

PowerZone Refresh

Setup Date: September 6-14, 2001

Description: The PowerZone layout will be refreshed due to the removal of the light box and the category flip signs. This project should be completed no later than September 14.

The updated Planogram is included.

Applicable to ALL stores.

Step 1



Remove Lightbox

Remove the lightbox which is currently located in Panel 3 of PowerZone.

You may dispose of this fixture as it will no longer be used.

Step 2

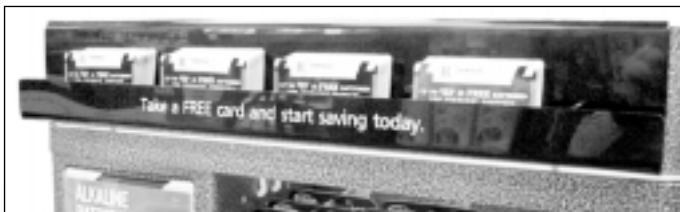


Remove Category Flip Signs

Remove the category flip sign holders by removing the bracket from the standard.

You may have as many as 13 of these signs and sign holders.

You may also dispose of this fixture as it will no longer be used.



You may remove the PowerZone Card Holder. There should be two on the battery spinner. You may also have one located on the PowerZone wall.



The PowerZone Card Program has been discontinued.

Remove all on-hand stock of PowerZone cards and dispose. Continue to honor any cards currently in circulation until the expiration date on the card.

Do not order new business cards until your current supply is depleted.

PowerZone Refresh

Step 3

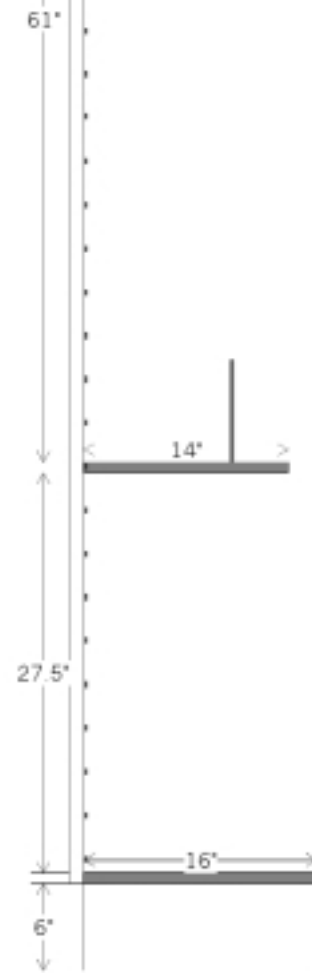
Re-merchandising

With the lightbox now removed, start at Panel One (Battery Chargers, Camcorder Batteries) and temporarily remove the product from the wall.

The following pages show the new layouts for each panel in the PowerZone
Panel 1

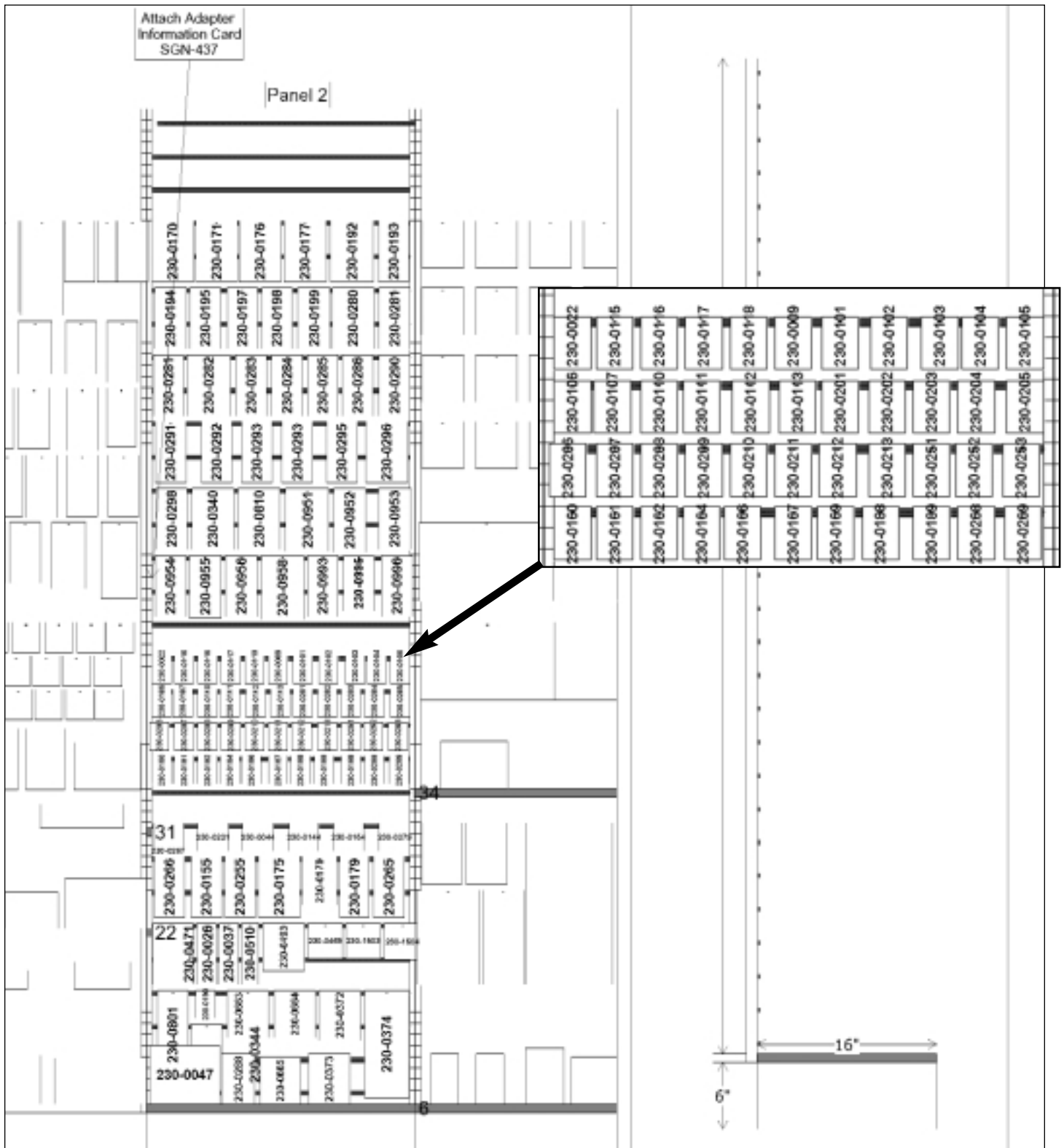


With the battery chargers removed from the wall, the first 2' section should now be empty. Follow this Planogram to re-merchandise Panel One.



PowerZone Refresh

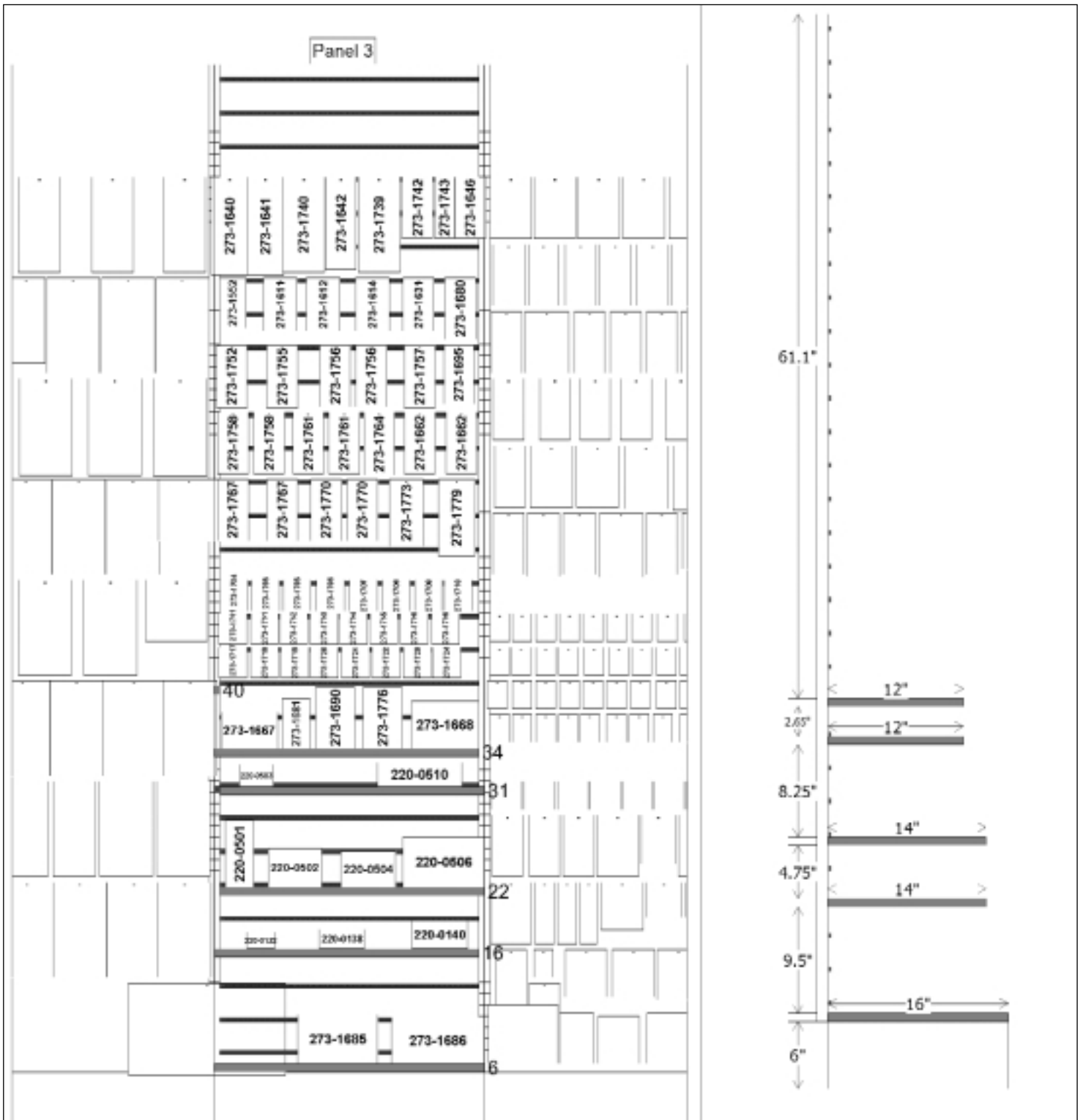
Panel 2



With the category flip signs removed, this new layout of the Specialty Batteries places each category of specialty batteries in their own section. Note the gaps between the cordless, watch, and photo batteries.

PowerZone Refresh

Panel 3

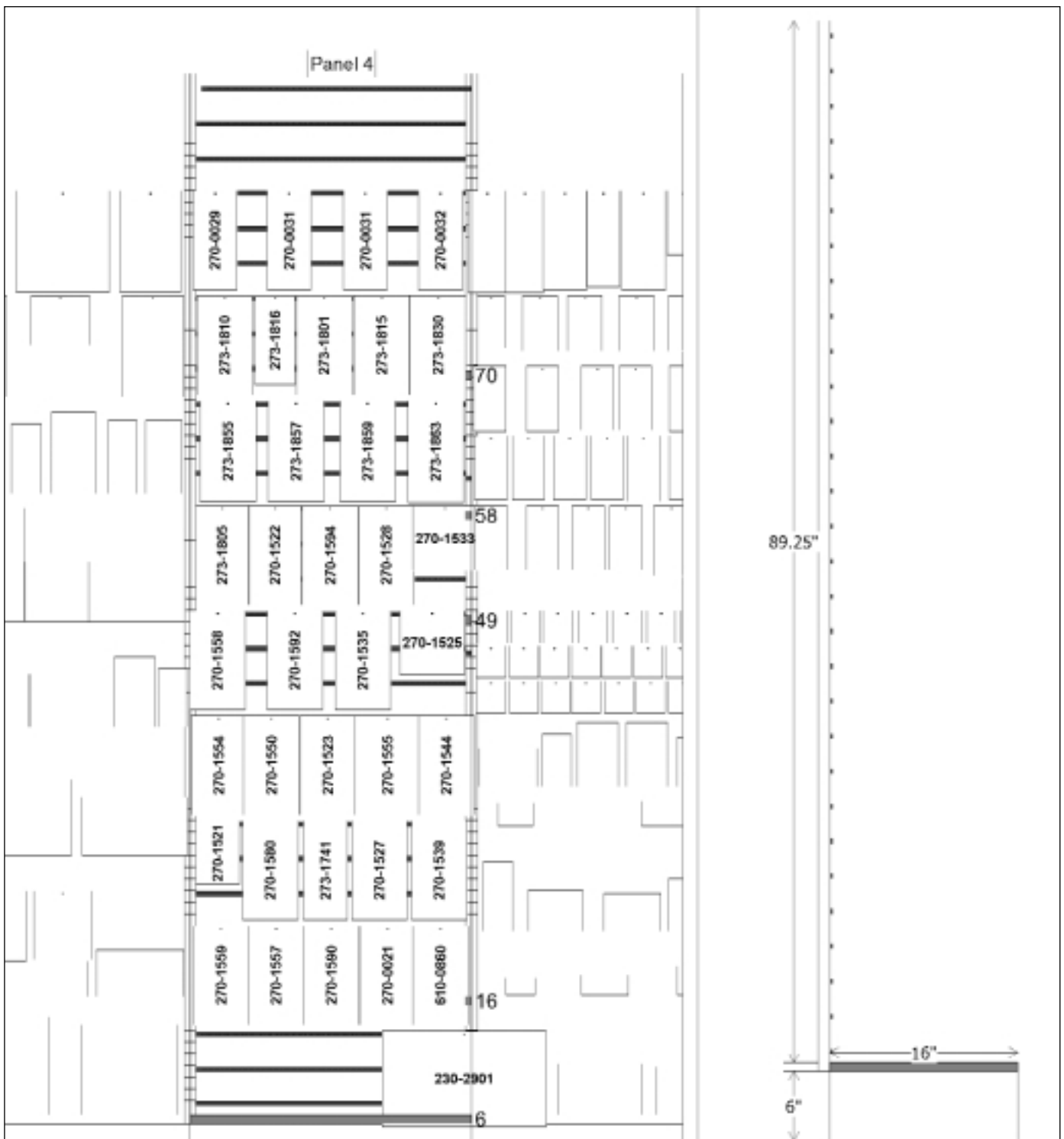


Panel 3 is now AC Adapters

Attach a 10" bracket next to the 273-1767 to hold the Adaptaplug information card **SGN-0437** and the Adaptaplug Assortment Bundle **PWZ-2200**.

PowerZone Refresh

Panel 4

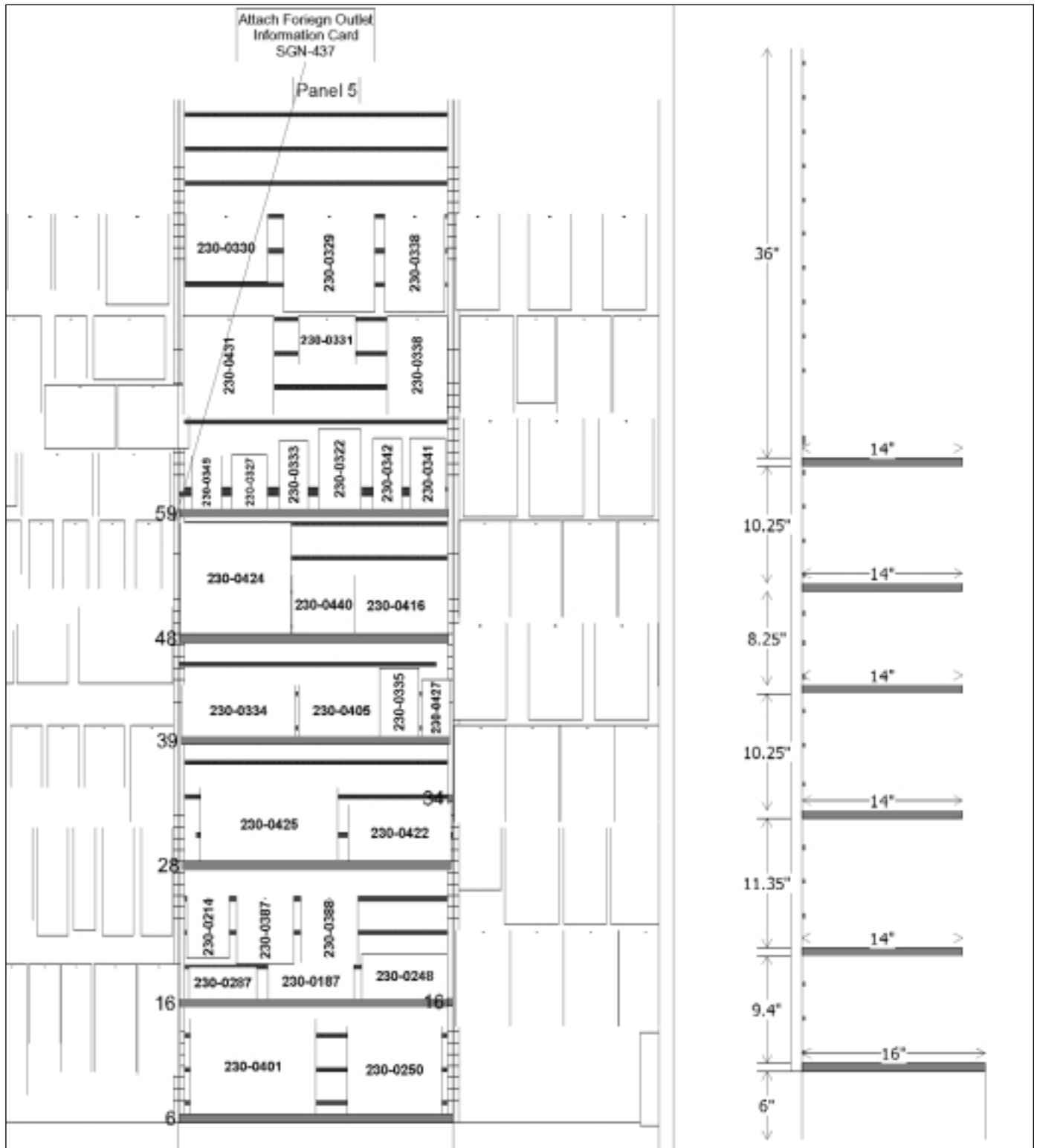


Panel 4 is now DC Adapters. There is no real change to its layout; only its position in the layout of the PowerZone changes from its former position in Panel 5.

An option with this 2' section is placement next to the Auto Accessories 4' section (Planogram #41649) or on a sliding wall in front of the Auto Accessories.

PowerZone Refresh

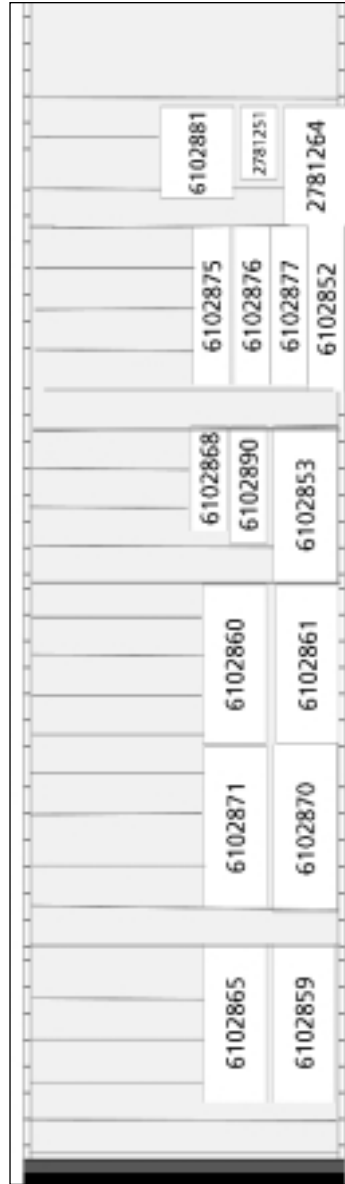
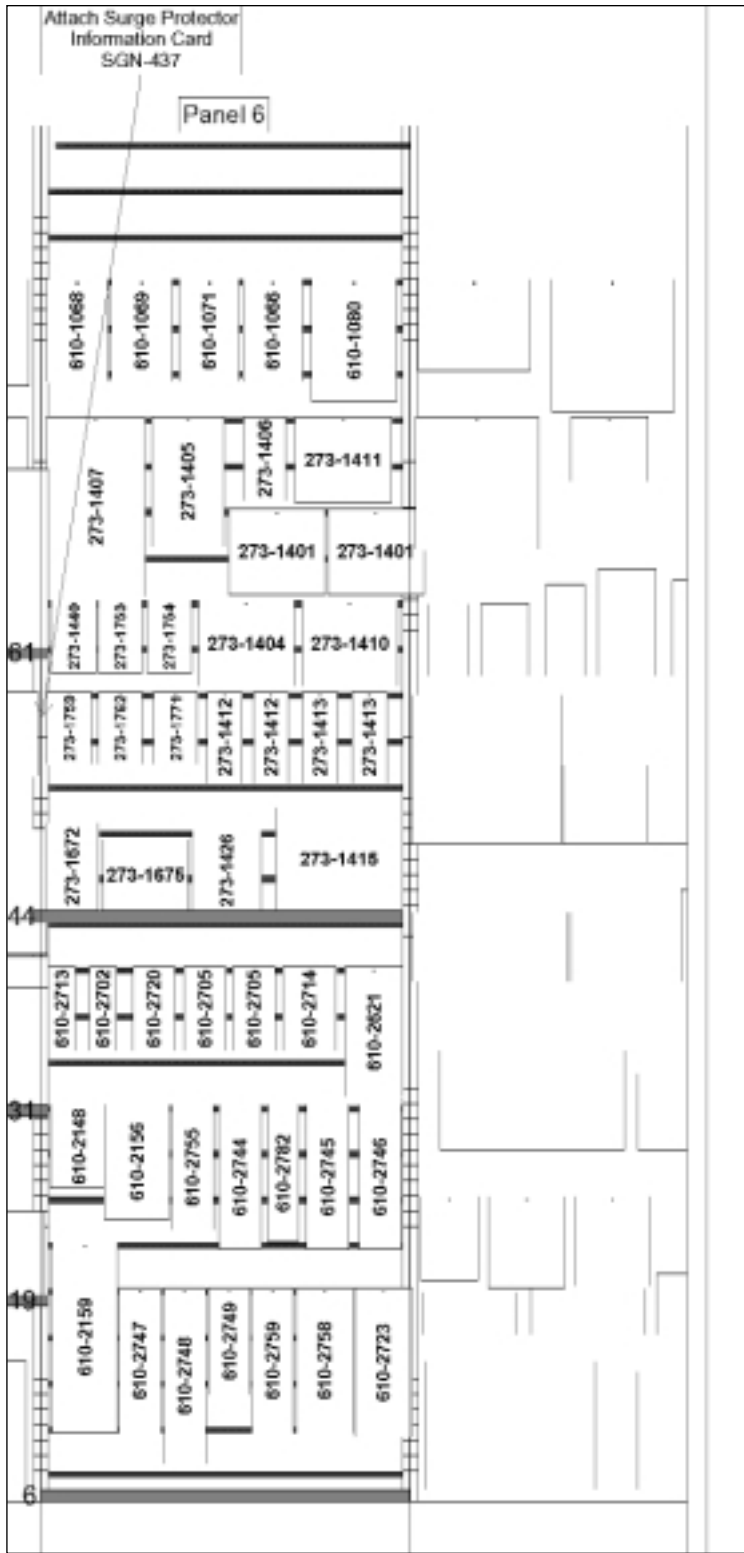
Panel 5



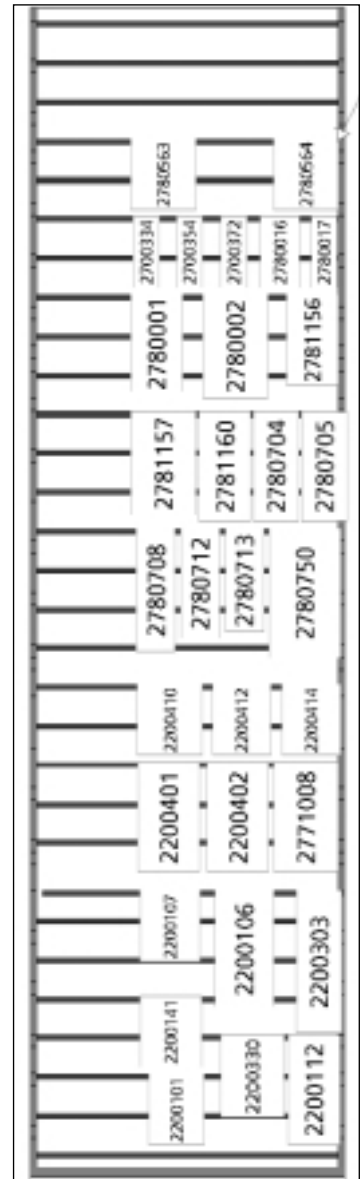
Panel 5 is Battery Chargers, Camcorder and RC Batteries. Return the product to the wall following this planogram.

PowerZone Refresh

Panel 6



#65801
1' AC Line Cords

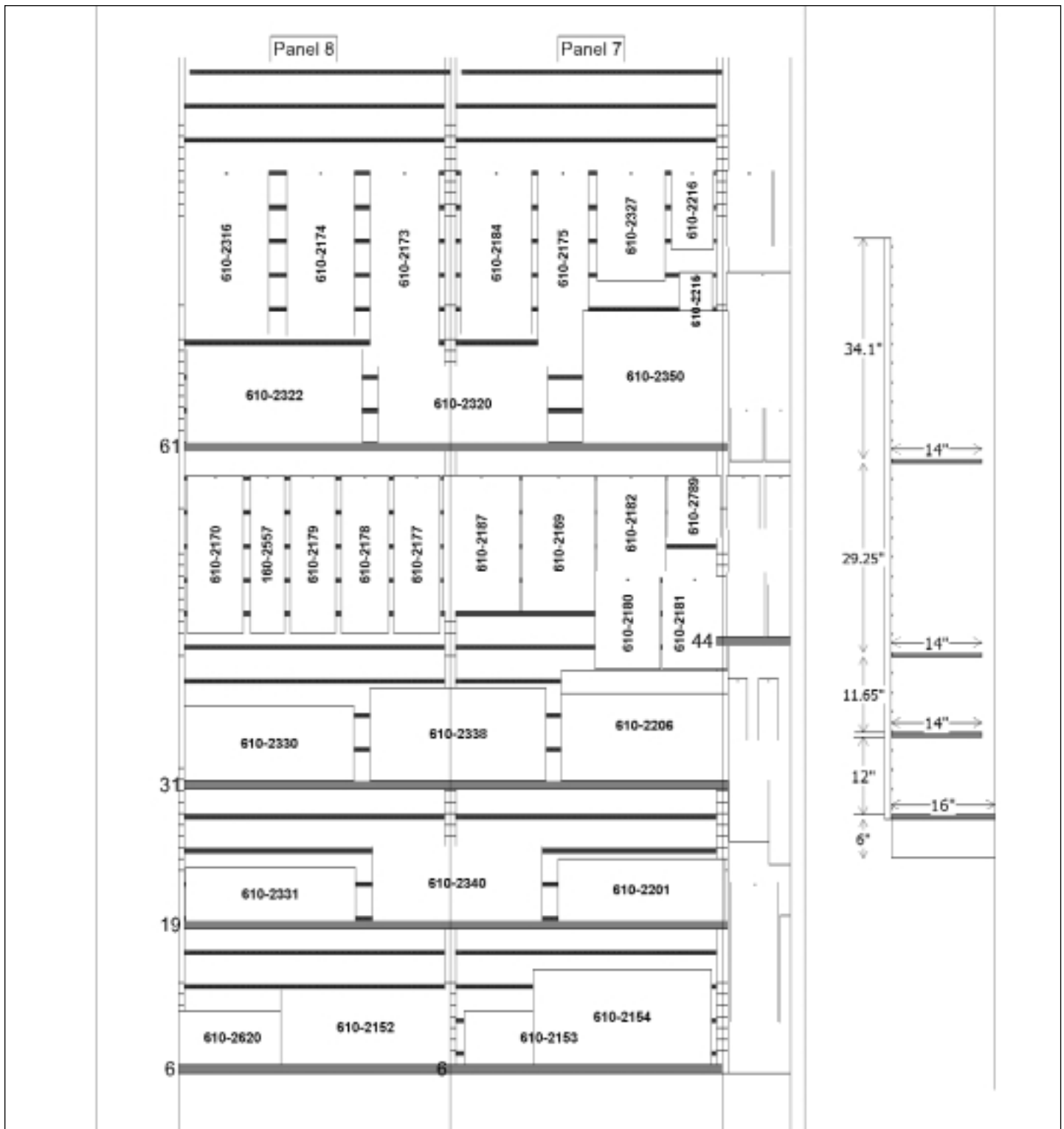


#41661
Multitester
Accessories

Panel 6 is now Foreign Travel Adapters and Extension Cords. The AC power cords have been displaced from this section. The new Planogram # is **65801**. Where space allows, the AC Cords may be placed **1.)** Next to the PowerZone or **2.)** Next to the Multitester Accessories (Planogram # **41661**).

PowerZone Refresh

Panels 7 & 8



Panels 7 and 8 are now Power Strips and Surge Protectors exclusively. This new arrangement should allow a greater number of SKUs and a higher amount of back stock than previous layouts. As space becomes available when certain SKUs become discontinued and sell out, the displaced AC Power cords will be re-merchandised back into PowerZone. Watch for future enhancements.

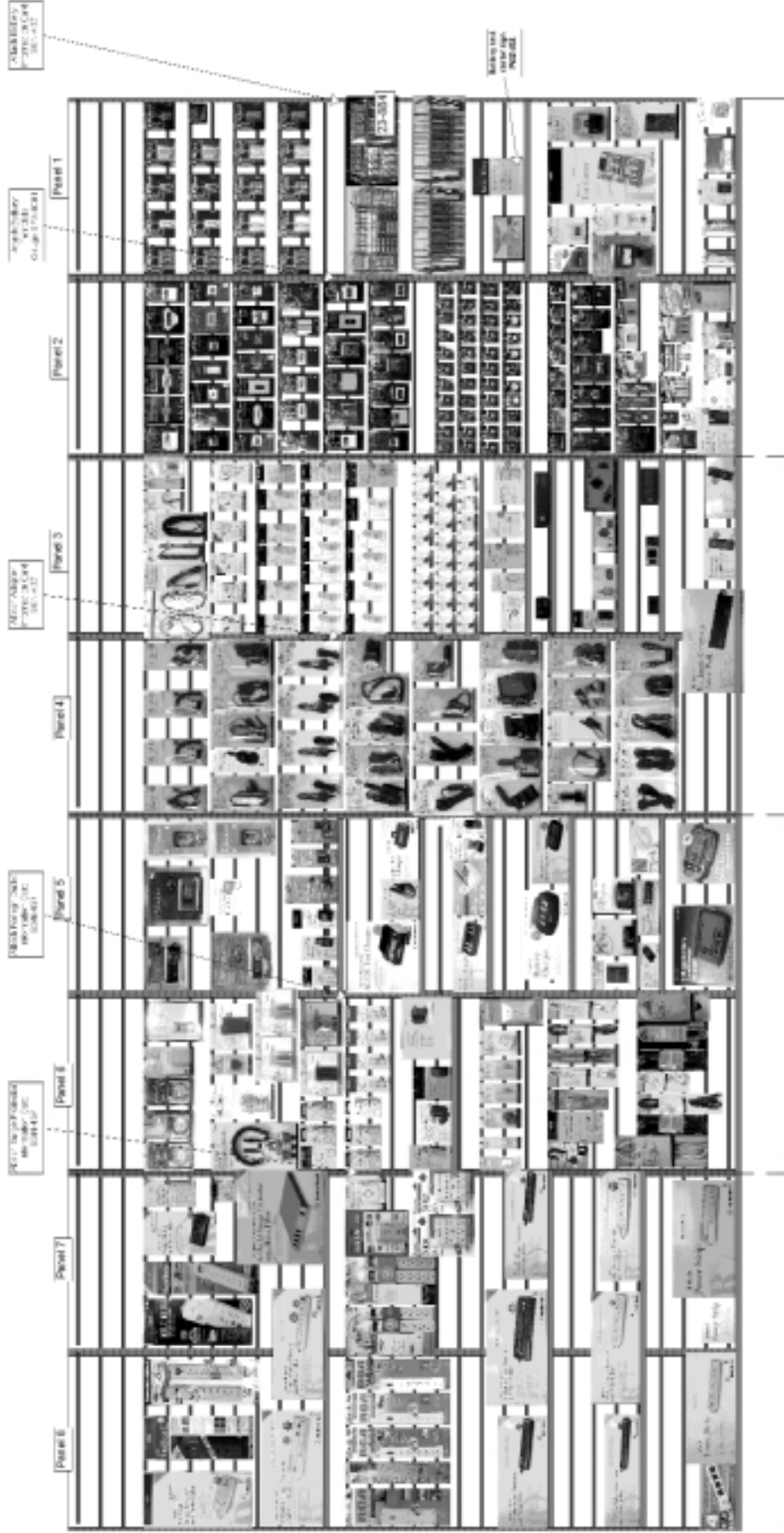
PowerZone Refresh

PowerZone 16' Option

Revised: 8/29/2001

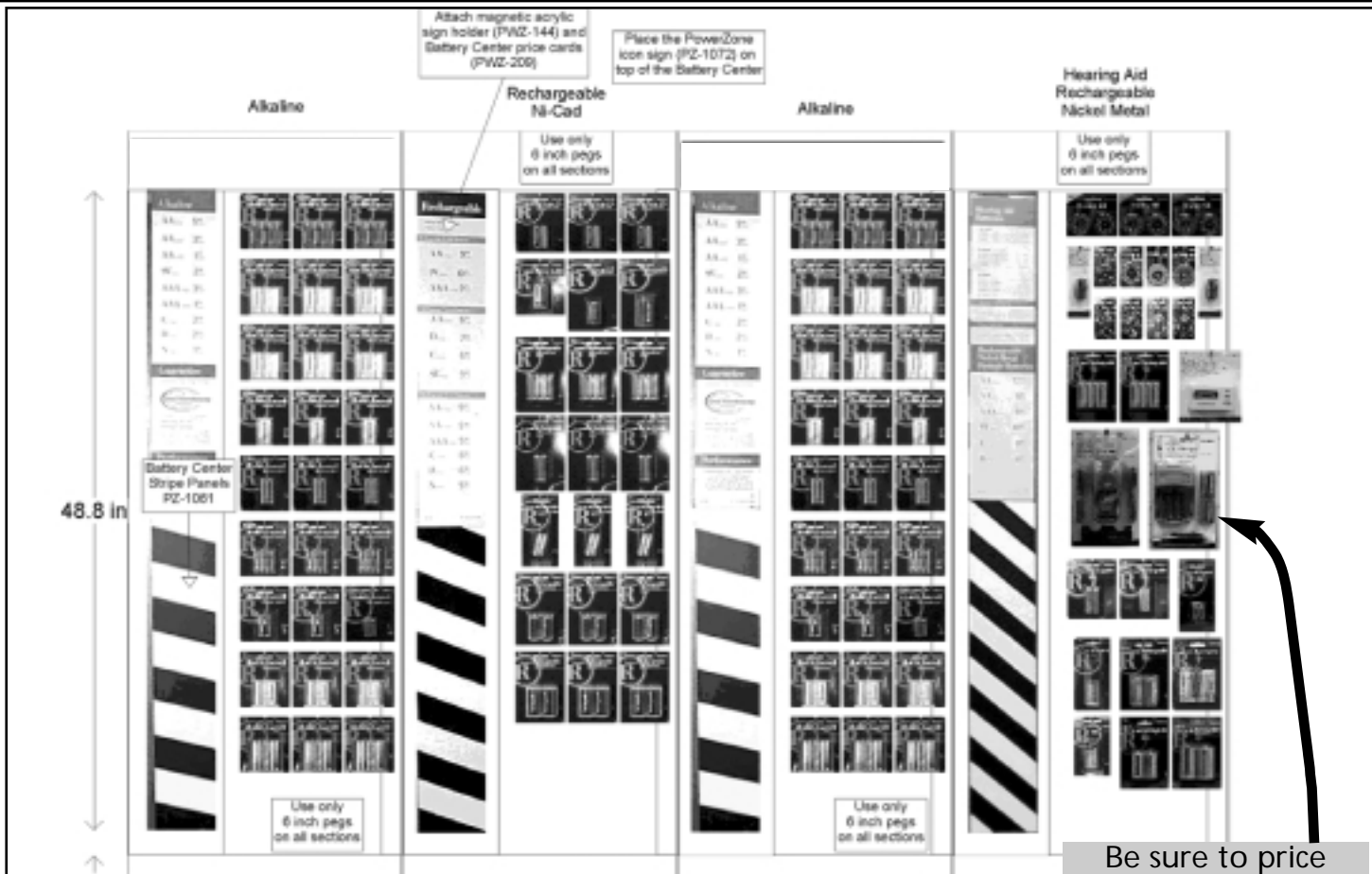
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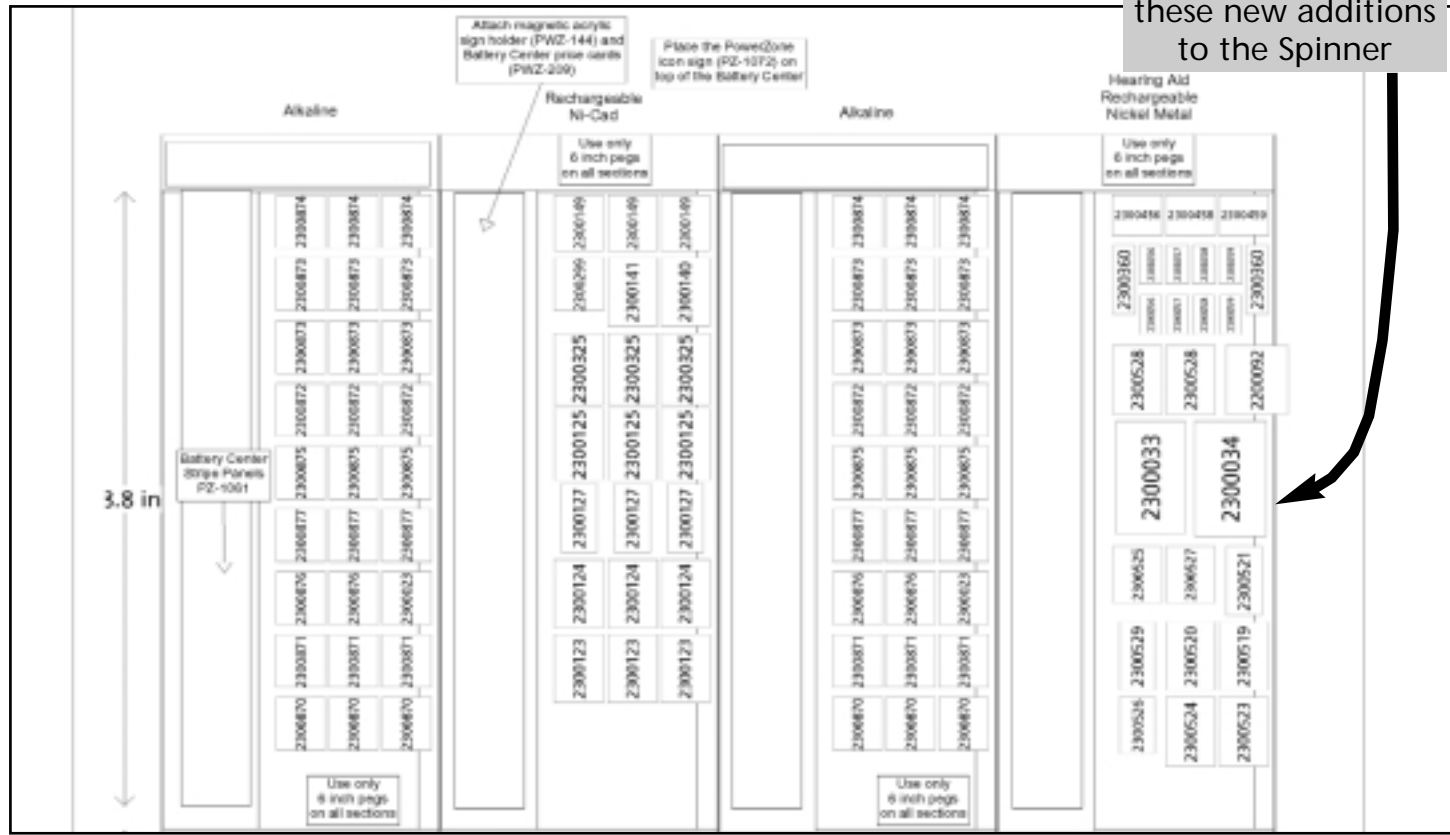


RadioShack Store Display

PowerZone Refresh



Be sure to price these new additions to the Spinner



Battery Spinner