

Store Display



Satellite systems



Home theater



DVD/CD players



Home audio



Cool Things



RadioShack[®]

You've got questions. We've got answers.[®]

Portable TVs



Reviewed by District Manager

Personal

June 2001 Flyer 600 Guide

Flyer Dates: 5/24 To 6/30

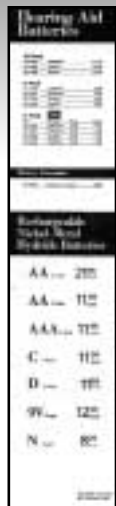
Insert Pricing Begins 6/09 And Ends 6/16

Signs to Remove 5/23

(Check Box When Removed)



Antenna Spinner (one)



Battery Spinner (one)



5" x 7" Mall Cube Blue (five)



Speaker Mats (eight) Blue



22" x 56" "A" Frame Sign (Verizon Wireless Stores) (one)



22" x 56" "A" Frame Sign (Cool Gifts/Non-Verizon Wireless Stores) (one)



FRS Easel (one)



Counter Signs (three)

Cool Things/Cool Gifts Violators (eight)



22" x 28" Chrome Floorstand (one) Remove 5/26/01

Signs to Cover-up

The 25" x 7" and the 23" x 5" Generic Direct-to-Home signs should be behind the current promotional signs in the RCA floor fixture holders. The current DTH signs will expire on 6/17. You will be receiving another set of promotional signs on 6/17. Remove the old promotional signs but keep these generic signs.



DTH 25" x 7"



DTH 23" x 5"



DTH 11" x 17" (Store this sign for future use)



Antenna Spinner



Battery Spinner

(See Page 13)

Signs to Keep



26" x 42" Window Banner
(Verizon Wireless Stores) (one)



30" x 38" Window Banner
(Non-Verizon Wireless Stores)
(DTH) (one)

Take down 06/17/01



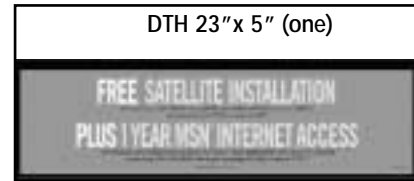
DTH 11" x 17" (one)



DTH 5" x 10"
Violator (one)



DTH 23" x 5" (one)



DTH 25" x 7" (one)



22" x 56" Recruitment
(one) (Back Room Door)



MSN Monitor Toppers
(three)



RSAP TV
Corner Clings
(13" TV's and
Larger)



Internet
Appliances
Corner Clings
(two)



Canopy Toy
Stack Signs
(18)



RSAP Violators
(Remove 5/31)
(eight)



MSN Violators
(eight)



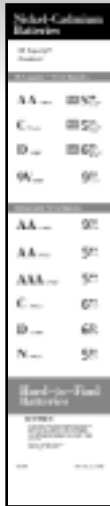
RCA Wireless
Speakers and
Headphones Rebate
Violators (four)

For missing or damaged POP materials call the
Circulation Desk at (817) 415-POP2 (7672)

Signs in June



Antenna Spinner (one)



Battery Spinner (one)



Counter Sign (one)



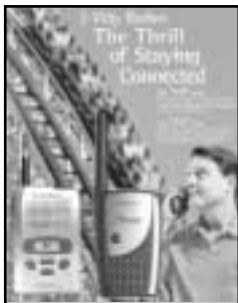
5" x 7" Mall Cube (red) (five)



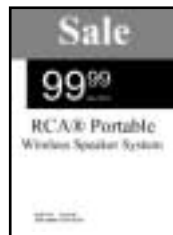
Large (three) (red) & Small (two) (red) Speaker Mats



22" x 56" "A" Frame Sign (one)



FRS Easel (one)



5" x 7" RCA Promo Endcap (two)



4" x 4" Cool Things Violators (16)



22" x 28" Chrome Floorstand (one)



Compaq Rebate Pad (two)
Place these in the Compaq section of the Undercounter Organizer



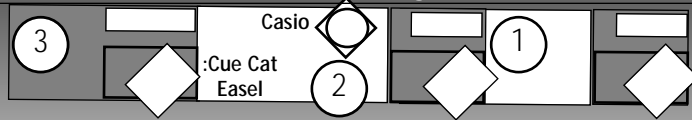
33" x 10" Verizon Wireless Map Sign (one)



V-Tech Violator (one)

For missing or damaged POP materials call the Circulation Desk at (817) 415-POP2 (7672)

Counters Shown Are On The Right Side Of The Store



Front Customer Side

Counters

Display the counter items pictured below in one of the three product positions shown in the diagram above. Be sure to leave enough room on the counter to conduct business transactions.



630-1030 Wireless Thermo-Hygrometer

Display with 230-0873
(four) Pack "AA" Batteries
Display has the sale price pre-printed on the box. There is no need for a 5" x 7" sign.

Display boxes for these three counter items are included in this kit. If any are missing or damaged call (817) 415-POP2.



630-1113 Digital Tire Gauge



630-1110 Wireless Mail Guard

This item will be promoted at regular price. The display box is printed with the price on it.

Father's Day is June 17th.

Optional Counter Items

- 1) Display FRS Radios on the counter with the acrylic display.
210-1859 14 CH Mini FRS
Choice of 210-1856/57/58 3 CH FRS
- 2) 440-0560 RCA T-120 VHS Tape
- 3) 630-0948 20 Sec. Keychain Recorder

Mall Cubes

Cool Gifts/Great Gifts for Dad

Note: The items shown here are examples of merchandising ideas for the mall cube.

Top :

430-3220, Satellite Dish

Top Row:

5 x 7, 630-1110, 630-1004, 630-0980,
630-1102

Second Row From Top:

430-1701, 5 x 7, 140-1117, 630-1113,
630-1030

Middle Row:

420-6005, 630,1006, 5 x 7, 160-3054,
260-0554

Second Row From Bottom:

630-1029, 630-0961, 330-1154,
5 x 7, 150-1995

Bottom Row:

330-1119, 430-3524, 330-1129,
630-0974, 5 x 7



Trivia Question #1:

Who do I call if I need to order a fixture for my store such as peg hooks or shelves?



Connecting People

Promotional Sprint Floor Fixture



430-3220 Golf Bag Phone
430-3550 Vtech 900MHz
Cordless Phone
430-1951 Over-The-Head
Lightweight
Headset

Signage for Sprint Floor Fixture

Unlimited Gift Ideas!

Front

Save \$10
on anything in the store

When you sign up for
Sprint. long distance

Back

:CueCat Refresh

The :CueCat refresh kit is being sent in a separate kit. Use the detailed instruction sheet with the kit for specific locations of signs.



Counter Placement

Place the easel sign on the counter. Refer to the diagram at the top of page 5 for placement.

Refresh Includes:

- Counter Sign
- 8 Violators
- Static cling for 32" TV (RCA Section)
- New signage for :CueCat on the MSN center

Connecting
people

verizon wireless

Verizon Wireless Help Line: 1-700-VERIZON

Sticker Placement

The Verizon Wireless Airtime promotion is being extended until 6/30. Three sizes of stickers will be sent in a separate mailing. Attach them as indicated.



The new 33" x 10" map sign goes up on 6/18.



Stickers

Attach the small sticker



15" x 12" Floor
Fixture Signs
Right/Left
(two)



Attach the medium sticker



28" x 16"
Floor Fixture
Front & Back

Attach the large sticker to the 26" x 42"
Window Banner (not shown)

Trivia Question #2:

When I call the 1-700-VERIZON telephone number to request replacement for damaged or missing components to the Verizon Wireless Fixture, do I select Option #1 or Option #2.

Verizon Wireless Accessories

Since these accessories are changing often, you will need to check the faxback documents for the updates to these sections as often as possible (monthly).



Accessories Behind the Verizon Wireless Counter

This is the left section of faxback #63896



The Accessory Endcap

This is the center section of faxback #63896.



Accessories In Front of the Verizon Wireless Counter

This is the right section of faxback #63896



Accessories On the T-Wall Or 4' Section

Order Faxback #64243.

Floor Fixture Display & Verizon Wireless PrePaid



Verizon Wireless Handset Arm

Display the Verizon Wireless PrePaid Phone V-2260 (Shark) on the Verizon Wireless Handset Arm. This PrePaid phone should also be displayed on the back of the Verizon Wireless floor fixture.

Look for a new sign in a future mailing.

Floor Fixture Display

If your store has the Verizon Wireless Floor Fixture, display your most popular phones on the front of the display and show your PrePaid phone on the back.

Verizon Wireless phone SKU's may vary from store to store.



RCA Refresh

RCA refresh will consist of:

1. New Flip Book (RCA-158). Throw out the old flip book.
2. Shelf Tags 3" x 8" • Think Digital (4), RCA (4),
Shelf Tags 3" x 11" • 160-2602, 160-2605, 160-2607, 160-3408, 160-3409, 160-3410, 160-3234,
160-3231, 310-5012, 420-7006(1 ea.)
Shelf Tags 3" x 11" • Generic, Surround Sound Center Channel, TV Guide Plus for 36" TV (1 ea.)
Shelf Tags 3" x 21" • Get the Guide 32" Stereo TV, Get the Guide 27" Stereo TV, Get the Guide 20" TV
3. Six (6) blank tags (RCA-010) 3" x 11" for future use. Keep tags for old product until sold out.
4. Forty-three (43) new blue strips (RCA-142) that are 24" long. These can be overlapped or cut off.
5. Acrylic holders (RCA-0041) for tags will be shipped by request only if you are missing them. Contact Brandy Smith (817) 415-3994.
6. A new bracket for the digital camera will be shipped to stores that already have the current camcorder mount.



Flip Book

Included in this kit are new flip book pages. To remove the old flip book unscrew the wing nuts under the shelf. Brochures were shipped at an earlier date.



3" x 8" Shelf Tags

3" x 11" Shelf Tags

See item 2 above for the complete list of 3" x 11" shelf tags.



3" x 21" TV Shelf Tags

See item 2 above for the complete list of 3" x 21" shelf tags.



Blank Tags

Keep the six blank tags included in this refresh kit. Use the blank tags for future products or for missing or damaged tags.

Trivia Question #3:

On what Store Display disk can I look up a fixture or supply item when I don't know the item's stock number?

RCA

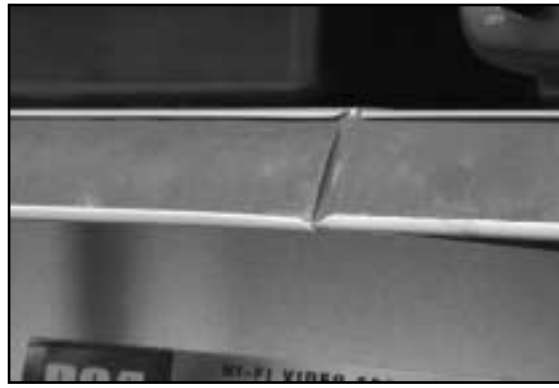
Connecting
Places

RCA Refresh



Step 1

Remove the factags and shelf tag holders in the entire RCA section. You may remove the blue strips in the center section for they are no longer needed since the long plastic shelf tag holders are now located here. The new blue strips will be used for all sections except the center section that have the long plastic shelf tag holders.



Step 2

Insert the new strips. On the curved wall only, the shelf channels are 22" long and the new strips are 24" long so the strips will need to either be overlapped or cut off to fit.

Step 3

Reinsert the factag holders and tags. It is easier if you first insert the top of the tag holder then bend and insert the bottom.



Step 5

Insert the new 21" x 3" TV tags in the shelf tag holders in front of the appropriate TV.

Step 4

Reattach the long plastic shelf tag holders and insert the new 3" x 11" and 3" x 8" center section shelf tags into the clear holders. Add factags.

Connecting
Places

RCA



330-1164 RCA Wireless Headphones
 400-5020 RCA Wireless Speakers
 440-0560 RCA T120 VHS Tapes
 (As a second counter option, tapes may also be displayed on the counter)



Stores that have the current RCA camcorder bracket will receive the new bracket for the digital camera. Refer to the instruction sheet for placement instructions.

RCA
Promotional
Endcap

COMPAQ

Photos of the four (4) new handheld PC's with features.



SKU Number	250-0900	250-0906	250-0902	250-0901
Brand	Compaq iPAQ	HP Jornada	Casio	Compaq iPAQ
Model #	H3635	548	EM-500	H3135
Price	\$599	\$499	\$499	\$399
Memory (Ram)	32MB	32MB	16MB	16MB
Speed	206 MHz	133MHz	150 MHz	206 MHz
Display	4096 Color	4096 Color	65,536 Color LCD	LCD 15 Grayscale
Expansion Options	Expansion Jacket w/ Type II slot	CompaqFlash Type I	MMC Card	Expansion Jacket w/Type II Slot
Battery	Up to 12 hours	8 hours	Up to 4.5 hours	Up to 14 hours

Ni-Cd Battery Promotion



Place the Battery Spinner Sale Sign on top of the existing sign. **DO NOT** dispose of the existing sign.



Place the Antenna Sale Sign on top of the existing sign. **DO NOT** dispose of the existing sign.



RCA MP3, Lyra 2 Rebyte



Display the RCA MP3 products in the combo showcase along with the rebyte easel and pads. RCA MP3 products shown are:

- 420-8004 Lyra 2 Model RD 2211
- 420-8019 K@zoo™ MP3 Model RD 1000
- 420-8003 RCA MP3 CD Player

Move the RadioShack watches to the bottom or middle shelf until the MP3 product is relocated.

New Products!

Store Display Note: These fact tags were created from the Store Display/Tag Wizard CD.



RCA
2.3 MegaPixel Digital Camera
• 3X Optical Zoom Precision Lens
• 4X Digital Zoom
• Auto Shoot Technology - Point and Shoot

399⁹⁹

QJ56333 16-3932



Casio
Pocket PC
• Stereo MP3 & Windows Media format Playback
• New! MMC Memory Card, Slot Design

499⁹⁹

25-952



2-Outlet
Y Adapter
• Turns one grounded plug into two
• For use with heavy duty extension cords
• 1575 watt limit

2⁹⁹

E1-2148



Self-Powered Radio
AM/FM Portable Radio
• The essential radio for emergencies
• Dynamo generator charges batteries
• Receives AM, FM, shortwave and weather

59⁹⁹

32-802

Trivia Question #4:

What Father's Day gift did RadioShack send to the astronauts and cosmonauts on the International Space Station?

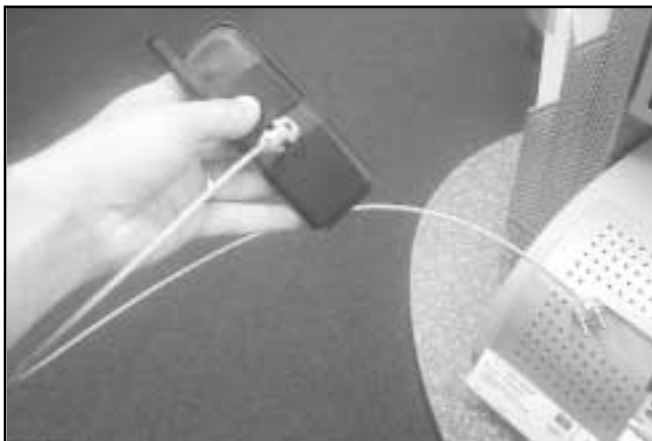
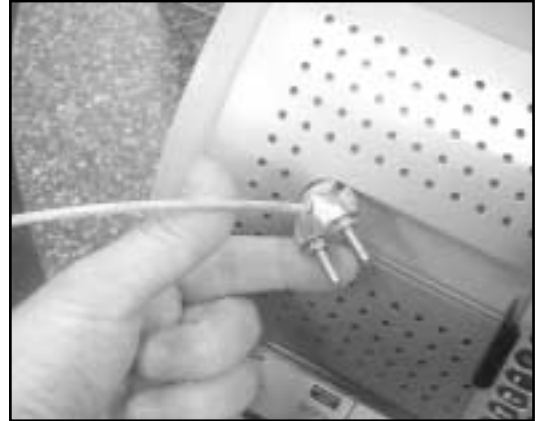
Detail Winner

This Month's Detail Idea Winner:

George Fassett, Mgr. 01-8335 from district 0583 in Fort Worth, TX. George's idea is to use a package of TV guy wire clamps to temporarily extend and hold the retractable security wire on the Sprint floor fixture in order to attach a phone to the claw.



150-0850 Guy Wire Clamp



Notice the slack in the wire. The clamp keeps the wire from retracting. Be sure to remove the clamp once the phone is in place.

1. To make it easier to change the phones on your Sprint Display (Retractable Claw holders), take a package of 150-0850 TV Guy Wire 1/8" cable clamps and use them on the retractable wire to hold it in place while you change out the phone.

2. Pull out the claw as far as necessary and attach the clamp to the wire, hand tighten the nuts firm, but not so firm that you can't unscrew it.

3. Attach the phone to the claw.

4. Remove the clamp and your done!

Gift Winners...

Thanks to everyone who has submitted ideas so far. The people listed below sent in new ideas and will all be receiving a free gift from Store Display. Keep sending in your ideas for a feature in an upcoming Store Display Guide.

Name
Tim Phelps (2)
Joseph Berube
Bob Frank
Bill Shaft

Store #
01-4793
22-C205
01-6864
01-6551

Name
Greg Hastain
James Blatter
Art Stahl
Dan Weymouth

Store #
01-3736
01-4029
01-3592
01-4321

Flyer 599 Trivia Answers

Last Month's Trivia Answers:

1.) What are the "4 Principals of Sales Readiness"?

The answer is :

1. Everything On Display
2. Everything Is Priced
3. Everything Is Demo Ready
4. Everything Is Neat, Cleaned And Spaced

2.) What does each "A" in the "AAA" stand for?

The answer is:

Answer
Accessorize
Attach

3.) What does H.O.T. stand for?

The answer is:

Help the customer to find what they came in for.
Offer your customers a great deal.
Tell them what we are famous for.

4.) How do you maintain at least a 90% name & address?

The answer is :

Ask every customer and overcome objections.

5.) Where does the name "RadioShack" originate from?

The answer is:

The small room on the deck of a ship for the radio operator was called the Radio Shack.



This month's trivia winner is Ruslan Nektalov, Mgr. 01-2756 from District 0348.
Ruslan will be receiving a \$20 Lands End Gift Certificate.



New This Month

RadioShack Store Display Merchandising Support CD
Volume #7, Spring 2001

Contents

- Tag Wizard 4.2
- Merchandise Planograms
- Detail for Double-Digit Sales Guides
- Fixture/Supply Manual
- Adobe Acrobat Reader
- Reference Materials

Need a Planogram?
Look in the new CD or
Call **FaxBack @ 1.800.323.6586**
Order document # **41528**



As always, when you have merchandising questions or comments, contact RadioShack
Store Display :
817.415.0583
-or-
model.store@radioshack.com