

PSS

November 9, 2007

NOTICE TO THE TRADE – DeCA NOTICE 08-19

SUBJECT: Preparation of Display Presentation and New Item Form, DeCA Form 40-15,
November 2007.

The purpose of this Notice to the Trade is to publish the revised DeCA Form 40-15, Display Presentation and New Item Form.

The DeCA Form 40-15 has been amended for blocks 21, 22, 23, 25, 26, 27, 30, 31 and 32 so that only those fields that are pertinent to the appropriate columns are utilized. The DeCA Form 40-15 has also been revised in block 15 so that when a presentation is made to the MBU by Industry, the MBU will know whether the presentation is for CONUS, Alaska, Hawaii, Far East or Europe. It also allows the buyer the same option of determining where they want the product to be stocked and promoted in these specific geographical areas. Lastly, block 24 has been changed to depict whether the product is a CRV item when presenting a new item. If so, the specific state requirements must be added in block 34, Vendor Remarks/Performance Requirements.

The uniform procedures outlined in this Notice to the Trade will establish a smooth flow of product from presentation of the item to point-of-sale. We respectfully request that Industry focus additional efforts to ensure the accuracy of the DeCA Form 40-15. The end result will be the effective execution of DeCA's file maintenance program to ensure the accuracy of item information in our DIBS Business System to include shelf labels, plan-o-grams and promotional programs.

Points of contact for this action are Charles Dowlen, Promotions Manager, at DSN 687-8385 or (804) 734-8385, Louis Kennedy, Assistant Promotions Manager, at DSN 687-8232 or (804) 734-8232 and Angela Leal, Promotions Coordinator, at DSN 687-8303 or (804) 734-8303.

//signed//
Randall Chandler
Director of Sales

Attachments:

As stated