

# Store Display



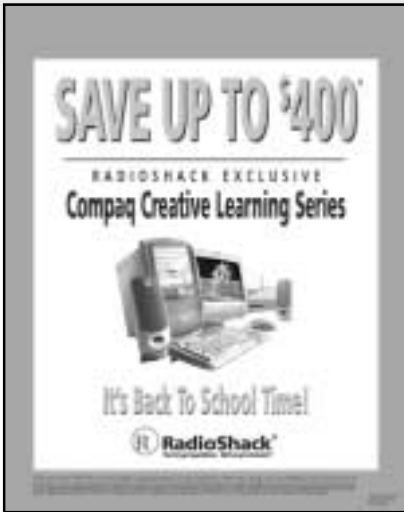
Flyer 603 Guide  
September 2001

Flyer Dates: 8/23 To 9/29

Reviewed by District Manager

# Signs to Remove 8/22

(Check Box When Removed)



30" x 38" Window Banner  
Compaq/Back to School (one)   
**NOTE: IF YOU ARE A  
NON- VERIZON STORE, DO  
NOT REMOVE THIS SIGN**



30" x 38" Window Banner  
Sprint PCS Offer (one)   
(For Sprint PCS stores only)  
**Remove 8/19/01**



22" x 28" Chrome  
Floorstand Sign (one)



Battery  
Spinner (one)



Ultimate TV  
sign (one)



Speaker Mats  
(Three sets of two)



23" x 5" Sprint Floor Fixture  
Topper (one)   
Keyboard Mouse Rebate (one)



5" x 7"  
Mall Cube  
(five)



Battery Topper  
(one)   
**Remove 8/26**

## Signs to Cover-up

The 23" x 5" **generic** Direct-to-Home sign should be behind the current promotional sign in the RCA floor fixture holder. Store the **generic** 11" x 17" easel until it is needed again in the future.



DTH 23" x 5" front floor  
fixture endcap sign. Cover  
with "Great Catch" \$400  
rebate sign.



DTH 11" x 17" Easel  
(Store this sign for future use)  
Replace with "Great Catch"  
\$400 rebate easel.



Antenna  
Spinner  
(Cover with  
outdoor  
antenna  
sale sign)



Battery  
Spinner  
(Cover with  
NiCd sale  
sign)

1. Remove and throw away the 2001 Battery Spinner and Antenna Spinner price cards and replace with the 2002 set.
2. Cover-up the new Ni Cd battery and antenna price cards with the current sale signs.

# Signs to Keep

Verizon Wireless Translite

12" x 15" Freepup Wireless Signs (Left Side of Floor Fixture)

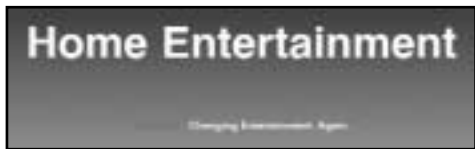
16 1/2" x 28" Freepup Wireless Sign (Back of the Floor Fixture)

12" x 15" Local Digital Choice Plan Sign (Right Side of Floor Fixture)

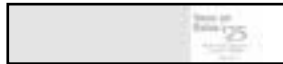
16 1/2" x 28" Local Digital Choice Plan Sign

33" x 10" Local Digital Choice Plan Map Sign

**Verizon Wireless Signs**  
See Page 13 for additional information.



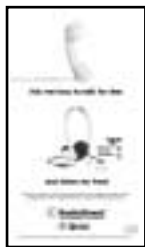
RCA Floor Fixture 25" x 7" Sign (one)



Wireless Speaker & Headphone Violators (four)



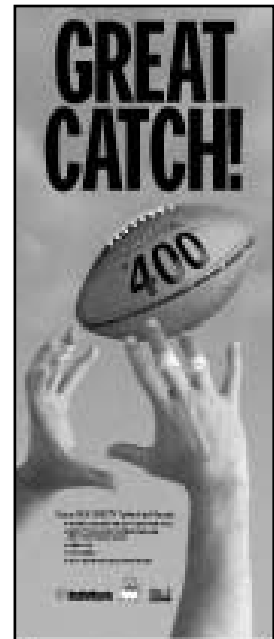
DTH 23" x 5" (one)



6" x 11" "Tell" Counter Signs (two)



DTH 11" x 17" (one)



22" x 56" "A" Frame Sign DIRECTV/NFL Sunday Ticket Offer (one)



SGN-440 Verizon Wireless



MP3 Violator (four)



TracFone Counter Sign (one)

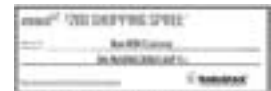


Value Deal Signs (one each)

SPT-439 Non Verizon Wireless & Sprint PCS



Compaq credit offer sign and the Compaq pricing signs



MSN \$200 Shopping Spree tear pads (two)

Note: Replacement Value Deal signs, order from RSS Supply, not Circulation

# Signs in September



5" x 7" RCA Promo Endcap (two)



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



30" x 38 Window Banner (Verizon Wireless Stores Only) (one)



22" x 28" Chrome Floorstand "Great New Products" (one)



5" x 7" Compaq Table Signs (one)



27" x 8" Hands-Free Topper



Ultimate TV Topper (one)



RCA Speaker Mats (eight)



23" x 5" Sprint Floor Fixture Topper (one)



Ultimate TV Signs (one)



Outdoor Antenna Sale Sign (one)



NiCd Batteries Sale Sign (one)



New Battery Topper (one) Ships in separate kit

**New Pricing 2002 Kit (one set)**

Peg Tag - Gold Violators (new for nickel plated force feed products)

Fact Tags

Watch Tags

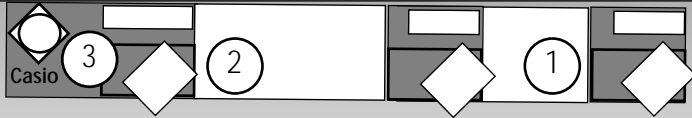
FRS Tags

New Pricing Signs For the Battery Spinner (three)

New Pricing for the Antenna Spinner (three)

**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

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.

# "Tell" Counters

## Optional Counter Items Cellular Hands Free



Merchandise 330-1107 Computer Headphones next to the \$10 Sprint Long Distance "Tell" Counter Sign.



Merchandise 650-1060  
TI-83 Graphing Calculator next to the \$200 MSN Shopping Spree "Tell" Counter Signs.



Continue to display the TracFone sign with TracFones on the FRS acrylic holder (ACR-062) on the counter. Excludes 1.9 Mhz markets.



## Catalog Box Placement Options

1. If your store still has the back counter wedge, place the catalog box on top as we have done in years past.
2. If you do not have the wedge counter fixture, and do not have two MSN computers, place the box on the MSN center where the second monitor would be located.
3. Finally if there is not a suitable location in your store, place the box on the counter. As a last resort, the Sprint \$10 LD "Tell" sign may be replaced by the catalog box.

# Mall Cubes

## Cool Tools For School

**Note:**

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



**Top Row, left to right:**

Sign, 210-1859, 430-1976, 630-1024,  
150-1993

**Second Row, left to right:**

430-3807, Sign, 170-0858, 430-1107,  
420-6007

**Third Row, left to right:**

120-0464, 430-1108, Sign, 630-5016,  
430-3806

**Fourth Row, left to right:**

220-0218, 630-0619, 630-1110, Sign,  
330-1132

**Fifth Row, left to right:**

600-4277, 630-0874, 630-0973,  
430-2205, Sign



# New Products!

## Store Display Note:

Only one of these fact tags was created using the Store Display/Tag Wizard CD. The other three with the new barcode are in the new 2002 Pricing Kit.



**M&M's® Animated Studio Telephone**

- Characters move/talk when phone rings
- Globe rotates and lights up during calls
- Demo button

**79<sup>99</sup>**

430-3234



**R/C Vehicle Maintenance Kit**

- For cleaning and lubricating your vehicle
- Includes tire/body shine, oil, cleaning cloth, foam swabs & resealable container

**9<sup>99</sup>**

640-1201



**Non-Contact Infrared Thermometer**

- Takes surface temp without touching
- Range 0 to 400°F (-18 to 200°C) • 3:1 ratio
- Instant reading holds for 7 seconds

**49<sup>99</sup>**

220-0325



**M & M's Clock Radio with Phone**

- M & M phone with clock, radio and real phone
- Easy to use with large display and snooze
- Requires 1 "9V" battery for power back up

**49<sup>99</sup>**

43-3228

# Connecting Things

## Toy Floorstacks

There will be eight toy shipments this year from the regional warehouse 01-0203. Shipping is to begin September 17th and should be complete prior to December 12th. This Display Guide covers the first two toy drops that will occur in September. The first ship date is 9/17 - 9/25 and will be a sampling of 25 to 35 items. The second toy drop in September is from 9/27 -10/5. Look for further updates in future Store Display Guides.



Clearance Toys with Battery Display



**Note:**  
Hang tabs may also be used to hang the hand-held games on a peg. Look for a supply of tabs in the October POP kit.

If you already have a toy section in your store, mount the hand-held games on two pegs or shelves. Also if you still have displays of discontinued toys, check to make sure they are all priced with clearance tags.



When you receive the Battery Topper in a separate mailing, slip it into the opening at the top of the display box.



Mix clearance toys with the first and second toy drops. Later you will start to break them apart in categories.



# Connecting Things

## Options for Creating Space



If your store has two of the RCA floor fixtures, they can be moved together end to end to create an open space in the front of the store for toy floorstacks.

See pages 10 & 11 for fixture placement.



If your store has two of the Sprint floor fixtures, they may also be moved together end to end to create an open space in the back of the Sprint section for toy floorstacks.

See page 10 for fixture placement.

### **If Floor Space is tight consider these other options:**

1. During the Golden Quarter consider setting up the bin system. This will open 6 ft. of space on the wall for toys.
2. If you still have the back counter wedge, use it for hand-held games.
3. Reduce CB Antennas by 4 ft. Keep only those out that are your best sellers. Request document #41528 for the Faxback CB Antenna document number.
4. Raw Speakers & Grilles usually don't sell well during the Golden Quarter. By removing these you will create 6 ft. for toys.
5. If you still have a gondola and are using it for disco/dval merchandise or other products that don't sell well, put that product in-line or in the back room. Re-merchandise with toys or other seasonal products.

**Sure it's a little work, but the payoff in sales and profit will reward you generously!**



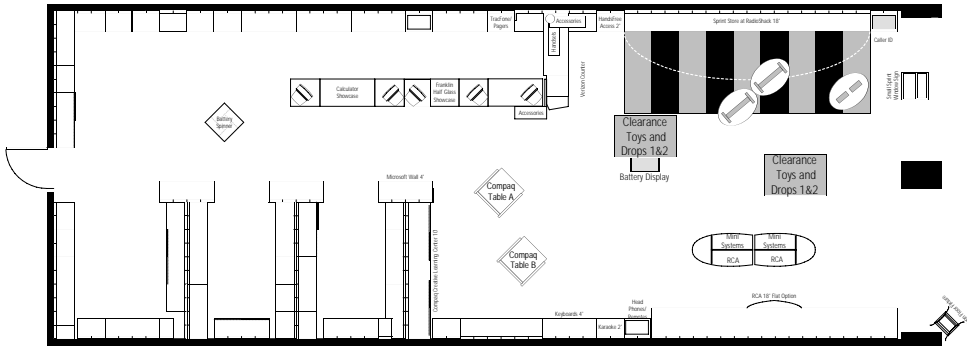
Make sure you leave enough space in front of the Verizon Wireless counter for customers to approach and conduct business.

See page 10 for floorstack placement.

# Connecting Things

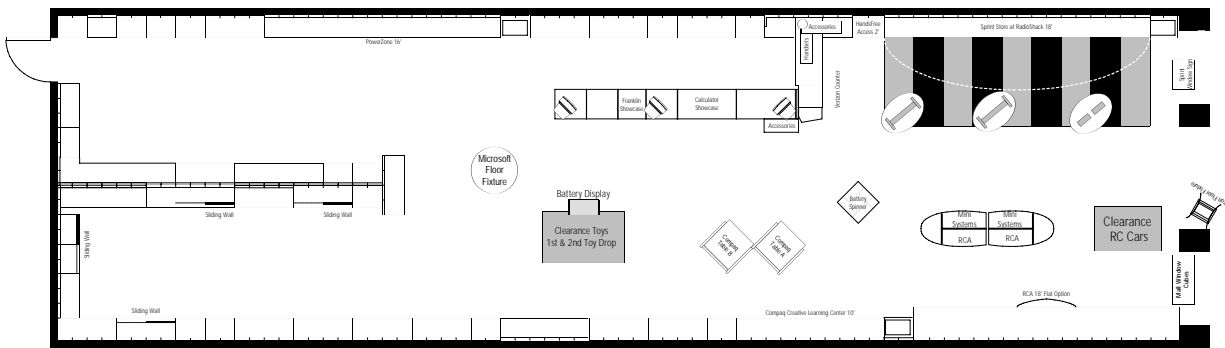
## Toy Locations Mall Stores

### Toy Drop 1 & 2



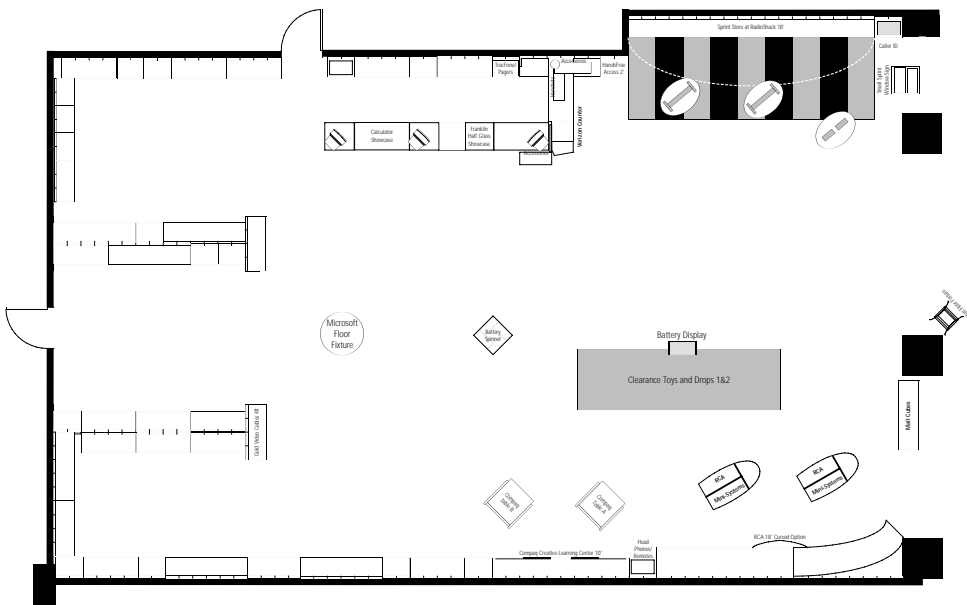
Small

Due to the overall **small** size of this narrow store, toys may need to be located in two stacks depending on your inventory. Review page 9 for photos and descriptions of the RCA and Sprint floor fixtures.



Medium

If at all possible in a **medium** store create a sampling of RC cars in the front with the remaining toys further back near the counter. Review page 9 for photos and descriptions of the RCA floor fixtures.



Large

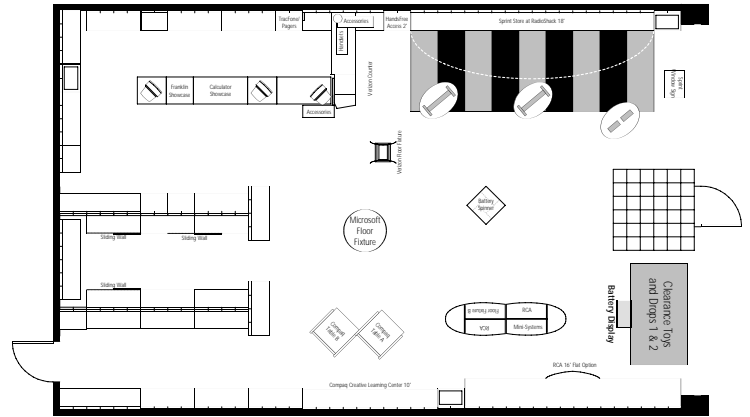
A **large** store usually has plenty of floor space and should not require special modifications to the fixtures to make space for the toy stack. Place the toy stack in a **highly visible** location so your customers will notice it when they walk in.

# Connecting Things

## Toy Locations Strip Stores

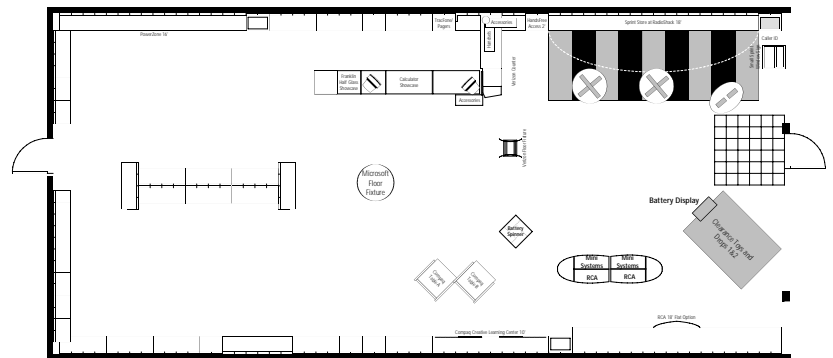
### Toy Drop 1 & 2

In the **small** strip store place the RCA floor fixtures and Compaq tables end to end to make room for toy stacks in the front window.



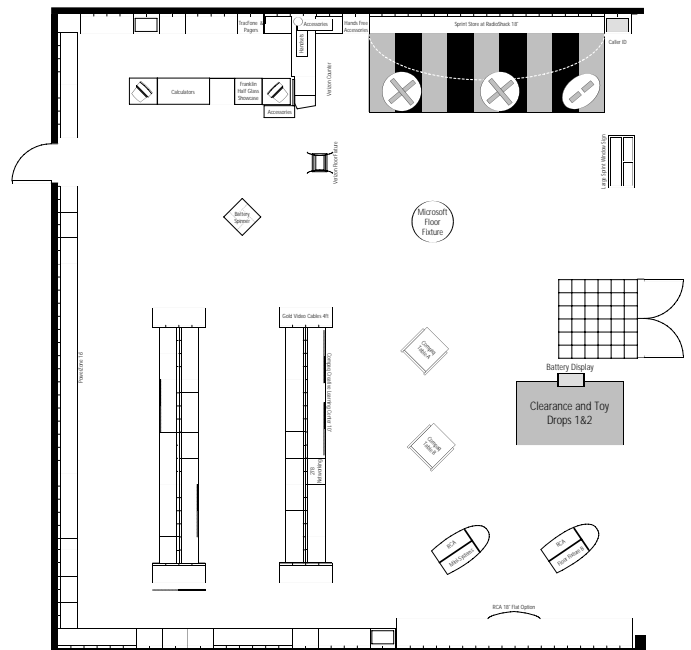
Small

In this example of a **medium** strip store it is necessary to place the RCA fixtures end to end to create space for the toy stack in the front window.



Medium

The **large** strip store will have enough floor space to position the toy stack in the front window without relocating or removing floor fixtures.



Large

# Connecting People



## Promotional Sprint Floor Fixture



### Cordless Phones

- 430-1107 Cordless Phone Dove
- 430-1108 Cordless Phone Graphite
- 430-3806 Cordless Phone/TAD
- 430-3807 2.4 TAD/CID

### Accessories

- 430-2205 Tele-Zapper
- 430-0167 Belt Clip - White
- 430-0168 Belt Clip - Black
- 430-1951 Hands Free Headset

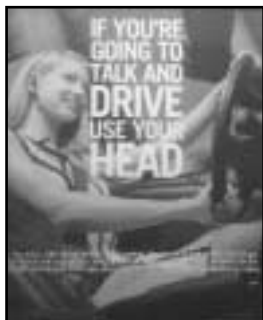
## Locations of the Sprint PCS Translites

### Wall Light Boxes

### Window Signs



NEW PCS Translite



Generic



Long Distance



Front Left (NEW)



Front Right (NEW)



Back Left (NEW)



Back Right

For missing or damaged translites, contact your Sprint representative for replacements.

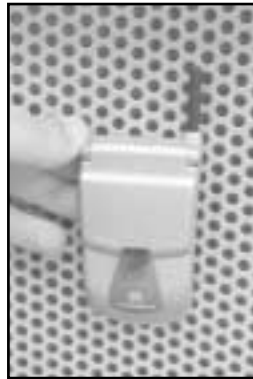
# Connecting People



**Note:** If you have a particular wireless phone that is low on inventory count, display the phone in the following way:



**If You Have One Phone:**  
Place it in the Verizon Wireless handset arm.



**If You Have Two Phones:**  
Place a second phone in your Verizon Wireless floor fixture.



**If You Have Three or More:**  
Place some of the best selling stock in the drawer located behind the counter of the Verizon Wireless Store Within-A-Store wall fixture.



## New Verizon Wireless Signs

33" x 10" Local Digital Choice Plan Map Sign

12" x 15" Local Digital Choice Plan Sign (Right Side of Floor Fixture)

16" x 28" Local Digital Choice Plan Sign

12" x 15" Freeup Wireless Signs (Left Side of Floor Fixture)

PLUS GET 1000 FREE

Add these Verizon Wireless Mobile-to-Mobile stickers to these signs in the locations shown.

**These Verizon Wireless promotional signs from August will remain up during September.**

Verizon Wireless Translite

16" x 28" Freeup Wireless Sign (Back of the Floor Fixture)

Attach the 27" x 8" Hands-Free sign on top of the Verizon Wireless accessory endcap.

# Connecting Places

## RCA



### Front Side

If you push your RCA floor fixture back to back as shown above, rearrange the merchandise on your RCA floor fixture so the the Music Systems and the Home Theater in a Box Systems are facing the center of the store.

## Floor Fixture Option

The Planograms for the RCA floor Fixtures will change if you put them end to end during the Golden Quarter.

Use the following photos as a guide for merchandising the two floor fixtures.



### Back Side With Camcorders

If your store has camcorders the switch box and 2.4 GHz transmitter must be on the top shelf. Place the products as pictured above so your camcorders will remain interactive.



Notice the new location for Remote Controls. Use 14" angled shelf brackets and angled tag holders. If the tag holder will not hold the remote on the shelf use a small piece of velcro.

### Back Side Without Camcorders

# Connecting Places

# RCA



Promote Accessories by placing the 400-2094 Speaker Mounts between the 400-5000 and 400-5001 speakers. On the other side place the white 400-2095 Speaker Mounts between the 400-5000 and 400-5009 speakers.



Promote Accessories by placing the 150-1244 RF Modulator between the two DVD players in the center section of the RCA DEC.



Easel

Place the Ultimate TV topper on the Ultimate TV Satellite Receiver 160-2607 in the RCA section. If you have enough Ultimate TV Satellite Receivers to make a floorstack, then place the easel sign on top of the boxes. If you do not, then place the easel sign next to the 32" TV in the center of the RCA section.

## Promotional Endcap



### Top Shelf

150-2101 RCA 4 in 1 Remote  
440-0562 RCA 5 Pack Video Tape

### Accessorize the Sale:

150-1593 150-1596  
150-1592 150-1595  
150-1591 150-1594  
150-5069 150-1581

150-1578 150-1575  
150-1577 150-1574  
150-1576 150-1573  
150-1580 150-1510

150-1244 RF Modulator

Remove the promotional sign holder on top of the RCA floor fixture and place it under the RCA floor fixture for future use.

# COMPAQ



Place the 5" x 7" "Built For You" sign on the second Compaq floor fixture (medium size table).

# Planogram Updates

Continue to look for planogram updates on the back page of future Store Display Guides. For the Faxback numbers on all planograms call 1-800-323-6586 and request the Master Index List #41528.

The following planograms have been updated since the August Store Display Guide:

## Planogram list...

- 51118 Compaq 10' (Revised 07/05/2001)
- 51117 Compaq 10' With Networking Accessories (Revised 07/06/2001)
- 59784 Microsoft Internet Center (Revised 05/22/2001)
- 41529 Caller ID Power Tower 2' (Revised 05/22/2001)
- 64242 Hands Free Headsets and Accessories 2' (Revised 07/05/2001)
- 41530 Sprint Store at RadioShack 18' w/ Oval Floor Fixtures (Revised 07/01/2001)
- 41537 Sprint Store at RadioShack 18' w/ Round Floor Fixtures (Revised 07/01/2001)
- 41630 Headphone Power Tower 2' (Revised 07/12/2001)
- 59495 RCA DEC Wiring Diagrams for all Options (Revised 07/09/2001)
- 41640 Boomboxes 4' (Revised 07/12/2001)
- 41655 270 Series Fuses 5' (Revised 07/13/2001)
- 59496 271, 275, 276, Parts Bin Systems Wall Option 4' (Revised 07/13/2001)
- 41660 276 Series Electronic Parts 6' (Revised 07/13/2001)
- 41662 64 Series Solder 2' (Revised 07/16/2001)
- 41663 64 Series Tools 4' (Revised 07/16/2001)
- 41683 Tape Gondola (Revised 07/13/2001)
- 58105 Tapes and AV Accessories 4' Wall Option 4' (Revised 07/13/2001)



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

817-415-0583

-or-

model.store@radioshack.com