

PSMP

September 19, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11- 108

SUBJECT: Promotional Signs Update

The purpose of this Notice to the Trade (NTT) is to provide Industry with an update to the Defense Commissary Agency's (DeCA) Promotional Sign Program to include the addition of a fourth and fifth new sign.

The Marketing Business Unit has added a fourth new promotional sign entitled "Sale" to be used in the commissaries worldwide. It is a blue arrow shaped sign that will identify items that are on sale between 10 and 20 percent below DeCA's regular retail price. The template for this sign with the exact specifications for printing is provided as an attachment. Printing and placement of this sign in the commissaries is authorized immediately and should be implemented within 60 days.

The fifth new sign is a static sign for locally produced products with space left at the top of the sign for specific state program logos. Local companies may produce this sign to be used in the commissaries to identify items that are made locally in the geographical area. The specifications for this sign are also provided as an attachment.

In addition, the "Extra Savings" promotional sign has been slightly modified. The font of the sale price has been increased for easier identification. The font of the "cents off" savings has been reduced so as not to be confused with the sales price. Lastly, the phrase "Savings versus Regular Price" located over the top of the starburst indicating "cents off" savings has been changed to "U Save". These specified changes have been made to the original sign template which is also provided as an attachment. All companies are expected to convert to this new sign and begin utilization as soon as current card stock of the existing sign is depleted.

A separate memorandum is being sent to the store directors identifying the fourth and fifth new signs along with general feedback on the new sign program and lessons learned. Also, provided is a one page informational sheet that describes the new signs with pictures for customers and employees. This informational sheet can be printed as a flyer handout for customers or a poster to be placed on bulletin boards for employees.

A special thanks to all parties that have helped with this new sign program. Points of contact for this NTT are Mr. Charlie Dowlen, Promotions Manager, 804-734-8000,

extension 4-8385 and Ms. Michelle Frost, Chief, Semi-Perishable Division, 804.734.8000,
extension 4-8696.

//signed//
Christopher T. Burns
Director of Sales

Attachments:
As stated

Your Commissary ... It's Worth the Trip!