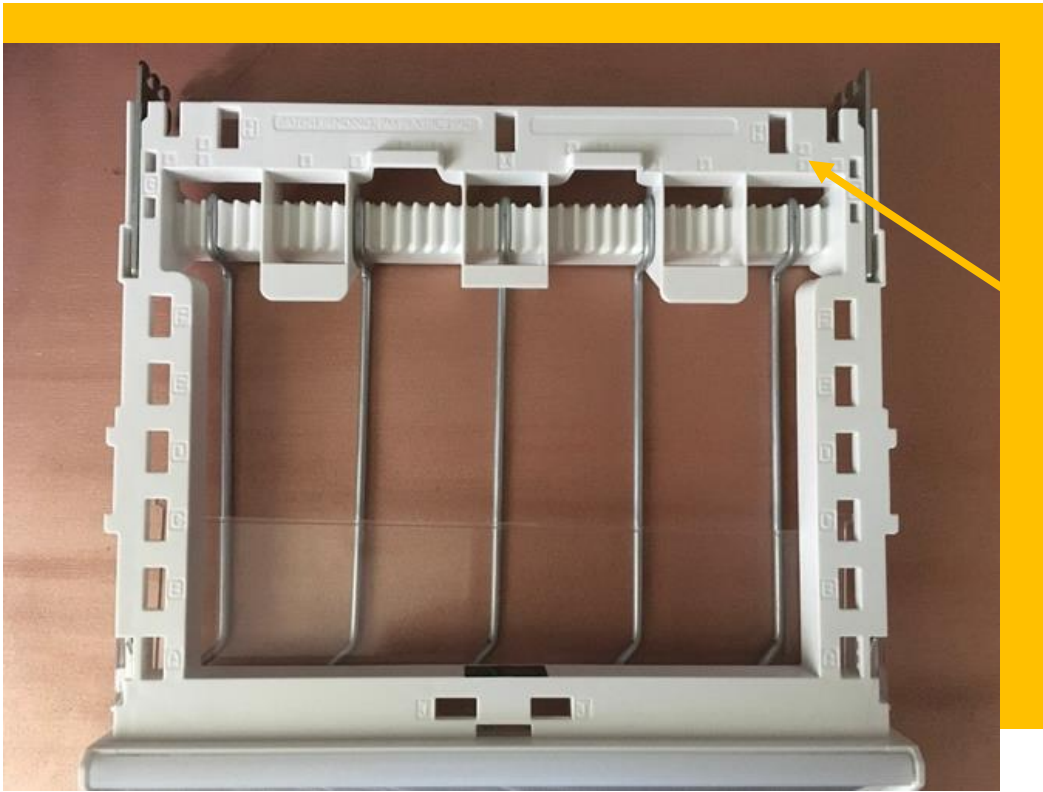
D014_L00000_D16_C813_VP03_F001_MX_H054_B15_U15 BLA-001-060-401_BLACK RADIANCE 1FTX60IN SP23	Segment: 1 of 1	Fixture/Graphic Info: Fixture Location - Notch - Fixture # - Fixture Desc - Graphic Number - Graphic Desc	10/05/2022
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1 - 1 - Ntch 112 - P2209-1013-31 - LIT SIGN, SILVER, 6" X 12" - PMBRHD004 -												
1 - 2 - Ntch 107 - M2209-0051-02 - CARRIER TRAY ASM, LIT - PMBR0061 - MASCARA												
1	2	3	4									
1 - 3 - Ntch 91 - M2209-0051-02 - CARRIER TRAY ASM, LIT - PMBR0056 - MASCARA/EYELINER												
1	2	3	4	5								
1 - 4 - Ntch 75 - M2209-0051-02 - CARRIER TRAY ASM, LIT - PMBR0068 - EYELINERS												
1	2	3	4	5								
1	2	3	4	5	6	7	8	9	10	11	12	13
1 - 5 - Ntch 49 - M2301-2115-02 - 15W STD TL DIV UNIV INS SUB TF - PMBR0041 - PERFECT TONE MATTE LIP CREME												
1	2	3	4	5	6	7	8	9	10	11	12	
1 - 6 - Ntch 39 - M2301-2012-01 - 12W FW INS SUB (0.867" MAX) - PMBR0043 - PERFECT TONE LIP COLOR												
1	2	3										
1 - 7 - Ntch 28 - M2301-2003-01 - 3W FW INS SUB (3.785" MAX) - PMBR0044 - LOOSE POWDER												
1	2											
1 - 8 - Ntch 16 - M2301-2102-01 - 2W STD UNIV INS SUB - PMBR0064 - CONTOUR PALETTE												
1	2	3	4									
1 - 9 - Ntch 5 - M2301-2004-01 - 4W FW INS SUB (2.812" MAX) - PMBR0069 - BLUSH/BRONZER												



Kroger Universal Wall Security Features

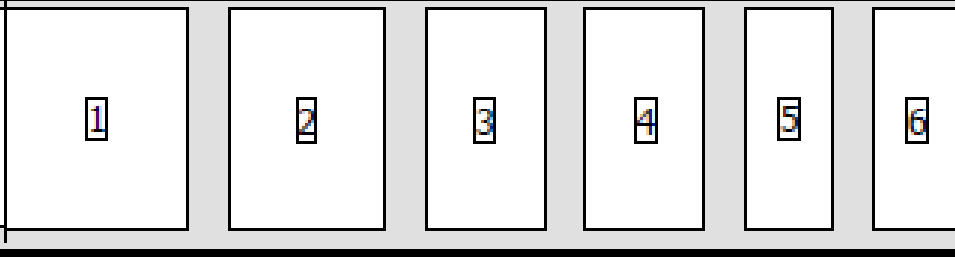
Anti-Sweep Peg Hooks



Numbered notches

- The anti-sweep peg hooks hook directly into the notches on the back of the carrier tray.
 - You will need to push down on the peg hook to ensure it is fully installed in the notch.
 - Use the numbers and letter imprinted on the back of the carrier above the notches to determine in which notches the pegs should be installed.
 - Numbers imprinted on the back: 6,5,4
 - Letter imprinted on the back: H, I
 - For trays with 6, 5, and 4 products, you should install the peg hook into the respective numbered notch.
 - The letters H and I should be used as a guide for trays with 3 products.
 - Adjustments may need to be made based on the actual size of the product.- The planogram will callout how many products should be on a tray, and products on peg hooks will be facing down.

3 - 1 - Nch 131 - H2200-0051-02 - CARRIER TRAY ASH, LIT - ELSP23000PHP - Bullnose

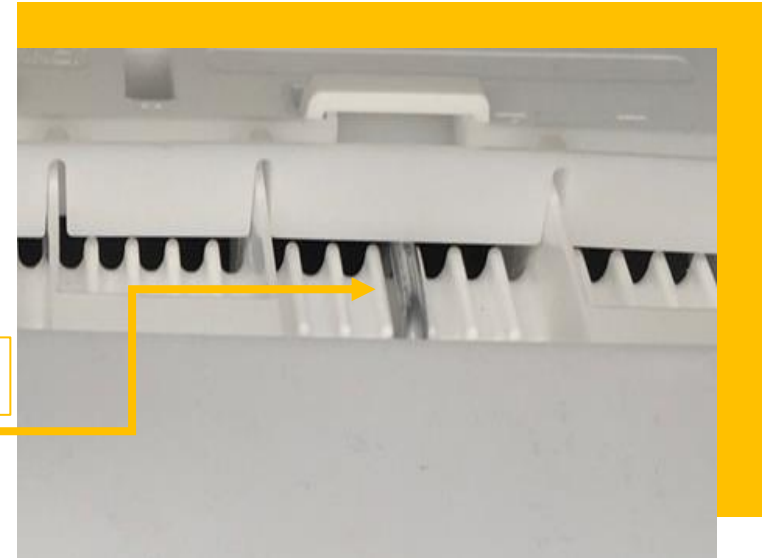


Peg Tray Locks

- All peg trays will receive a peg tray locking device, including the topmost row, AND peg trays that may sit just below an insert tray.
- All peg hooks must be pushed all the way into the notch to allow for the peg tray locking devices secure into the wall and the tray properly.
- Peg tray locks should be installed after the peg hooks have been installed onto the tray itself.
 - The peg tray lock will not snap into place if the peg hooks is not completely installed in the carrier tray.



Peg not all the way installed.



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).

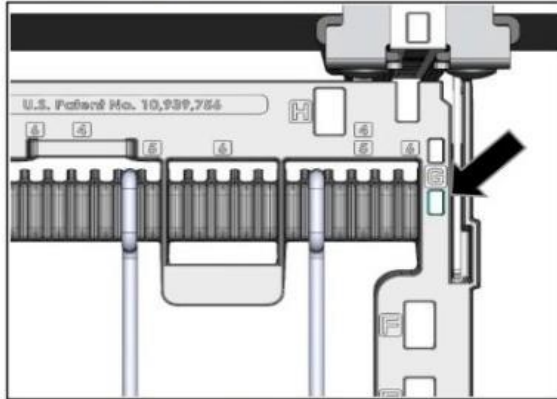


Figure 1

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).

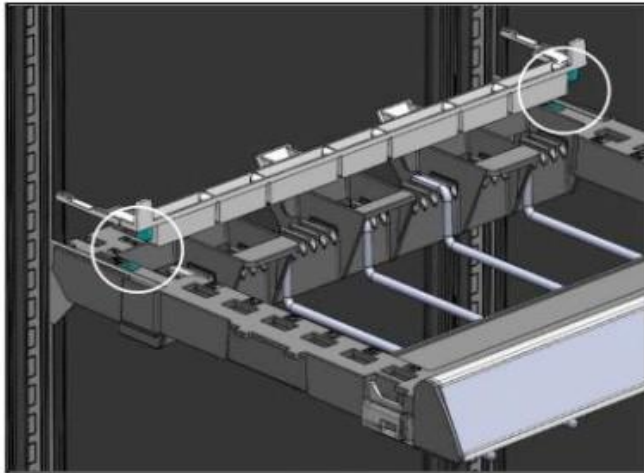


Figure 2

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

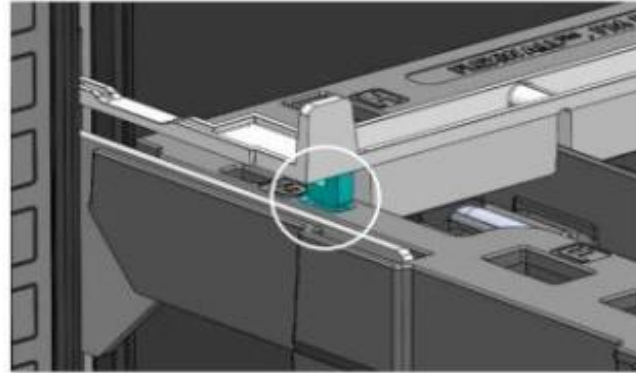


Figure 3

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

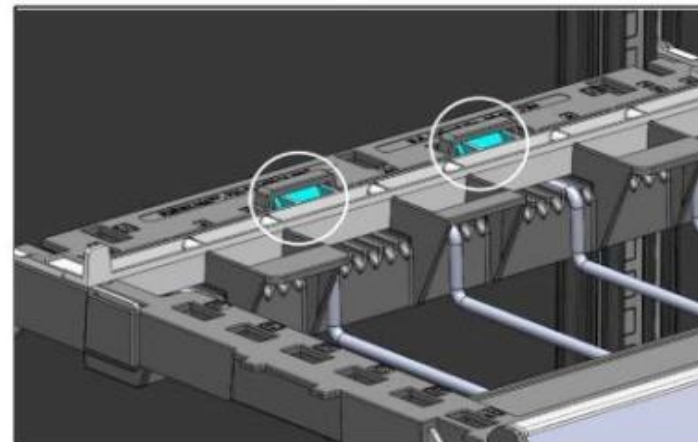


Figure 4

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).

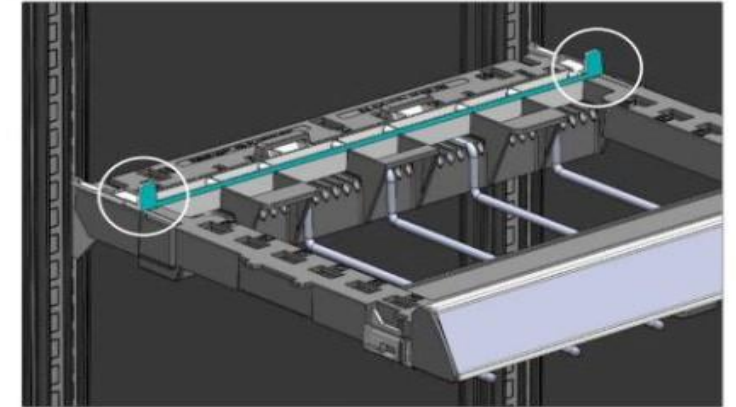
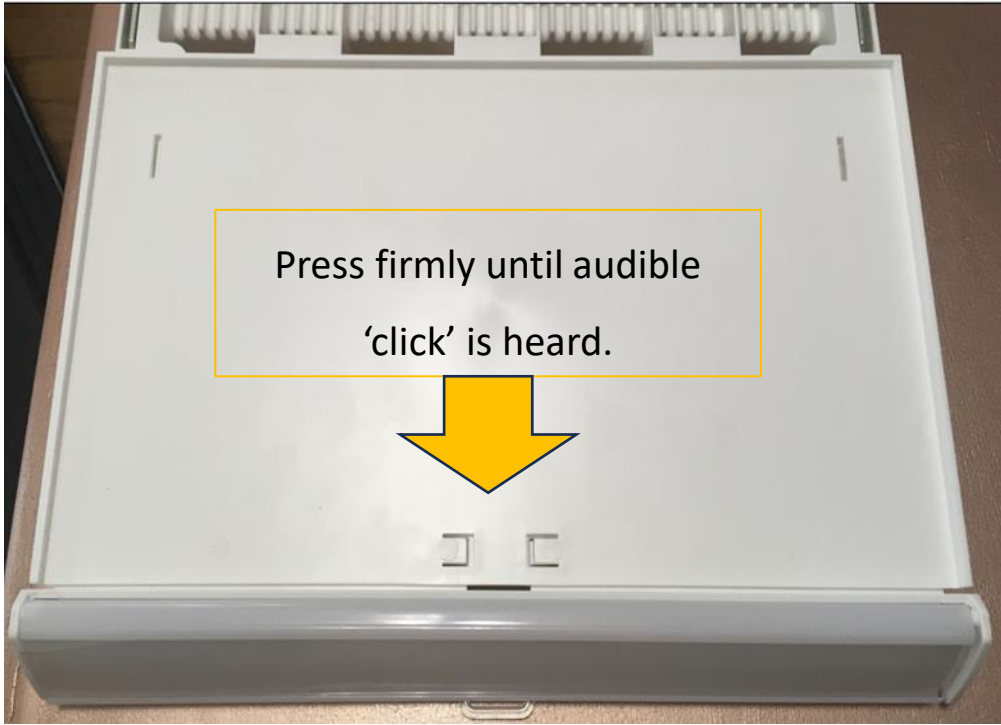


Figure 5

Tray Covers

- All hook bar trays will receive a tray cover, including the topmost row and hook bar trays that sit directly below insert trays.
- Flat top covers will snap into the hook bar carrier tray.
- To install:
 - Align clips on underside of the tray cover and be sure to press firmly in the front center until an audible 'click' is heard.



Clips on underside of tray cover



Kroger Universal Wall: Anti-Sweep Installation



Anti-Sweep Tray List

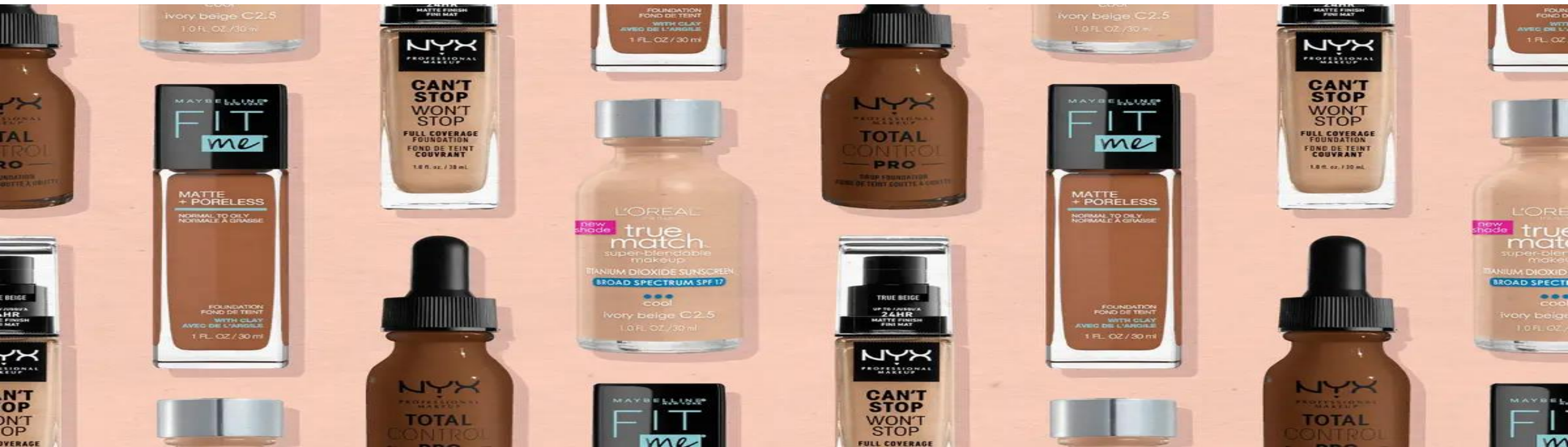
- Please access the anti-sweep tray list document to determine which trays should receive GFB halos, and tray hoods.
 - Anti-sweep tray list can be found as an attachment in your store-specific email.
 - The list of trays that should receive tray hoods and GFB halos are also listed on pages 44 and 50 of this document.

Anti-Sweep Tray Hood Placements

Place all tray hoods and tray hood components on the list of trays on the next page.

Extra tray hoods and tray hood components can be placed on:

- L'Oréal True Match Trays with price point of \$15.99 and higher
- Maybelline Foundation Trays with price point of \$15.99 and higher
- Physicians Formula Powders and Bronzers

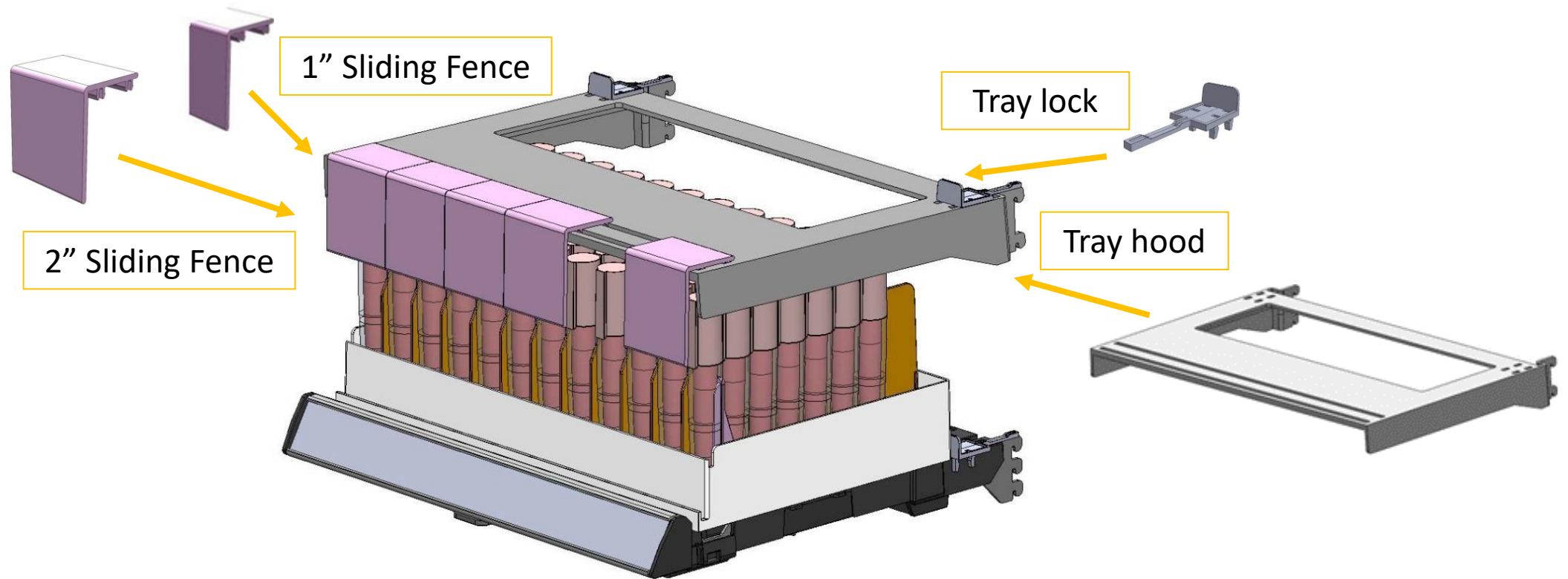


Brand	Tray Type	# Per Tray Type	Parameters
Cover Girl	Outlast Lip Stick	All Trays	10- 1" Gates
Cover Girl	Simply Ageless Liquid Foundation	2 Trays	Tray1: 1-2" Gates; 9-2" Gates Tray 2: 10-1" Gates
Cover Girl	Clean Liquid Foundation	1-2 Trays	5-2" Gates
L'Oréal	True Match Foundation	All Trays	10: 1" Gates
L'Oréal	True Match Blush	All Trays	3-2" Gates 3-1" Gates Alternating
L'Oréal	Infallible Foundation	All Trays	5-2" Gates
L'Oréal	Infallible Fresh Wear Foundation	1-2 Trays	10-1" Gates
L'Oréal	Infallible Bronzer	1-2 Trays	3-2" Gates 3-1" Gates Alternating
L'Oréal	Infallible Powder	1-4 Trays	3-2" Gates 3-1" Gates Alternating
Maybelline	Fit Me Foundation	All Trays	10-1" Gates
Maybelline	Blush	All Trays	4-2" Gates
Maybelline	Eraser	All Trays	10-1" Gates
Revlon	Blush	All Trays	3-2" Gates 3-1" Gates Alternating

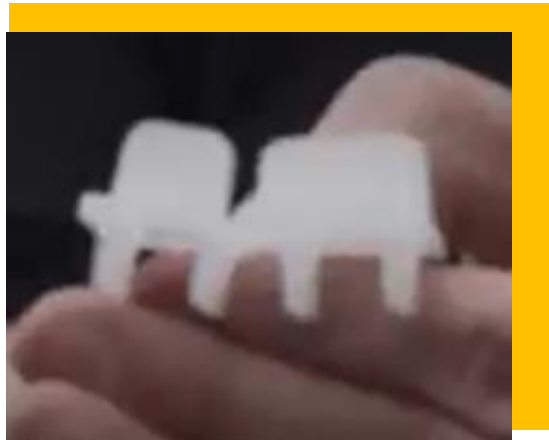
Anti-Sweep: Tray Hood

This illustration shows the current carrier and insert tray with 3 new devices installed. The tray hood assembly has multiple sliding fences which allow for customers to ship the product by sliding the fences to create a window at the desired product location.

Disclaimer: When installed tray hoods, it is easiest to start from the bottom and work your up.

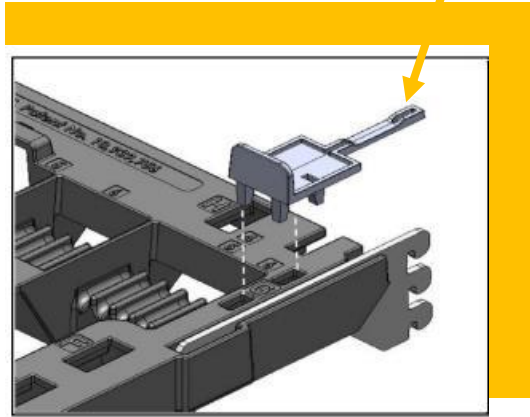


Anti-Sweep: Tray Hood Installation: Tray Locks



Left: Tray hood lock
Right: Tray lock

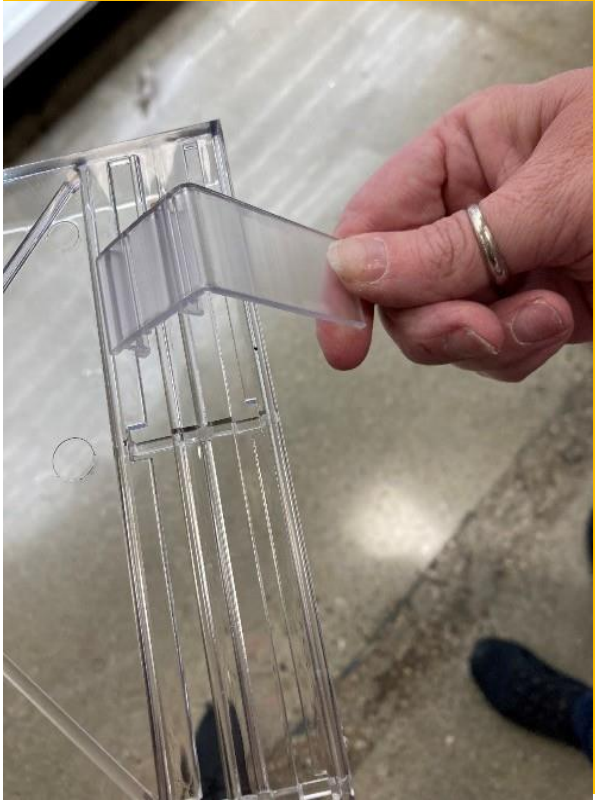
Hooks into upright



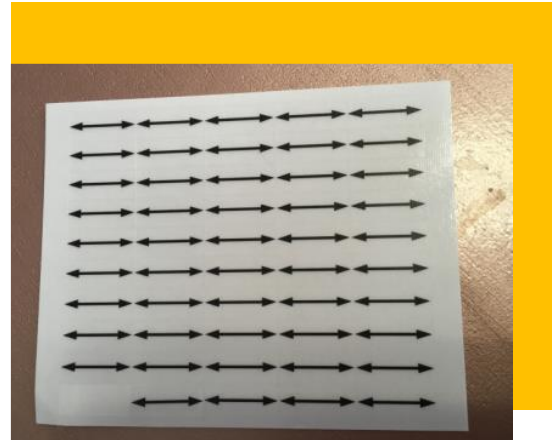
Of the 4 legs on the tray lock, only 2 will hook into the tray.


- The tray hoods require that both the tray that holds the product and the hood itself be locked into the wall.
 - Your kit will contain tray hood locks and tray locks.
 - These are not the same. Please pay close attention. When placing the locks.
 - Each tray and tray hood should receive 2 of each lock, 1 on either side of the tray.
 - Only 2 legs on the tray lock will fit into the tray.
 - The long end of the tray lock will hook into the upright.

Anti-Sweep: Tray Hood Installation: Sliding Fences



Hook the back of sliding fence into the channel on the back of the tray (as shown above).
Then, snap the front of the sliding fence into the channel toward the front of the tray hood.



- Tray hoods will also require sliding fences.
 - There are 2 sizes of sliding fences (2" and 1"), and the Anti-Sweep tray list will indicate which size and how many of each size to use on each tray.
- Sliding fences will also receive a sticker 
- Stickers may either be in the anti-sweep kit with the sliding fences OR in the 'Open Me First' box.
 - Place 2 stickers per tray on 2 sliding fences spacing them equally apart.
 - The sticker should be placed just below the bottom edge of the tray hood.



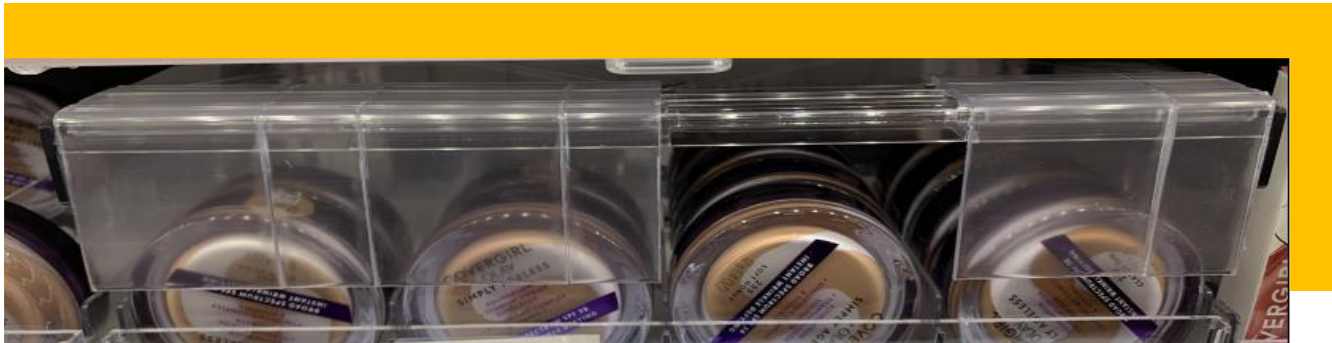
Anti-Sweep Tray Hood Installation



Tray hood hooked into uprights and locked

Tray hood installed above product tray, but not resting on product.

- Once you have installed the sliding fences per the parameters listed the Anti-Sweep Tray List document, you should install the tray hood above the product tray to which it corresponds.
 - Tray hoods should not sit directly on top of the products. There should be a gap big enough for product to be shopped.
 - Tray hoods will hook directly into the upright.
 - The long end of tray hood locks will also hook into the upright., just as the long end of the tray lock hooks into the upright.
 - All 4 legs of the tray hood lock will lock into the channels on the back of the tray hood.



Anti-Sweep GFB Halo Placements

Place all GFB halos and GFB Halo components on the list of trays on the next page.

Extra GFB Halos and GFB Halo components can be placed on:

- L'Oréal Lip Pencil trays
- Maybelline Lip Pencil trays
- Other brands with gravity fed lipstick trays.



Anti-Sweep GFB Halo Placements

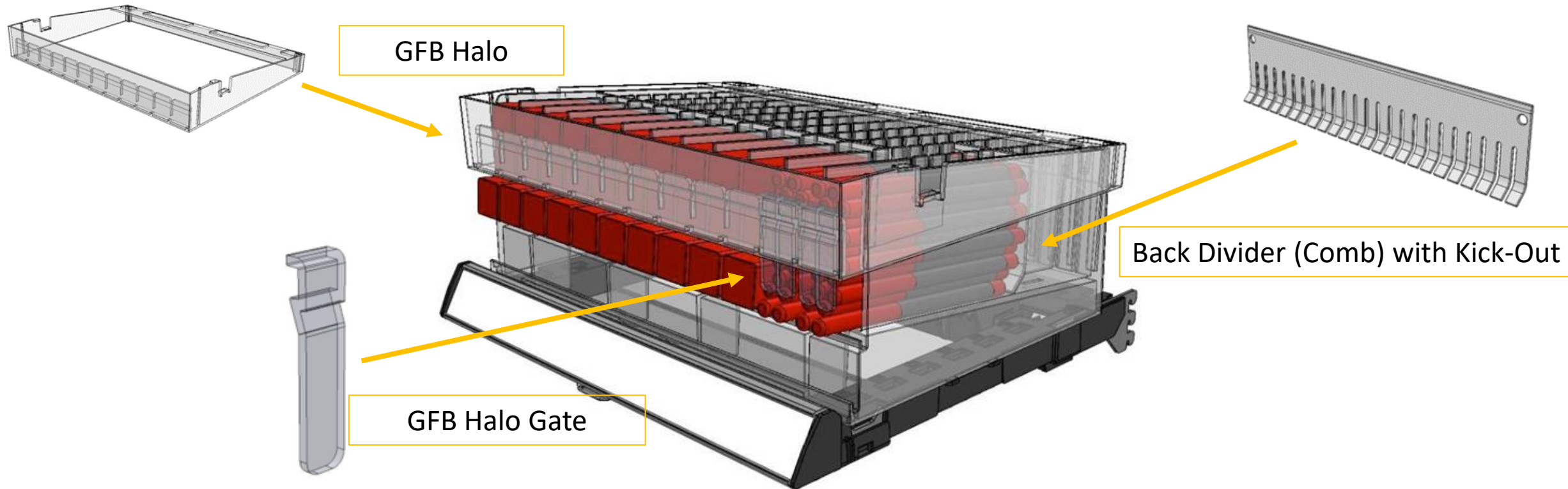
Brand	Tray Type	Gates Needed
L'Oréal	Lip Stick Trays	No
Maybelline	Lip Stick Trays	No
NYX	Lip Pencil Trays Eye Pencil Trays	Yes; only on slim pencil trays
Revlon	Lip Stick Trays	No

Anti-Sweep: GFB Halo

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

Disclaimer1 : Not all trays that receive the GFB Halo anti-sweep components will receive the halo gates. Only slim pencil trays will receive the halo gates.

Disclaimer 2: Lip pencils trays that have 2 rows of pencils will NOT receive the GFB Halo and components.
i.e Rimmel.



Anti-Sweep: GFB Halo Installation: Back Divider (Comb)

Old Back Divider

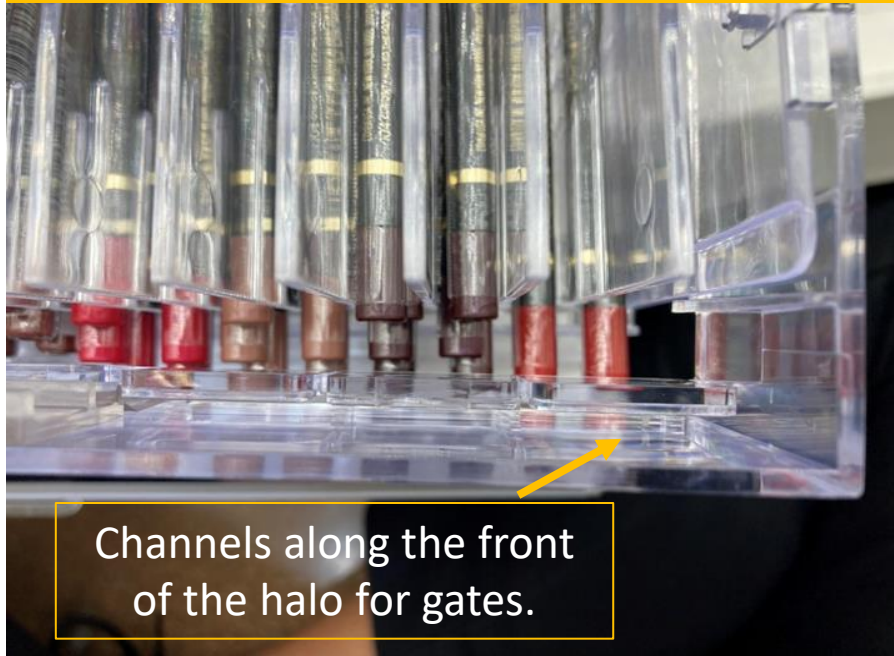


New back divider placed directly behind old back divider for easier installation.

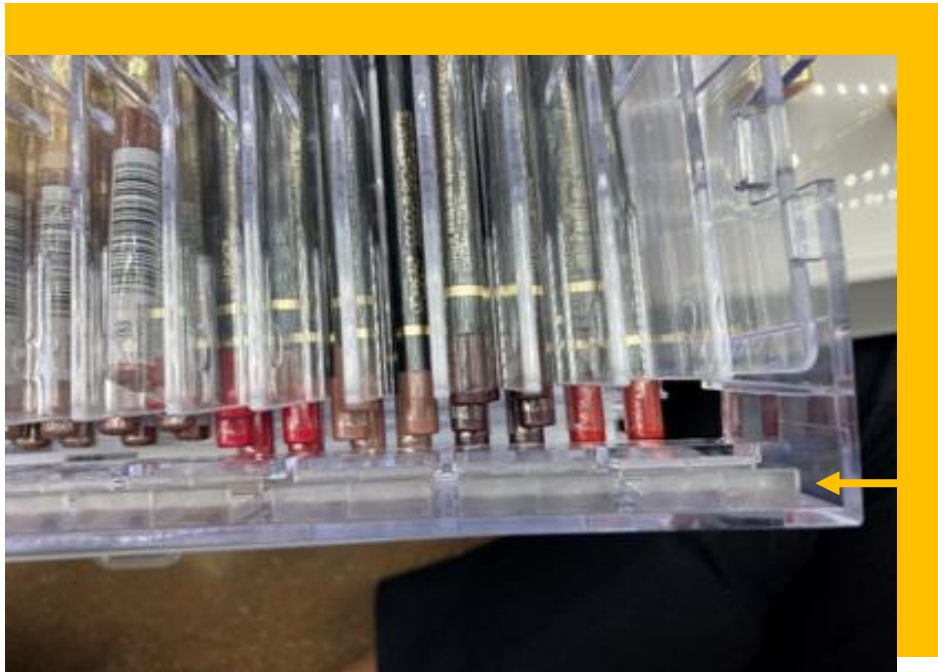
- All trays receiving the GFB halo will need to have a new back divider (comb) installed.
- The new divider is curved along the ends, creating a kick-out that forces the product out.
- The old back divider has curve and is completely straight.
 - When installing the new back divider, it easiest to partially remove the old back divider.
 - Place the new back divider in the notches behind the old back divider (be sure no product is sitting underneath).
 - Once you have the new back divider placed behind the old back divider, you can pull the old back divider out and discard.

Anti-Sweep: GFB Halo Installation: Gates

- Slim pencil trays should also receive GFB halo gates, into addition to a back divider (comb) with kick-out and the GFB halo.
 - There are channels along the front of the GFB halo that the gates will snap into.
 - Two gates should be placed into 1 channel.



Channels along the front of the halo for gates.

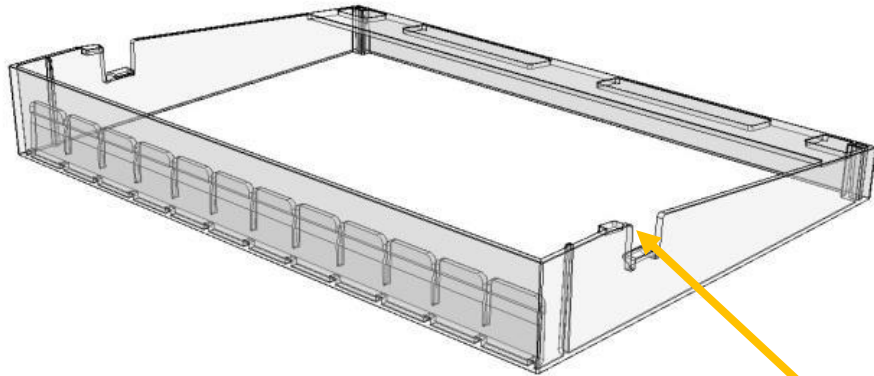


2 gates installed in each channel

Anti-Sweep: GFB Halo Installation



Notch on the tray



Notch cut-out on GFB halo

- Once you have installed the new back divider and the gates (if applicable), you can now attach the GFB halo to the tray.
- The GFB halo will slide over the top of the tray.
- You may need to flex the sides of the GFB halo outward to align the notches on the tray with cutout for the notches in the GFB halo.
- When spacing trays in wall, be sure there is enough room for the product to be stocked.
 - The product is not meant to be stocked the way it out comes out of the tray.

Disclaimer: When placing the GFB halo, watch for space saver graphics; they should be in front of the GFB halo, not tucked behind it.