

Cool Things Refresh

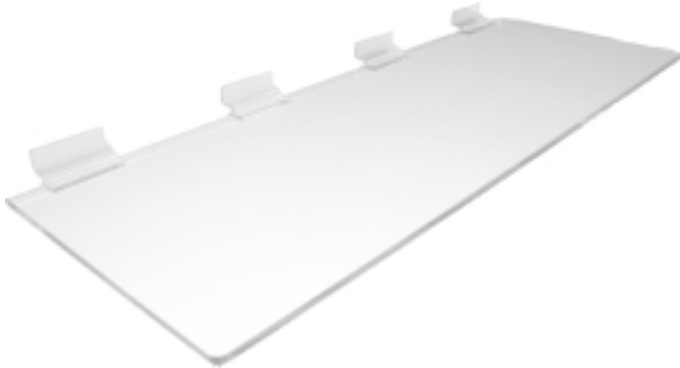
*An Exciting and
Inviting Gift
Center Just in
Time for
the Holidays!*



**This Project Should Be Completed By
*November 9, 2001***

Materials

DSP-2002 Acrylic Shelves Which includes:



(Three) 8" x 22" Acrylic Shelf

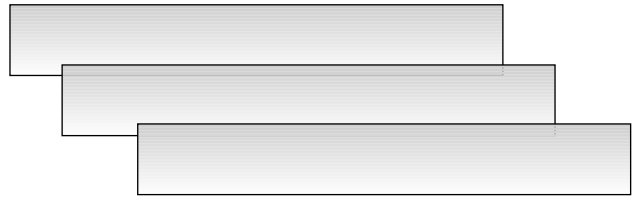
*(Mall stores will be receiving five 8" x 22" Acrylic Shelves)
(DSP-2005)*



(25) 4" x 10" Acrylic Shelf



(50) DSP-2000 Slotwall Inserts



(25) Color Inserts for Acrylic Shelf
(Arriving in an all-store mailing)

The Acrylic Shelves and Slotwall Inserts will be arriving in stores between October 25 and November 2, 2001 with Regional Warehouse Cycle Orders.

These "Acrylic Talker" shelves will be arriving shortly in a separate kit.

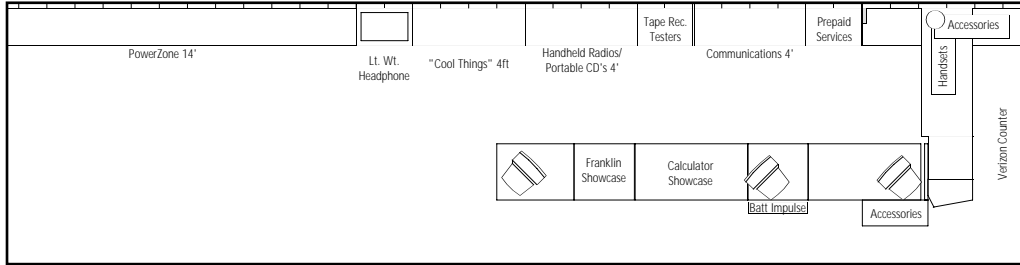


**DSP-2003 Talker Shelf (set of 4)
DSP-2004 Set of 6 (Mall stores only)**



Use the colored acrylic talker shelves to highlight monthly sale items or other special items.

If your store is a Mall Store with 2 (or more) T-Wall Endcaps, Skip to Pages 10 — 14.



These instructions assume the current location of Cool Things in your store is **near the counter area** with a storage cabinet directly below as per planogram, FaxBack #62385.

Step 1

(Non-Mall Stores)

This project should take 2 to 3 hours to complete.



Remove the Cool Things product from the wall. Locate an area where the product can be placed temporarily without placing it on the counter.

Step 2

(Non-Mall Stores)



Remove all shelves and brackets from the Cool Things section and place in your storage area.

Cool Things Refresh

Step 3

(Non-Mall Stores)

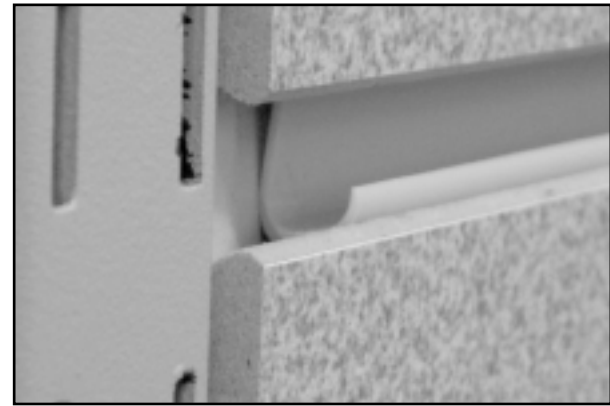


DSP-2000
Slotwall Inserts



Locate the box with the **DSP-2000** plastic slotwall inserts and insert into the slotwall as shown. The top of the insert will go into the slot at a 45° angle. The bottom will drop into the slot.

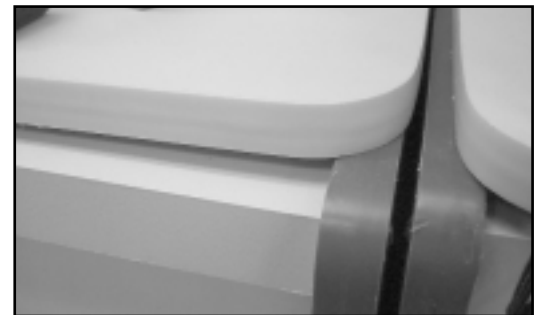
You may need to apply slight pressure along the bottom of the insert in order for it to fit properly in the slot.



After installation, there may be a small amount of the insert above the slot. This will not affect the placement of the acrylic shelves or peghooks.

Step 4

(Non-Mall Stores)



The shelf should rest on the storage cabinet.

Start replacing product by placing the picture frames at the bottom. There should be a shelf on top of the storage cabinet as shown.

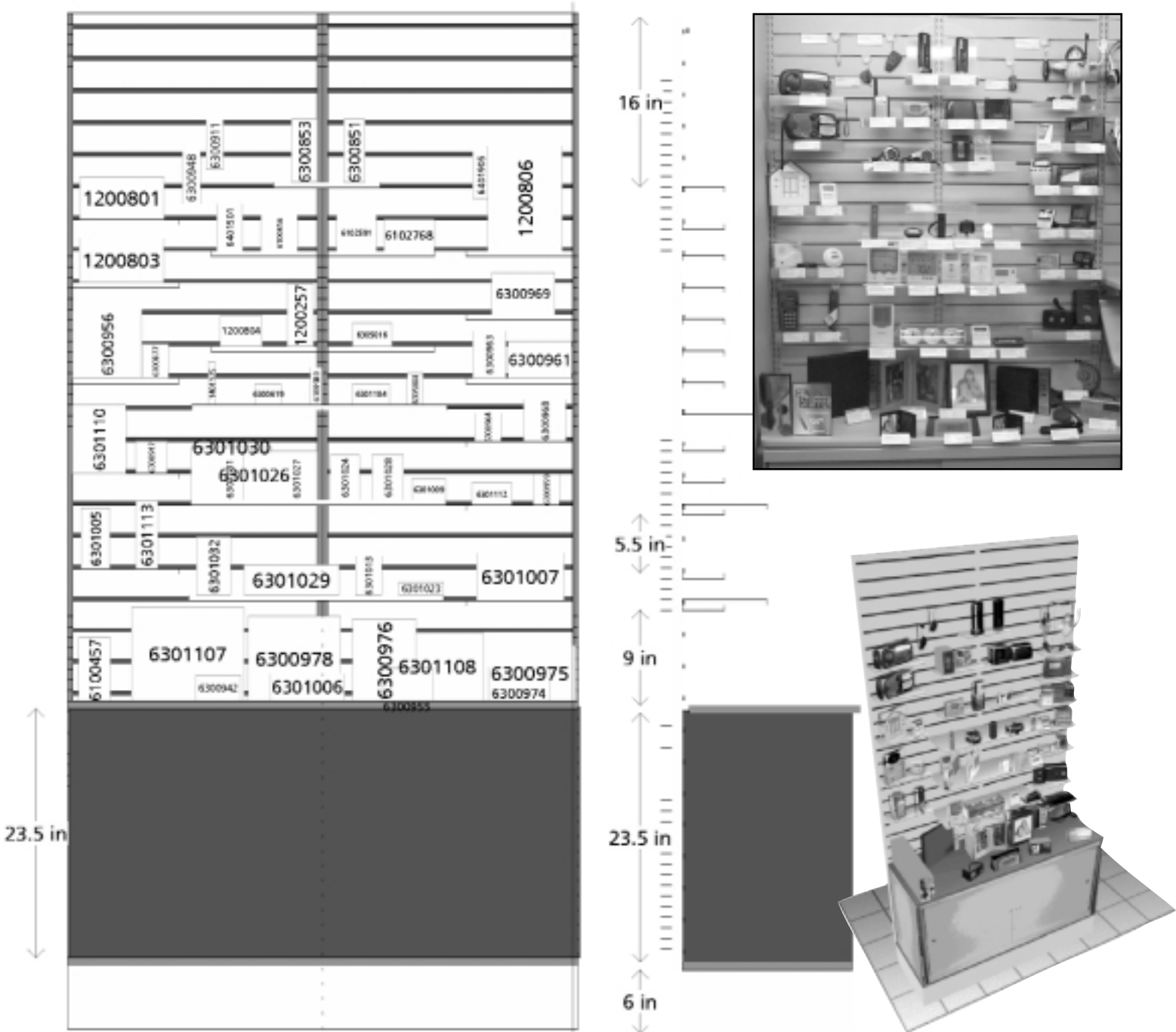
Planograms

Step 5

(Non-Mall Stores)

Following the planogram below, re-merchandise the new **4' Cool Things Section**.

Use the 4" x 10" and 8" x 22" Acrylic shelves.



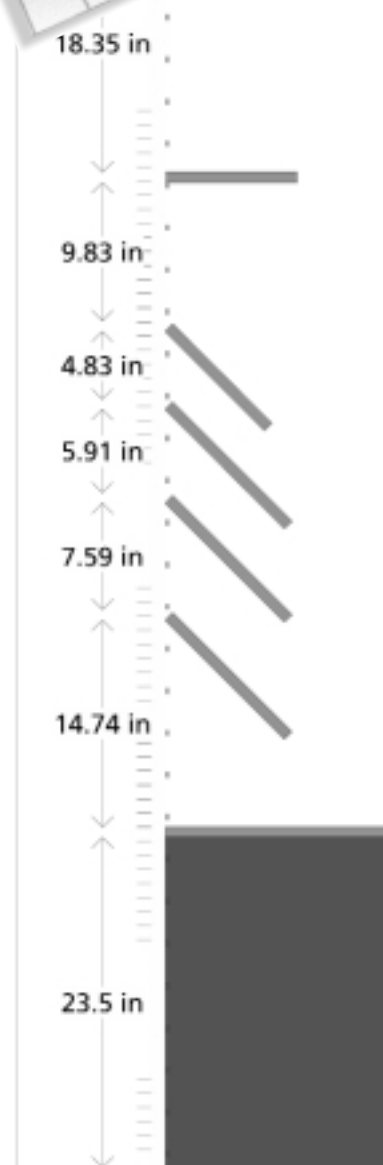
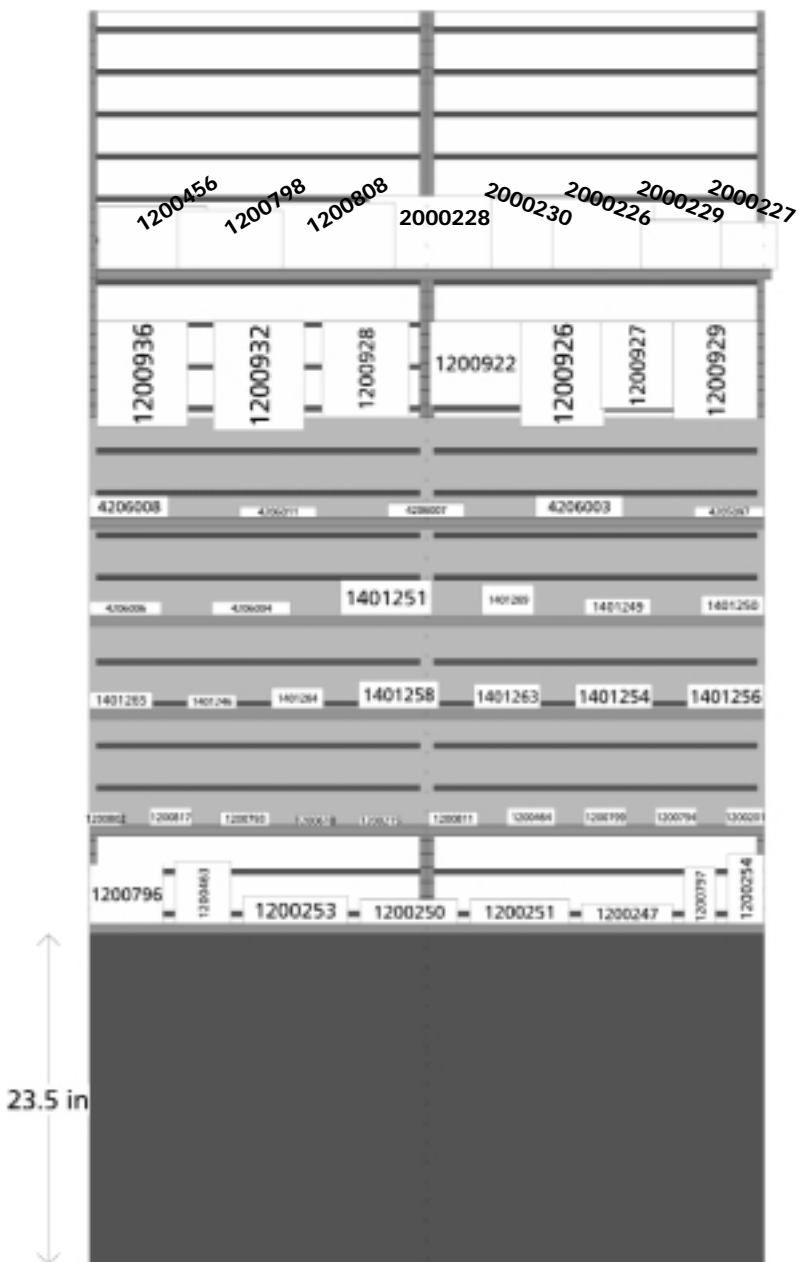
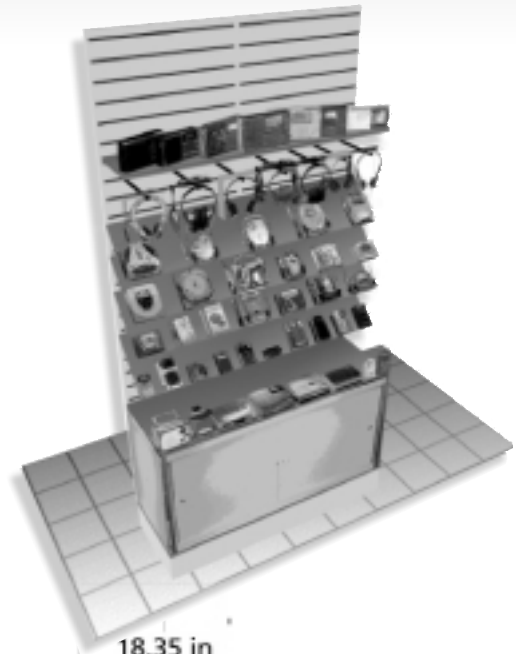
FaxBack #62385 Cool Things

Cool Things Refresh

(All Stores)

Shortwave Radios are now
on the top shelf of the
Portable Audio Section
Planogram

FaxBack# 41635

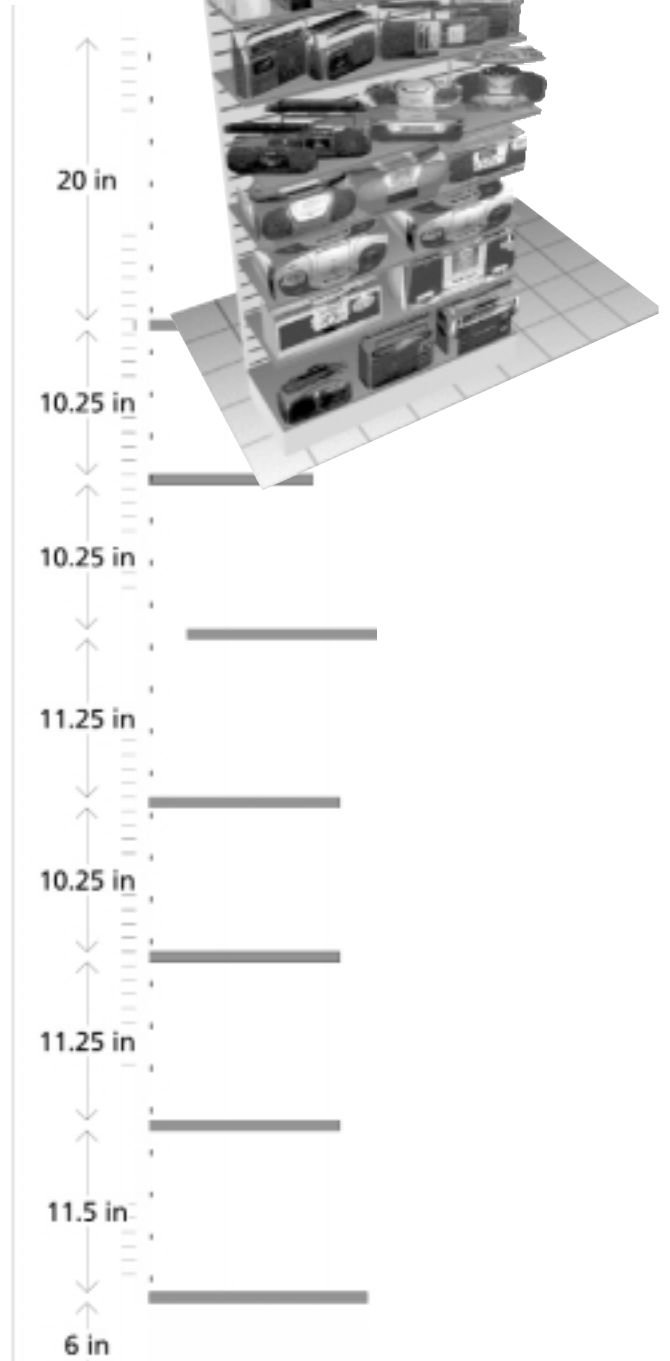
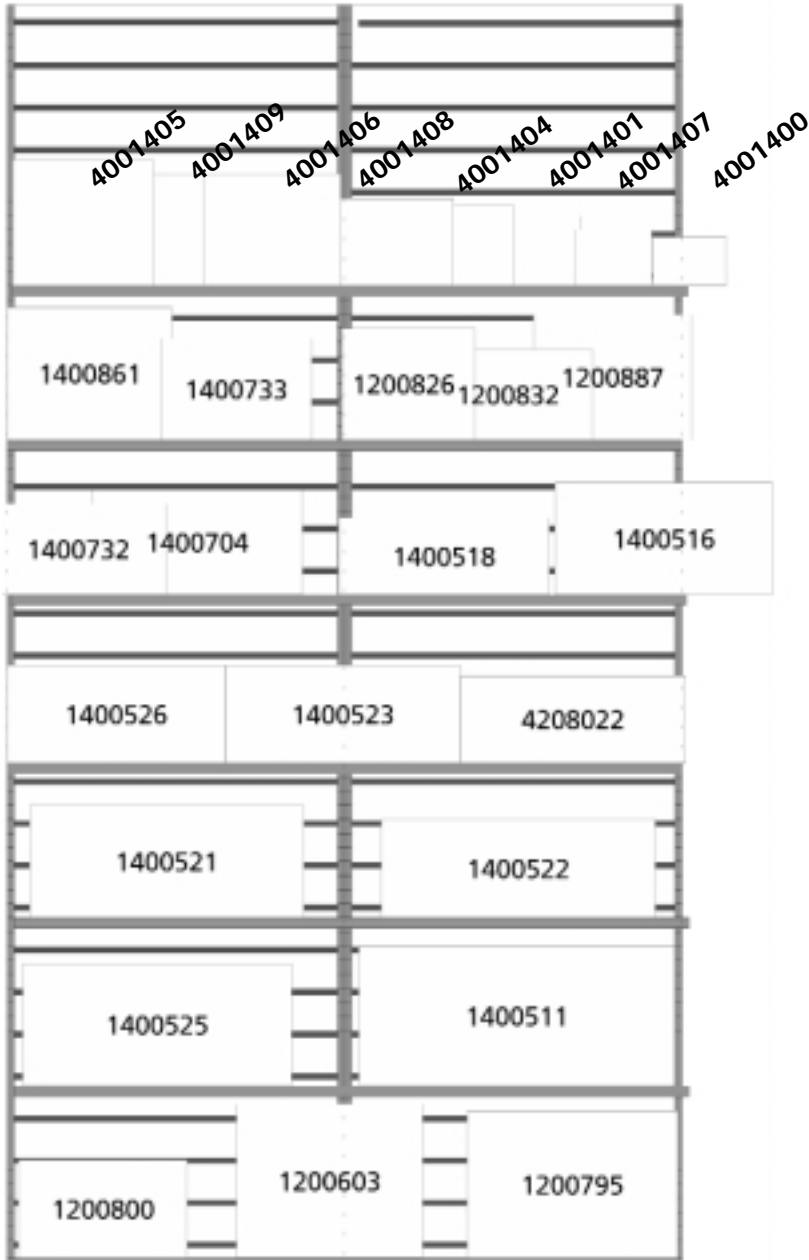


Planograms

(All Stores)

Larger Radios are now integrated into the Boombox Section Planogram.

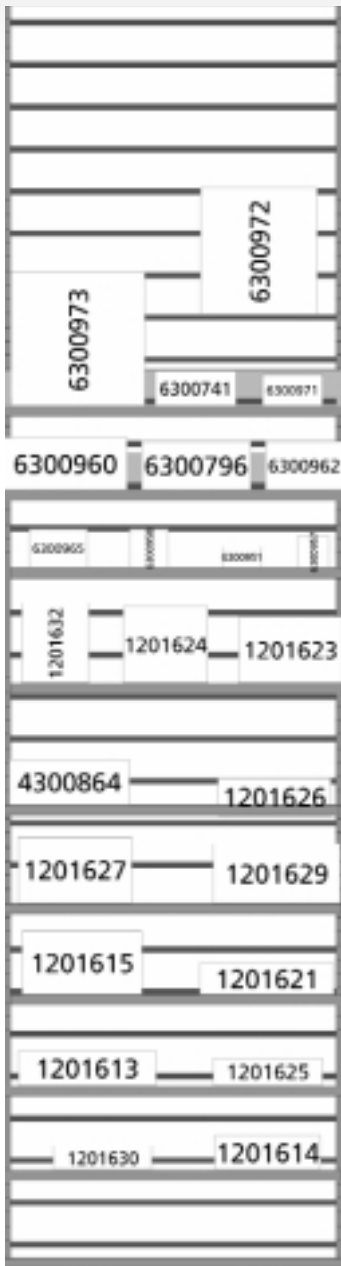
FaxBack# **41640**



The amplified speakers will fit if one of the pair is displayed behind the other. Stagger the back speaker so that the pair can be seen from the front.

Cool Things Refresh

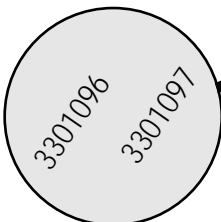
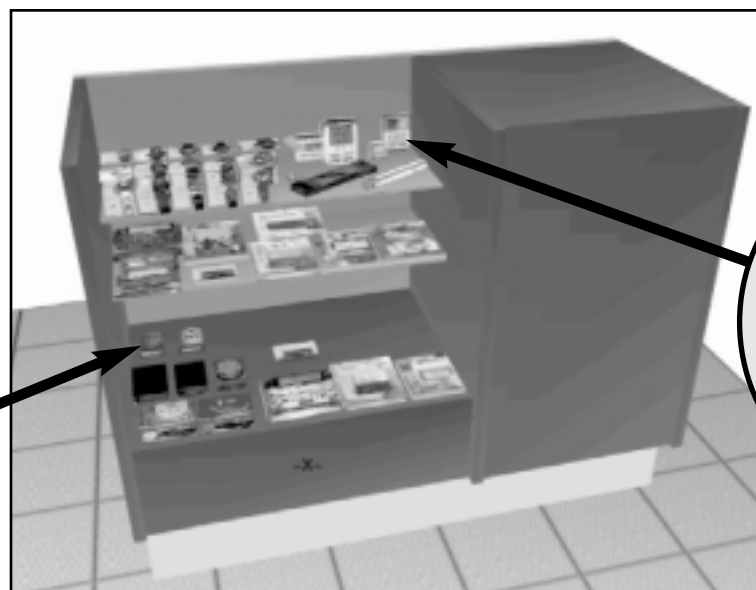
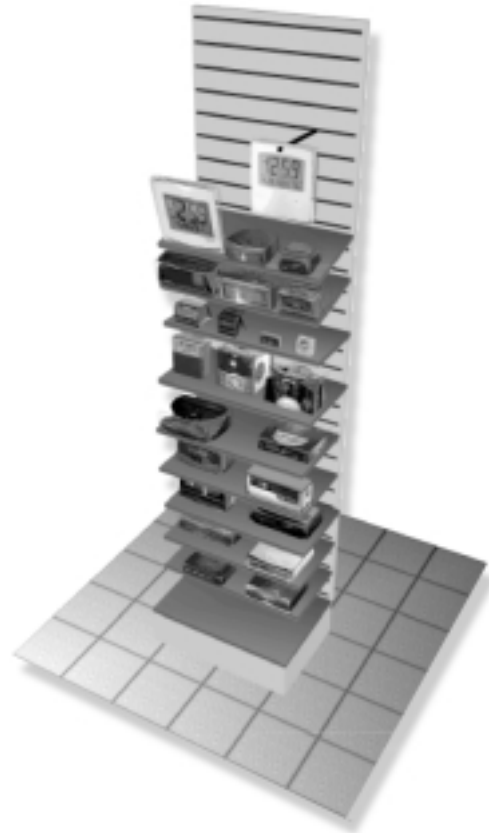
(All Stores)



The remaining **Travel Clocks** are now in the **Clocks/Clock Radios** Section Planogram.

FaxBack# 41641

When the Cool Things refresh has been completed, fax the checklist (on the back page of this guide) to your DSM.

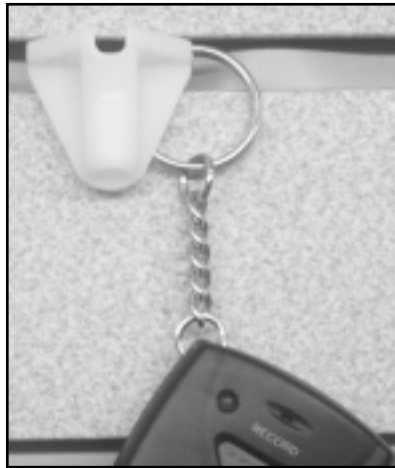


The remaining **Timers** are now in the **Franklin Showcase** Planogram.

FaxBack# 52441

Display Ideas

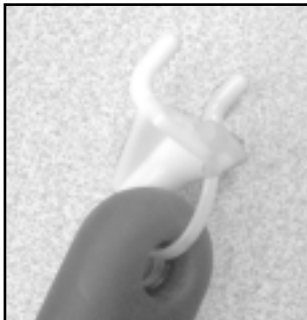
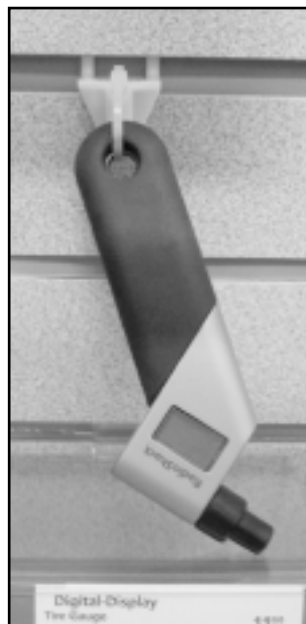
(All Stores)



For items like the **6300948** Keychain Recorder and other items that were previously displayed on a peghook, now use just the peghook back. Loop the keyring over one of the hooks as shown and insert the peghook back into the slot.



Use a small acrylic stand (**ACR-0302**) or similar piece to display the **6301104** Golf Counter. Use the clip to attach the product to the stand so the front faces the customer.



Use a peghook back and a small wire tie to display the **6301113** Digital Tire Gauge. Loop the wire tie through the hole on top of the tire gauge. Complete the loop through the bottom of the peghook back. Tighten the wire tie and trim the excess.



The **6305088** Golfer's Watch can clip to the front of the 8" x 22" acrylic shelf so that it will be displayed at viewable angle.

The Cool Things

Double T-Wall Mall Store Layout

- Contents:
- (25) 4" x 10" Acrylic Shelves
 - (Five) 8" x 24" Acrylic Shelves
 - (Six) Acrylic Talker Shelves (Shipping Separately)
 - (50) Slotwall Channel Inserts

Follow this layout ***ONLY*** if you are a ***Mall Store*** with ***2 (or more)*** T-Wall Endcaps.

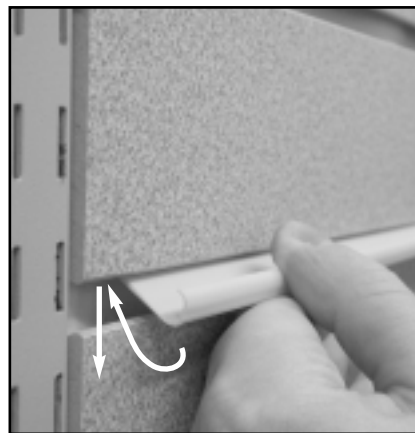
Mall Stores with ***less*** than 2 T-Wall endcaps will refer to the instructions on pages ***2 — 9***.

Step 1 (Two T-Wall Mall Stores, only)



This project should take 2 to 4 hours to complete.

Step 2 (Two T-Wall Mall Stores, only)

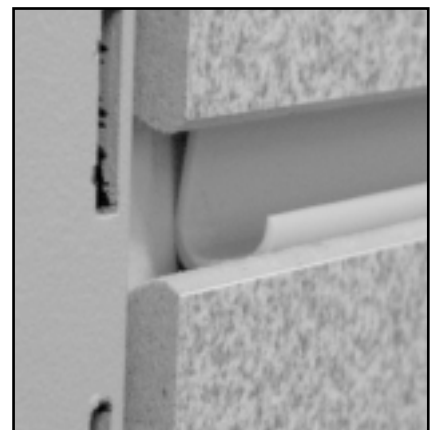


With this four foot endcap now empty, start by placing the slotwall inserts into the wall.

Start at the third slot from the top.

The bottom three slots will not have inserts. Larger overstock boxes should be covering these and will not be seen.

Insert the top of the slotwall insert at a 45° angle. The bottom will drop into the slot.



After installation, there may be a small amount of the insert above the slot. This will not affect the placement of the acrylic shelves or peghooks.

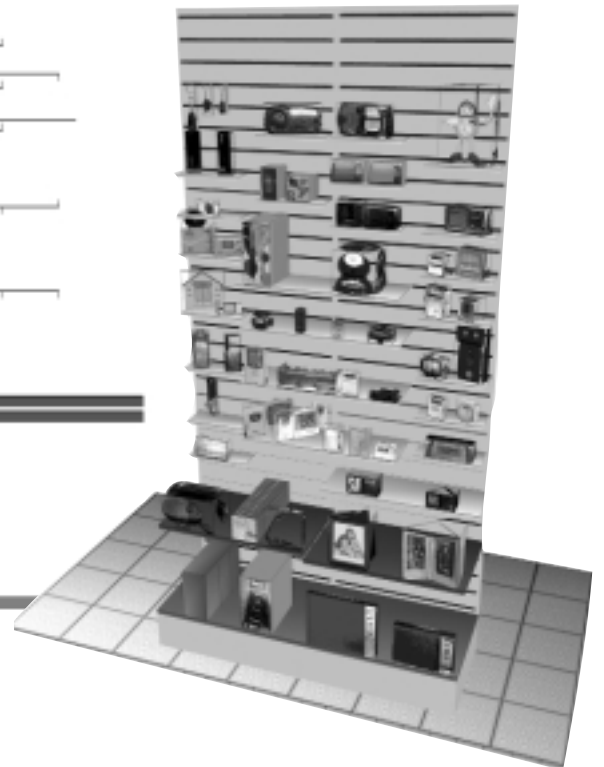
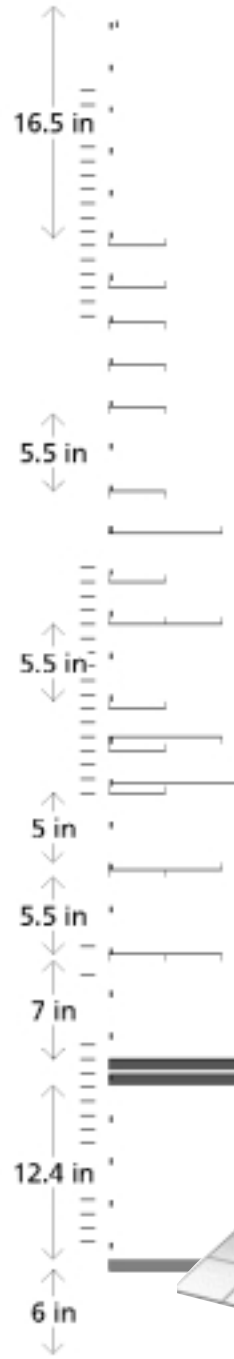
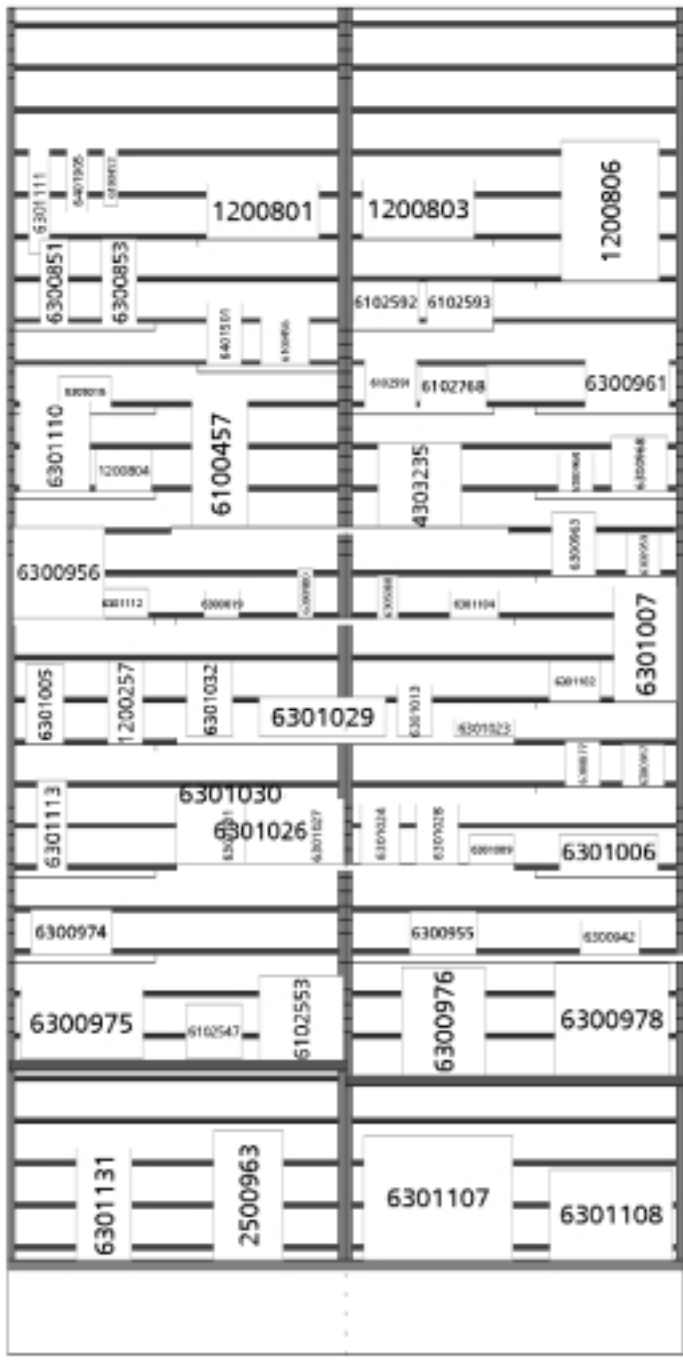
Remove the Wireless Accessories from the T-Wall endcap. This should be the endcap that is closest to the sales counter.

These products will be homeless for a very short period of time. There should be no need to place the product in a storage box, unless this is the method you prefer.

Cool Things Refresh (Mall Stores Only)

Step 3

Merchandise the endcap as shown:
(Two T-Wall Mall Stores, only)



FaxBack
#66097 Cool Things T-Wall Option

Cool Things Refresh (Mall Stores Only)

Step 4 (Two T-Wall Mall Stores, only)



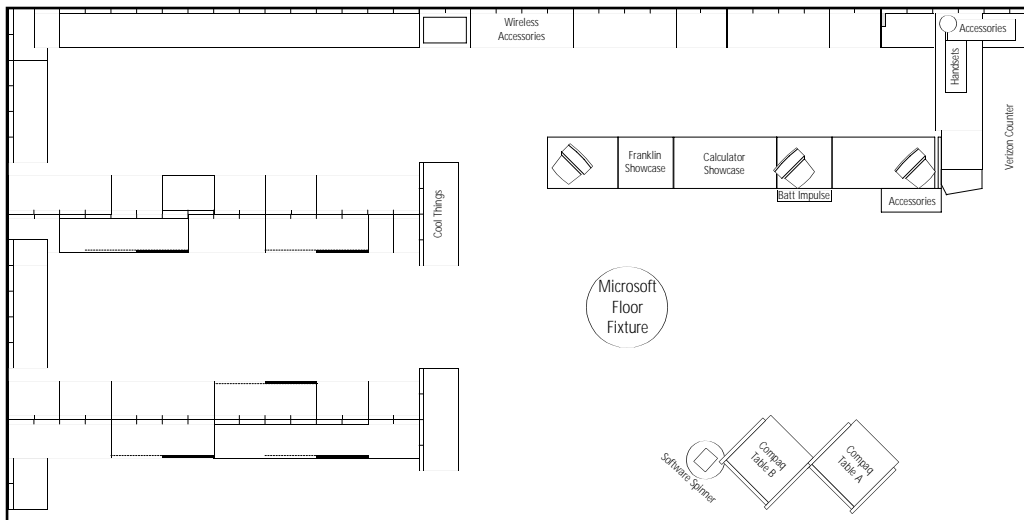
Relocate the Wireless Accessories to the area formerly occupied by the Cool Things. This area is growing rapidly and will require the entire four feet.



In some stores, this move will force the consolidation of the three storage cabinets behind the counter into two.

If your cabinet is in good shape, it could be stored for future use.

Consult with your DSM for removal if your cabinet is in poor condition.



Cool Things Refresh (Mall Stores Only)

These items are shown as examples of overstock displays on the Cool Things T-Wall Endcap.



Displaying some overstock in the new Cool Things section will aid in the consolidation of the storage cabinets.

The refresh will not just brighten your store —

It will allow your customers to interact with some of our unique gifts, and encourage more customer self-service!



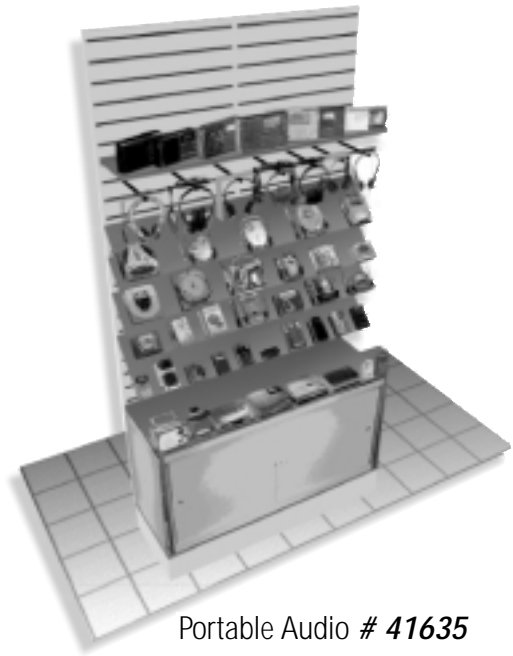
These overstock picture frames will be easier to display and sell if the gift boxes are flat on the shelf as shown.



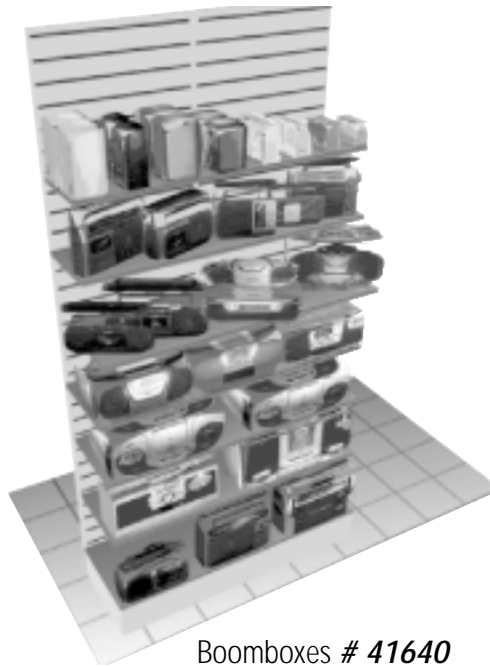
Be sure not to have too much overstock on the smaller shelves. You will need to restock some products more frequently.

Cool Things Refresh (Mall Stores Only)

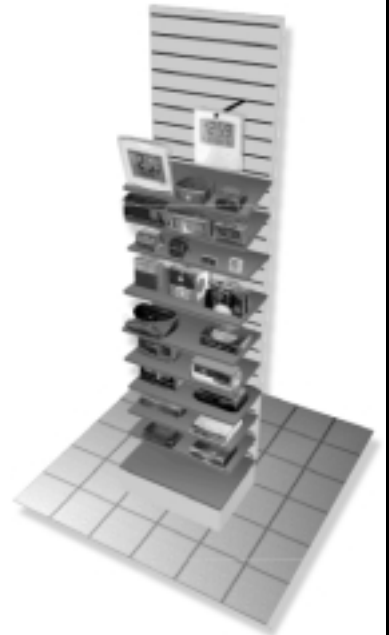
Refer to pages 6 — 9 for planograms for displaced merchandise and display ideas.



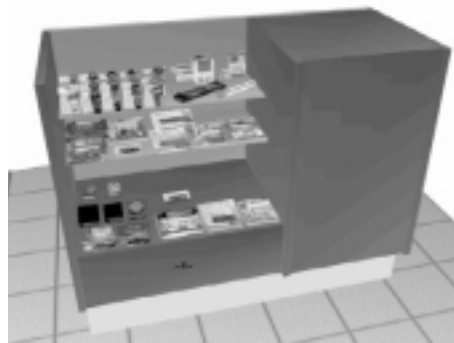
Portable Audio # 41635



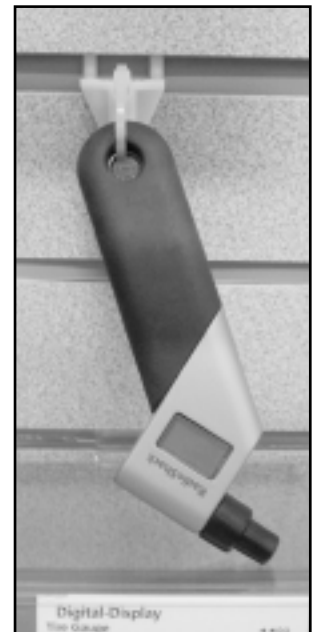
Boomboxes # 41640



Clocks/ Clock Radios # 41641



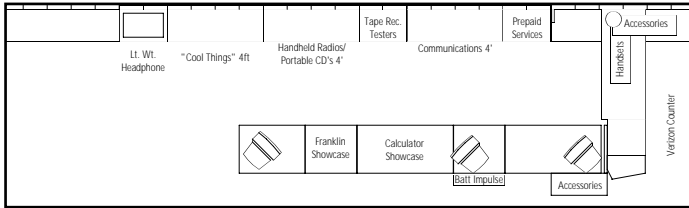
Franklin Showcase # 52441



Some display ideas are on page 9.

Cool Things

*Canopy Graphics
Coming Soon...*



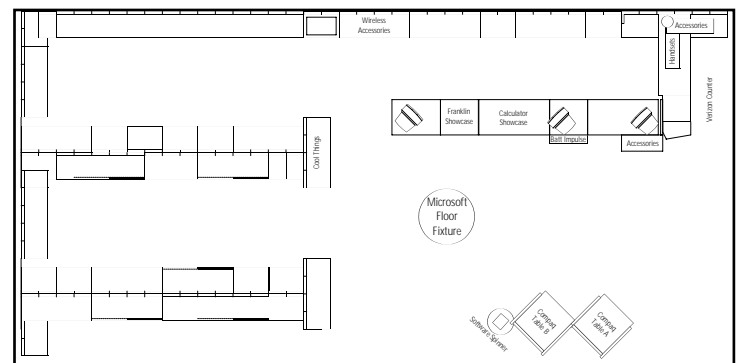
New Cool Things 4' Section



**New Cool Things 4'
T-Wall
(Mall Stores Only)**

Remember...

- The color inserts for the 4" x 10" shelves will be arriving shortly in an all-store mailing. Insert the strip into the the slot on the front of the shelf. Insert the Fact Tag over the color strip.
- Be sure to use the correct Fact Tag holders: **PRC-004** (Angled Holder for bottom shelf) **PRC-009** (Glass Shelf Edge Holder for 8" x 22" acrylic shelf) **PRC-010** (Tent Style Holder used on Talking Picture Frames)
- All Planograms referenced in this guide are available via FaxBack: 1-800-323-6586. They are also on the latest Store Display CD.



Cool Things Refresh

Upon completion, fax this checklist to your DSM.

Store # _____

My store has successfully completed the refresh of the Cool Things section.

Date Completed: _____

My store is a Strip Center or Stand-Alone type store.

My store is a Mall store with one T-Wall

My store is a Mall Store with two or more T-Wall endcaps.



RadioShack[®]
CONNECTING THINGS

E-mail jon.jensen@radioshack.com if you have any questions or comments about this refresh guide.