RRP and PDQ Display

Standard Style Guide
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**RRP and PDQ Display Standard Style Guide | Last Modified: November 29, 2016**

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**Objective**
The Objective of the PDQ Display is to move merchandise from the receiving dock to the sales floor or shelf in the most efficient, timely and cost effective manner, freeing store associates to focus their efforts on the customer.

**PDQ Display - Definition**
The Store Ready Display (PDQ) is a corrugate displayer (pallet or tray) used to hold multiple pieces of merchandise for quick stocking and restocking of the sales floor. It can also contain a space for marketing product information and price impression to help the customer understand the value of the product.

**Number of Touches**
Store associates are responsible for placing the PDQ Display on the shelf or floor. The display setup, along with removal of shipper and any other shipping materials, must be accomplished with the minimum number of steps and actions or “Touches.” The ideal scenario is easy removal from shipper and placement on the shelf (2 Touches).

**DISCLAIMER:** Merchandise suppliers and corrugate suppliers are required to comply with the standards set forth in this Guide. The Guide does contain the intellectual property of third parties, and merchandise suppliers and corrugate suppliers are required to respect the rights of those third parties. It is the merchandise supplier’s and the corrugate supplier’s obligation to obtain the appropriate licenses and/or permissions to use the third-party intellectual property included in this Guide. Walmart is not responsible for and assumes no liability with respect to a merchandise supplier’s and a corrugate supplier’s use of any third party’s intellectual property included in this Guide.
Introduction | Approval Process

Below is a high level view of the Walmart approval process.

**Attention**
- For contact and submission information, refer to page 3.
- Quarter pallets and floor-stand displays are **NOT** acceptable display formats in Walmart stores.

**Retail Link**
Retail Link > DOCS > Select S > Supplier Guide>
Managing my Items > Store/Clubs Item Setup >
Packing/Display> RRP and PDQ Display Standard Style Guide
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Submission Information:
To streamline the in-store RRP and PDQ Display structural review, submit your display to the web link below. All fields must be filled out completely and accurately.

RRP, upload PDF file that includes both a die-line and 3-D rendering.  
(300 DPI JPG or PDF format)

PDQ Display, upload a 3-D rendering of the structure with product for reference. 
(300 DPI JPG or PDF format)

https://wmt.quickbase.com/db/bkd8dsf8q
Welcome to the RRP and PDQ Display Style Guide. Our hope is that this document will be helpful and easy to understand for our vendors and suppliers. While every effort has been made to make this as simple and easy to follow as possible, we are ready to help answer any questions that may arise throughout the process of creating RRP and PDQ displays.

The one critical area that must be considered with each display design is **safety**. When a display fails in transit, in the distribution channels or on the retail floor, customer and associate safety is at risk. We will be strictly adhering to all design information provided in this document as a way to minimize failures and maximize safety. If there are any questions or concerns along these lines, we will default to what is safest for all concerned.

Safety is of key importance. RRP and Display design should always err on the side of caution and strive to create a safe point-of-purchase vehicle for everyone, from those in the supply chain (logistics and shipping), to the store associates, and ultimately the Walmart shopper.

Vendor compliance to this guide will allow us to make all displays the **safest** they can be for all Walmart customers, associates and vendors.
Environmental sustainability has become an essential ingredient to doing business responsibly and successfully. As the world’s largest retailer, our actions have the potential to save our customers money and help ensure a better world for generations to come. At the same time, it sets the stage for a more financially stable and responsible Walmart.

Our decisions in this area are tied to three aspirational goals:

- Energy – Be supplied 100% by renewable energy.
- Waste – Create zero waste.
- Products – Sell products that sustain people and the environment.

When it comes to temporary, corrugated displays we ask that our vendors and suppliers help us in our efforts to be stewards for our environment.

- Mixed substrates on a RRP or PDQ Display should be avoided whenever possible. Mixing materials causes difficulty for the Walmart store associates when breaking down and recycling the display. Any other material besides corrugated fiberboard (cardboard) must pre-approved by the Walmart GMM, PDQ Governance and Support Team, and Solid Waste & Recycling.

- Use of J-Channels is prohibited for spiral numbers on displays.

- Use of plastics must be necessary and recyclable through Walmart’s current store recycling programs. Use of plastics must be approved by the Walmart GMM, PDQ Governance and Support Team, and Solid Waste and Recycling. Prohibited plastics include #3 PVC and #7 Other (bio-based plastics, etc). Suggested plastics to avoid include #2 HDPE, #4 LDPE, and #5 PP.

- Electrical elements, including display screens, lights, wiring, and battery units are **NOT ALLOWED**.

- Only use inks, coating and adhesives that are widely approved by recyclers and are approved through Walmart’s current store recycling programs.
Exit Strategy for PDQ Displays: Having an exit strategy in mind is necessary and it actually begins in the design phase, focus on “Design for Resource Reduction, Reuse and Recyclability.”

- After determining what style of structure will be used, Designers should explore various methods of displaying the products throughout the life of the display, allowing multiple configurations using the same components.

- Designers should consider using stacked trays or small stacked bins within the initial full pallet display design.

- After product begins selling down, the product remaining in the trays or small bins can be combined and condensed to a half pallet display or shelves.

- All displays must be approved for store recyclability and able to be disassembled by store associates. If a display is approved by Walmart to contain non-cardboard and mixed materials, there must be end-of-life details in the proposal by the vendor that includes vendor responsibility for the process and the related costs for the display to be managed responsibly at the end of the life cycle.
Introduction | Terminology

Definitions for terminology used throughout the PDQ Display Style Guide.

**Corner Board (or corner post)** – Corner board used for support, stacking strength, and shipping protection on pallet displays.

**DC** – Distribution center.

**Dynamic Compression** – Deterioration or damage to packaging that occurs in transport due to vehicle vibrations. (i.e. Load under vibration stresses.)

**ECT** – Edge Crush Test for stacking strength.

**False Bottom Riser** – Corrugated riser used in dump bins to raise product and make it easier to reach.

**FAQ** – Frequently Asked Questions.

**GDC** - Grocery Distribution Center.

**HVDC** - High Velocity Distribution Center.

**ISTA** – International Safe Transit Association.

**Kerning** – Spacing between font characters.

**Mullen** – Test for paper burst strength.

**PDQ** – “Pretty Darn Quick” Allows store associates to unpack a display and place it on store floor quickly and efficiently.

**RDC** – Regional Distribution Center.

**RRP** – Retail Ready Packaging.

**RTB(s)** – Reasons to Believe, communicate product claims, features or benefits that would further convince the customer to buy.

**Static Compression** – Deterioration or damage to packaging that occurs in warehouse conditions without vibration (i.e. Warehouse stacking, dead load).

**Shroud** – Corrugated sleeve designed to cover and protect pallet displays during shipment.

**SMM** – Single-Minded Message. Communicates product benefit clearly as a Call to Action in 5 words or less if possible.

**Top Cap** – Corrugated cap designed to cover and protect shrouded displays during shipment.
A: Yes. Refer to pages 16 & 17

Q: Can there be multiple Walmart price points on sidekick displays?
A: No. All products in a sidekick display must be one Walmart price point.

Q: Are Goal Post Price Signs required on pallet displays?
A: Yes. All pallet displays (including dump bins) must use a Walmart Goal Post Price Sign (available in stores).

Q: What are acceptable pallet display sizes?
A: Refer to pages 16-19

Q: Can quarter-pallet displays be used?
A: No. Quarter-pallet displays are no longer accepted in Walmart Stores.

Q: May I use a corrugated pallet header?
A: Yes. Refer to page 20

Q: What is the maximum shipping height of a pallet display?
A: Maximum shipping height is 48” on a pallet. (height includes 5” pallet)

Q: May I use a modified version of the depicted displays?
A: Yes. Trays and displays depicted are for example only. Actual display will vary.

Q: Are pallet skirts allowed for displays?
A: No. Pallet skirts are no longer acceptable for use in Walmart stores.

Q: Are corrugated pallets allowed for all displays?
A: No. They are NOT allowed for any domestic display program. Corrugated pallets are only allowed for Direct Import displays.

Q: Can displays be stapled or glued to the pallet?
A: No. Stapling, gluing or adhering displays to the pallet in any way is NOT permitted.

Q: Do I have to do ISTA testing?
A: Yes. ISTA testing is recommended to ensure that displays and product can withstand the process from pack-out to in-store set up. Displays that are 500 lbs. or more, refer to page 89.

Q: What is the maximum depth of a PDQ tray on End-caps?
A: PDQ Trays must NOT exceed 14” in depth.

Q: Is there a weight limit for PDQ trays?
A: Yes. Display Trays should NOT exceed a maximum weight of 50 lbs.

Q: Are electronics allowed within displays?
A: No. Electrical elements, including display screens, lights, wiring, and battery units are NOT ALLOWED.
PDQ Display Rules | Rule 1 - Deliver the Message

Deliver the message on a PDQ Display
1. Walmart Price is clearly displayed
2. Show the Value
3. Functional Retail Design

Messages featured on PDQ Displays must be tailored to delivering a great in-store shopping experience by meeting customers’ needs. They must be written within the context of a retail environment to effectively engage customers through education, inspiration or demonstration.

Messages must address a customer need, be engaging, and complement Walmart’s tone and voice.

NOTE: All product claims included on the displays must be accurate, and the supplier must be able to substantiate those claims.
**PDQ Display Rules | Rule 2 - Display Integrity**

**PDQ Display Integrity**
A PDQ Display must be designed with a balance of materials to maintain structural integrity for product size and weight.

- Keep PDQ Display design within specifications.
- Always think of customer and associate safety.
- Match PDQ Display to Supply Chain performance requirements.
- PDQ Display must withstand customer shopping without damage.

**Corrugated Board Grade**
Corrugated PDQ Displays are required to be produced from ECT32 board or stronger. They must never be built with a weaker material for use in Walmart Stores. Larger and heavier products may require heavier grades. Proper design and testing should be done with the actual product merchandised within the display to ensure that the proper grade is selected.

**Minimum Material Specifications**
- Light to medium weight merchandise = 175# Mullen (Burst) “B” Flute
- Medium to heavier weight merchandise = 200# Mullen (Burst) “B” Flute

**NOTE:** “E” or “F” Flute Corrugated must NOT be used for the display structure. These materials are better suited for primary packaging or lug-ons.

**Flute**
Inverted S-shaped ‘arch’ or ‘wave’ of a corrugated medium that normally runs parallel to the depth of the container and gives it rigidity and crushing (stacking) strength.

**Common Flute Sizes**
- F = 1/32”
- E = 1/16”
- C = 11/64”
- B = 1/8”
- A = 1/4”

**Edge Crush Test (ECT)**
Corrugated-board test to determine the force that will crush a standard size of board standing on an edge. ECT indicates the probable compression strength of the container made from the board.

**Mullen (Burst) Test**
Corrugated-board test to measure the pressure required to puncture a sheet of corrugated-board as an indicator of its load carrying capacity under specific conditions.
**Goal Post Price Sign (available in store)**
All pallet displays must include a built-in, effective method for holding a Goal Post Price Sign. Vendors or Suppliers are responsible for supplying a complete Pallet Display that would include a means of securing a Goal Post Pole.

**Examples**
- A pop-out corrugate bracket
- A hole through the center of the display
- A triangle hole in the back corner of trays, to the bottom tray

**Goal Post Pole Size:** Outside diameter is 13/16” to 1” *(Refer to Page 82)*

**Goal Post Pole Location**
The Goal Post pole location must be within the body of the display. Do **NOT** design for the Goal Post Pole to be positioned outside the display, the Goal Post Pole may fall, collapse, or gouge the floor.

- All pallet displays must be clearly marked “**Insert Goal Post Here**” for store associates to know where to place the Goal Post Sign.
Rule 4 - Product Turn

Product Turn
Quantities shipped must be relative to expected velocity.

Inventory turnover is a measure of the number of times inventory is sold or used in a time period such as a year. The equation for inventory turnover equals the cost of goods sold or net sales divided by the average inventory. Inventory turnover is also known as inventory turns, merchandise turnover, stockturn, stock turns, turns, and stock turnover.

To keep our stores from being overloaded with excess inventory, the quantities of merchandise that are shipped must be relative to the expected sales velocity of the product. The concept of inventory turnover must always be considered when shipping merchandise to be sold in Walmart stores.
## Pallet Displays | Introduction

### Pallet Display Definition
Pallet Displays are cost effective vehicles used to promote products and quickly merchandise a larger volume of product in Action Alley and specialty locations around the store. Pallet displays ship to stores fully assembled and fully stocked.

- May include an 8" header for branding and marketing, but not pricing.
- Quarter pallets and floor-stand displays are **NOT** acceptable display formats in Walmart stores.

### Pallet Display - In-Store Execution
- Displays must provide adequate protection during shipping and at store level.
- Store labor must be reduced to a minimum.
- Pallet displays must **NOT** be stapled or glued to pallets. Refer to page 86.
- Pallet displays must be designed for efficient use of space and materials.

Pallet displays will generally merchandise products using a combination of the following styles:
When looking down Action Alley, each pallet display must be the same height in order to create a clean line-of-sight. By having a consistent line-of-sight the stores will have a cleaner, more organized appearance and consistent Walmart pricing message. In order to maintain a consistent line-of-sight all pallet displays will include a Goal Post Pricing Sign (available in store).
Pallet Displays | Volume & Footprint

Volume
Must maximize the volume of space allocated. For example, a 40” x 48” pallet must be filled from pallet base to height of the display unit. Do not exceed 15% air space in the center of the display unit.

False Bottoms
A False bottom is an air cavity that lifts the product higher above the floor level. This type of unit does not maximize the selling space available. Displays with a 50% or larger air space are **NOT** acceptable.

Some dump bin pallet displays may require a larger false bottom.

Footprint
Must fill the pallet footprint. For example, a 40” x 48” display pallet must fill this footprint to within 1” around the perimeter edge of the pallet, i.e. 38” x 46” minimum fill space.

- Under-hang must **NOT** exceed 1”.

If a display fills the entire footprint of the pallet, the total shroud height must be the exact height from floor to the top of the display. An incorrect height can cause the display to carry an excessive load, or leave air space in the shroud causing premature collapse and a weak shipping scenario.
**Pallet Displays | Half Pallets**

**Half Pallet Sizes:**
- 20" x 48"
- 43" Maximum Height (Not including 8" header or 5" pallet)

**Shoppable Facings**
- 1 Side Shoppable (Preferred)
- 3 Side Shoppable

The backside of the facing side must not be shoppable. This allows the half pallet display to back up to another half pallet display.

**Pricing (One Walmart Price Per Half Pallet)**
- Walmart in its sole discretion determines its retail prices of products on pallet displays.
- A Goal Post Price Sign must be used on all pallet displays to display the Walmart price point.
- Half Pallet displays must hold products that share a single Walmart price point.

**NOTE:** Half Pallet Displays with multiple Walmart price points must be pre-approved by the Merchant GMM and PDQ Governance and Support team.
**Pallet Displays | Full Pallets**

**Full Pallet Sizes:**
- 40" x 48"
- 43" Maximum Height (Not including 8" header or 5" pallet)

**Shoppable Facings**
- 2 Side Shoppable (Preferred)
- 4 Side Shoppable

**Pricing (One Walmart Price Per Pallet)**
- Walmart in its sole discretion determines its retail prices of products in pallet displays.

- A Goal Post Price Sign must be used on all pallet displays to display the Walmart price point.

- 2 side Full Pallet displays must hold products with 1 Walmart price point.

- 4 side Full Pallet displays must hold products with 1 Walmart price point.

**NOTE:** Full Pallet Displays with multiple Walmart price points must be pre-approved by the Merchant GMM and PDQ Governance and Support team.
Pallet Displays | Dump Bins

**Sizes**
- 40” x 48” Full Pallet and 20” x 48” Half Pallet
- 43” Maximum Height (Not including 8” header or 5” pallet)
- The front of basic dump bins must be 36” tall
- The front of window dump bins must be a minimum height of 25” from bottom of the display to the knock-out opening (not including 5” pallet.)

**Goal Post Price Sign**
All dump bin pallets must hold a Goal Post Price Sign.

**Display Integrity**
- Basic Half and Full Pallet dump bins must be constructed with built-in dividers for strength and to help prevent bowing and rounding out of side walls.
- Dump bins with windows must include a knockout on at least one side to allow for easy access to the product. Taller dump bins with knock-out windows are better suited for larger, light-weight items such as pillows or large plush items. Based on product, double-wall board may be used in the construction.
- A bottom tray must be used on all dump bins to help keep the over-all structure contained and intact.
Stacking Trays
Stacking trays on a pallet is a common option for selling heavier, bulk items. This style of display allows store associates to consolidate the product and transition the trays to a smaller format or to shelf by simply removing the empty trays as they sell down.

- Stacking trays provide strength for heavier product.
- Stacking trays can merchandise higher volumes of product.
- Stacking trays require locking tabs for stability.
- Stacking trays must be designed to fill a pallet, with no over-hang and a maximum of 1” under-hang.
- When stacked trays are shipping into the store on a pallet the overall height must not exceed 48” (including 5” pallet).
- Stacking trays will be priced with a Goal Post Price Sign in store.
Pallet Displays | Pallet Display Header

Pallet Display Header - **8” Maximum Height.** Pallet displays may include a header for branding and marketing, but not pricing.

**No Header with a Goal Post Price Sign** - There will be a 9” gap from the top of the display to the bottom of the Goal Post Price sign.

**Header with Goal Post Price Sign** - When a header is used with a Goal Post Price Sign the header must be easy to set up, and **NOT** cover up the Goal Post Price Sign.
Pallet Displays | Display Integrity & Safety

Display Integrity
Display strength is determined both by material selection and design integrity. It is essential to design a display with adequate strength to hold up throughout the display life cycle.

Material strength during sample phases can be drastically reduced by the time the production piece is manufactured due to machine crush, ink application, product load and shipping vibration. Designers must design with safety in mind. ISTA testing is highly recommended (Refer to page 99).

General Display Integrity
• Designers must first explore and test all displays using only corrugated materials. This will ensure that all display materials can be recycled.
• Only use hardware such as plastic clips, brackets, or metal poles when it is determined to be the most effective and safest option.
• Internal hardware components can simplify a structure and increase overall strength.
• Hardware must **NOT** be placed in a location or manner where a shopper might sustain injury from sharp edges.

**NOTE:** Improper use of hardware may result in display failure.

The hardware shown can be purchased from [http://www.ffr.com](http://www.ffr.com) or [http://kinter.thomaswebs.net](http://kinter.thomaswebs.net).
PDQ Trays | Introduction

PDQ Tray - Definition
A PDQ Tray is a small display vehicle for quickly merchandising product on a store shelf.

- PDQ Trays must be easy to shop by customers and easily restocked or moved by store associates without damaging the tray or merchandise.
- PDQ Trays can be designed to be stacked or placed side-by-side in their intended selling space.
- Product must be contained safely, securely, and effectively within a PDQ Tray.
- PDQ Tray must provide adequate protection during shipping and at store.

PDQ Trays will generally display product in one of the following manners:
**PDQ Trays | Sizing**

**PDQ Tray Sizing**
- The sum of all PDQ trays used on a single shelf must be 1/2" less than actual shelf width. All store shelves have side support brackets that will interfere with the PDQ tray if not sized correctly.

  - PDQ Trays must **NOT** exceed **14" in depth**.
  - PDQ Tray maximum weight: **50 lbs.**

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**48" Width x 14" Depth (Side Counter & End-caps)**
- Do **NOT** use a full 48" PDQ tray.

  All trays = 47.5" or 1/2" less than shelf width.

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**36" Width x 14" Depth (End-cap)**

  All trays = 35.5" or 1/2" less than shelf width.

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**30" Width x 14" Depth (4-ways & End-caps)**

  All trays = 29.5" or 1/2" less than shelf width.

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*Side bracket interference can damage product and tray.*
**PDQ Trays | Basic Trays**

**Front Lip**
The front lip must be a minimum of 2" or taller. The wider the tray becomes and the heavier the product is, the larger the lip may need to be for additional strength.

**Roll-Over Edge**
A roll-over edge improves the aesthetic of the display and eliminates the possibility of paper cuts. Doing so will increase tray strength and protect product.

**Single Height Tray**
For self-supporting products that can be stacked without damaging the product during shipping.

- Can ship in an HSC (Half Slotted Container)

**High Back (Stadium) Tray**
A high back offers shipping strength for products that aren’t self-supporting. The back of the tray must come to the full height of the tallest product. When a high back is not utilized, shipping inserts must be added for additional strength.

- Must ship in an RSC (Regular Slotted Container)
**Flange Trays**
- Flange PDQ Trays are required for products taller and thinner that can fall forward. Without flanges, product can fall forward onto the floor, damaging product and becoming a safety hazard.
- For product with a higher center of gravity.
- For lightweight product at risk of falling forward or out of tray.
- Rounded corners are required on flange trays. Prevents sharp edges from cutting or scratching.

**Dump Trays**
- Dump Trays are required for smaller, loose product that may not stack or stand up on their own.
- The front “chute” style lip will push out from the front of the PDQ Tray. This style of tray secures product during transit and presents product to customers for easy, shoppable access.
- The side fold-out tabs must be secure so that they cannot be easily torn.
**Sidekicks**  | Introduction & Sizing

**Sidekick Definition**
- A Sidekick is a compact, lightweight display that is designed to be space efficient and easy to set up. They are intended for impulse buying. Sidekicks hang inside a wire frame fixture, located at the end of an aisle, on right side of end-cap.

**Sidekick Sizes**
- **14”** Maximum Width
- **5”** Maximum Depth
- **24”** Height
- **48”** Height

**Maximum Weights**
- **25 lbs** for 24” Sidekick
- **50 lbs** for 48” Sidekick

**Peg hooks**
- **4”** Maximum Length

**Headers & Graphic Panels**
- Headers or graphic panels must be included as part of the sidekick rather than having separate parts that need to be assembled.

**Integrity**
- Pegged product and shelf style sidekicks must have rolled edges for added strength and overall display presentation.
- Sidekicks with products on plastic hooks must be designed and properly tested before shipping. The display must be fully loaded with merchandise to ensure that the weight of the product will hold up in store.

Sidekicks will generally display product in one of the following manners:

- **Built-in Header**
- **Tabbed Header**
- **Graphic Panel**
- **Gravity Feed**

**NOTE:** 5” max depth with product bin opened

Plastic peg hooks must not stick outside the sidekick display

Peg Hook Length - 4” Max

Two 24” Sidekicks

One 48” Sidekick
**Sidekick Pricing**

- Walmart in its sole discretion determines its retail prices of the products in displays.

- All products in a sidekick display must be one Walmart price point.

- When sidekick displays are hung within the wire frame fixture they will be priced with the in-store pricing sign on top of the wire frame.

- Preferred placement of modular shelf label at top right corner of sidekick.

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Pre-printed Modular Label Placement

- Place Modular Shelf Label Here

- Must include Pre-printed indicator for Modular Shelf Label

- Product Description:
  - $00.00

- Modular Shelf Label
**Sidekicks | Hardware & Safety**

**Sidekick Display Hardware**
Sidekicks must be designed to be hung inside a standard sidekick wire frame. Hanging hardware must be sent inside the sidekick shipper in order for store associates to hang sidekick safely and securely.

**Safety Considerations**
Sidekicks must securely hold the product in place during shipping and at store level. To ensure structural integrity, each display must be tested fully loaded with merchandise.

**S-Clip Hardware**
- Must be included with all sidekicks.
- Several different types of clips are available. Weight of the sidekick loaded with merchandise must be considered when ordering clips.
- It is important to design a sidekick display with the S-Clips in the proper location so that when it is hung it fits within the sidekick wire frame.
- Do **NOT** use zip-ties to hang sidekick displays.

The hardware shown can be purchased from [http://www.ffr.com](http://www.ffr.com) or [http://kinter.thomaswebs.net](http://kinter.thomaswebs.net).
End-cap Displays
- 70” Maximum Height
- 15” Maximum Depth
- End-cap display sizes will vary by department.
  - 23.5” wide for cosmetic end-caps only.
  - 35.5” and 47.5” wide are the most common end-cap sizes.

• Displays must NOT extend past base deck on all sides. The entire base deck must be covered with no exposed edges.
• End-cap displays must be one Walmart price point.
End-cap Display Integrity

- End-cap displays must be designed to be secured to the fixture. Zip-ties and pegboard clips are two proven methods for securing end-cap displays.

- Hardware must be included with each display when shipped to the store.

The hardware shown can be purchased from http://www.ffr.com or http://kinter.thomaswebs.net.
## Retail Ready Packaging | The “5 Easies”

**What is Retail Ready Packaging (RRP)?**
A type of packaging designed for speed-to-shelf in a retail environment. However, in order for a package to be considered an RRP it must successfully accomplish what are commonly known as the “5 Easies”.

<table>
<thead>
<tr>
<th>“5 Easies”</th>
<th>Walmart D.C.</th>
<th>Back of Store</th>
<th>In Store</th>
<th>Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to Identify</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Easy to Open</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Easy to Stock</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Easy to Shop</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Easy Disposal</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The “5 Easies” are a broad guideline for determining if a package design meets the basic criteria for being a RRP. These basic guidelines follow the best practices as defined by ECR Europe and Walmart Global.
1. Easy to Identify (Find the package)
The package must be easy to identify in a crowded and congested storage area (Back of Store).

Minimum Requirements:
A. Brand Recognition (The fastest way to locate the right SKU).
B. Product Name, Form, Type, Flavor and Size (All information must be printed or visible on a minimum of 4 sides).
   “Best if used by/Expires on dates” (example: Feb/02/2017) on consumable products should be clearly printed and legible to facilitate the store associate rotation process, as well as to help assure customer confidence in their purchase.
C. Appropriate specifications are met for approved barcodes. Do not print barcodes on the front/principle display panel.
D. Product must be visible through low glare shrink film.

NOTE: Some departments have specific brand guidelines. Please check with your merchant.

* This is a patent pending design by Vanguard Packaging. Please contact Jarrett Dunn at jarrett.dunn@vanguardpkg.com for licensing information.
2. Easy to Open (Open the Package)
Store associates must be able to open quickly and without the use of a knife whenever possible. RRP designs that do not require cutting are preferred.

Minimum Requirements:
A. A RRP must not take more than 10 seconds to open.
B. Should open without the aid of any tools such as knives whenever possible (Knives present a safety hazard for store associates).
C. Must open neatly and reliably without causing damage to the RRP tray. **Clear and simple opening instructions are required.**
D. Glued top and bottom flaps are preferred. **Closing tape must not obstruct or prevent opening. Do not tape over perforations.**

*This is a patent pending design by Vanguard Packaging. Please contact Jarrett Dunn at jarrett.dunn@vanguardpkg.com for licensing information.*
3. Easy to Stock (Replenish the Shelf)
RRPs make it simple for any associate to quickly replenish shelves.

When shrink film is removed and/or case top removed and tray put on shelf, the product must fit securely enough that it will not fall out of the RRP and cause a hazard on the store floor. The tray lips and sides must be designed to prevent spillage. Tray lips and sides that are tall enough to prevent this from occurring are a great location for branding and graphics.

Minimum Requirements:
A. RRP tray must be of a weight that can be easily placed on shelf by any associate. **NOTE:** RRP s must not exceed 22 lbs.
B. Most RRP cases should be designed to fit 2 deep on a 22” shelf. Minimum of 6 units per case.
C. RRP tray must be designed to hold products upright and in place when stocking the shelf and allow flexibility of facings on shelf.
4. Easy to Shop (Selling the product)
RRP tray must allow the customer to quickly identify the brand and product description.

Minimum requirements:
A. RRP tray height should be kept to a minimum to allow visibility of additional trays behind front tray.
B. RRP tray must not cover up the product.
C. Consumer can easily shop or return the unwanted product.

Correct
Enhanced product visibility.

Incorrect
Product hidden from view.

Incorrect
Wrong style of tray makes it difficult to shop.
5. Easy Disposal (End of Life)
RRPs should be manufactured from a paper based material whenever possible to allow for recycling at end of life. Returnable Plastic Containers are not considered to be RRPs and thus are not a part of this guide. RRP packaging with alternative materials such as shrink wrap film must be easy to separate or tear down for recycling. For additional information refer to page 5.

Minimum Requirements:
   A. Corrugated RRP must be easy for associates to break down and fold flat once empty of product.
   B. The recycle logo may only be utilized if the RRP Display is all corrugated and can be included in our OCC bales.
   C. No metal staples. Adequate tape or glue to be used to seal cases.
Common RRP Styles | Shrink Tray

**Shrink Tray Considerations**
- Refer to page 43 Smart Chart for RRP styles by department
- Best used for rigid product that can support its own weight when stacked
- Easy to identify
- Can be stocked quickly at the store
- Has clean edges
- Optional die cut drop tray lip
- Most corrugated suppliers can produce
- Requires heat tunnels to produce
- Shrink band requires perforation to remove without a knife

**Easy to Open**

**Compression**

**Clean Edges**

**Cost Effective**

**Common Mfg.**
Common RRP Styles | **Perforated Tray**

**Perforated Tray Considerations**
- Refer to page 43 Smart Chart for RRP styles by department
- Optional die cut tray lip and tray sides
- Rough/Perforated edges
- Stacking strength can be compromised by perforation
- Most corrugated suppliers can manufacture
- Compatible with most filling equipment

**Common Tray Examples**

- Stadium Tray
- High Sided Tray
- U-Front Tray

**Easy to Open**

- 5 stars

**Compression**

- 5 stars

**Clean Edges**

- 5 stars

**Cost Effective**

- 5 stars

**Common Mfg.**

- 5 stars
**Common RRP Styles | Delkor Cabrio Case®**

**Delkor Cabrio Case® Considerations**
- Refer to page 43 Smart Chart for RRP styles by department
- Best used for pouches and other flat packages including cartons
- Fast execution at store
- Clean die cut edge on front lip and smooth wrapped corners
- Optional die cut tray lip
- Option for corner posts
- Option to load and ship with product laying flat to reduce settling

* The Delkor Cabrio Case is a patented design owned by Delkor which requires specific machinery to erect, pack and fold. For a complete list of Delkor Machinery and licensing information please contact Kevin Weiss at kweiss@delkorsystems.com

<table>
<thead>
<tr>
<th>Easy to Open</th>
<th>Compression</th>
<th>Clean Edges</th>
<th>Cost Effective</th>
<th>Common Mfg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>★★★★★</td>
<td>★★★★★</td>
<td>★★★★★</td>
<td>★★★★★</td>
<td>★★★★★</td>
</tr>
</tbody>
</table>

Optional die cut tray lip
Common RRP Styles | Tray in a Box

Tray in a Box Considerations

- Refer to page 43 Smart Chart for RRP styles by department
- Fast execution in store
- All clean edges
- Good compression strength
- Optional die cut tray lip and tray sides
- Compatible with common filling equipment
- Requires special equipment to manufacture
This RRP design is not patented.

Easy to Open ★★★★★
Compression ★★★★★
Clean Edges ★★★★★
Cost Effective ★★★★★
Common Mfg. ★★★★★

Common Tray Examples
- Low-Sided Tray
- High Sided Tray
- U-Front Tray

Optional die cut tray lip and tray sides
Common RRP Styles

5 Panel RSC

5 Panel RSC Considerations
- Refer to page 43 Smart Chart for RRP styles by department
- Fast execution at store
- Clean die cut edge on front lip
- Front printed graphics protected in transit
- Optional die cut tray lip and tray sides
- Most corrugated suppliers can manufacture
- Compatible with common filling equipment

* This is a patent pending design by Vanguard Packaging. Please contact Jarrett Dunn at jarrett.dunn@vanguardpkg.com for licensing information.

Easy to Open ★★★★★
Compression ★★★★★
Clean Edges ★★★★★
Cost Effective ★★★★★
Common Mfg. ★★★★★
## Common RRP Styles

RRPs must perform through Supply Chain. *Smart Chart for Reference Only.*

<table>
<thead>
<tr>
<th>Primary Pack</th>
<th>Can</th>
<th>Glass Jar</th>
<th>Box</th>
<th>Small Box</th>
<th>Cylinder</th>
<th>Aerosol</th>
<th>Bag/Pouch</th>
<th>Tall/Thin</th>
<th>Bottle</th>
<th>Tube</th>
<th>Tub/Bowl</th>
<th>Trays</th>
<th>Blister Card</th>
<th>Tetra Brick</th>
<th>Stand-up Sachet</th>
<th>Clam Shell</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong> Short Straight Tray</td>
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<tr>
<td><strong>B</strong> Stadium Tray</td>
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<td>✓</td>
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<tr>
<td><strong>B E</strong> High Sided Tray</td>
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</tr>
<tr>
<td><strong>B E</strong> U-Front Tray</td>
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</tr>
<tr>
<td><strong>C</strong> Cabrio Tray</td>
<td>✓</td>
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</table>

* This is a patented design owned by Delkor. See Page 40 for contact.  
** This is a patent pending design by Vanguard Packaging. See Page 42 for contact.
The product inside an RRP goes a long way towards helping or hindering the structural strength of a box. Often times the stacking strength of a box can be enhanced or weakened by the product inside as much as any other single factor. For example, a box, RRP or tray with canned products will get significantly more stacking strength from the cans while a box of chips requires 100% of its stacking strength to come from the box.

When a box has perforated tear strips, some amount of stacking strength is impacted. Thus the easier it is to tear along a perforation line, the more likely the box has employed the use of an aggressive, easy to tear perforation profile. Conversely, a difficult to tear perf pattern is often the result of incorporating a less aggressive perforation profile which results in more stacking strength. Either way, the perf has to match the stacking strength required from the box.

The chart above points this out. You can see that products that help support the boxes have the easiest perforation profiles for tearing while the products like chips that require the box to do all of the work will need a much less aggressive profile which will result in a harder to open RRP.

Factor in the ability of the product to support the box before selecting a perforation profile.
Board Grade and Strength

- Many RRP designs have overlapping side and end panels which ultimately add stacking strength. In these cases, a slightly lighter weight board alternative should be explored.

- Extensive use of perforation rule can also impact top to bottom compression. The total weight of a pallet of boxes when double stacked must be factored into the choice of board grade. Shipping and warehouse conditions must be factored as well. Use Mullen test board where applicable.

- Remember that the heavier the paper the harder it is to tear any perforation rule. The same is true for the flute choice. As a rule of thumb, the lower the flute profile the harder it is to tear. Try to substitute B-flute for E-flute if possible when using perforation rule.

All RRPs should be tested for the proper board weight to assure success throughout the Supply Chain.

Edge Crush Test (ECT)
Corrugated-board test to determine the force that will crush a standard size of board standing on an edge. ECT indicates the probable compression strength of the container made from the board.

Mullen (Burst) Test
Corrugated-board test to measure the pressure required to puncture a sheet of corrugated-board as an indicator of its load carrying capacity under specific conditions.

Flute
Inverted S-shaped ‘arch’ or ‘wave’ of a corrugated medium that normally runs parallel to the depth of the container and gives it rigidity and crushing (stacking) strength.

Common Flute Sizes

- F = 1/32”
- E = 1/16”
- C = 1/64”
- B = 1/8”
- A = 1/4”
Key Points of RRP Design | Perforation Rule

**Perforation Rule**
Many perforated rules have a different pattern depending on the corrugation direction. Review with your cutting die supplier and apply accordingly.

Not all perforation and scoring rules are the same. Most have very specific characteristics for very specific applications. This guide is intended to illustrate how rules can be mixed and matched for optimum performance. Walmart uses specific product names for illustrative purposes only and does not endorse any specific product manufacturer.

- **Perf Rule A**  
  Speedi-Tear™ or equivalent attributes

- **Perf Rule B**  
  Speedi-Flare™ or equivalent attributes

- **Crease Rule C**  
  Speedi-Folds™ or equivalent attributes

**NOTE:** Please advise your corrugated manufacturer that all specialty rule is built to perform properly with absolutely no modifications required. Knicking the rule or modifying it in any way will negage the properties designed into the rule. For best results, follow the directions of your cutting die provider.
**Key Points of RRP Design | Starting Cuts**

**Starting Cuts**

A. The cutting die rule selection is critical to the function of the tear away portions of a RRP.

Lengths of perforation rule should always begin with cut rule to help start the tear away process.

B. Finger holes should also be considered to assist in removing the tear away portions of a RRP.

Finger holes should be located in an area where the product inside will allow clearance.

**NOTE:** Some gluing applications may require a knick at the ends of these cuts for ease of folding and gluing.

---

**A.**

1" Knick  
Perf Rule  
1" Cut  
Crease Rule  
1" Cut  
Perf Rule

1/2" Radius

---

**B.**

1" Knick  
Perf Rule  
1" Cut  
Knock out  
1" Cut  
Perf Rule  
1" Knick
Key Points of RRP Design | Carton Markings, Labeling and Logistics

Carton Markings, Labeling and Logistics
All general information and requirements can be found in the Walmart Labeling and Packaging "Logistics Distribution Center Guide".

All RRP's require a 3 step instruction graphic like the below example. (Instructions will vary by RRP design)

1. PUSH IN TABS
2. PULL UP TO REMOVE TOP
3. SHELF READY CARTON

To Download the Compliance Manual, go to:
Retail Link > DOCS > Select S > Supplier Guide> Managing my Items > Store/Clubs Item Setup > Packaging/Display > Labeling and Packaging Guidelines

Business Confidential | © 2016 Walmart Stores, Inc. The RRP's and PDQ Displays depicted in this guide are for example only. Actual Displays and RRP's will vary.
Marketing Communications | Show the Value

- There are 3 ways to Show the Value to customers with PDQ Displays: Education, Inspiration and Demonstration.
- A display provides an in-store marketing opportunity for additional sales and product education. The customer experience with a PDQ Display should be considered when selecting the form of engagement. When creating a display, there may be some crossover in these 3 areas. This guide should serve as a framework to help develop each display for optimal performance.

1. EDUCATION

1. Education Recommendations:
   - Include relevant product claims.
   - Link to mobile or digital information.
   - Highlight ratings and reviews.

Education Messaging Considerations:
   - PDQ Displays should fulfill a relevant customer need by communicating a benefit.
   - The Single-Minded Message (SMM) communicates the benefit clearly as a Call to Action.
   - Educational SMMs should be informative of the product feature(s) that deliver on the benefit.
   - Supporting copy plays off the SMM, communicating the value.
   - Reasons to Believe (RTBs) communicate product claims, features or benefits that would further convince the customer to buy.
   - All messaging should be as succinct as possible, communicating clearly and quickly to customers.

2. INSPIRATION

3. DEMONSTRATION

NOTE: All product claims included on the displays must be accurate, and the supplier must be able to substantiate those claims.
Show the Value

Pallet Display
Bad Education Example

- Does NOT include a Goal Post Price Sign
- Does NOT include relevant product claims
- Does NOT show product out of package
- Does NOT effectively showcase rating and reviews

Tray - Bad Education Example

- Does NOT communicate succinct single-minded message
- Does NOT show product out of package

Pallet Display
Good Education Example

- Walmart price is clearly displayed
- Communicates succinct single-minded message
- Includes relevant product claims
- Utilizes logo as supporting element
- Highlights ratings and reviews

Tray - Good Education Example

- Communicates succinct single-minded message
- Includes relevant product claims
- Utilizes logo as supporting element
- Highlights ratings and reviews
Marketing Communications | Show the Value

• There are 3 ways to Show the Value to customers with a PDQ Display: Education, Inspiration and Demonstration.

• A display provides an in-store marketing opportunity for additional sales and product education. The customer experience with a PDQ Display should be considered when selecting the form of engagement. When creating a display, there may be some crossover in these 3 areas. This guide should serve as a framework to help develop each display for optimal performance.

1. EDUCATION | 2. INSPIRATION | 3. DEMONSTRATION

2. Inspiration Recommendations:
• Show what the product can do for customers.
• Show customers how the product will make them feel.
• Show how this product can be used with other products.

Inspiration Messaging Considerations:
• PDQ Displays should fulfill a relevant customer need by communicating a benefit.

• The Single-Minded Message (SMM) communicates the benefit clearly as a Call to Action.

• Inspirational SMMs should entice customers to engage with the display.
• Supporting copy plays off the SMM, communicating the value.

• Reasons to Believe (RTBs) communicate product claims, features or benefits that would further convince the customer to buy.

• All messaging should be as succinct as possible, communicating clearly and quickly to customers.

NOTE: All product claims included on the displays must be accurate, and the supplier must be able to substantiate those claims.
Marketing Communications | Show the Value

Pallet Display
Bad Inspiration Example

- DOES NOT include a Goal Post Price Sign
- DOES NOT communicate succinct single-minded message
- DOES NOT include relevant product claims
- DOES NOT show product out of package

Pallet Display
Good Inspiration Example

- Walmart price is clearly displayed
- Communicates succinct single-minded message
- Links to mobile or digital information
- Utilizes logo as supporting element

Tray - Bad Inspiration Example

- DOES NOT use logo as supporting element
- DOES NOT communicate succinct single-minded message

Tray - Good Inspiration Example

- Relevant product claims
- Shows how the product can make the customer feel
- Utilizes logo as supporting element
- Links to mobile or digital information
Marketing Communications | Show the Value

• There are 3 ways to Show the Value to customers with a PDQ Display: Education, Inspiration and Demonstration.
• A display provides an in-store marketing opportunity for additional sales and product education. The customer experience with a PDQ Display should be considered when selecting the form of engagement. When creating a display, there may be some crossover in these 3 areas. This guide should serve as a framework to help develop each display for optimal performance.

1. EDUCATION

3. Demonstration Recommendations:
• Display the product out of the package so customers can see and/or touch it.
• Provide a way for customers to smell or hear the product if applicable.
• Provide a way for customers to compare the product benefits and features.
• Ensure store cleanliness. Avoid demos that could be messy or require any type of maintenance.
• Ensure sustainability.

Demonstration Messaging Considerations:
• PDQ Displays should fulfill a relevant customer need by communicating a benefit.
• The Single-Minded Message (SMM) communicates the benefit clearly as a Call to Action.
• Demonstrational SMMs should motivate customers to interact with the product.
• Supporting copy plays off the SMM, communicating the value.
• Reasons to Believe (RTBs) communicate product claims, features or benefits that would further convince the customer to buy.
• All messaging should be as succinct as possible, communicating clearly and quickly to customers.

NOTE: All product claims included on the displays must be accurate, and the supplier must be able to substantiate those claims.

2. INSPIRATION

3. DEMONSTRATION

NOTE: Items with sharp edges or points such as knives, razors, must not be displayed. Work with PDQ Governance and Support Team for review and approval.

Product showcased out of package behind Plexiglas. (For example only)
Marketing Communications | Show the Value

Pallet Display
Bad Demonstration Example

DOES NOT include a Goal Post Price Sign
DOES NOT communicate single-minded message
DOES NOT showcase physical product

DOES NOT use logo as supporting element

Tray - Bad Demonstration Example

DOES NOT communicate succinct single-minded message
DOES NOT showcase physical product

Pallet Display
Good Demonstration Example

Walmart price is clearly displayed
Communicates succinct single-minded message
Includes relevant product claims

Displays product out of packaging
Provides a way to touch/feel product benefits and links to mobile or digital information
Utilizes logo as supporting element

Tray - Good Demonstration Example

Communicates succinct single-minded message

Utilizes logo as supporting element
Displays product out of packaging
Provides a way to touch/feel product benefits and links to mobile or digital information
Marketing Communications | Functional Retail Design

As product sells, the PDQ Display should still hold its visual integrity.

**Hierarchy of Elements**
1. Single-Minded Message (SMM)
2. Walmart Price – Walmart in its sole discretion determines its retail prices.
3. Imagery
4. Reasons to Believe (RTBs)
5. Logos

**NOTE:** Please advise your corrugated manufacturer that all specialty rule is built to perform properly with absolutely no modifications required. Knicking the rule or modifying it in any way will negate the properties designed into the rule. For best results, follow the directions of your cutting die provider.
Marketing Communications | Creative Considerations

Single-Minded Message (SMM)
• SMM should be placed in the most prominent area of the display.
• All copy should have a high contrast from background to ensure legibility.
• Should be legible from 5’-10’, copy should be approximately 1.5”-5” tall.  
  (Actual size will vary based on the available graphic space.)
• Supporting copy should be legible from 3’-5’, copy should be approximately .75”-2” tall.  
  (Actual size will vary based on the available graphic space.)

Product Photography
• High quality.
• In use or in environment.
• Show key product benefits.
• **DO NOT** show packaging.

Reasons to Believe (RTBs)
• PDQs should feature no more than 3 RTBs.
• Should be legible from 3’, copy should be approximately 0.5”-1” tall.  
  (Actual size will vary based on the available graphic space.)

Logos
• Logos should be a supporting element to the overall design, not a key feature in the hierarchy.

The marketing message used on PDQ Displays should not conflict with the Walmart tone and voice.

Caring
We’re caring, not cold. We welcome families with our hometown warmth and exclude no one.

Authentic
We’re everyday people like our customers. Genuine. Human. And Authentic.

Innovative
We’re forward-thinking and inventive to make our customers’ lives better by improving their shopping experiences.

Straightforward
We’re upfront and honest with our customers. No hidden agendas. No ulterior motives.

Optimistic
More than just pleasant, we’re optimistic. Our optimism is grounded in our belief that we can achieve our purpose of saving people money so they can live better.
Walmart Fixtures | General Overview

The following components make up the majority of the in-store fixtures within Walmart stores.

A. Side Counter Shelf (In-line)
   - Shelves span the entire length of the aisle.
   - Depth is determined by department and product load.

B. Aisle (In-line)
   - The aisle is full length of all the shelving units.

C. End-cap
   - The portion of the aisle on both ends.
   - Often features specialty products/promotions.

D. Sidekick Wire Frame
   - The wire rack that holds a variety of products or displays.
   - Optional part of the aisle; may or may not be featured on the shelf.

E. Price Sign Holder
   - Featured on end-caps to highlight Walmart prices of products.
The following components make up the anatomy of shelves within Walmart stores.

A. Shelf Lip
- The shelf lip is on a 60° angle.
- Used for pricing for products on shelf.

B. Shelf Top
- Shelf space for retail products and displays.

C. Shelf Side Bracket
- Side portion of shelf.

D. Shelf Diamond Perforation
- Perforation holes used for securing displays to shelf when necessary.

E. Shelf Stacking Notch
- Located to the inside of the Side Bracket.
- Notch will reduce live area under each shelf by .5” overall.
**Walmart Fixtures | Aisle/Side Counter, Shelf Dimensions**

**Standard Aisle Shelf Width:**
- Actual Width - 47.875".

**Variable Shelf Widths:**
- Shelves sizes may vary throughout the store, in aisle or on end-caps.
- The shelf notch will reduce live area under each shelf by 1/2" (.5") overall.

All shelf depths will vary by department. Vendors should check with their Buyer for store location and correct shelf sizes for a PDQ tray.
Walmart Fixtures | Standard Aisle (Side Counter) Anatomy

The following fixture components make up the Standard Aisle (Side Counter/In-Line) within Walmart Stores.

A. Upright
B. Pegboard
C. Base Deck
D. Kickplate
**Standard Aisle (Side Counter) Dimensions**

- **18” Base Deck**
- **24” Base Deck**
- **77.75” Height**

**Top View**

**Standard Aisle:**
- The two examples shown are the most common sizes.
- Shelf depths will vary from store to store.
Low Profile Gondolas:
- Shelf depths will vary from store to store.
The following fixture components make up a Standard End-cap within Walmart Stores.

A. Price Sign Holder
   - Standard Size: 19.0625” x 30”.

B. Snap Rail
   - Used to support price sign holder.

C. End Frame

D. Pegboard

E. Shelf

F. Base Deck

G. Kickplate
End-caps will vary by department. Vendors should always check with their Buyer for store location and correct end-cap or shelf sizes.
This style of end-cap is intended for heavier products. The size and location will vary throughout the store.

A. Support Rail
- Standard Size: 26”-36” x 18”
Sidekick Wire Frames are located on the side of end cap fixtures at the end of an aisle. They are intended to merchandise impulse products on peg hooks, bins, or sidekick displays.
A 4-Way is a low profile fixture with four equal sides in a pinwheel pattern. They are a smaller fixture that can be easily moved anywhere in the store.
These fixtures are located in the Grocery Department. They are intended for impulse products on peg hooks, shelves or PDQ trays.
These fixtures are located in the Grocery Department at the end of a freezer aisle. They are intended for impulse products on peg hooks, shelves or PDQ trays.
Walmart Fixtures | Stack Base / Goal Post Price Sign

Stack base pallets (Orbis) are standard black, plastic pallets found in all stores. These pallets are used to promote and display products in action alley.

The pricing sign holder and goal posts are standard fixtures used to display Walmart prices of products on pallet displays.

**Pole Diameter**: 13/16”

**52”**

**Seats 1” into Pallet**

**48”**
PDQ Display
Shipping
Shipping & Handling | General Criteria

A. Display Height (Setup In-store/ Line of Sight)
   • General Display Height should be no greater than 43”
   • Maximum Display Height is 48” including pallet.

B. Pallet
   • Should be on a Grade A Hardwood, Painted Black, or Black Plastic Pallet.
   • Corrugated Pallets are **NOT allowed** for any domestic shipments.
     Direct Import items may use corrugated pallets that meet the specifications outlined on Page 85.
   • CHEP, IGPS, and PECO are approved pallet poolers.
   • The use of slip sheets are **NOT allowed** as a primary shipping platform.

C. Distribution (Shipping) Height & Weight
   • Maximum Distribution Height is 48” including pallet unless pre-approved by Walmart Operations and Logistics.
   • Maximum Weight 2500 lbs.

D. Over-hang/Under-hang
   • Pallet Over-hang is **NOT allowed**.
   • Pallet Under-hang must **NOT exceed 1”**.

E. Display Shipping Fillers and Product Stops
   • Shipping Fillers should be utilized for product containment and to add support when displays are double stacked during transit.
   • Product Stops are required for use during shipment to secure product to hooks and prevent damage.

F. Shipping Shroud and Top Cap
   • Proper shipping shrouds and top caps protect displays and products during transit.

G. Corner Posts
   • Corner Posts must be used to ensure double-stacking strength during shipping. Corner posts can rest on top of pallet or extend all the way to the floor.
Shipping & Handling | Wood Pallets

Wood Pallet Requirements
Grocery Manufacturers Association (GMA) standards. Condition of the pallet should meet or exceed “Grade A”. CHEP and PECO are also acceptable pallets. Pallets should be designed with adequate top board spacing so forklift blades will not impact the freight being shipped.

Wooden pallets used for Direct Import programs must be properly heat treated or Methyl Bromide Fumigated prior to shipment.

Only Full Pallet and Half Pallet sizes are recommended within the Walmart Distribution Network. All other pallet sizes must receive prior approval in advance of shipping. **Quarter Pallets are NOT allowed.**

Full Pallet (40” x 48”)
- Pallets larger than 40” x 48” requires prior approval.
- Partial four-way entry required.

Half Pallet (20” x 48”)
- 24” x 40” are also allowed.
- Two-way entry is required.
- Half Pallets are not an acceptable size for Grocery/HVDC/Perishable DCs.

- Pallet-jack entry is required on two sides of the base. Access holes must have a minimum top to bottom clearance of 3-1/2” for pallet jack access.
- Group III and/or Group IV hardwood clean saw (NOT Pine).
- Grade A, 4-way, flush and non-reversible. Sound material, free of knots.
- Nail all pieces together using well-staggered 8-D 2-1/2” driver screw nails at each nailing joint.

Web Links
- www.gmaonline.org
- www.chep.com
- www.pecopallet.com
Pallet with broken, split wood and/or exposed nails are a safety hazard and are **NOT allowed**. All materials used for wooden pallets should be free from defects that can possibly cause damage to products or injuries to people.

**Pallets Must Meet The Following Conditions:**

A. No missing, broken, or damaged lead boards, deck boards, or stringers.
B. No cracks on boards greater than 1/8” wide and 15” in length.
C. No exposed splinters greater than 3” in length.
D. All nails must be flush or countersunk.
E. All pallets must have 7 top boards, 5 bottom boards and 3 stringers.
F. Solid pallet stringers free of breaks and cracks.
G. No double stringers, patched boards or metal repair plates.
H. Pallets must be clean without excessive dirt, grease, or oil.
I. Stapling or gluing displays to the pallet is **NOT allowed**.
**Shipping & Handling | Alternate Pallets**

**Plastic Pallets:**

- Plastic pallets are a viable alternative to wood pallets.
- iGPS pallet is an approved plastic option.

**Wood Pallets, Painted Black:**

- Some display programs may require black painted wood to hide imperfections and improve the appearance of the display.
- Minimum surface area to be painted must include all four sides and at least 5” of the outside perimeter on the top of the pallet.

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**Web Links**

www.igps.net
Shipping & Handling | Direct Import Corrugated Pallets

**NOTE:** Corrugated pallets received by direct import are allowed only under the conditions below.

- **Not allowed** for Domestic shipments.

Corrugated pallets need to have horizontal top and bottom supports between the stringers.
- Unitized Product Length – max. is 1220 mm (48”)
- Unitized Product Width – max. is 1016 mm (40”)
- Max. Loading – Min. of 2,000 kg

**Drop Testing:** When dropping the sample pallet from the height of 50 cm with one corner touching the ground, its variation of the diagonal length should be less than 1%.

**Bending Test:** At the weight of 350 kg, the paper pallet is deformed by no more than 20 mm.

**Humidity & Temperature Test:** Pallet should be tested at a temperature of 50°C, humidity of 90%, and 1200 kg for no less than a 7 day test period. The average deformation should be less than 2 mm.

**Leg Pulling Test:** No less than 86.5 kg/cm² to remove legs.
Light Weight Pallet:
• Individual pallets weighing under 750 lbs.
• The bottom layer of the pallet must be capable of supporting an additional 1500 lbs without compromising the integrity of the item or packaging (crushing, bending or tearing the merchandise or packaging) throughout the entire supply chain process.

Heavy Weight Pallet
• Individual pallet weighing over 750 lbs.
• The bottom layer of the pallet should be capable of supporting an additional 2500 lbs without compromising the integrity of the item or packaging (crushing, bending or tearing the merchandise or packaging) throughout the entire supply chain process.
• Individual pallet load weight should NOT exceed 2,500 lbs.
• A pallet of product should NOT exceed a total weight of 2,500 lbs including the standard pallet weight.

Compression, Shock and Vibration
Freight shipment will likely face forklifts, conveyor belts and multiple transport vehicles along its way to its final destination, so in addition to weight and height specifications, proper packaging also helps cushion goods to withstand ordinary care in handling and to ensure that the product arrives to the stores in excellent condition.
The orientation of cartons in your palletized freight shipments can have a big impact on the integrity of your shipments.

**Column Stack**
Loads for palletized freight. In most cases column stacking increases the top-to-bottom compression strength for palletized shipments.

**Interlocking Stack**
If the carton contents are rigid, such as pails of paint, interlocking cartons will result in increased stability. Stack corner-to-corner and edge-to-edge for better stacking strength.

**Pallet Over-hang**
Over-hang on pallets with packaged products or displays is **NOT** allowed. It can reduce compression strength by as much as 32 percent, and it subjects packages and displays to tears, punctures and other impacts due to normal handling and sorting.

**Pallet Under-hang**
Under-hang on pallets should **NOT** exceed 1".
Side Support Slots
Pallet displays are often moved from their wood pallet onto an in-store black resin display pallet to improve appearance. The Side Support Slot is a bottom tray enhancement recommended only for displays that may be transferred off their shipped pallet onto an in-store black resin display pallet. Some wood pallets may get damaged in transit to the stores. Having the Side Support Slots allows store associates to securely move displays (when necessary) to avoid damaging the display or product and trip hazards or unsightly displays.

- Two store associates are required to slide displays from wood pallets onto an in-store, black display pallet found in-store.

Half Pallet Displays
Two Associates will need to use one hand to stabilize the display and one hand using the Side Support Slot, while sliding the display onto the in-store, black display pallet.
Side Support Slots
It is critical that the Side Support Slot be incorporated into the bottom tray as well as the side walls of the display. Hand holes will fold into display walls for increased strength and support when moving displays from pallet to black resin pallet.

Misuse of Side Support Slot:

Do not use Side Support Slots to lift display up from pallet.

Do not attempt to have a single person move a display from pallet.
Shipping & Handling | Shipping Fillers

To minimize damage and to secure to products during shipment, shipping fillers are required. Without properly designed shipping fillers, products can shift and may not arrive to the store in good condition. For displays with peg hooks, peg hook shipping fillers or product stops may be used to secure products.

ISTA shipping tests are recommended in order to ensure displays will withstand the rigors of shipment.

The examples shown below are common types of corrugated shipping fillers that are used to protect and secure products during shipment. The actual size and styles of shipping fillers will vary based on product needs.

U-Board Shipping Filler
Keeps product from bouncing or shifting during shipping.

Void Shipping Filler
Keeps product secure and fills the "void space" for added strength.
Shipping & Handling | Product Stops

Product stops are required for use during shipment to secure product to hooks and prevent damage. Peg hook shipping fillers may be used along with or in place of product stops. The display hook product stops shown can be purchased from [http://www.frr.com](http://www.frr.com) or [http://www.kinter.com](http://www.kinter.com).

**FFR Item No. 7904583401**
Kinter Part No. 107503
Required Carton Markings (Not for Retail Packaging)
- Carton Marking Icons are in addition to all required warehouse marking requirements.

Master Shipping Carton Artwork Format:
- Shipping artwork must be in the upper half of the carton, in the upper left corner.
- Boxes larger than 12 inches tall require a minimum 2" color band.
- Boxes smaller than 12 inches tall require a maximum 2" color band.
- Department icon should be the same height as color band on carton. (For example, a 3" color band should have a 3" icon and be positioned to the right side.)
- The text must be as large as possible, vertically centered between the bands
- Preferred font name: Arial Black or Helvetica Black or Bold.
- Artwork prints in either 1- or 2-color(s).
- Beneath the top color band for department number, the Category Name and Item Description are required. Category Number is optional.
- The above information is required on all 4 sides of the box, in addition to all other standard safety, handling, and warehouse carton markings.

Distribution Center Break Pack Boxes:
- All DC Break Pack boxes must have complete carton markings.
- Adhesive labels must include Department Number, Category Name and Item Description.
- Packaging Toolkit requirements do not apply to poly bags within break pack master cartons.

Department Icons
- Icons must be direct printed to the Master Shipping Carton or Break Pack Box.
- An adhesive label for icon can be used on Break Pack polybags only.

To Download Specific Department Icon, go to:
- Retail Link Home Page, click on Docs.
- From Docs click "P", Under "P" select Packaging Tool Kits.
- From Packaging Tool Kits, select General Packaging Information.
- From General Packaging Information, select Master Carton Icons Manual.
- Under Master Carton Icons Manual, click on the desired icon and a PDF will be opened that can be saved for use in creating artwork.

To Download the Direct Import Standards, go to:
Retail Link > DOCS > Select S > Supplier Guide > Getting Started > US Direct Imports > Global Sourcing Guides (Suppliers)

To Download the Compliance Manual, go to:
Retail Link > DOCS > Select S > Supplier Guide > Managing my Items > Store/Clubs Item Setup > Packaging/Display > Labeling and Packaging Guidelines
Shipping & Handling | General Pack-out

Product must be stacked properly to avoid damages. Heavy products must not be stacked on top of light products.

Product stacked on the pallet cannot be leaning or have the appearance of being unstable. Product cannot be configured on the pallet such that it falls over when moved with a fork lift or when the stretch wrap is removed while in the DC racks.

A. **Edge Protectors**: Used to protect product from banding (if used).
B. **Top Cap**: Used for lateral stability and stacking protection.
C. **Pallet Shroud**: Used for additional strength and lateral stability in place of stretch wrap. Shrouds must withstand clamping up to a maximum of 2,300 psi. Direct imports are susceptible to pallet clamping.
D. **Pallet Straps**: Used to secure display and shroud to pallet.
E. **Stretch Wrap**: Used to keep all display components secure during shipping.
F. **Corner Posts**: Used for additional double stacking strength.

C Must withstand 2,300 psi
Shipping & Handling | Shroud, Strapping, & Stretch Wrap

**Pallet Shroud**
Pallet displays must be wrapped with a corrugated shroud (minimum of ECT-32, 200# Mullen, or greater board strength) with a corrugated top cap at least 3” deep. It is also **recommended** to use angle boards and stretch wrap whenever possible.

**Strapping**
Displays must be strapped to the pallet with unbreakable plastic straps applied around the box or skid freight on all sides. Metal banding or use of metal clasps are **NOT** allowed.

**Stretch Wrap**
Merchandise placed on pallets must be stretch wrapped to contain and prevent damage during shipping. Stretch wrap specifications must be based on the containment force requirements outlined below. If testing equipment is not available, stretch wrap must be of top quality and a minimum 80 gauge, 15” wrap. Wrap from the bottom of the pallet upwards in an overlapping pattern. Ensure the bottom layer is double-wrapped. Double-wrap while overlapping every 2-4 inches. Pallet labels must be properly secured between layers of stretch wrap.

**Containment Force (CF)**
Containment force is the amount of force the film exerts on the load to maintain its integrity. This is an extremely important measurement when down-gauging or when converting and qualifying new films. This measurement, in pounds, will show that the load has the same or greater containment force to increase the load security for successful shipments. Containment force is the most important criteria in measuring stretch film performance. It is the only consistent measurement that can be taken regardless of the gauge of film, manufacturer of film, type of equipment or hand application.

- For Solid Square Loads  CF = 1% Gross Pallet Weight
- For Non-Uniform Loads  CF = 1.2% Gross Pallet Weight
- For Loads Greater than 2000 lb.  CF = 1.5% Gross Pallet Weight

Stretch wrapping too tight weakens structural integrity
Double-Stacking of Pallets
To maximize outbound trailer cube, Walmart distribution centers will double-stack pallets from the distribution center to the stores. In order for product and displays to arrive undamaged, presentable, and most importantly available to the customer, it is imperative that all shipping pallets (product cases and displays) be designed to double-stack during shipping.

All product and/or displays will be double-stacked, possibly with heavy product on the top of the stack.

It is **NOT** acceptable for pallets to be labeled “Do not double-stack” or any similar verbiage.

Product shippers and displays must be designed to double-stack. Even if the product exceeds the maximum weight limit for a truckload, it could be double-stacked at some point in the supply chain.

**Maximum double-stacking height - 96”**
ISTA Testing is recommended for all pallet displays.

**ISTA Testing is required for any display unit that is over 500 lbs and must pass an ISTA-3E Ship Test.**

**Pallet Distribution Guidelines and Structural Integrity**

- Must be able to ride for 1,200 miles double-stacked.
- Must be able to support product loaded on top of the display from the facility where the display was built through its arrival at the destination store.
- Work to reduce the amount of air and maximize shipping space. Reduce packaging as much as possible.
- Prototype testing and evaluation is critical and should be conducted by a certified testing facility. While static appearance is important, it is not an indicator of how well the merchandise will be protected, or the unit's ability to withstand the rigors of the supply chain. Design considerations must be thoroughly evaluated and tested against known forces that the display shipper unit may encounter during its life cycle. These forces include, but are not limited to: dynamic compression, double stacking, impact, vibration, temperature and humidity changes. Supplier is required to ship test their display using a certified ISTA testing lab if the display weight exceeds 500 lbs.

More information can be found at [www.ISTA.org](http://www.ISTA.org).

**NOTE:** While ISTA testing helps to predict whether the packaging or packaging material is optimal for shipment through the supply chain, it does not guarantee damage free shipments. Ultimately, it remains the supplier's responsibility to ensure that their product is properly packaged so that it arrives at the store in a sellable condition.