

Store Display

Flyer 601 Guide July 2001



Flyer Dates: 6/28 To 7/28

"All Phones On Sale" Begins 6/28 And Ends 7/14

"Sizzling Summer Sidewalk Sale" Begins 6/28

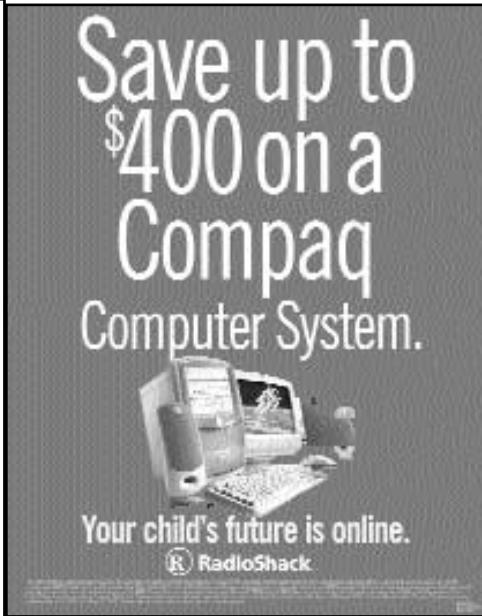
Signs to Remove

Remove these signs at close of business on 6/27

(Check Box When Removed)



22"x 56" A-Frame



30"x 38" Window Banner



22"x 28" Chrome Floorstand



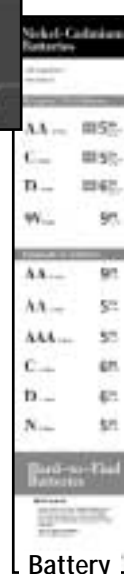
Counter Sign (One)



5"x 7" Blue Mall Cube (Five)



Blue Speaker Mats



Battery Spinner



Antenna Spinner



Cool Things Violators (16)



Sprint Promotional Floor Fixture

These DTH Signs should have been removed on:

6/17

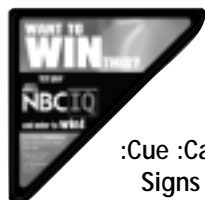
Remove these signs on: 6/30



MSN Violator



Signs to Keep



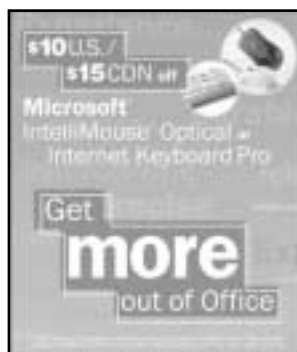
:Cue :Cat Signs



Launch Signage (See Page 8)



Wireless Value Deal Signs



MSN Tent Sign



22" x 56" Recruitment (Back Room Door)



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



Signs in July



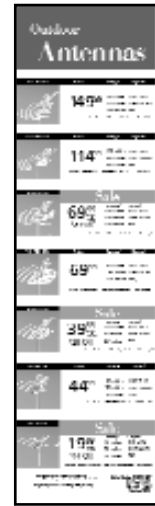
22"x 56" A-Frame



22"x 28" Half Priced Headphones
Chrome Floorstand
(Display on front)



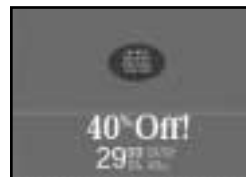
22"x 28" All Phones on Sale
Chrome Floorstand
(Display on the back side until 7/14)



Antenna Spinner



Red Mall Cube
(Five)



Speaker Mats (six)



RCA Wireless Violator



Y Adapter Violators
(Two)
(See Page 13)



All Phones on Sale
Violators (16)

New!!



Tell Counter Signs
(These new signs will be sent to the stores in the Contiguous 48 States *only*.)



See pages 10 & 11 for instructions on these MSN Refresh signs.

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

Signs in July



**Sidewalk Sale 30"x 38"
Window Banner**



**Sidewalk Sale 5"x7"
Tent Style Signs (12)**

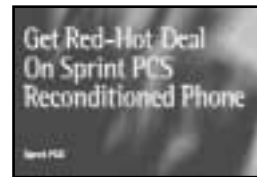
**Sidewalk Sale 3"x5"
Sale Tags (60)**

**Sidewalk Sale Peg
Floppy Violators
(60)**

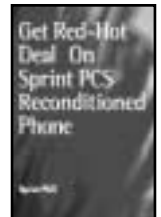
For instructions on these special signs, refer to pages 14-17.
Remember, these signs are the **ONLY** exception for having handwritten signs in your store.



Sprint Promotional Floor Fixture



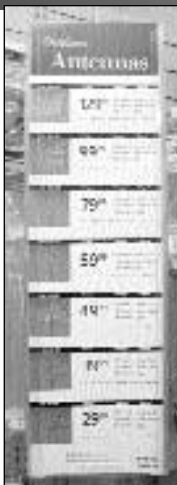
Sprint Window Sign
(See Page 17 for placement)



**Sprint PCS
5" x 7"**

Signs to Cover Up

These permanent signs will be occasionally covered by promotional signage. Be sure not to discard these at the end of a promotion.



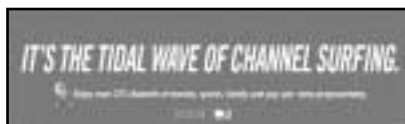
Antenna Spinner

Promotional Antenna Spinner signs are to be replaced monthly and cover the sign that reflects the catalog prices.

Make sure the permanent sign is not disposed of at the end of a sale period.



DTH 11"x 17"



DTH 23"x 5"



DTH 25"x 7"

(See Page 12)
**For missing or damaged POP materials call the
Circulation Desk at (817) 415-POP2 (7672)**

Counters



New this month is the arrival of the **Tell Counter**.

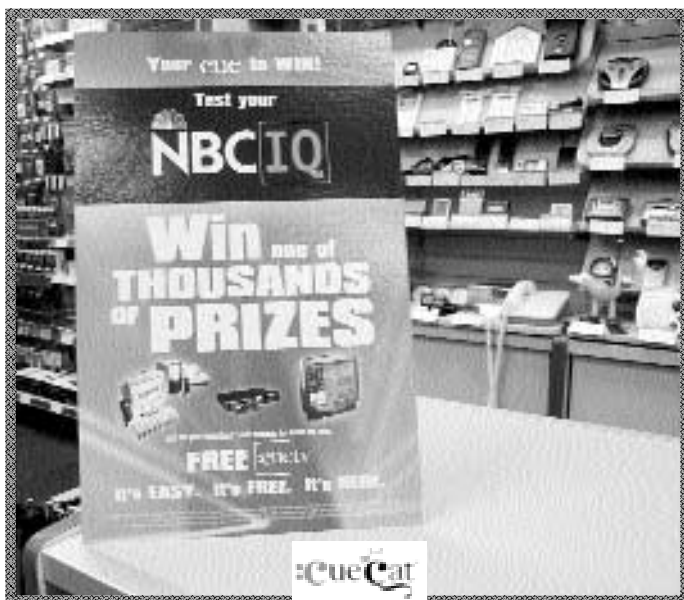
This valuable space will be used to convey to the customer what we are famous for. Each counter will have signage referring to a specific rebate and/or service.

Sprint Long Distance

This example shows the 630-1113 Digital Tire Gauge next to the Sprint Long Distance sign. Offer this to your customers as free when they choose Sprint Long Distance.

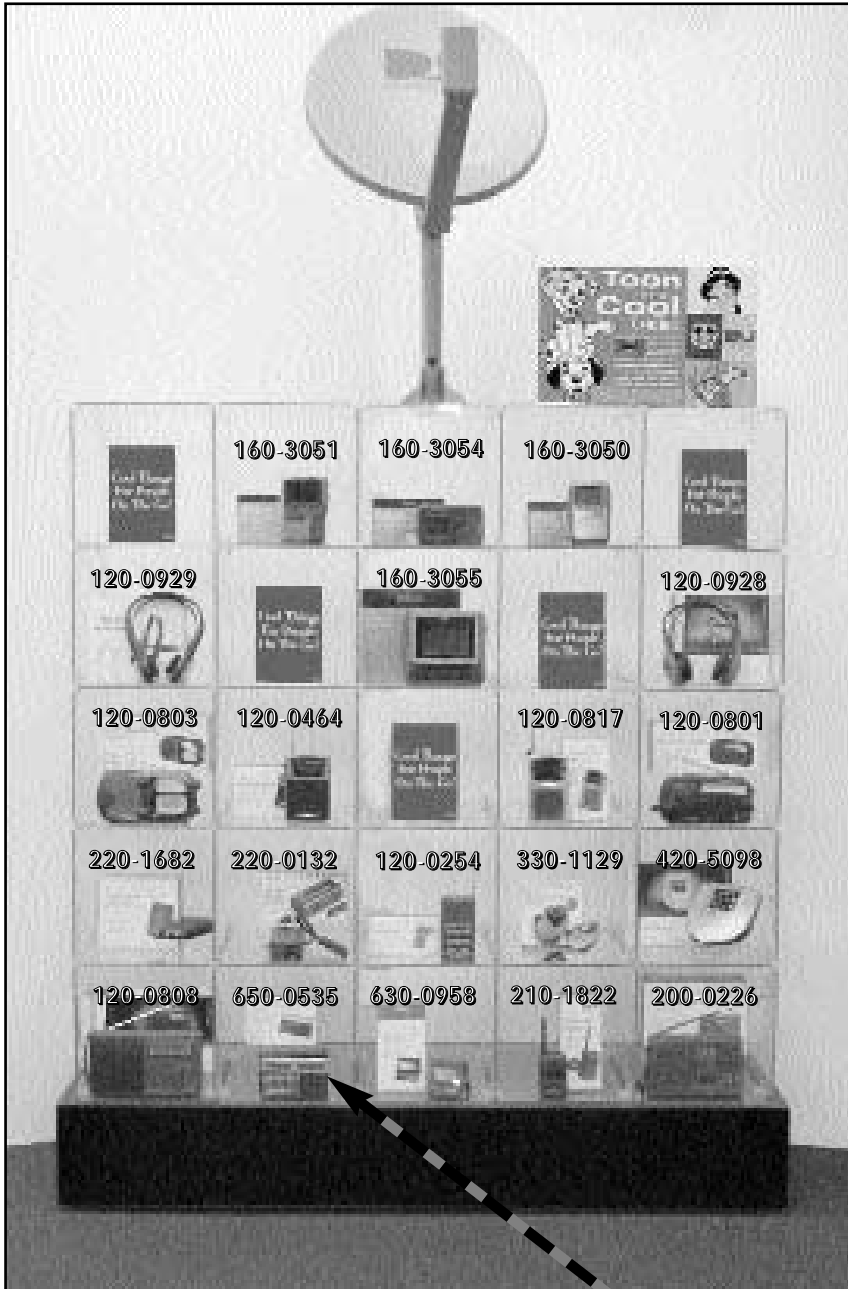


Internet Access



This  easel sign should be displayed on the counter furthest from the Verizon Wireless Store. A non-Verizon Wireless store may place it on any counter.

Mall Cubes



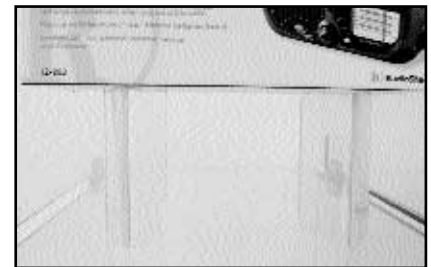
The items pictured here are shown as examples. You may choose to use these or other similar themed items based on existing on-hand inventory to make an effective, attractive, and eye-catching display.

Use tent style fact tag holders (such as **ACR-0013**) on its side to raise the box of the **120-0803, 120-0801,**

220-0132, and the **650-0535**. The colorful and informative boxes can give your potential customers a better understanding of what exactly is in the window.

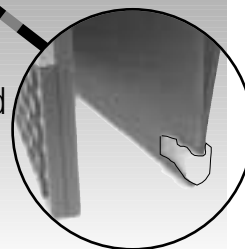


ACR-0013



In this example, the two fact tag holders placed on their side to support the product box a few inches above the mall cube shelf.

Tip: Use an inventory saver clip to hold the case of the **650-0535** calculator in a folded position. This will allow the calculator to stand on its own without the case unfolding.



Connecting
people

verizonwireless

Keep These Signs Until 7/31:

Signage for future promotions will be provided by your local Verizon Wireless Account Manager.



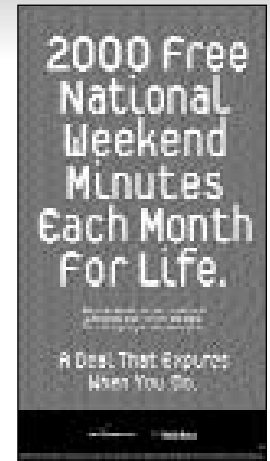
12" x 15"



33" x 10"



12" x 15"



16 1/2" x 28"

The Verizon Wireless Launch Promotion has been extended through **July 31**. These signs should remain until the end of the promotion. If you are missing these signs, contact the Circulation Dept. at **817-415-POP2 (7672)**.

Correct Placement of Free-Standing Floor Fixture

Mall Stores:

The **verizon**wireless floor fixture must be placed on your lease line.

Position the fixture at a 45° angle with the front of the display facing the customer traffic flow.

The floor fixture is shown in this position as an example of the entire Store-Within-A-Store.

Non-Mall Stores:

Stores that are not located in a mall should place the floor fixture approximately 3 to 6 feet in front of the service plan counter in the middle of the sales floor.

Make sure to leave 36 inches (44" in CA) of space in all directions around the fixture.



FRS Update



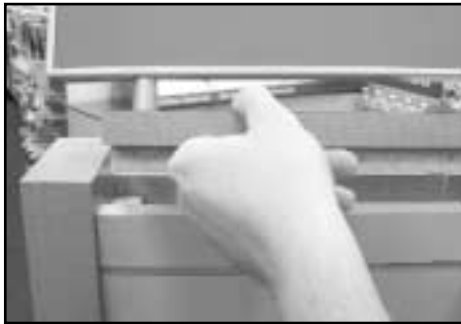
The FRS acrylic display is no longer being used. Remove the acrylic from the FRS shelf and store in the stock room for future use.

Promotional Sprint Floor Fixture

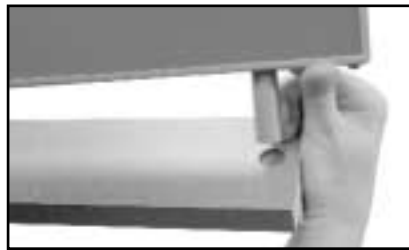
Sizzling Summer Sidewalk Sale

This side of the sign faces the FRONT of the store

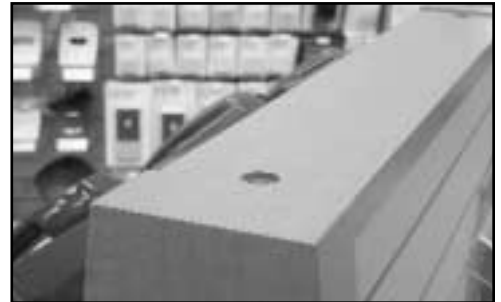
This sign is to be placed on top of the Sprint Promotional Floor Fixture. In order for it to remain in place properly, follow these steps:



Remove the top of the floor fixture by lifting the topper plate straight up.



The metal posts will pry out of the topper by applying pressure with your thumb under the acrylic holder as shown.



Replace the topper plate by placing in straight on to the floor fixture. The sign will attach to this with adhesive strips.

Neatly display a selection of your Disco\DVL phones that have the highest on-hand quantity.

You may use either the Sidewalk Sale tags or Tag Wizard to produce clearance tags.

The items shown here are for example only. Use available on-hand stock to create an effective display that is full, clean, neat, and spaced.



Prepaid phone card display



With the arrival of the Verizon Wireless Store-Within-A-Store, your Sprint Prepaid Phone card display might have been moved and/or misplaced. Please make sure to have this display on a counter that will not be blocked by the Verizon Wireless accessory endcap.

If you do not have this display, call:

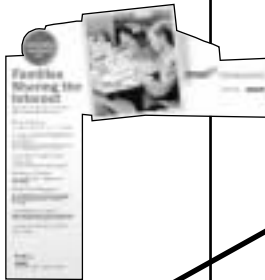
800-656-6166

Sprint PCS Signage

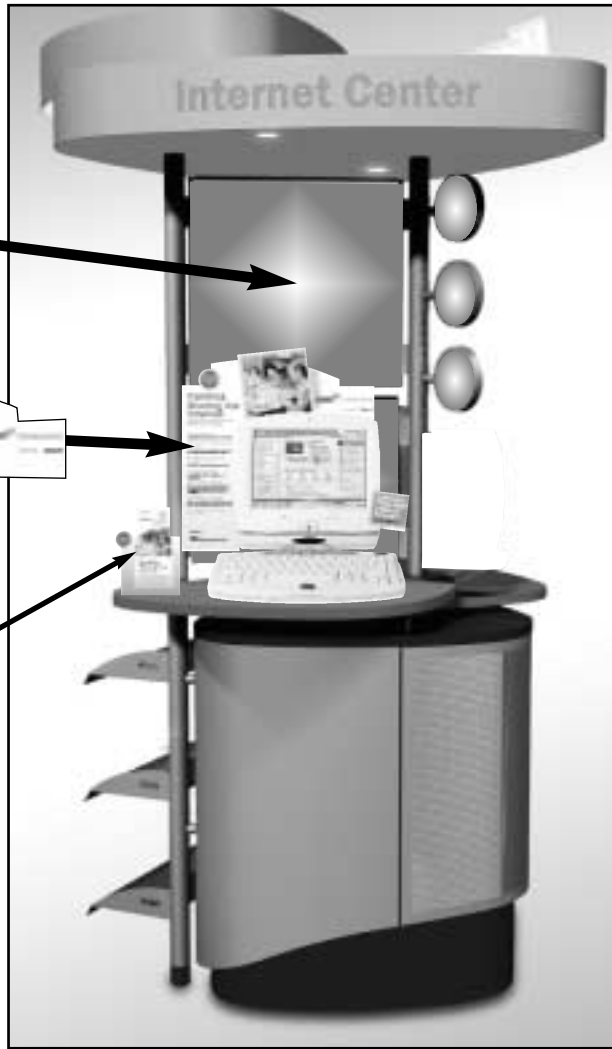
There will be an exciting new Sprint PCS Promotion coming

July 13th

*Connecting
Places*



MSN
Companion
Brochure
LIT-0402



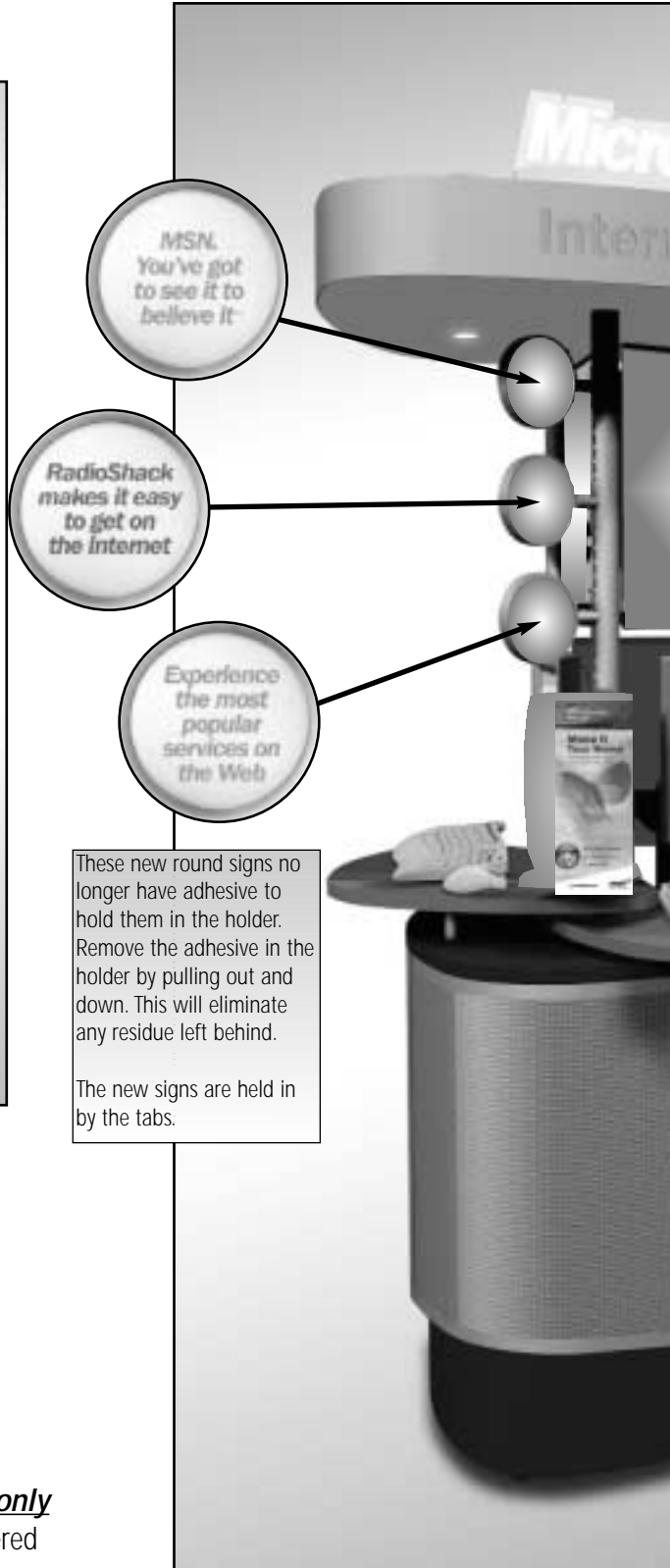
Place the monitor topper on the iPAQ internet appliance that is displayed on the Internet Center. Place the brochures in the holder next to the iPAQ.



Halogen Bulb Update:

If the halogen bulbs on the Microsoft Internet Center burn out, the ***only*** bulb that should be used is the Philips Halotone bulb. It can be ordered through Voss Lighting at **800-736-8677**. The Voss part number is:

PHL-13078-20W



MSN.
You've got
to see it to
believe it.

RadioShack
makes it easy
to get on
the internet

Experience
the most
popular
services on
the Web

These new round signs no longer have adhesive to hold them in the holder. Remove the adhesive in the holder by pulling out and down. This will eliminate any residue left behind.

The new signs are held in by the tabs.

Be sure to keep the MSN "Make front-facing

Refresh

Connecting
Places



To insert this new sign in the monitor bezel, pry out the plastic cover using a small screwdriver. If the cover is missing or broken, use a *small* amount of double-sided adhesive to hold the sign in place.

"It Your Home" Brochure on the blue shelf.



Never surfed the web?
Let us show you how.
msn® RadioShack

Remove all CueCar signage from the Microsoft Internet Center.

Coming Soon:
A new display for
Handheld PCs and
mp3 Players.



UltimateTV Brochures



RCA-0020
UltimateTV
Brochures



RCA-0021
UltimateTV Brochure
Holder



Place the UltimateTV brochure holder next to the UltimateTV receiver as shown.

Signs to Remove

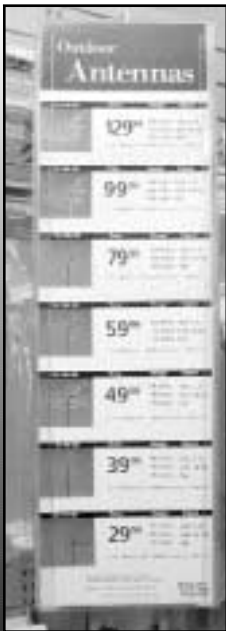
Upgrade to a 36"
RCA® TV
for only \$250 more!

*Requires an upgrade from 32" or 34" TV to 36" or 42" TV only. All sales are subject to stock.



Remove the Wink tent signs and the 36" upgrade signs from the RCA DEC.

Sign to Cover Up



Make sure not to discard this permanent sign at the end of the sales period. It is meant to be covered by monthly promotional signage.

RCA Promotional Endcap



Speakers return this month on the RCA Promotional Endcap.

Shown here are:

400-5021 WSP 200 Wireless Speakers

440-0562 5-Pack RCA Video Tapes

400-5013 Pro-LS Indoor/Outdoor Speakers

When you sell out of these selected items, use available on-hand RCA sale speaker inventory to effectively use of this display space.

1/2 Price Headphone Sale

Connecting Things

This new violator has been designed to help attach a **420-2463** to a **330-1122**, **330-1166**, or any other headphone sale. Follow these suggestions to help maximize the sales of this accessory item.

First, place an item such as the **120-0804** Digital Radio on an **ACR-0192** acrylic headphone holder. Attach the radio with **small** pieces of Velcro to secure it in place.



Next, attach the **420-2463** to the radio so each jack is in the general direction of the sale headphones.



If you choose to use the **120-0804**, there is a timer setting on the radio that will power down the radio after 90 minutes. This will conserve the batteries after a demonstration.

Tune the radio to a strong local FM Stereo station that has a broad range of listeners.

Merchandise the **330-1122** and **330-1166** at eye level with the radio and Y-adapter in between. Connect the headphones to the Y-adapter. Make sure to leave enough slack in the cables to allow your customers to wear the headphones.

Attach the violator using the supplied violator clips. Be sure to practice proper wire management and tuck the headphone cables back under the holder after a demonstration.



Sizzling Summer

Sell Out Your Disco Merch!



Use the Sharpie marker that was included in this kit to produce the handwritten sale tags for this event.

Remember...*neatness counts!* This is the only exception for having handwritten signs in the store. Extra attention to penmanship will produce superior results.



Light pressure on the marker will allow the force feed tags to be priced so they can be read. Too much pressure on the marker will cause the print to look blotchy.



You may place the Sidewalk Sale signs in the fact tag holder. If the sign covers up the product, use Tag Wizard to produce a clearance sign.

To start, special attention should be given to these products:

210-1821	14 Ch FRS	600-4250	Flasher RC Car	680-1099	Flashlight Kit
260-1204	50 Disk Box	630-0956	Home Msg. Rec.	Various #'s	Surge Protectors
400-5007	Pro LX55 Spkr.	630-5111	Robotic Watch		
430-1101	900 MHz Cdls.	650-1202	Sharp Organizer		
600-1187	Rugrats Clock				
600-2837	Snowboard Game				

Make sure they are priced correctly and displayed prominently.

Sidewalk Sale

The most important step in having a successful Sidewalk Sale is to ensure complete and accurate pricing of everything.

Use the special insert as an aid in pricing your Discontinued and Devalued products.

It has been designed to have all of the pricing available without having to keep referencing the RSS.

Print out a store specific Disc/DVL list from the RSS and check off what is in stock, then check off the box after it is priced.

SKU	DESCRIPTION	ORIGINAL RETAIL	6/28 RETAIL
120-0800	WIND UP RADIO	79.99	49.99
12-1713	3 Way Car Speakers	79.99	29.99
12-1749	8" 2-Way Truck Box Speakers	99.99	69.99
12-1751	10" 2-Way Truck Box Speakers	149.99	89.99
12-2004	Shaft ALM/FM Cassette Player	49.99	29.99
12-2011	3-Way Car Crossover (STP)	49.99	29.99
12-2013	50W Car Amplifier	49.99	29.99
12-2017	260W Car Amplifier	179.99	129.99
12-2116	FF Cassette Car Stereo	79.99	49.99
12-2117	AM/FM Car Cassette Player	49.99	29.99
13-1304	RCA micro system w/CD	99.99	79.97
13-1309	RCA 40W 5-CD mini system	169.99	129.97
13-1310	RCA 110W 5-CD mni system	229.99	179.97
14-1403	RCA dual auto-rev. cass. dubbing deck	199.99	129.97
15-0578	750 Ohm Antennuator	6.49	3.97
15-0587	Private Listener	4.49	0.97
15-0832	Package o2 3-Way Antenna Clips	1.49	0.47
15-0843	10' Steel Mast	14.99	9.97
15-1103	Video Distribution Amp	29.99	19.97
15-1116	2 Way Amplified Splitter	13.99	9.97
15-1135	2 Set Duplex Coupler	3.99	1.97
15-1143	Antenna Matching Transformer	3.99	1.97
15-1167	4 Way Distribution Amp	44.99	19.97
15-1186	Flush TV Wall Mount	2.99	0.97
15-1198	Male and Female Plug	1.99	0.97
15-1201	100' 5 Wire Rotor Cable	13.99	7.97
15-1225	Archerotor	64.99	49.97
15-1293	75/75 VCR Splitter	4.99	2.97
15-1504	3' Gold Dual AV Cable	8.99	4.97
15-1505	6' Gold A/V Cable	10.99	4.97
15-1511	Mini Active TV Antenna Cable	4.99	0.97
15-1524	Signal Splitter with Cable	5.99	3.97
15-1528	8' F89 - Motorola Cable	3.99	0.97
15-1607	Mini Active TV Antenna	24.99	14.97
15-1813	Adjustable Indoor Antenna	17.99	9.97
15-1856	VHF/UHF/FM Antenna	59.99	39.97
15-1957	Remote A/B Switch	39.99	19.97
15-1990	3-in-1 Pocket Remote	9.99	6.97
15-2000	ITZA 2000 Remote Control	14.99	9.97
15-2030	75 Ohm White TV/Rotor Wall Plate	5.99	0.97
16-3002	5" B/W TV with cassette	119.99	69.97
16-3055	4" LCD TV	249.99	159.97
16-3600	Digital Camera	399.99	249.97

Check when priced

For a store-specific Disc/DVL list, from the Main System Menu on the backroom server select:

- 5) Stock/Inventory
- 4) Stock Reports
- 1) Stock List
- 3) Discontinued
- 4) Discontinued/DVL Only
- 3) On Hand
- Select All



Sizzling Summer

Sell Out of Last Year's Toys!

Clearance stickers were included in the kit to highlight these toys:

60-1201 Digimon Mic	60-4260 RC Mayhem
60-4250 RC Flasher	60-4262 RC Samson
60-4256 RC Violator	60-4271 RC Aftershock
60-4257 RC Sentinel	



Be sure to show the original retail price when using clearance stickers. This will show your customers the value of the markdown.



In this example, the toys stacked on the canopy have the clearance sign affixed to the gift box. The clearance sign should ***not*** be placed on the canopy itself.



For this Sidewalk Sale, build neat and orderly stacks of toys. Some rules to remember when displaying floor stacks:

- 1.) *Be sure that the stack is above knee level*
- 2.) *Make sure there is a **minimum** of 36 inches (44" in CA) of clearance around the stack in all directions*
- 3.) *Don't make the stack so high as to block the view into the store or block your view around the store.*



Place a 5" x 7" sign on top of a stack of clearance merchandise.

Sidewalk Sale

Sell Out Of Older Model & Reconditioned Phones!



Attach this sign with the two magnetic clips that were included in the kit.

Display a few reconditioned PCS phones on the Sprint Window sign. If security is an issue, only display the empty box and store the phone in the security cage. Write the ESN on the packing material to match the phone with the correct box.



If on-hand quantities allow, a floor stack of reconditioned PCS phones is also an option. Use this 5" x 7" sign on top of the stack to draw attention. Use Tag Wizard to produce clearance tags for each specific phone.



If you still have reconditioned PCS phones in the white box, you may order this sleeve via the RSS supply order: **SPT-0220** (Pkg. of Four).

DO NOT purchase a table.

(Have a demo unit out of the box on top of a stack.)



If you already have a table, you could neatly display your clearance merchandise on it. If you have the room, the table could be placed in the store. Remember to leave proper clearance in every direction around the table.

If you use a table to display your Sidewalk Sale merchandise, use **one** of the 3" x 5" handwritten signs to place on a stack of merchandise and price each product with a **PRC-0942** clearance label that was included in the kit. A refresher on how to load the price gun is on page 19.

If you have a table but lack space inside the store, neatly display merchandise on the table and place it outside. Make sure the merchandise is not so light that it blows away, but not too heavy that you can't move the table inside at the end of the day.

Sidewalk Sale

Sales Contest

June 28-July 8

There will be a sales contest to help put some *sizzle* in the Sidewalk Sale!

The **Top District** in each Region who sells the highest **percentage** of Disco/DVL merch will win the following:

First Prize: \$1,000 for a District Picnic

Second Prize: \$750 for a District Pizza Party

Third Prize: \$10 McDonald's Gift Certificates for every manager in the District

**Look for details
coming soon!**

Do you have a PRC-0001 price gun?

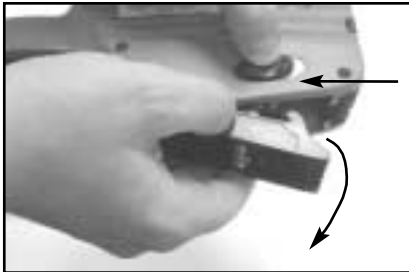
price gun?



Follow these steps as a refresher on how to load the labels.



STEP 1



Open the base plate by sliding the opening release buttons in the direction shown by the arrows. The base plate is spring loaded and may require a slight pull down to open.

STEP 4



Pull 6 to 8 inches of the labels through the opening as indicated and close the base plate.

STEP 2



With the base plate open, open the label roll cover by squeezing the sides and lifting upward in the direction shown by the arrow.

STEP 5



Insert the labels into the labeler between the aluminum roller and the front of the feed mechanism as shown.

STEP 3



Unroll the roll of labels approximately 8 to 10 inches. Make sure labels unroll from the bottom.



(The labels should pass through the opening created when the base plate is open)

Simultaneously pull the handle several times until the slack is removed and the first printed label appears.

The labeler will align print when only the backing paper is passing through the labeler and exiting out of the back.

Need a Planogram?



41528

41528

41528

41528

41528



Call FaxBack @ **1.800.323.6586**

Order the Master Document list:

#41528

As always, when you have merchandising questions or comments,
contact RadioShack Store Display :

817.415.0583

-or-

model.store@radioshack.com



RadioShack
store display

Reviewed by District Manager

