Dear Kroger Promotional Merchandising Partner,

We are pleased to present the Kroger Display Style Guide. The goal of this guide is to clearly outline and communicate to our suppliers the necessary criteria for developing and executing "best in class" promotional displays at all of the Kroger Family of Stores.

As a trusted and valued partner, your company will be instrumental in helping Kroger achieve its goal of bringing our shoppers the best shopping experience possible. It is our expectation that by using this guide you will achieve improved performance across several key areas including safety, faster speed-to-market, improved display execution and more streamlined flow of goods within our supply chain.

Our intent is not to deter or impede your creativity and limit potential, but to work with you to create a more efficient flow of all displays through our supply chain. If you have ideas or exceptions to the following content, simply contact us to ensure we can make the promotion as successful as possible.

We look forward to working with you to reach our goals and utilize our stores to give our customers what they want.

Sincerely,

Kroger Promotional Supply Chain Team

Kroger would like to thank Menasha Packaging for providing their expertise and key resources to help Kroger prepare and produce this guide. For more information on Menasha Packaging, please contact Robert Swan at (724) 433-6046 (C) or (419) 606-6347 (O) or email robert.swan@menasha.com.

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Large Half Side Panel

Top to Bottom: Max. 23.25”
Left to Right: Max. 18”
Front to Back: Max. 5.5”
Shelf Lip: 2 inch minimum
Header: 2 inch minimum
Detachable header optional
Clips: WC-6 Power Wing (2 req)

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.
Large Full Side Panel

Top to Bottom: Max. 47.25”
Left to Right: Max. 18”
Front to Back: Max. 5.5”
Shelf Lip: 2 inch minimum
Header: 2 inch minimum
Detachable header optional
Clips: WC-6 Power Wing (2 or 4 req)

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.
Small Half Side Panel

Top to Bottom: Max. 23.25”
Left to Right: Max. 12.75”
Front to Back: Max. 5.5”
Shelf Lip: 2 inch minimum
Header: 2 inch minimum
Detachable header optional
Clips: WC-6 Power Wing (2 req)

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotion.
Small Full Side Panel

Top to Bottom: Max. 47.25”
Left to Right: Max. 12.75”
Front to Back: Max. 5.5”
Shelf Lip: 2 inch minimum
Header: 2 inch minimum
Detachable header optional
Clips: WC-6 Power Wing (2 req)

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.
Small Format Dump Bin

Top to Bottom: Max. 36”
Left to Right: Max. 19.25”
Front to Back: Max. 15.25”
Max Cavity depth: 15”
Display shipped KD in master pack

Construction: Eliminate raw edges when possible. Design must securely contain product without bulging and maintain structural integrity throughout the entire supply chain and promotional period.
Large Format Dump Bin

Top to Bottom: Max. 36”
Left to Right: Max. 19.25”
Front to Back: Max. 19.25”
Max Cavity depth: 15”
Display shipped KD in master pack

Construction: Eliminate raw edges when possible. Design must securely contain product without bulging and maintain structural integrity throughout the entire supply chain and promotional period.
Octagon Dump Bin

Top to Bottom: Max. 36”
Left to Right: Max. 22”
Front to Back: Max. 22”
Max Cavity depth: 15”
Display shipped KD in master pack

Construction: Eliminate raw edges when possible. Design must securely contain product without bulging and maintain structural integrity throughout the entire supply chain and promotional period.
Full Pallet Dump Bin

Top to Bottom: Max. 36” (including pallet)
Left to Right: Max. 48”
Front to Back: Max. 40”
Max Cavity depth: 15”

Construction: Eliminate raw edges when possible. Design must securely contain product without bulging and maintain structural integrity throughout the entire supply chain and promotional period.
Large Floorstands
(Full & Half Side Panels)

Top to Bottom: Max. 56”
Left to Right: Max. 18”
Front to Back: Max. 18” area using 12” base
Shelf Lip: 2 inch minimum
Header: 2 inch minimum
Detachable header optional
Clips: WC-6 Power Wing (2 req)

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period. Display must remain upright and stable as product is shopped.
Small Floorstands (Full & Half Side Panels)

Top to Bottom: Max. 56”
Left to Right: Max. 12.75”
Front to Back: Max. 16” area using 12” base
Shelf Lip: 2 inch minimum
Header: 2 inch minimum
Detachable header optional
Clips: WC-6 Power Wing (2 req)

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period. Display must remain upright and stable as product is shopped.
Roller Base Display

**Top to Bottom:** Max. 60” (including roller base & 12” header)
**Left to Right:** Max. 23”
**Front to Back:** Max. 19”
**Shelf Lip:** 2 inch minimum

Shops from 1 or 2 sides
Detachable header optional
Must rotate 360 degrees and be properly secured to roller base

**Construction:** Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.

Unless otherwise directed by Kroger, Quarter Pallet display shipping units must deliver condensed on a master 40” x 48” block pallet. For a variance to this requirement, please contact Kroger’s Promotional Supply Chain Team.
Quarter Pallet Display

Top to Bottom: Max. 60” (including pallet & 12” header)
Left to Right: Max. 24”
Front to Back: Max. 20”
Shelf Lip: 2 inch minimum
Shops from 1 or 2 sides
Detachable header optional
Must be supported by Winged Pallet

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period. Displays weighing over 50 lbs. must be on a wooden quarter pallet and be accessible for hand-truck movement.

Unless otherwise directed by Kroger, Quarter Pallet display shipping units must deliver condensed on a master 40” x 48” block pallet. For a variance to this requirement, please contact Kroger’s Promotional Supply Chain Team.
Half Pallet Display

Top to Bottom: Max. 60” (including pallet & 12” header))
Left to Right: Max. 48”
Front to Back: Max. 20”
Shelf Lip: 2 inch minimum
Shops from 1 or 2 sides
Detachable header optional

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.

Unless otherwise directed by Kroger, Half Pallet display shipping units must deliver condensed on a master 40” x 48” block pallet. For a variance to this requirement, please contact Kroger’s Promotional Supply Chain Team.
Heavy Duty Full Pallet Display

Top to Bottom: Max. 60”
(including pallet & 12” header)
Left to Right: Max. 48”
Front to Back: Max. 40”
Shelf Lip: 2 inch minimum
Shops from 1 or 2 sides
Detachable header optional
Max. Weight: 2,500 lbs.

Construction: Shelves have clip glued into front lip and lock into clips glued into the towers. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.
Quarter Pallet Tray Stack-Out Display

**Top to Bottom:** Max. 48” (including pallet)
**Left to Right:** Max. 24”
**Front to Back:** Max. 20”
**Minimum Tray Footprint:** 22” x 18”
No false bottoms
**Shelf Lip:** 3 inch minimum
No pallet skirts

**Construction:** Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.

Unless otherwise directed by Kroger, Quarter Pallet display shipping units must deliver condensed on a master 40” x 48” block pallet. For a variance to this requirement, please contact Kroger’s Promotional Supply Chain Team.
Half Pallet Tray Stack-Out Display

Top to Bottom: Max. 48”
(including pallet)
Left to Right: Max. 48”
Front to Back: Max. 20”
Minimum Tray Footprint: 46” x 18”
No false bottoms
Shelf Lip: 3 inch minimum
No pallet skirts

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.

Unless otherwise directed by Kroger, Half Pallet display shipping units must deliver condensed on a master 40” x 48” block pallet. For a variance to this requirement, please contact Kroger’s Promotional Supply Chain Team.
Full Pallet Tray Stack-Out Display

Top to Bottom: Max. 48” (including pallet)
Left to Right: Max. 48”
Front to Back: Max. 40”
Minimum Tray Footprint: 46” x 38”
No false bottoms
Shelf Lip: 3 inch minimum
No detachable headers
No pallet skirts
Max. Weight: 2,500 lbs.

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period.
“Micro” Tower Displays

Top to Bottom: Max. 45”
Left to Right: Max. 11 1/2”
Front to Back: Max. 12”
Shelf Lip: 2 inch minimum
Header: 2 inch minimum
Detachable header optional

Construction: Eliminate raw edges when possible. Design must securely hold product in place and maintain structural integrity throughout the entire supply chain and promotional period. Display must remain upright and stable as product is shopped.
Outer Carton Markings

• All display outer shipping case markings must comply with Kroger labeling to ensure uninterrupted movement from distribution, store and order processing.

• Kroger reserves the right to reject any in-bound load that does not comply with these requirements as well as charge for any applicable rework or handling cost resulting from these defects.

• Instructions for assembly may be placed in a sealable pouch securely affixed to outside shipping case, or printed inside the case containing the shipper or on a visible side of the shipping case when standing upright.

• When standing upright, “Store Display Unit” must be easily visible on TWO opposing vertical sides of the shipping case.

• When standing upright, “This Side Up” must be easily visible on the other TWO adjacent vertical sides of the shipping case.

• The UPC label must be visible at the top left of ONE side of the shipping case when unit is in upright position.

• All UPC labels must be facing out when palletized, properly scannable and the UPC information must be correctly assigned to the display unit.

• The gross unit weight (to nearest pound) must be stated on the Info Sheet.
Outer Carton continued

• If a display shipping unit weighs between 50-100 pounds, **“Team Lift”** must be stated on all four sides of the display outer cover when standing upright.

• If “Team Lift” is required, a minimum of two suitable hinged access hole cut outs must be provided on two opposing sides.

• A hinged-top flap cut out is preferred for hand holes with size allowing easy hand access.
Shipping Unit Requirements

Corner boards: All in-bound display shipping pallets must be built to allow for double stacking by utilizing increased strength in the carton manufacturing or utilizing a minimum 3” x 3” .160 solid fibre corner boards that are properly affixed and secured to each corner of the pallet to allow for double-stacking. The top of each corner board should be level or no more than 1/8” higher than the top of the outer shipper with the bottom properly level and positioned over a completely solid surface on the pallet.

Banding: All in-bound display pallets must be either banded using suitable plastic strapping or stretch wrapped with an appropriate top to bottom pattern and overlapping coverage to insure the safe transit and movement within Kroger's supply chain. Quarter and Half Pallet display units must also be securely "belly banded" across the middle with a plastic strap or suitable stretch wrapping.

It is the responsibility of the Vendor and their 3rd party suppliers to properly test the proposed shipping and display units as part of a Vendor's SOPs for shipping materials specifications and procedures.
Pallet Requirements

**Imported:** Imported pallets must have an IPPC (International Plant Protection Convention) marking provided on the pallet to verify it was treated for heat. Markings must be visible on two opposite sides of the pallet. No paper treatment certificates will be accepted.

![IPPC Stamp](image)

**Domestic:** A 40” x 48” 4-Way Block pallet must be completely squared and in good working condition. A complete pallet checklist is provided at the end of this section. Certified pallets include CHEP, PECO, iGPS, Grade A, Whitewood.
Pallet Requirements (continued)

Winged Pallet: Any inbound display unit that is not completely accessible for all forklift equipment must ship on a “winged” pallet.

Pallets requiring an alternative style or dimensional variance due to product size, weight or protection must be reviewed and approved by the Kroger’s Promotional Supply Chain Team prior to CM approval.

Pallet Checklist: Any of the following defects are deemed as unacceptable and must not be used. Kroger reserves the right to reject any in-bound load that does not comply with these requirements as well as charge for any applicable rework or handling cost resulting from these defects.

✓ Missing or broken boards on top or bottom
✓ No double stringers, metal, repair plates or patched boards
✓ All stringers are to be solid, not broken and or have cracks visible from three sides and longer in run than one inch (excludes weathering cracks which are not continuous and not visible from three sides)
✓ Pallets should be clean, odor free, free of debris and stains
✓ No cracks on top or bottom boards greater than 1/8” wide and 10 inches in length
✓ No exposed splinters greater than 3 inches in length
✓ No tapered breaks with a depth of greater than 1” along a ten inch or more run
✓ Nail heads or nail points are not to exceed 1/8” exposure from the surface of the wood
✓ No partial footings defined as where a 1/4” of a stringer board width or length connecting to a bottom board has been removed or securing nail shanks are exposed in the stringer
Pallet Requirements (continued)

Examples: Shown below are basic styles for most display pallets to be used within the Kroger supply chain. Pallets requiring an alternative style or dimensional variance due to product size, weight or protection must be reviewed and approved by the Kroger’s Promotional Supply Chain Team prior to approval.
Kroger Contacts

For additional information, please contact one of the following Kroger Promotional Supply Chain Team Associates:

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