

PSM

November 17, 2005

NOTICE TO THE TRADE – DeCA NOTICE 06-15

SUBJECT: Improving the Quality of Data in DIBS and Store Planograms

This Notice to the Trade announces changes to some of the business rules for item presentations. These changes are attached and effective October 1, 2005. It also provides information on the storage and use of information in DeCA's DIBS and planogram business systems.

DeCA management recognizes the need to update its processes and systems to accept Global Trade Item Number (GTIN) data structures. With companies transitioning to GTINs, this is a necessary step to ensure DeCA's business systems are in line with current industry practices.

The point of contact for this notice is Carol Ricker, 804-734-8366.

/s/

Scott E. Simpson
Chief Operating Officer

Attachment:
As stated

Business Rules for the Marketing Business Unit

a. Presentation Forms:

(1) In order to effectively manage the stock assortment, we need to insure that the information for every item is accurate and timely. Buyers and category managers at the Marketing Business Unit (MBU) will reject any new item presentation from industry that fails to accurately list the following information for each new item:

(a) Contract and vendor number: DeCA Form 40-15 must contain the correct contract number and corresponding vendor number.

(b) Product Description: Product description will be the major description noun first, then subsequent descriptors, for example:

Detergent liquid
Ham half brown sugar
Sauce chili

(c) Brand: The product brand name will be listed accurately.

(d) Size: Industry members will follow the standards published by GS1 for product measurement and data alignment.

(e) Unit of measure: The unit of measure for the DIBS category will be the only unit of measure accepted on the presentation form.

(f) Case pack: Industry members will assign the case pack that DeCA will be using worldwide.

(g) Product dimensions: Industry members will follow the standards published by GS1 for product measurement rules for data alignment.

(h) Case dimension: Industry members will follow the standards published by GS1 for case measurement rules for data alignment.

(i) Case cube: Industry members will follow the standards published by GS1 for case cube measurement rules for data alignment.

(j) Case weight: Industry members will follow the standards published by GS1 for case measurement rules for data alignment.

(k) Pallet tie and tier: Industry members will follow the standards published by GS1 for pallet tie and tier measurement rules for data alignment. Until the GTIN is able to be applied in the DIBS system, the pallet tie and tier will be noted for the applicable marketing areas (Europe and Far East).

(1) Global Trade Identification Number: The standards published by GS1 and UCCnet and found in the General EAN UCC Specifications. Although GTIN is not mandatory at this time, it is highly encouraged. This field will become a requirement when GTINs become the standard.

(2) Planograms will be returned to the buyer for any new item submitted without a RSL code.

(3) File maintenance will be returned to industry representative on any item that does not have all required information .

(4) New items will not be added to DeCA's business system unless all required information is listed and the data is correct. If the item has been posted in the system and the data is found to be incorrect (or questionable) the following will take place:

(a) Contract number: Item will be assigned a "D" code and DeCA's responsibility for inventory and notification is waived. Industry members will need to set up an appointment with the buyer and re-present the item.

(b) Product dimensions: All future presentations may require each product to be presented and measured by the buyer and sales representative. The correct product dimensions will be used for the items in the DeCA plan-o-gram and reviewed by the buyer for coding. Coding adjustments for the new item(s) will be based on available space and notify industry of the change. The correct case dimensions will be loaded into DIBS by files maintenance.

b. Standards when new Planograms will be updated: Each day a file will be provided to the planogram team to identify any changes in the DIBS file. When one of the following conditions takes place planogram's will be updated:

(1) Item UPC change: Planograms to be updated within five working days

(2) Case pack change: Planograms to be updated within five working days

(3) RSL code change:

(a) "P" codes will be deleted from the planogram within five working days.

(b) New items will be added to the planogram within five working days.

(c) RSL changes will be updated on the planogram within five working days.

(4) Product dimension change: Planogram to be updated within five working days

c. Source file for data: In order to ensure data quality, information will be pulled from the

following sources:

(1) DIBS: Product description, size, unit of measure, case pack, issue pack, brand, manufacturer, commodity code, RSL code, item and case UPC, GTIN and NSN

(2) Data Warehouse: Scanning data from the data warehouse will be pulled using one of the following levels:

(a) Total CONUS

(b) Region:

1. DeCA West (CONUS Only)

2. DeCA West OCONUS (Japan, Korea, Okinawa, Guam)

3. DeCA East

4. DeCA Europe

(c) Marketing Area: Stores located in the following areas:

1. Northwest area: Washington, Idaho, Montana

2. Southwest area: California, Nevada, Arizona, Utah

3. Midwest area: Texas, New Mexico, Oklahoma, Kansas, Colorado, Wyoming, Nebraska, South Dakota, North Dakota, New Mexico

4. Northeast area: Maine, New Hampshire, New Jersey, New York, Connecticut, Pennsylvania, Massachusetts, Maryland, Washington DC, Delaware, Rhode Island, northern Virginia

5. Central area: southern/central Virginia, West Virginia, Arkansas, North Carolina, Ohio, Indiana, Kentucky, Illinois, Missouri, Wisconsin, Michigan

6. Southern area: Florida, Georgia, Alabama, Mississippi, Louisiana, Arkansas, Tennessee, South Carolina

7. Alaska area: Alaska

8. Pacific area

a. Japan and Okinawa

b. Korea

c. Guam

9. Hawaii area: Hawaii

10. Central Europe: England, Germany, Netherlands

11. Mediterranean: Italy, Turkey, Egypt

(d) Store Specific

d. Planograms:

(1) The MBU will be responsible for Planograms.

(2) Overlaps will not be allowed on a plan-o-gram except for specific categories where the size of the product and the outer package dimensions are significant. The categories allowed overlap are as follows:

(a) Pasta, bagged items

(b) Oriental, bagged snack foods

e. Measurement rules: Industry members will follow the standards published by GS1 for product measurement rules for data alignment. A copy of the measurement rules is enclosed.

f. Department or category changes: The MBU has the ability to assign specific store size at the department level (chilled meats, chilled dairy, frozen foods, HMR, and grocery) or at the grocery department commodity level. The following are the business rules that will apply when changes are made:

(1) When a coding change takes place for a specific store at the category level, the stores DIBS file will automatically be adjusted for all items when the store is being reset.

(2) When a coding change takes place for a specific store department, the stores DIBS file will automatically be adjusted for all items when the store is being reset.

g. Optional items: Optional or “S” coded items are listed on the region files and allocated to enable stores to adjust their assortment based on local customer demand. In the event an “S” coded item has not been ordered by a store within 180 days (six months) the item could be subject to deletion from the store file.

h. GTIN transition issues and resolutions: PROSPACE users may face one or more of the following scenarios until all systems, files and trading partners are GTIN compliant. The rules will be followed for the following scenarios:

(1) GTIN Location in PROSPACE:

(a) Issue: Where to locate the GTIN while upcs are still being used

(b) Resolution: The GTIN will be placed in the Description “Z” field during the conversion process. When the conversion to GTIN takes place the GTIN data will be placed in the field currently being used for ITEM UPC and the ITEM UPC will be placed in a field to be determined.

(2) Conflicts between primary keys:

(a) Issue: Conflict between the projects primary key and the primary key in the external data file due to a partial transition to a GTIN compliant system

(b) Resolution: Each conflict will need to be researched to determine which key is correct. In the event there are several causes for this type of conflict, specific business rules will be developed to address them.

(3) Product item codes don't match:

(a) Issue: GTIN and item product item codes don't match

(b) Resolution: The conflict will be researched to determine which one is correct and will be used in DIBS. While DeCA uses DIBS as their primary business system, the item product code initially provided by industry will be considered to be correct until notified by industry or the difference has been resolved.

(4) Product Description:

(a) Issue: GTIN and DIBS product descriptions differ

(b) Resolution: The DIBS product description will always be used.

i. The buyer for their respective commodities will be the key point of contact. A listing of the current buyers and their commodities can be found on the DeCA WEB site at:

http://www.commissaries.com/business/commodity_listings.cfm

6.1.1 Package Measurement Rules For Data Alignment*

This section establishes rules for the global, unambiguous definition of nominal measurement attributes of product packaging to facilitate communication of the same for retail and non-retail products from the consumer unit to the case level and all intermediate packaging levels in between. These rules will be independent of shelf orientation for the product. The rules will not establish tolerances for nominal dimensions.

When a new Global Trade Item Number™ (GTIN™) is assigned to a trade item, it is essential that the party allocating the number, normally the manufacturer, provide detailed information to trading partners about the characteristics of the new trade item. This information should be provided as soon as possible before the product is actually traded and should include details such as brand name, net weight, packaging materials, etc, and package measurements.

In relationship to Global Data Synchronization, the effective date for this standard is July 1, 2006.

6.1.2 Package Dimension Measurement Methodology

6.1.2.1 Introduction

The accurate and consistent dimensional measurement of trade item packaging is key to the successful implementation of Data Synchronisation between trading partners. These rules are provided for use for all trading partners wishing to exchange data about product package measurements. This common methodology for determining product package measurements is intended to ensure global compatibility.

6.1.2.2 Metric and Imperial Dimensions

When using the metric system, all measurements are represented in millimetres and are always rounded up to a whole millimetre. For example 99.3 mm would become 100 mm.

When using the imperial system, all measurements are represented in inches and are always rounded up to the nearest 0.05 of an inch. For example, 2.942 inches would become 2.95 inches.

When exchanging data between trading partners using differing systems the following conversion ratios must be used with the converted measure being rounded up:

$$1 \text{ inch} = 25.4 \text{ mm}$$

$$1 \text{ mm} = 0.03937 \text{ inches}$$

6.1.2.3 Consumer (End-user) Trade Items

6.1.2.3.1 Overview

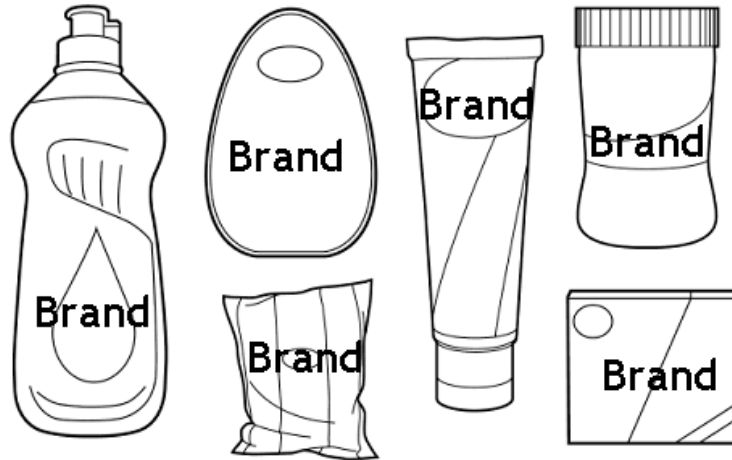
Consumer trade items are identified with a GTIN. For the retail channel, these trade items are those that are sold at a Retail Point-of-Sale.

***Note: The standards for measurement under Global Data Synchronization (GDS) are published by GS1. Updates will be provided to industry periodically and are listed by version number. Industry members should consult GS1 to obtain a copy of the latest version which will be considered to be the DeCA standard.**

Determining the Default Front of an Item

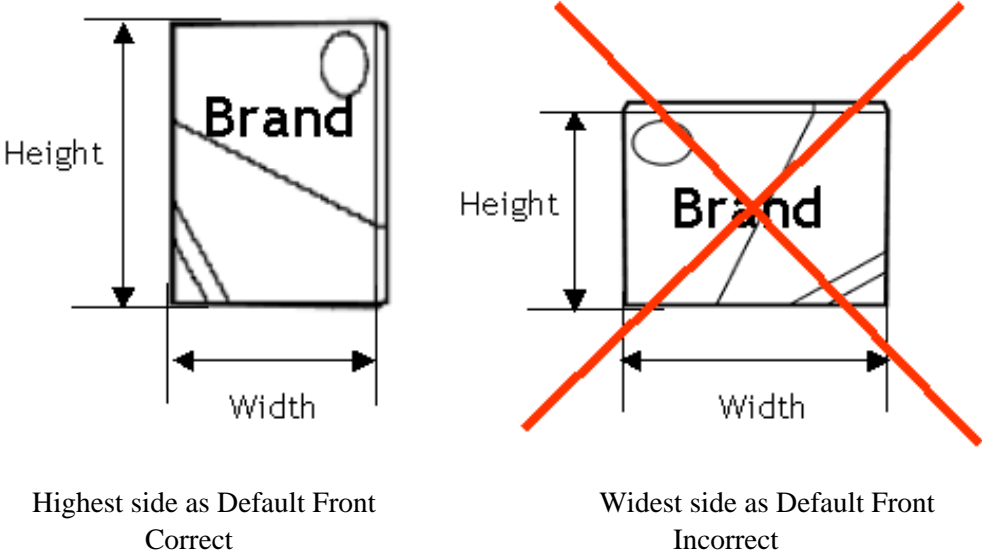
Prior to any measurement capture, the Default Front of the trade item must be determined. For the purposes of this standard, the Default Front is the side with the largest surface area that is used by the manufacturer to 'sell' the product to the consumer, in other words, the side with markings such as the product name.

Figure 6.8.1.3.2 – 1 Determining the Default Front of an Item



Some product packages have more than one possible front with the same surface area. These products can be presented both vertically and horizontally on the shelves. If a product package has more than one possible front, the highest side is considered to be the Default Front (see Figure 6.8.1.3.2 - 2).

Figure 6.8.1.3.2 – 2 Determining Default Front of an Item with More than One Front with the Same Surface Area

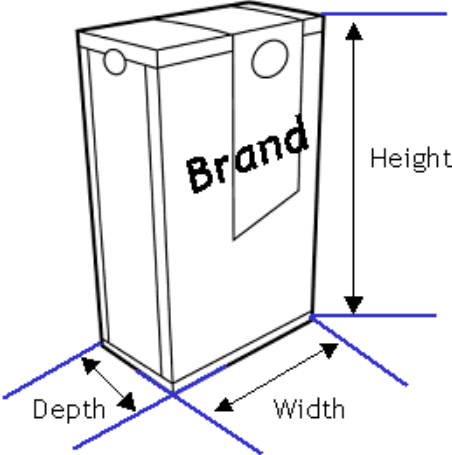


6.1.2.3.2 Determining the Height, Width and Depth

After the Default Front has been determined, it is possible to determine the height, width and depth of an item:

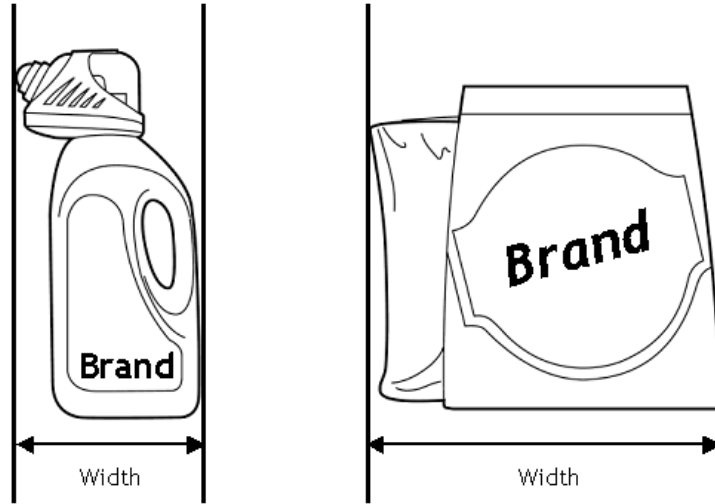
- Height: from the base to the top
- Width: from the left to the right
- Depth: from the front to the back

Figure 6.8.1.3.3 - 1 Height, Width and Depth of an Item



After the height, width and depth have been determined, the dimensions can be measured. Always measure the maximum distance, i.e. include things such as projections, caps, lids and complimentary products (e.g., on-packs, collectables, or samples) in the measurement.

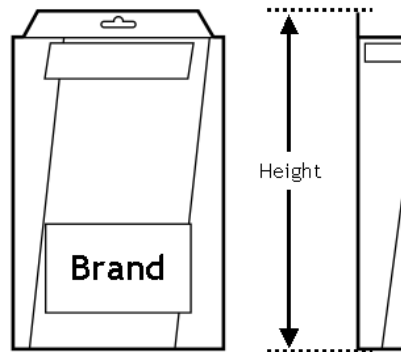
Figure 6.8.1.3.3 - 2 Always Measure the Maximum Distance



6.1.2.3.3 Hanging-Item

A Hanging-Item is any consumer trade item that is presented on a hanger. If the Hanging-Item has a hole for hanging purposes, it must be measured as though it were hanging. Even if it is presented horizontally or stacked, the measurements should be determined while it is hanging. The requirement to always measure the maximum distance also applies to Hanging-Items (inclusive of tab).

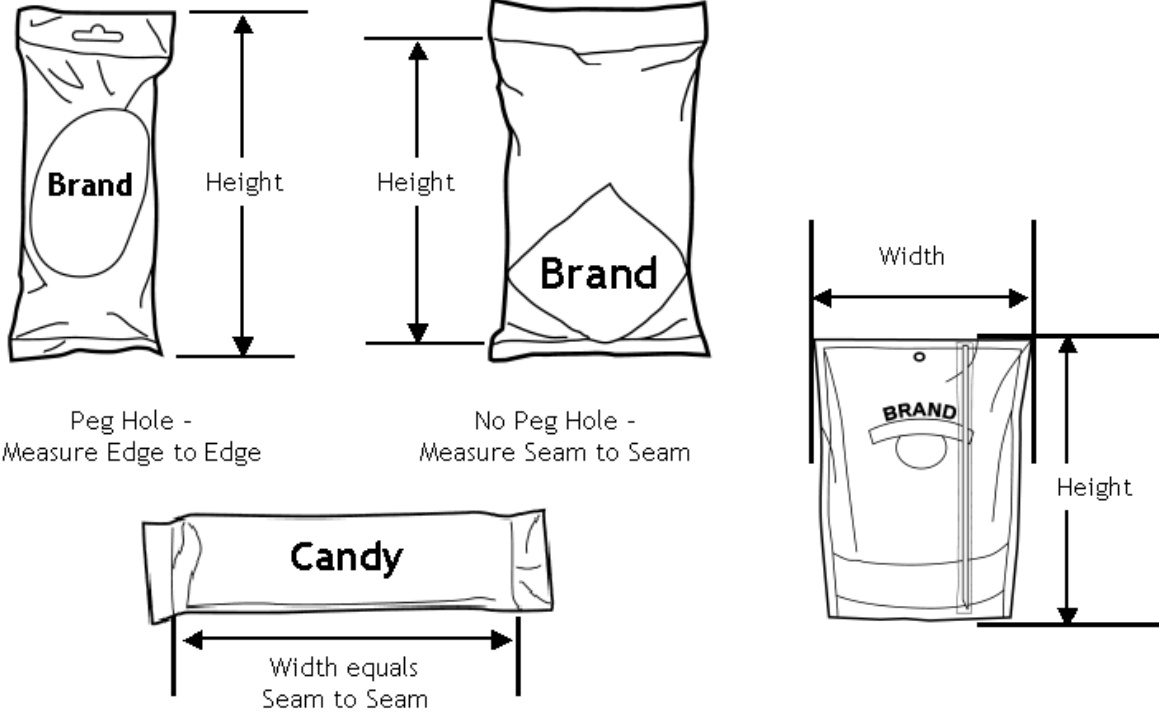
Figure 6.8.1.3.4 - 1 Always Measure Hanging Items in the Hanging Position



If a consumer trade item has flexible packaging with a peg hole for hanging purposes, it must be measured as though it was hanging. In this case, the item should be measured from edge to edge (both sealed seams should be included in the measurement).

Flexible packaging, such as a bag of potato chips (crisps), must be measured with the item lying flat. The measurements are taken based on the trade item's Default Front. The sealed seams at the ends of the item must not be measured unless there is a peg hole or unless the seal is intended to serve as a base (e.g., allow a drink container to stand).

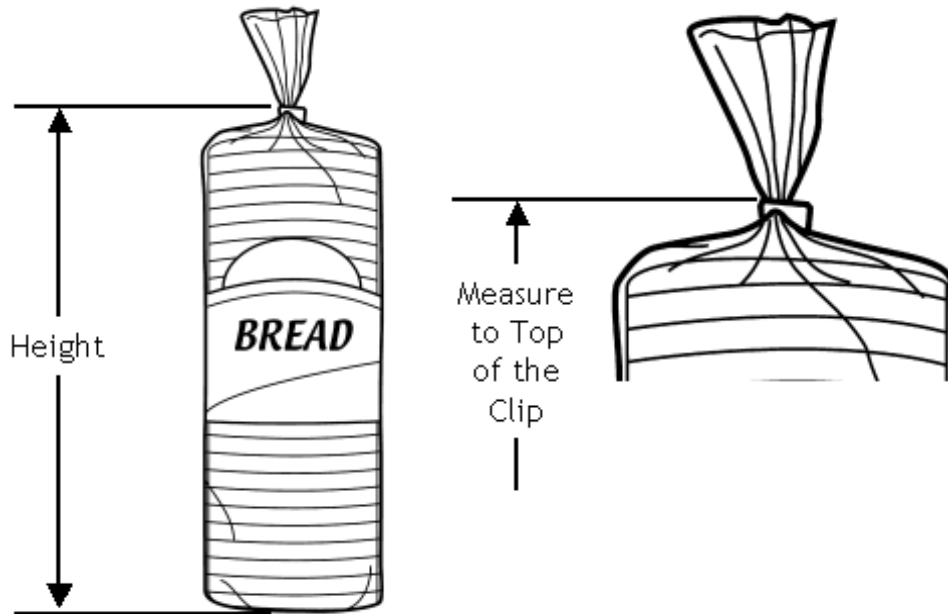
Figure 6.8.1.3.4 - 2 Examples of Hanging-Items with Flexible Packaging



6.1.2.3.4 Flexible Packaging with Clips

For items with a clip, the height is the distance from the bottom of the bag to the top of the clip.

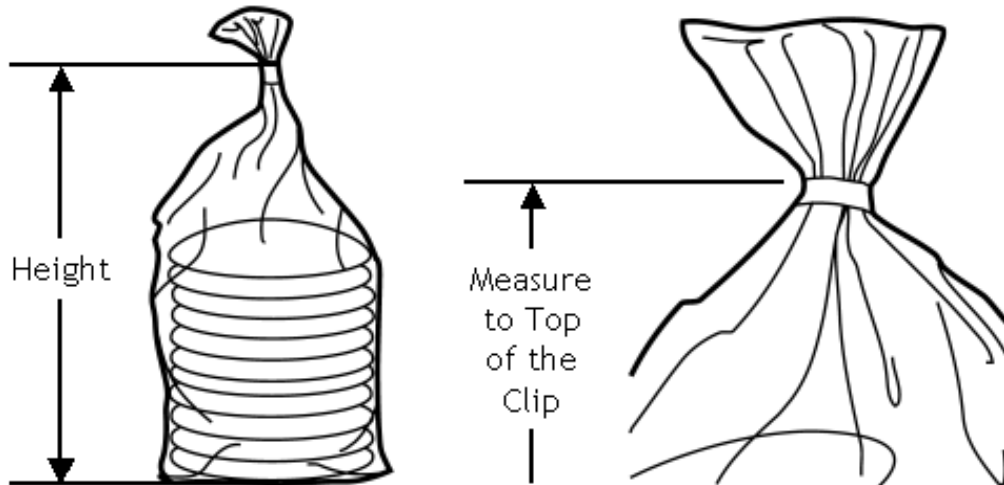
Figure 6.8.1.3.5 – 1 Dimensions of Items with Clips



6.1.2.3.5 Flexible Packaging with No Marking

For trade items sold in clear bags with no markings, the largest panel by area is the Default Front and the longest dimension is the height.

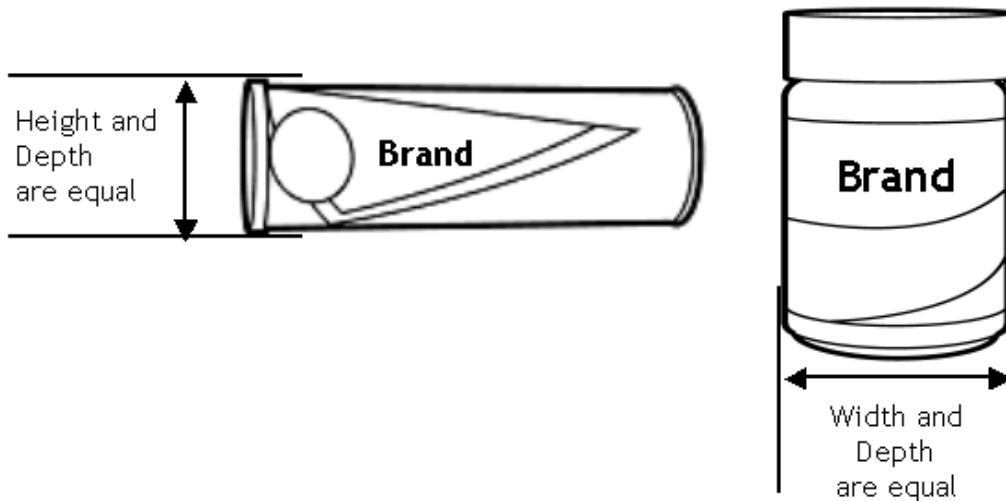
Figure 6.8.1.3.6 – 1 Dimensions of Items with No Marking



6.1.2.3.6 Cylindrical Items

For cylindrical items two dimensions will be nominally equal. Which dimensions are equal is determined by the result of determination of the Default Front for the consumer trade item.

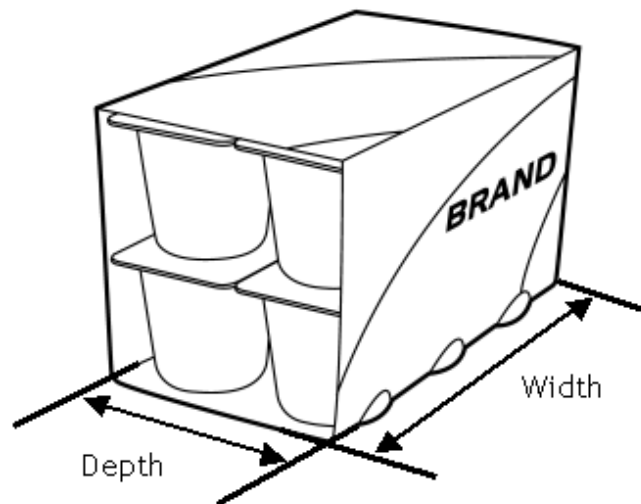
Figure 6.8.1.3.7 – 1 Cylindrical Item Measurements



6.1.2.3.7 Multi-packs

Multi-packs are consumer trade items themselves but contain a multiple of single trade items that can also be sold individually to the consumer. When a trade item meets the definition of a multi-pack it will be measured according to the Default Front rule in Section 6.8.1.3.2. If a multi-pack can be hung it must be measured according to the rule for hanging items.

Figure 6.8.1.3.8 - 1 - Determine the Default Front of a Multi-pack



6.1.2.4 Non-consumer Trade Item

6.1.2.4.1 Overview

These trade items are identified with a GTIN and are intended for General Distribution scanning. This includes outer cases up to the largest form of bulk packaging for trade items and may include pallets or units such as sea containers if they are explicitly traded. If the trade item could be considered as a consumer trade item, the requirements in Section 6.8.1.3 take precedence.

6.1.2.4.2 Determining the Base

First, the Natural Base of the non-consumer trade item must be determined before the height, width and depth of the non-consumer trade item can be determined. The Natural Base is the natural underside. When measuring a trade item the maximum measure should be recorded for any given dimension.

6.1.2.4.3 Determining the Height, Width and Depth

After the Natural Base has been determined, it is possible to determine the height, width and depth of an item:

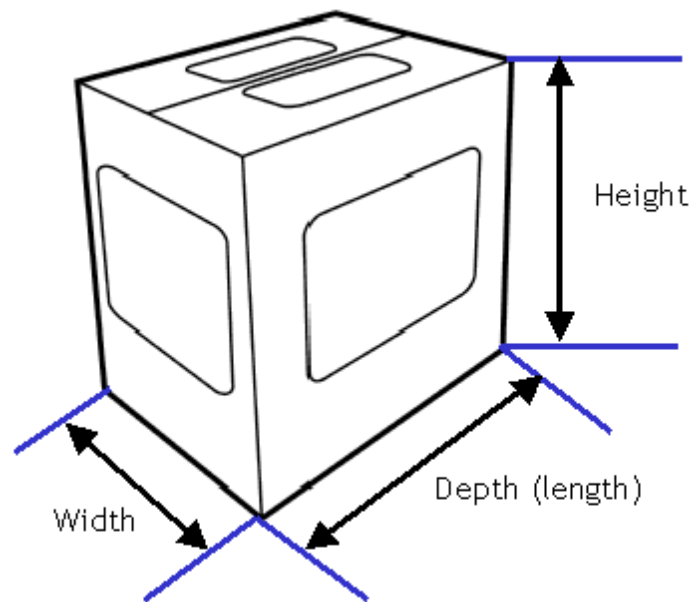
Height: The measure of the trade item from the base to the top.

Width: The shortest side of the base of the trade item.

Depth (*length): The longest side of the base of the trade item.

* For the purposes of naming the longer dimension of a non-consumer Trade Item, length is an appropriate term. It is not used in the Item BRD because the attribute Depth is also used for consumer trade items where the depth may or may not be the longer dimension.

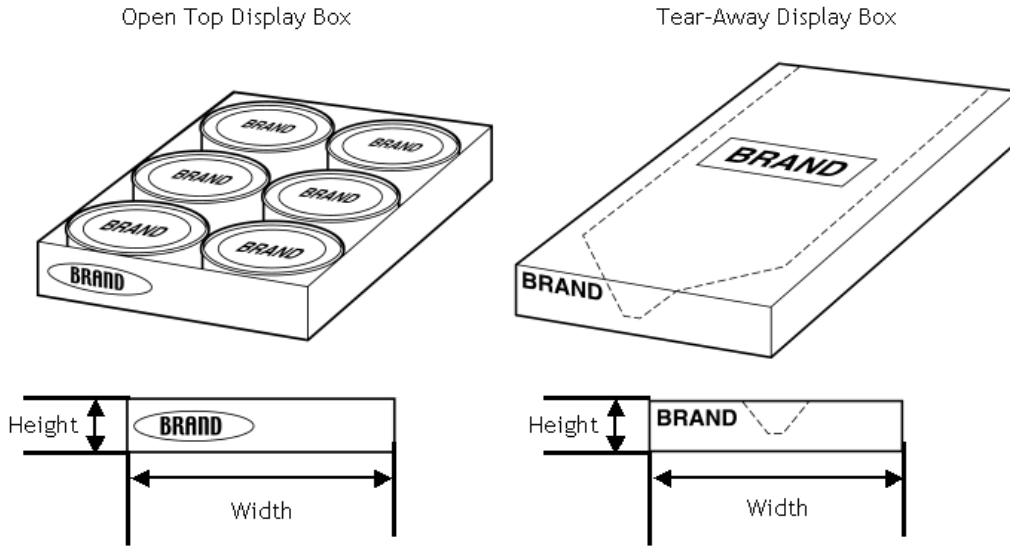
Figure 6.8.1.4.3 - 1 Dimensions of Non-Consumer Trade Items (Outer Case)



It is important that the measurement of non-consumer trade items is done in a free and unrestricted manner (e.g., not in a stack). The item being measured must also be in good condition and not damaged (e.g., damp, torn).

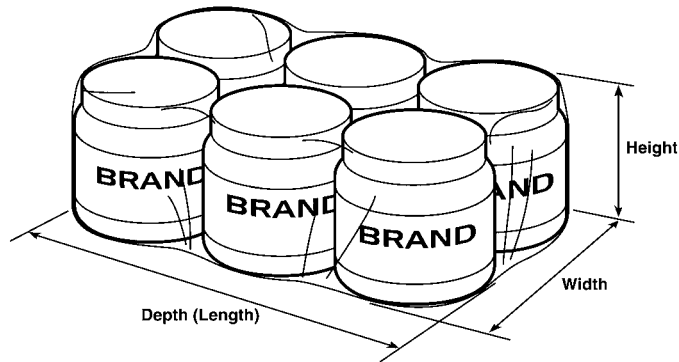
The Natural Base rule is used to measure display boxes. This rule is independent of whether the display box has an open top or a tear-away top.

Figure 6.8.1.4.3 - 2 Dimensions of Non-Consumer Trade Items (Display Box)



The Natural Base rule is used to measure shrink-packs.

Figure 6.8.1.4.3 - 3 Dimensions of Non-Consumer Trade Items (Shrink-pack)



The Natural Base rule is used to measure tray-packs.

Figure 6.8.1.4.3 - 4 Dimensions of Non-Consumer Trade Items (Tray-packs)

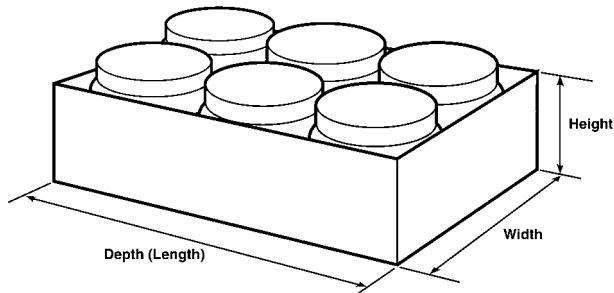
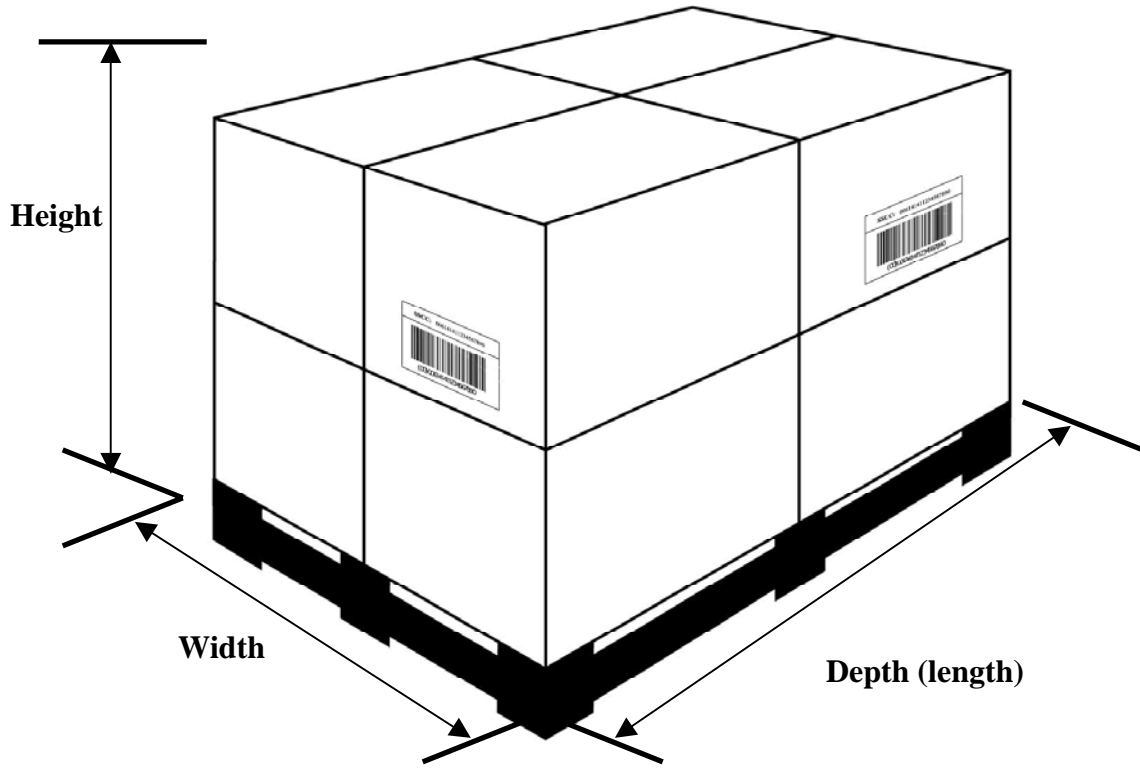


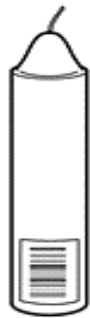
Figure 6.8.1.4.3 - 5 Dimensions of Non-Consumer Trade Items



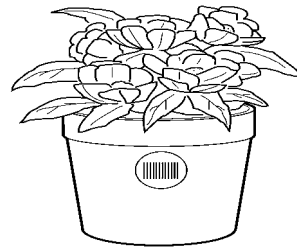
6.A.1 APPENDIX 1: GENERAL RULES FOR CURVED SURFACES

If a bar code symbol is printed on a curved surface, it is preferable for the bars to be perpendicular to the axis of the cylinder (so that a scan line can pass through the symbol on as near a flat plane as possible). The bar code symbol may be printed top-down or bottom-up, whichever is consistent with other text and graphics on the item, as this does not impact scanning performance.

Figure 6.A.1 – 1
Bar Code Symbol Placement on Curved Surfaces



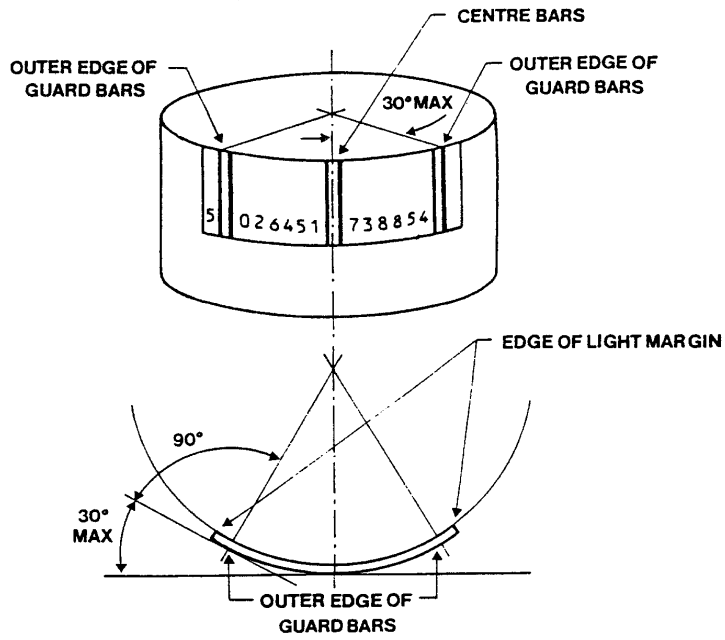
Ladder orientation
(recommended)



Picket Fence orientation
(avoid on tightly curved
surfaces)

This preference may be subject to space considerations and to the direction of printing (better printing quality is normally obtained when the bars are parallel to the direction of printing (see Section 5.4)). However, if the symbol must be printed in the Picket Fence orientation (bars parallel to the axis of the cylinder), then the angle between the tangent to the centre of the curved symbol and the tangent to the extremity of the curved symbol (outer edge of the guard bars for symbol in the EAN/UPC Symbology Family) must be less than 30 degrees. If this angle is more than 30 degrees, the symbol must be re-oriented such that the bars are perpendicular to the generating lines of surface of the item.

Figure 6.A.1 – 2
Relationship Between Symbol and Curvature



The following figures, 6.A.1 – 3 and 6.A.1 – 4, show the relationship between acceptable X-dimensions (narrow element width) for units of different diameters and the minimum diameters for different X-dimensions for bar code symbols printed in the Picket Fence Orientation. Please refer to Section 5.4. for the minimum, target, and maximum X-dimension for the symbol, based on the scanning environment.

Figure 6.A.1 – 3

| Diameter of Container | | Maximum Value of X-Dimension | | | |
|-----------------------|---------------|---------------------------------|-----------------|-----------------------|-----------------|
| | | EAN-13 or UPC-A Bar Code Symbol | | EAN-8 Bar Code Symbol | |
| mm | Inches | Mm | Inches | mm | Inches |
| 30 or below | 1.18 or below | * | * | * | * |
| 35 | 1.38 | * | * | <i>(0.274)</i> | <i>(0.0108)</i> |
| 40 | 1.57 | * | * | <i>(0.314)</i> | <i>(0.0124)</i> |
| 45 | 1.77 | * | * | 0.353 | 0.0139 |
| 50 | 1.97 | <i>(0.274)</i> | <i>(0.0108)</i> | 0.389 | 0.0153 |
| 55 | 2.16 | <i>(0.304)</i> | <i>(0.0120)</i> | 0.429 | 0.0169 |
| 60 | 2.36 | 0.330 | 0.0130 | 0.469 | 0.0185 |
| 65 | 2.56 | 0.356 | 0.0140 | 0.508 | 0.0200 |
| 70 | 2.75 | 0.386 | 0.0152 | 0.549 | 0.0216 |
| 75 | 2.95 | 0.413 | 0.0163 | 0.587 | 0.0232 |
| 80 | 3.25 | 0.446 | 0.0174 | 0.627 | 0.0247 |
| 85 | 3.35 | 0.469 | 0.0185 | 0.660 | 0.0260 |
| 90 | 3.54 | 0.495 | 0.0195 | 0.660 | 0.0260 |
| 95 | 3.74 | 0.525 | 0.0207 | 0.660 | 0.0260 |
| 100 | 3.94 | 0.551 | 0.0217 | 0.660 | 0.0260 |
| 105 | 4.13 | 0.578 | 0.0228 | N/A | N/A |
| 110 | 4.33 | 0.607 | 0.0239 | N/A | N/A |
| 115 | 4.53 | 0.634 | 0.0250 | N/A | N/A |
| 120 or above | 4.72 | 0.660 | 0.0260 | N/A | N/A |

Note: An asterisk (*) indicates that the package diameter is too small to permit a Picket Fence Orientation Bar Code Symbol, and the symbol must be rotated 90 degrees to a Ladder Orientation (See Section 5.4 so that the bar code symbol is printed perpendicular to the generating lines of the surface of the container.

Note: *Italics* indicate X-dimensions that are permissible, but are not recommended on curved surfaces.

Note: EAN-8 Bar Code Symbols are reserved for very small items (See Section 2.1).

Figure 6.A.1 – 4

Relationship Between the X-Dimension and Diameter

| X-Dimension | | Minimum Diameter of Container | | | | | |
|-------------|--------|---------------------------------|--------|-----------------------|--------|-----------------------|--------|
| | | EAN-13 or UPC-A Bar Code Symbol | | EAN-8 Bar Code Symbol | | UPC-E Bar Code Symbol | |
| mm | inches | mm | inches | mm | inches | mm | inches |
| 0.264 | 0.0104 | 48 | 1.33 | 34 | 1.89 | 26 | 1.01 |
| 0.300 | 0.0118 | 55 | 1.51 | 38 | 2.14 | 29 | 1.51 |
| 0.350 | 0.0138 | 64 | 1.76 | 45 | 2.50 | 34 | 1.53 |
| 0.400 | 0.0157 | 73 | 2.02 | 51 | 2.86 | 39 | 1.54 |
| 0.450 | 0.0177 | 82 | 2.27 | 58 | 3.21 | 44 | 1.73 |
| 0.500 | 0.0197 | 91 | 2.52 | 64 | 3.57 | 49 | 1.92 |
| 0.550 | 0.0217 | 100 | 2.77 | 70 | 3.93 | 54 | 2.11 |
| 0.600 | 0.0236 | 109 | 3.02 | 77 | 4.29 | 59 | 2.31 |
| 0.650 | 0.0256 | 118 | 3.27 | 83 | 4.64 | 63 | 2.50 |
| 0.660 | 0.0260 | 120 | 3.35 | 85 | 4.72 | 64 | 2.54 |

*Note: The standards for measurement under Global Data Synchronization (GDS) are published by GS1. Updates will be provided to industry periodically and are listed by version number. Industry members should consult GS1 to obtain a copy of the latest version which will be considered to be the DeCA standard.