

Store Display



Flyer 604
Guide
October
2001



Flyer Dates:
9/27 To 10/27



Reviewed by District Manager

The Wireless Sale of the Year

Now's the best time for the best deals during the biggest wireless sale of the year at RadioShack, America's #1 wireless retailer.

RadioShack
You've got questions. We've got answers.
www.RadioShack.com

Signs To Remove 9/29

(Check Box When Removed)



RCA Speaker Mats
(Three sets of Two
and Two sets of One)



TracFone



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



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



5" x 7" Mall
Cube (Red)
(Five)



Outdoor
Antenna Sale
Sign
(One)



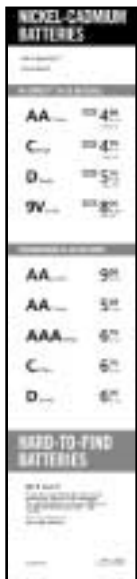
30" x 38" Window Banner
(Verizon Wireless Stores) (One)



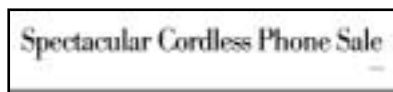
16 1/2" x 28"
(Front of Floor
Fixture)(One)



12" x 15"
(Right Side
of Floor
Fixture) (One)



NiCd Batteries
Sale Sign
(One)



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



6" x 11" Tell
Counter Sign
(One)



6" x 11" Tell
Counter Sign
(One)



33" x 10" Map
Sign (One)

Signs To Cover

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



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



Battery Spinner
(Hearing Aid Battery sign)



12" x 15"
[FREEUP]
Counter Sign (One)

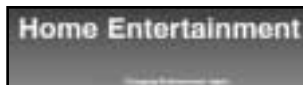
Signs To Keep



12" x 15"
[FREEUP] Sign
(Left Side of Floor Fixture)
(One)



MP3 Violator (Ten)



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



27" x 8" Hands-Free Topper
(One)



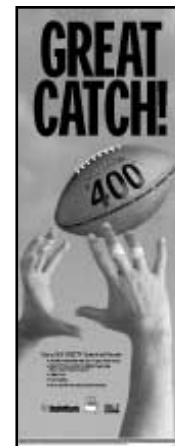
8 1/2" x 11"
Ultimate TV Easel
(One)



8 1/2" x 11"
Holiday Recruiting Easel (One)



22" x 56"
Holiday Recruiting Sign
(Two)



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



16 1/2" x 28" [FREEUP]
Sign (Back of the Floor
Fixture) (One)



Ultimate TV Topper Sign
(One)



12" x 15"
[FREEUP]
Counter Sign
(One)



Value Deal Signs
(Two)
(SPT-439 & SGN-440)



22" x 48"
Holiday Recruiting
Window Sign (One)



5" x 8" Holiday
Recruiting
Monitor
Violators (Two)



DTH 23" x 5" (One)



DTH 11" x 17" (One)

Signs In October



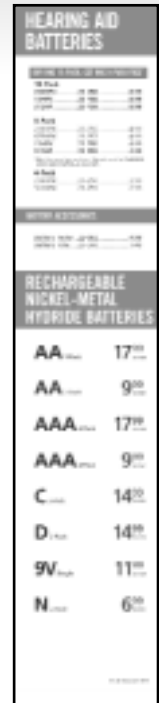
5" x 7" Mall
Cube (Blue)
(Five)



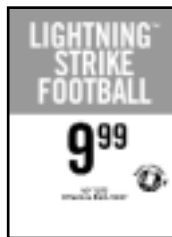
30" x 38" Window Banner
(Wireless Offer) (One)



22" x 56" Window Banner
(Personal Portable Offer) (One)



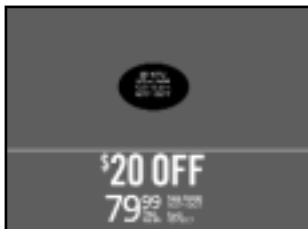
Hearing Aid
Batteries Sale
Sign
(One)



3" x 4" Toy
Tents (17)



22" x 28" Chrome Floorstand
(FRS) (One)



RCA Speaker Mats
(All Speakers)



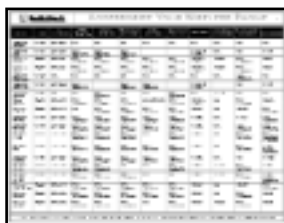
New Battery Topper (One)



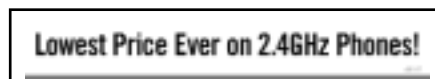
Suction Cups (Four)
(Use On Holiday
Recruitment Window
Sign 22" x 48")



5" x 7" Table Tent
Signs (Three) (Refer to
Page 14 for Sprint
Sign)



8 1/2" x 11"
Wireless
Accessory
Charts (4)



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



23" x 5" Sprint PCS Table Topper (One)
(Refer to Page 14)

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

"Tell" Counters

Counters Shown Are On The Right Side Of The Store



Front Customer Side Of Counter

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



Merchandise 630-1026 Wireless Thermometer next to the \$200 MSN 6" X 9" "Tell" Counter Sign.



Merchandise 330-1122 Pro 35 Headphones next to the Sprint Long Distance 6" X 9" "Tell" Counter Sign.



Optional Counter Item Prepaid Cards

Sprint Prepaid Card Packs can be displayed in a third counter location if space permits.

See page 14 for more ideas on how to display these prepaid card gift packs.

Mall Cubes

Cool Things Make Cool Gifts


The Mall Cubes should catch the attention of customers walking past your store.


If you made one additional sale of each product shown in the Mall Cubes, your store would generate an additional \$1,529.78 in sales.


Note:
The items shown here are examples of merchandising ideas for the Mall Cubes.


[FREEUP] Empty Boxes


























600-4300









	170-2282 	170-1654 	170-2300 	170-1491/2/3/4 
630-0973 		430-3236 	430-2205 	430-1915 
210-1816 	120-0806 		430-1107 	420-8003 
600-1209 	430-3524/25 	260-3003 		430-3235 
600-4263 	430-1108 	420-3054 	600-4251 	

New Products!

Store Display Note:

Use the Store Display/Tag Wizard CD to create any tags not included in the pricing kit last month..



Mickey Mouse 900 MHz Phone Animated/Voice Phone

- Mickey talks and points to phone during incoming calls
- Last Number redial

79⁹⁹

430-2237



Samsung N200 PCS Phone

- Voice activated dialing and 2-way SMS
- Personal Information Manager
- Built-in wireless web browser

199⁹⁹

170-2291



Sticky Pad Clings to your dashboard

- + Washable/Reusable/Movable
- + No adhesive
- + Temperature resistant

4⁹⁹

250-0963



Wireless Weather Station PC link to Accu Weather

- Indoor backlit touch-screen display
- Records important weather measurements
- Includes wireless indoor thermometer

399⁹⁹

830-1018

Connecting Things

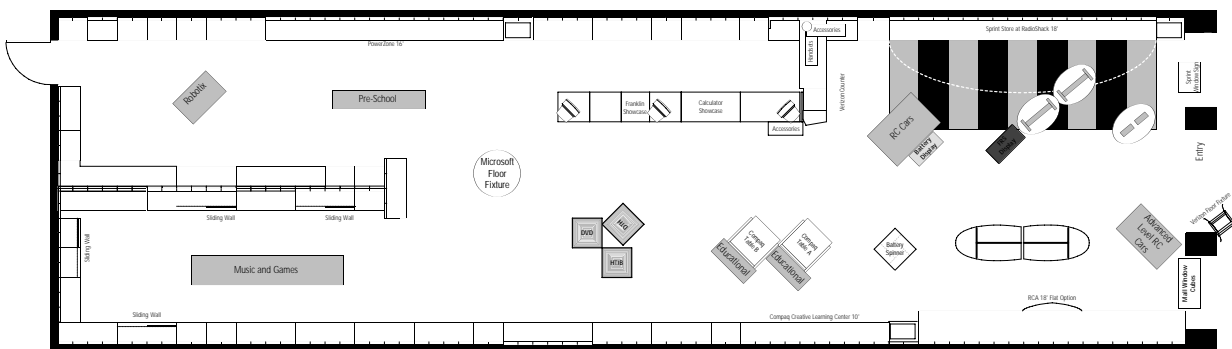
Toy Locations Mall Stores

Stage 2



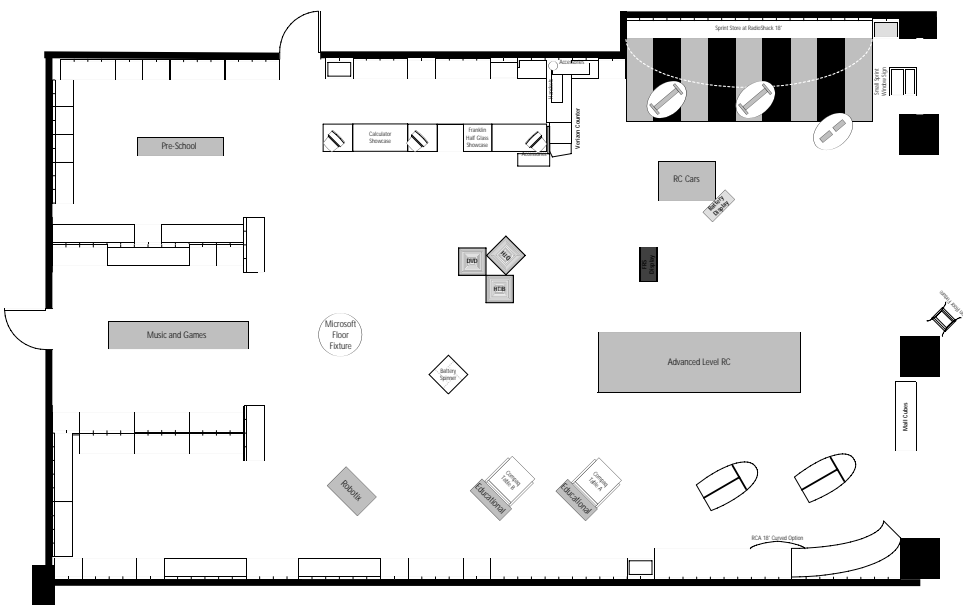
Small

In this **small** store the RCA, Sprint, and Compaq tables are pushed next to each other to open up floor space to make room for toys. A large display of advanced RC cars is positioned at the front entrance facing mall walk-by traffic. The FRS Floor Fixture Display is next to the Sprint Floor Fixtures.



Medium

This deep **medium** store has both floor stacks of RC cars positioned in front of the counter. DTH and Home Theater in-a-box has to be displayed across from the counter. Most of the remaining toys are merchandised in the back of the store on either side of the island T-wall. The FRS Floor Fixture Display is next to the Sprint Floor Fixtures.



Large

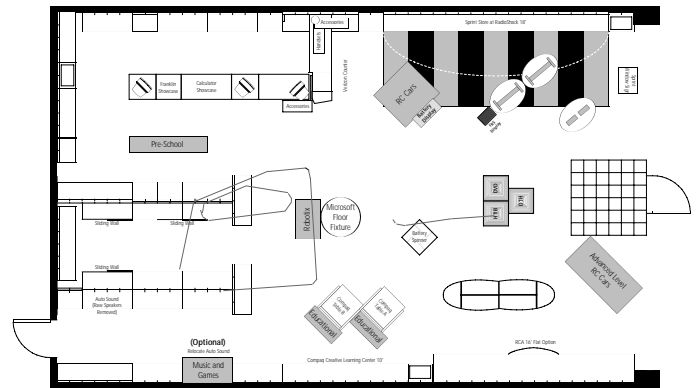
A **large** store usually has plenty of floor space and should not require special modifications to the fixtures to make space for the toy stack. Place the toy stack in a **highly visible** location so your customers will notice it when they walk in. The FRS Floor Fixture Display is between the two RC car stacks.

Connecting Things

Toy Locations Strip Stores

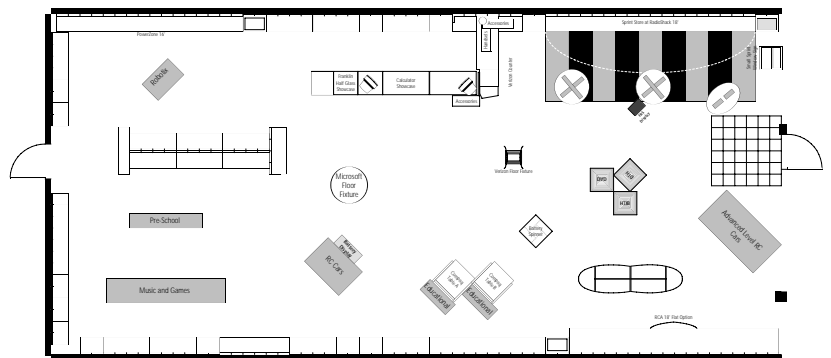
Stage 2

In this **small** strip store, place the advanced RC cars that take rechargeable battery packs in the front of the store. RC cars that use alkaline batteries are merchandised with the cardboard battery display after the Sprint Floor fixtures have been pushed together. In the center of the store, floor stack DTH and Home Theater in-a-box. Educational toys are displayed with the Compaq tables and Pre-school is placed in the back of the store. The FRS Floor Fixture Display is next to the Sprint Floor Fixtures.



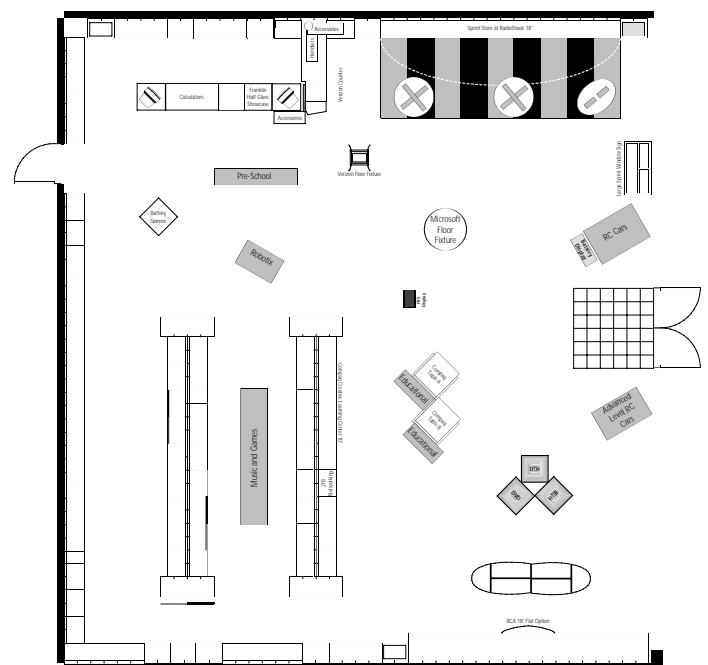
Small

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. The Compaq tables are also pushed together to create more open floor space for floor stacks of DTH, Home Theater in-a-box, and the RC cars with the alkaline cardboard battery display. The FRS Floor Fixture Display is next to the first Sprint Round Floor Fixture.



Medium

Even though this **large** strip store has lots of room, the Compaq tables and RCA floor fixtures are still pushed together to open up more floor space. Both RC car floor stacks are placed on either side of the front entrance. DTH and Home Theater in-a-box are positioned in front of the RCA floor fixtures. Educational toys are always shown next to the Compaq tables. A large aisle of Musical and Game toys is stacked down the center of the two island T-Walls. Robotix and Pre-school toys are merchandised in front of the counter. The FRS Floor Fixture Display is between the Microsoft and the Compaq Floor Fixtures.



Large

Connecting Things

Hand-held Games



Hand-held games can be displayed on two pegs as pictured.



Hang tabs may also be used to hang the hand-held games on a peg. Look for a supply of hang tabs included in a all store mailing.

Batteries

New Topper



Keep the cardboard battery display fully stocked. Merchandise around it with the RC cars that require alkaline batteries.

Hearing-aid Battery Promotion



Buy 16, Get 8 Free

Important Note: The four packs of hearing aid batteries are discontinued. When your customer buys a 16 pack, give them 2 four packs until you run out, then give out the 8-packs.

Place the Battery Spinner Sale Sign on top of the existing sign. Do **NOT** dispose of the existing sign. Simply slide the sale sign in front of the permanent sign.

Connecting Places



Top 20 Accessories

Listed below are the top 10 audio/video accessories and the top 10 computer accessories. If you sold one more of each accessory listed below as an add-on each day, you would generate an additional \$419.30 in sales for your store. That would equal \$12,998.30 of added sales for the month.

Audio Video Top 10

150-1234	Gold 2-Way Splitter	\$ 4.99
15-01244	RF Modulator Switch	\$29.99
150-1959	Wireless IR Extender	\$49.99
150-1978	4-Way A/V Selector	\$24.99
150-1537	6 ft Stereo A/V Cable	\$ 6.99
150-1510	6 ft S-Video Cable	\$14.99
150-1541	3 ft Gold RG6 Cable	\$ 6.99
150-1542	6 ft Gold RG6 Cable	\$ 8.99
150-1580	3 ft Fiber Optic Cable	\$24.99
150-1581	6 ft Fiber Optic Cable	\$34.99

Computer Top 10

260-0169	6' USB Cable	\$ 9.99
260-0170	10' USB Cable	\$ 14.99
260-0626	6' Compaq Printer Cable	\$ 19.99
260-0631	12' Compaq Printer Cable	\$ 29.99
260-0478	25 pack 74M 650MB	\$ 19.99
260-0483	5 pack 74M 650MB	\$ 6.49
260-0443	Compaq PS/2 Mouse	\$ 9.99
260-0492	Compaq Optical Mouse	\$ 29.99
260-0633	Compaq Scrolling Mouse	\$ 19.99
260-3002	Microsoft Optical Mouse	\$ 49.99

Promotional Endcap



Top Shelf

150-2101 RCA 4 in 1 Remote
440-0561 RCA 3 Pack Video Tape

Suggested Accessories

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



#1 Accessory!



Connecting Places

New 4' Networking Section

Note: All of the planograms needed for this refresh are included in this POP kit.



Your store should be receiving some great new networking products that can increase your sales of accessories. In order to make room for them, all stores will need a 2 or 4 foot networking section set up next to your Compaq section this month. If your store receives the boxed LINKSYS products, you will need to create the new 4' Networking section pictured here (Included Planogram 65800). If your store does not receive the boxed LINKSYS products then you will need to set up the 2' Networking Section shown on the next page. The October POP kit includes all of the planograms needed to complete this project.

In order to create the space needed for a four foot display two options are available.

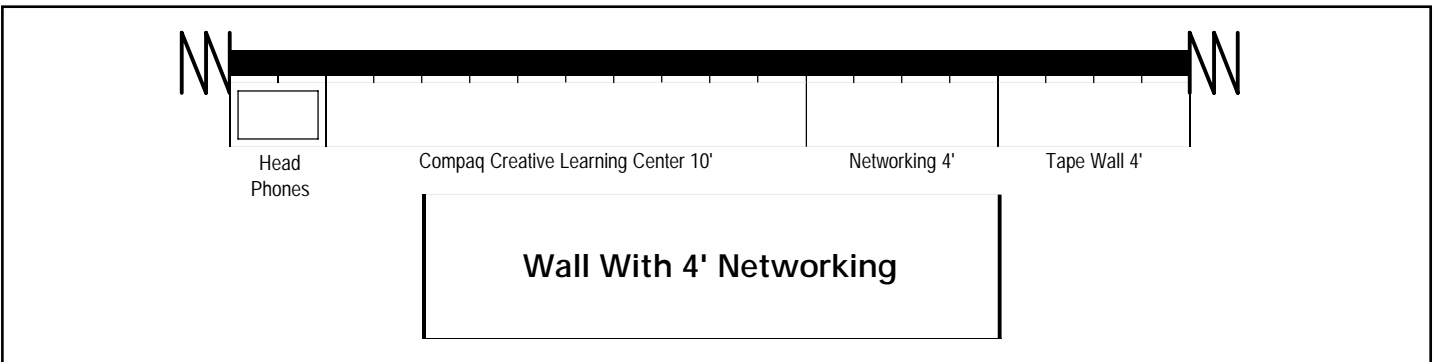
If you already have a 2' Networking section:

- Move 2' Speaker Grills to stockroom.
- Move wall plates from speaker grill section into the Video Tools/Cables section (Included Planogram 41666).

If you need four feet:

- Move 2' Speaker Grills to stockroom.
- Move wall plates from speaker grill section into Video Tools/Cables section (Included Planogram 41666).
- Move 2' CD/Tape cases to canopy or stockroom.

Work with your District Manager on a plan if you need to create space with other options.

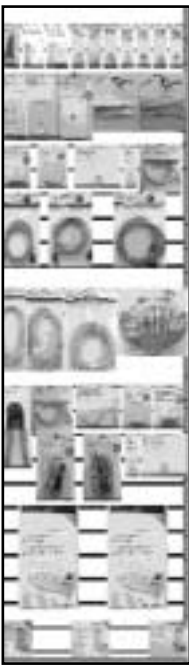


Connecting Places

Note: All of the planograms needed for this refresh are included in this POP kit.

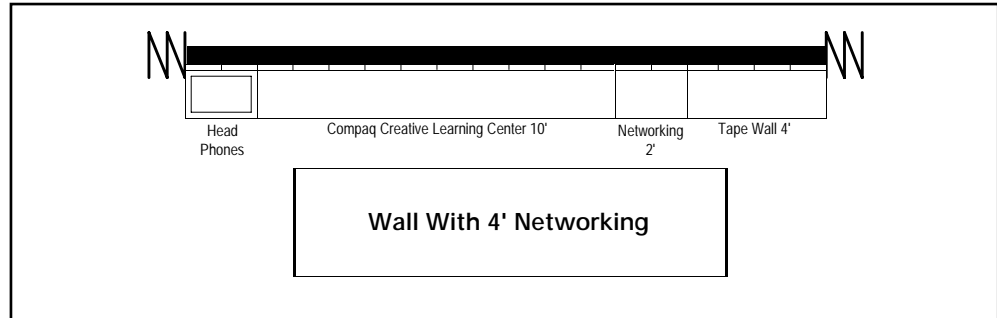
Only set-up the 2' Networking Section if you do NOT have the boxed LINKSYS product.

2' Networking Section



If your store did **not** receive the boxed LINKSYS products then you will need to set up the 2' Networking Section (Included Planogram 64388). In order to create the space needed for a 2 foot display two options are available. Work with your District Manager on a plan if you need to create space with other options.

- Option one:**
- Move 2' Speaker Grills to stockroom.
 - Move wall plates from speaker grill section into 15 series 6' section.
- Option two:**
- Move 2' CD/Tape cases to canopy or stockroom.



COMPAQ

Gaming/Handheld PC (HHPC)/PDA Accessories



Gaming/HHPC and PDA accessories will now be displayed in the Compaq section. **Inkjet cartridges will be pulled from the wall and placed in the backroom. In November you will be sent POP designed to represent the inkjet cartridges.** This picture is of a prototype High Volume Compaq Section (Included Planogram 51118). The Low Volume Compaq Store (Included Planogram 51117) now has the gaming/HHPC and PDA accessories merchandised in the Compaq section.

This picture is not a true representation of the planogram. Refer to included planogram(s).

Connecting People



Promotional Sprint Floor Fixture



The following items should be displayed on the promotional side of your Sprint Floor Fixture:

- 430-1960 Plantronics Headset Metallic
- 430-1959 Plantronics Headset Blue
- 430-3807 2.4 GHz Digital Spread Spectrum Cordless Answerer
- 430-1129 2.4 GHz Digital Spread Spectrum Cordless Caller ID
- 430-1128 2.4 GHz Digital Spread Spectrum Cordless

Place the 2.4 GHz sign on top of the floor fixture with the long distance side facing out on the back.

Wireless Accessory Card Placement



Using the supplied mounting hardware, place the Wireless Accessory Cards in your 4' Wireless Accessories section. For Non-Verizon stores, place the cards in your Wireless section.

Sprint Prepaid Card Gift Packs

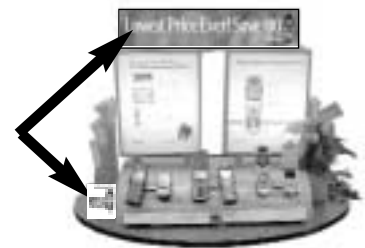


Sprint Prepaid Card Gift Packs can be stacked for display between two Sprint Floor Fixtures if they are pushed together as pictured to the left. **Page 5 shows a counter display option.**



These Gift Packs can also be floor stacked in front of the counter beneath the Prepaid Card Counter Fixture.

Sprint PCS Table Topper and Tent Sign Placement



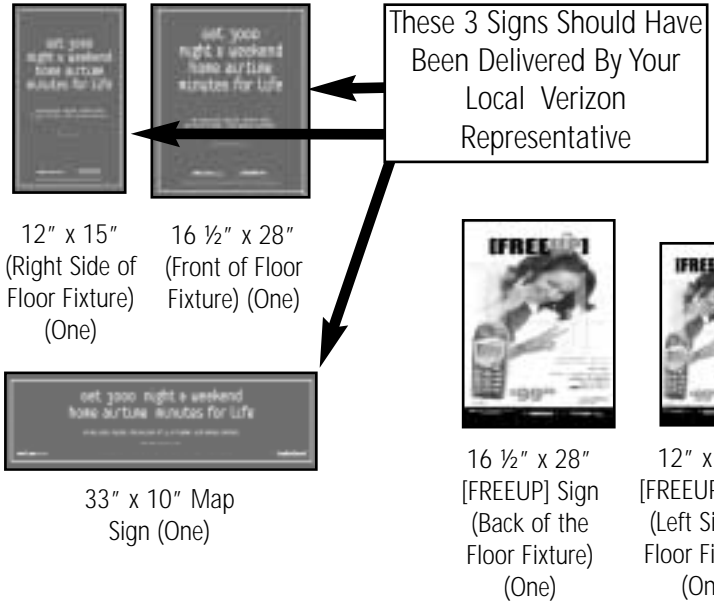
Place the Sprint PCS table topper and tent sign on the PCS table.

Connecting People



DO NOT USE WINDOW CLEANER ON TRANSLITES!

Window cleaners (like Windex©) can ruin Translites. If you need to clean a Translite, use a damp paper towel or cloth. This will remove fingerprints without damaging the Translite.



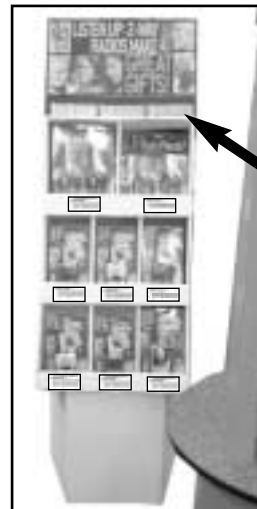
Sprint PCS Translites Floor Fixture Sign



PCS Table Front Right
This sign should have already been received in a separate mailing.

For missing or damaged Sprint translites, contact your Sprint Representative

FRS Floor Fixture Display



The FRS Display can be positioned next to your Sprint Floor Fixtures or in another open location on your showroom floor (see pages 8 and 9).

Be sure to add-on the batteries when you sell FRS and keep batteries merchandised with the FRS Display.

Picture is of an initial prototype and is subject to change.

Planogram Updates

Look for planogram updates on the back page of future Store Display Guides. Call 1-800-323-6586 and order the Master Document List 41528 for all the FaxBack planogram numbers.

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

Planogram list...

- 51118 Compaq 10' (Revised 09/11/2001)
- 51117 Compaq 10' Low Volume With Core Product Only (Revised 09/11/2001)
- 41666 15 Series Video Tools/Accessories 6' (Revised 09/11/2001)
- 64388 Networking Cables 2' (Revised 09/11/2001)
- 65800 Networking Cables 4' (Revised 09/11/2001)
- 58105 Tapes & A/V Accessories 4' Wall Option (Revised 09/11/2001)
- 41529 Caller ID Power Tower 2' (Revised 07/30/2001)
- 64242 Hands Free Headsets and Accessories 2' (Revised 07/30/2001)
- 41530 Sprint Store 18' With Oval Floor Fixtures (Revised 07/30/2001)
- 41537 Sprint Store 18' With Round Floor Fixtures (Revised 07/30/2001)
- 64241 TracFone/Pagers 2' (Revised 07/30/2001)
- 63896 Verizon Wireless Store 6' (Revised 07/30/2001)
- 64243 Wireless Accessories 4' (Revised 07/30/2001)
- 58420 Calculators/65 Series Impulse Wedge Non-Verizon Stores (Revised 08/28/2001)
- 41625 Calculators/65 Series Showcase 2' (Revised 08/07/2001)
- 62385 Cool Things/Shortwave 4' (Revised 08/28/2001)
- 65801 1' AC Electrical Cords (Revised 08/29/2001)
- 65231 Non-Verizon Wireless Store Layout (Revised 08/14/2001)



***Need the Planogram Master List?
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**