

VENDOR PLANOGRAM REQUIREMENTS

To ensure that Shopko can execute vendor supplied planograms as efficiently as possible, it is imperative that the following information be understood and followed:

REQUIREMENTS:

- Fixture information
- Sideview
- Planogram
- Sku listing

Below are the requirements for each component.

FIXTURE INFORMATION:

- Shelf descriptions/height (shelf 1 is always 7.375", shelf 2-9.00", shelf 3-8.875" etc. – **Note:** The base shelf is **always** shelf 1 – working from the bottom to the top, left to right.) See Sideview Example attached
- Where pushers or dividers are incorporated ensure appropriate space is allowed.

MERCHANDISING REQUIREMENTS/GUIDELINES

- Merchandise layout
 - All products/skus should be horizontally merchandised
 - **Brands** (not skus) can be vertically blocked
- Holding Power Verification
 - Holding power standards require each sku to support a store allocation unit plus 1 piece per facing based on 16" base decks and 15" shelves. (Shelf depths may vary by planogram and should be verified with the merchant.)
- Compare And Save
 - In the case of compare and save merchandising, the private label brand is always merchandise to the right of the national brand regardless of whether a right or left hand set.
- Reverse Sets
 - Both a right and left hand set will need to be provided.
- Planogram Height
 - The top of product cannot exceed gondola height.
 - Shoppable height of the merchandise cannot exceed 72".

PLANOGRAM INFORMATION

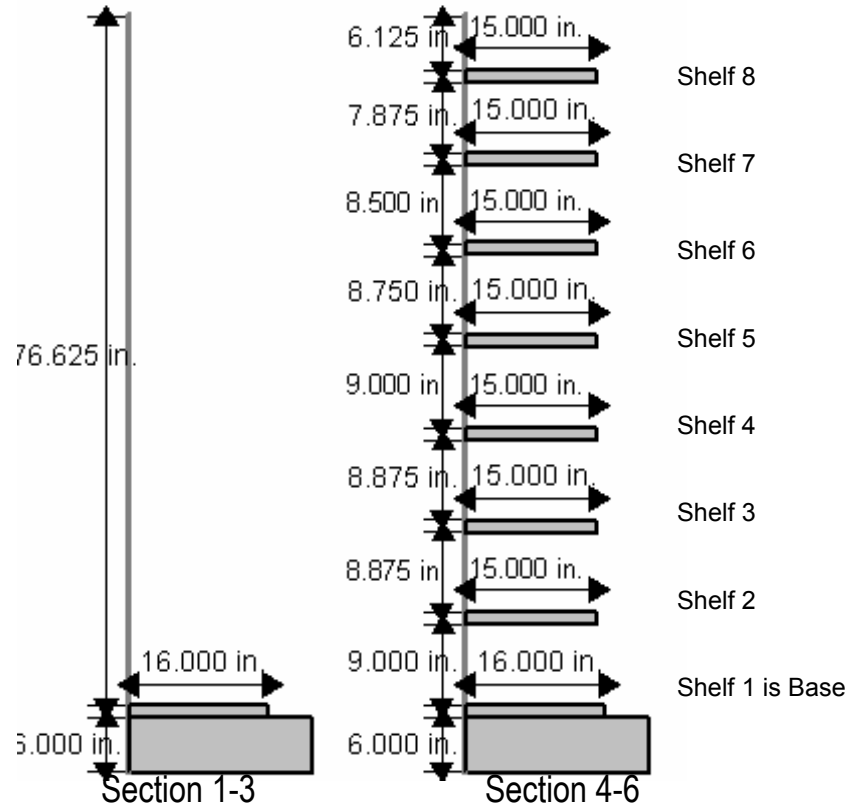
- Product deletions noted on current planogram
- Schematic of new planogram including Shopko skus and facings (#high/#wide)
- Color images (except private label brands)
- New skus highlighted or called out in a similar fashion

SKU LISTING/PRODUCT INFORMATION

- UPC
- Shopko sku
- Description
- Size description if applicable
- Product dimensions – height/width/depth for all **new** and **existing** skus. (Refer to Product Orientation and Measurements Standards, attached.) Highlight any existing sku where dimensions have changed.
- Facings - #high/#wide
- Case pack quantities – master/inner if available
- New sku indication
- Indicate if product is merchandised in a tray, including number of units in a tray.

These are general guidelines. The vendor should cover each of these points with either the Merchant or Merchandise Presentation Analyst prior to submitting planogram information. This will ensure any exceptions to the above are addressed.

Sideview Example



**Shelf Measurements are from the top of the lower shelf to the bottom of the upper shelf.

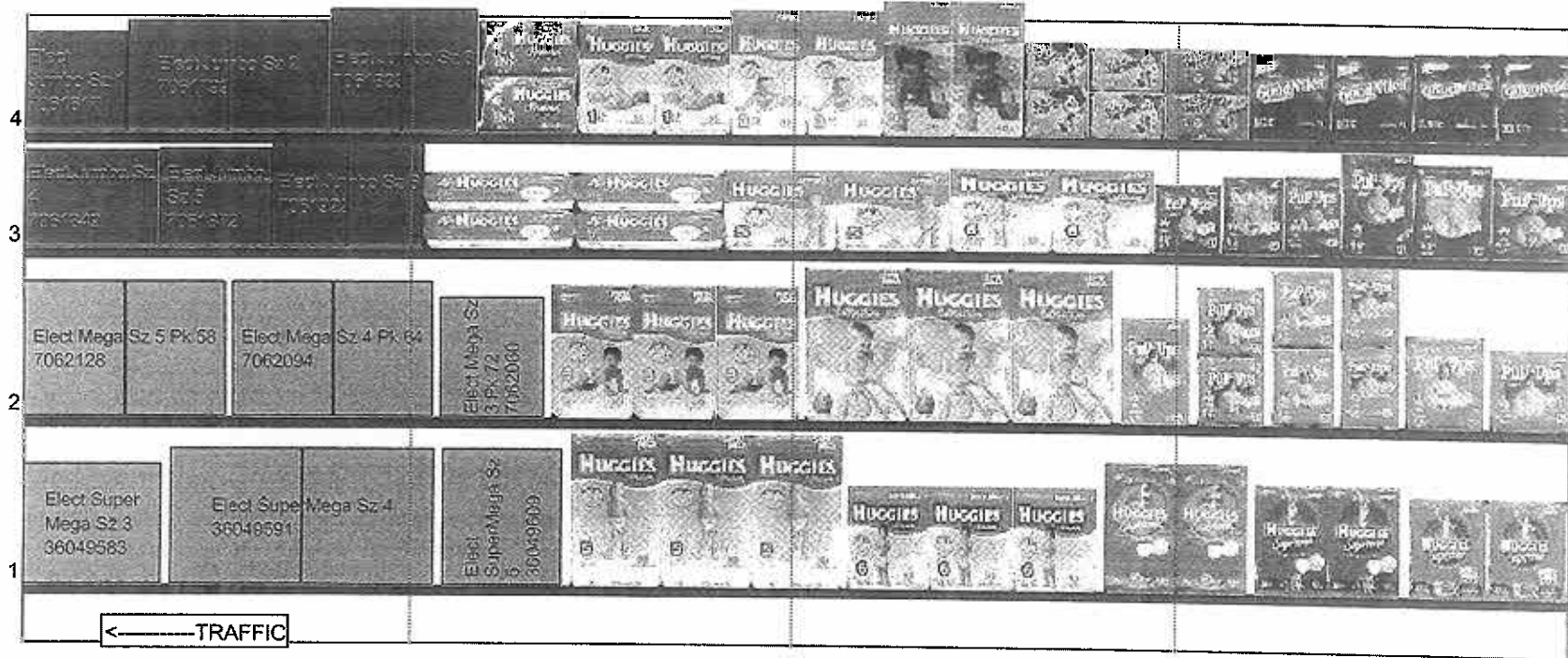
**Each shelf accounts for 1.375 in.

**This reflects an 84" gondola

Total Fixtures:

- 21 Shelves
- 173 Peg Hooks

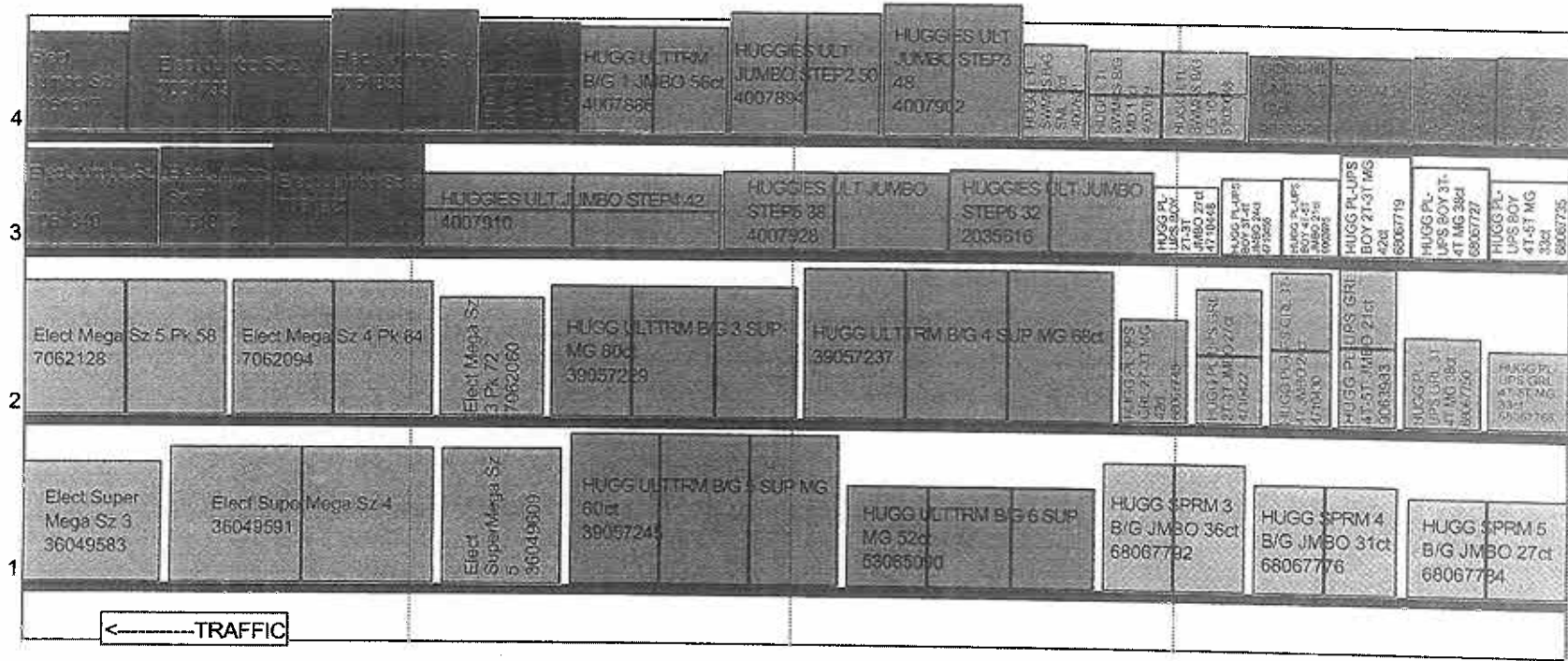
Shopko Diapers (Proposed 16ft Elect/Huggies)



Wednesday, May 21, 2003

Planogram

Shopko Diapers (Proposed 16ft Elect/Huggies)



Wednesday, May 21, 2003

Schematic

ShopKo Diapers(Proposed 16' Elect/ Huggies)

Shelf 1 (Base Shelf)

Height= 6.000 in.

UPC	ShopKo SKU	Product Description	Size	Height	Width	Depth	Facings High	Facings Wide	Master / Inner Case Pack
073312600490	36049583	ELECT SUPER MEGA SIZE 3	80 CT	16.000	13.750	4.500	1	1	4
073312600491	36049591	ELECT SUPER MEGA SIZE 4	68 CT	17.000	13.625	4.500	2	1	4
073312600492	36049609	ELECT SUPER MEGA SIZE 5	60 CT	16.750	12.000	4.250	1	1	4
003600052955	39057245	HUGGIES SUPER MEGA PK. STEP 5	60 CT	18.500	11.000	4.125	3	1	2
003600052956	53065090	HUGGIES SUPER MP STEP 6	52 CT	10.125	11.750	8.375	3	1	2
003600052753	68067792	HUGGIES JP SUPREME STEP 3	36 CT	8.500	15.500	4.000	2	1	4
003600052754	68067776	HUGGIES JP SUPREME STEP 4	31 CT	9.000	13.375	4.250	2	1	4
003600052755	68067784	HUGGIES JP SUPREME STEP 5	27 CT	9.375	12.500	4.375	2	1	4

Shelf 2

Height= 28.000 in.

UPC	ShopKo SKU	Product Description	Size	Height	Width	Depth	Facings High	Facings Wide	Master Case Pack
073312600489	07062128	ELECT MEGA PK DIAPERS SZ 5	46 CT	17.500	9.000	4.250	2	1	4
073312600488	07062094	ELECT MEGA PK DIAPERS SZ 4	52 CT	17.000	9.500	4.250	2	1	4
073312600487	07062060	ELECT MEGA PK DIAPERS SZ 3	60 CT	15.000	10.000	4.250	1	1	4
003600052953	39057229	HUGGIES SUPER MEGA PK STEP 3	80 CT	16.000	9.250	8.500	3	1	2
003600052954	39057237	HUGGIES SUPER MEGA PACK SIZE 4	68 CT	19.125	12.375	4.000	3	1	2
003600021103	68067743	PULL-UP MP GIRL 2T/3T	42 CT	12.500	8.625	4.375	1	1	4
003600021101	04710422	PLL-UP GRLS MED JMB	27 CT	8.500	8.000	4.875	1	2	6
003600021105	04710430	PLL-UP GRLS LARGE JMB	24 CT	9.000	7.500	4.750	1	2	6
003600021109	09063983	PLL-UP JMB X LG GRLS	21 CT	7.000	9.500	5.000	1	2	6
003600021107	68067750	PULL-UP MP GIRL 3T/4T	38 CT	10.000	9.875	4.750	1	1	4
003600021111	68067768	PULL-UP MP GIRL 4T/5T	33 CT	9.500	11.375	4.500	1	1	3

Shelf 3

Height= 49.500 in.

UPC	ShopKo SKU	Product Description	Size	Height	Width	Depth	Facings High	Facings Wide	Master Case Pack
073312600484	07061849	ELECT DIAPERS-JUMBO PACK SIZE	34 CT	13.125	8.625	4.000	1	1	4
073312600485	07061872	ELECT DIAPERS-JUMBO PACK SIZE	30 CT	12.000	8.875	4.250	1	1	4
073312600486	07061922	ELECT DIAPERS-JUMBO PACK SIZE	26 CT	11.125	9.500	4.500	2	1	4
003600052244	04007910	HUGGIES UT JUMBO STEP 4	34 CT	9.500	12.500	4.125	2	1	4
003600052245	04007928	HUGGIES UT JUMBO STEP 5	30 CT	10.750	9.500	4.000	2	1	4
003600052246	02035616	HUGGIES UT JUMBO STEP 6	26 CT	10.000	10.125	4.250	2	1	4
003600021100	04710448	PLL-UP BYS MED JMB	27 CT	8.000	8.500	4.875	1	1	6
003600021104	04710455	PLL-UP BYS LRG JMB	24 CT	9.000	7.625	4.750	1	1	6
003600021108	09063975	PLL-UP JMB X LG BYS	21 CT	9.750	6.500	4.750	1	1	6
003600021102	68067719	PULL-UP MP BOY 2T/3T	42 CT	12.500	8.875	4.500	1	1	4
003600021106	68067727	PULL-UP MP BOY 3T/4T	38 CT	9.750	9.500	5.000	1	1	4
003600021110	68067735	PULL-UP MP BOY 4T/5T	33 CT	9.500	11.500	4.750	1	1	3

Shelf 4 (Top Shelf)

Height= 64.000 in.

UPC	ShopKo SKU	Product Description	Size	Height	Width	Depth	Facings High	Facings Wide	Master Case Pack
073312600481	07061617	ELECT JUMBO PK SIZE 1	56 CT	12.500	10.000	4.250	1	1	4
073312600482	07061799	ELECT DIAPERS-JUMBO PACK SIZE	48 CT	14.000	8.750	4.250	2	1	4
073312600483	07061823	ELECT DIAPERS-JUMBO PACK SIZE	40 CT	13.000	8.000	4.500	2	1	4
003600052234	13030333	HUGGIES NEWBORN DIAPERS	40 CT	7.000	12.000	3.500	1	2	6
003600052241	04007886	HUGGIES UT JUMBO STEP 1	56 CT	9.000	13.500	3.750	2	1	4
003600052242	04007894	HUGGIES UT JUMBO STEP 2	48 CT	7.500	16.625	3.750	2	1	4
003600052243	04007902	HUGGIES UT JUMBO STEP 3	40 CT	7.250	16.500	4.000	2	1	4
003600018339	04007621	HUGGIES LTTL SWMMRS SWMPNT SM/	12 CT	4.500	8.750	5.000	1	2	8
003600018342	04007639	HUGGIES LTTL SWMMRS SWMPNT MED	11 CT	4.500	8.750	5.000	1	2	8
003600018345	51039048	LITTLE SWIMMER PANT LARGE 10CT	10 CT	4.500	8.750	5.000	1	2	8
003600021136	09063967	GD NGT MED JMBO PK	17 CT	10.500	9.500	4.810	2	1	4
003600021138	09063959	GD NGT LRG JMBO PK	14 CT	8.000	10.875	4.750	1	1	4
003600021140	09063900	GD NGT X JMBO PK	13 CT	12.500	7.625	4.875	1	1	4

Product Orientation & Measurement Standards

