



Display Guide



V. January 2023

Display Guide



Dear Kroger Promotional Merchandising Partner,

We are pleased to present the Kroger Display Guide, which sets out clear standards for creating and implementing high-quality promotional displays at the Kroger Family of Stores.

As a valued partner, your company plays a crucial role in helping Kroger deliver the best shopping experience for our customers. By following this guide, we anticipate improvements in key areas such as safety, speed-to-market, display execution, and supply chain efficiency.

Our aim is not to stifle your creativity, but to work with you to optimize the flow of displays through our supply chain. If you have any suggestions or exceptions to the guide, please let us know so we can make the promotion as successful as possible.

We look forward to working with you to achieve our goals and provide our customers with what they want.

Sincerely,

Kroger Supply Chain Planning Team

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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"

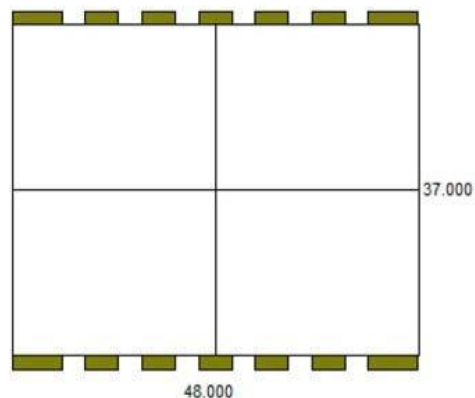
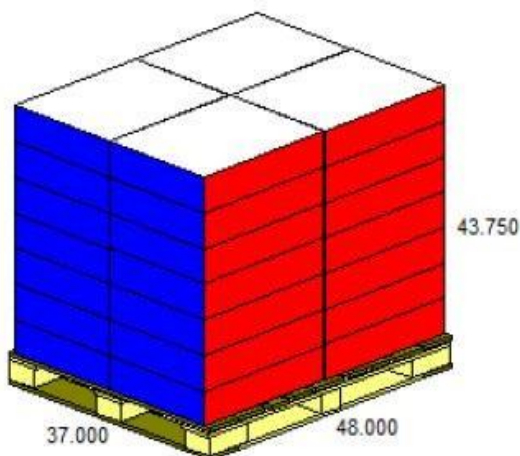
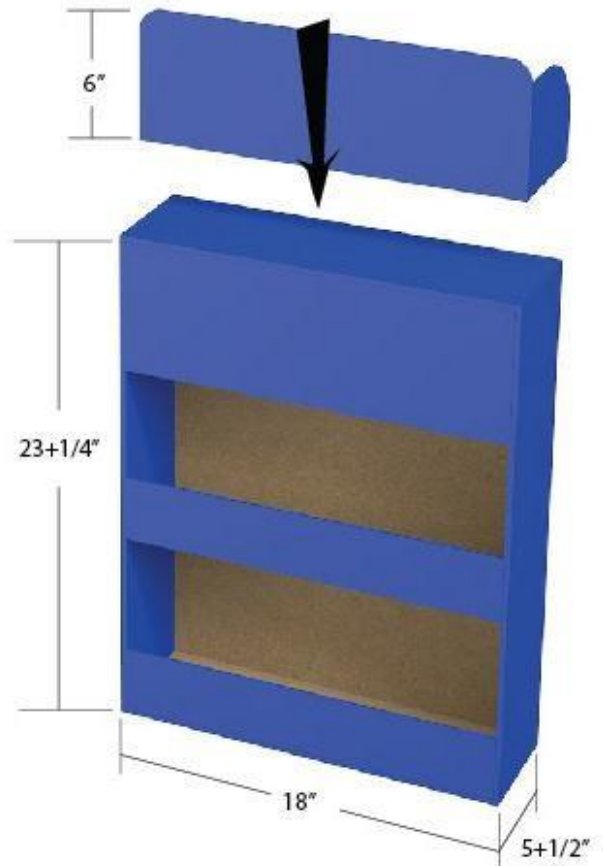
Shelf Lip: 2 inch minimum

Header: 2 inch minimum

Detachable header optional

Clips: WC-6 Power Wing (2 req)

Construction: Avoid raw edges where feasible. The design must firmly keep the product in place and retain its structural integrity throughout the entire supply chain and promotional period.



TOP VIEW

Large Full Side Panel

Top to Bottom: Max. 47.25"

Left to Right: Max. 18"

Front to Back: Max. 5.5"

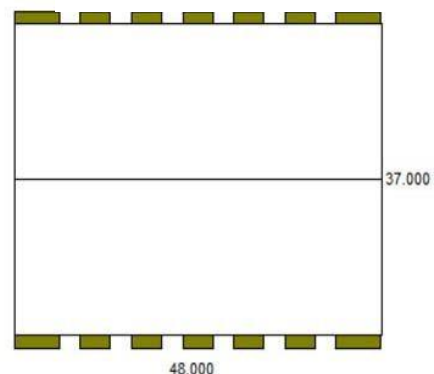
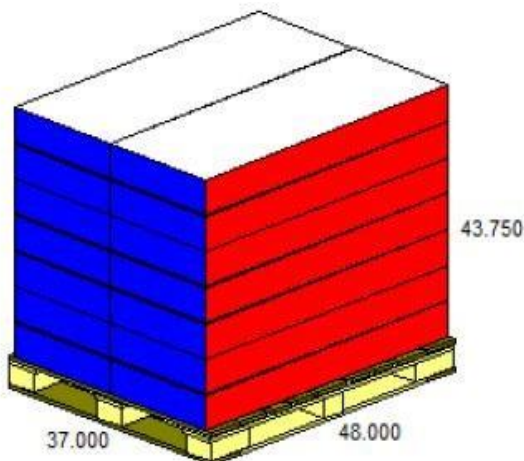
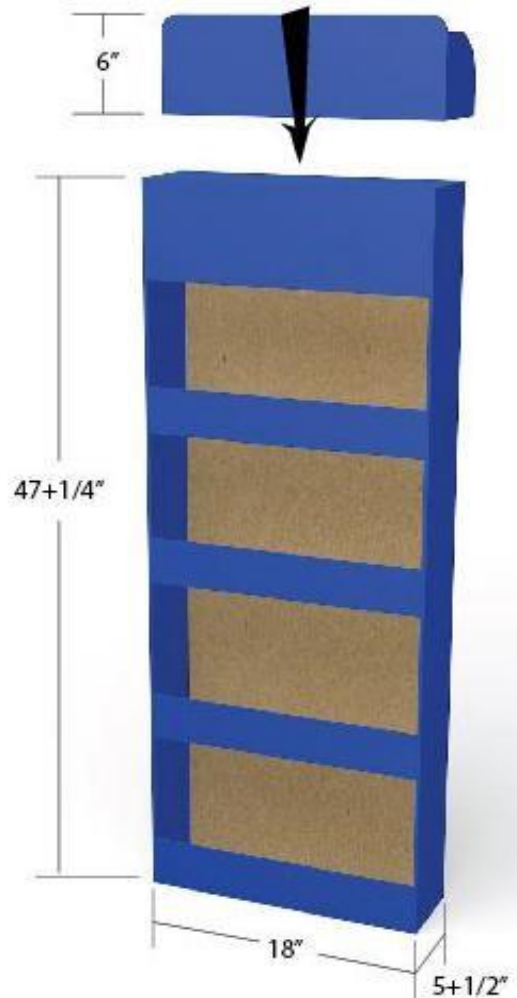
Shelf Lip: 2 inch minimum

Header: 2 inch minimum

Detachable header optional

Clips: WC-6 Power Wing (2 or 4 req)

Construction: Avoid raw edges where feasible. The design must firmly keep the product in place and retain its structural integrity throughout the entire supply chain and promotional period.



TOP VIEW

Small Half Side Panel

Top to Bottom: Max. 23.25"

Left to Right: Max. 12.75"

Front to Back: Max. 5.5"

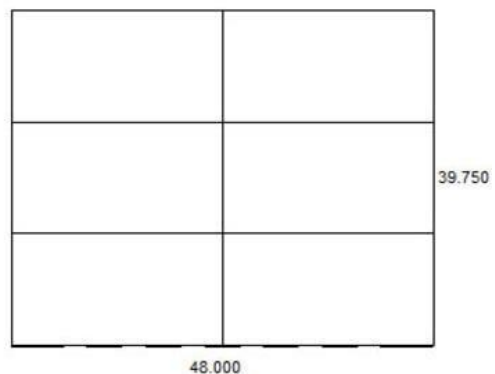
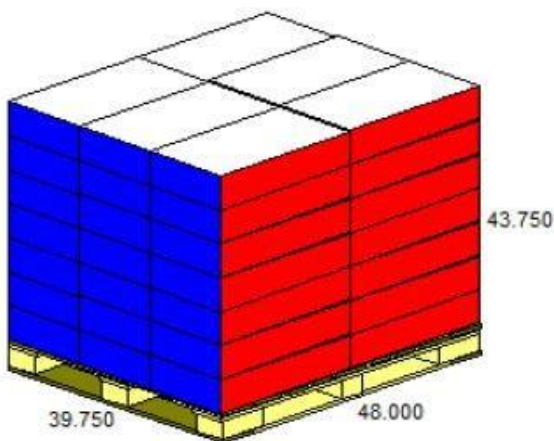
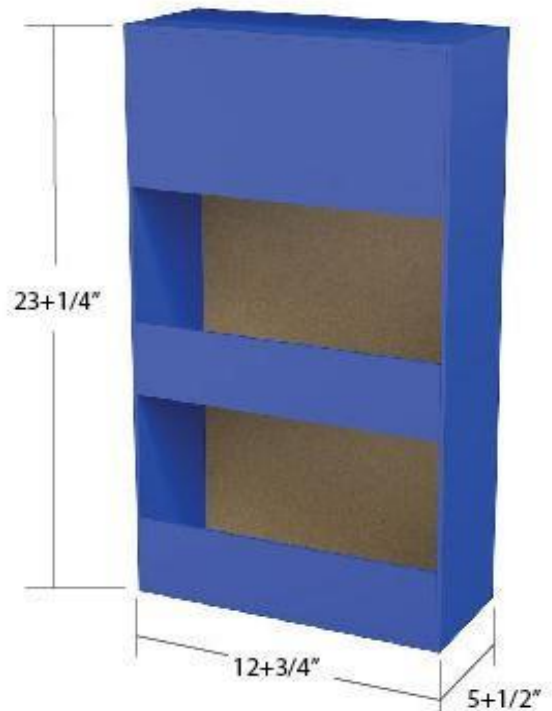
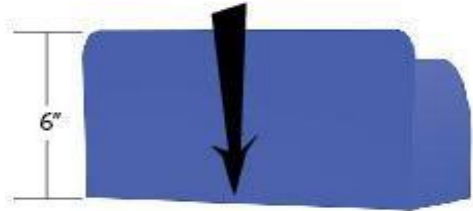
Shelf Lip: 2 inch minimum

Header: 2 inch minimum

Detachable header optional

Clips: WC-6 Power Wing (2 req)

Construction: Avoid raw edges where feasible. The design must firmly keep the product in place and retain its structural integrity throughout the entire supply chain and promotional period.



TOP VIEW

Small Full Side Panel

Top to Bottom: Max. 47.25"

Left to Right: Max. 12.75"

Front to Back: Max. 5.5"

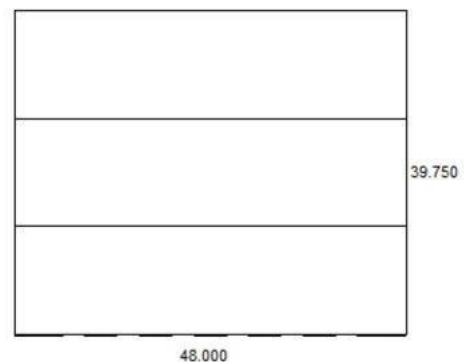
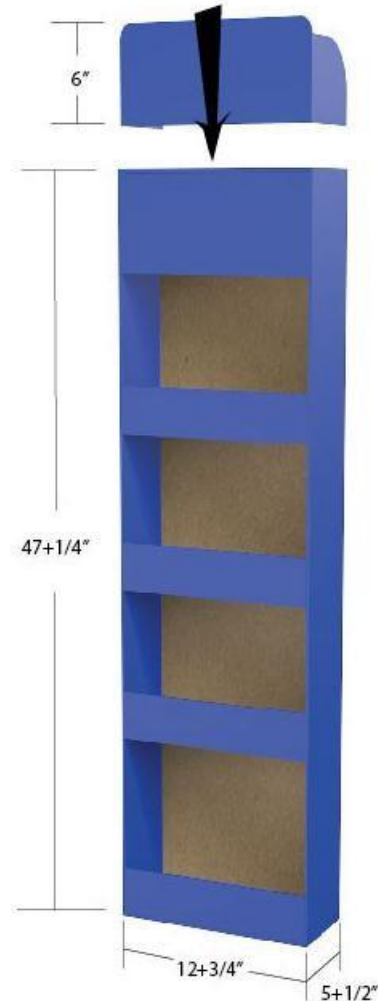
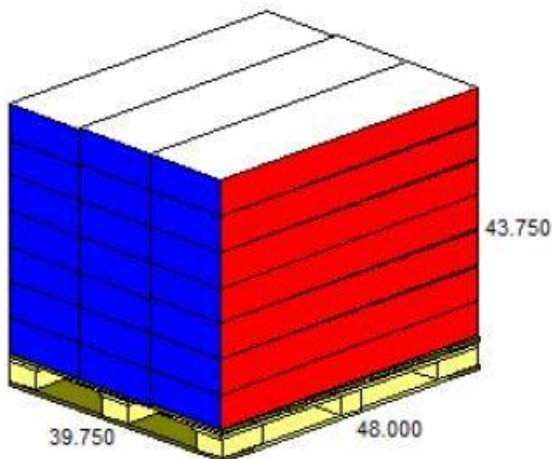
Shelf Lip: 2 inch minimum

Header: 2 inch minimum

Detachable header optional

Clips: WC-6 Power Wing (2 rec)

Construction: Avoid raw edges where feasible. The design must firmly keep the product in place and retain its structural integrity throughout the entire supply chain and promotional period.



TOP VIEW

Small Format Dump Bin

Top to Bottom: Max. 36"

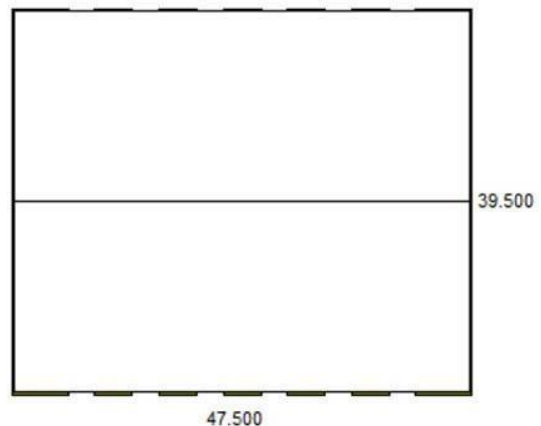
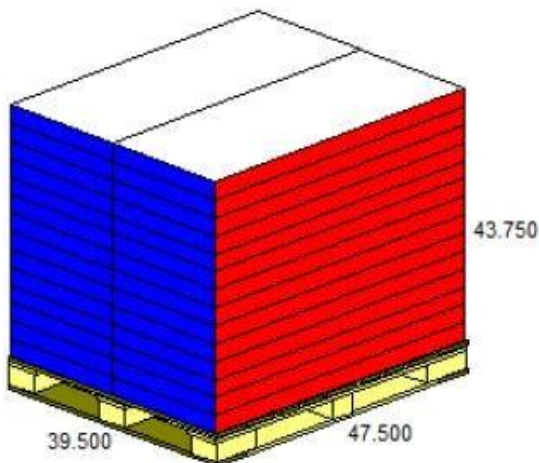
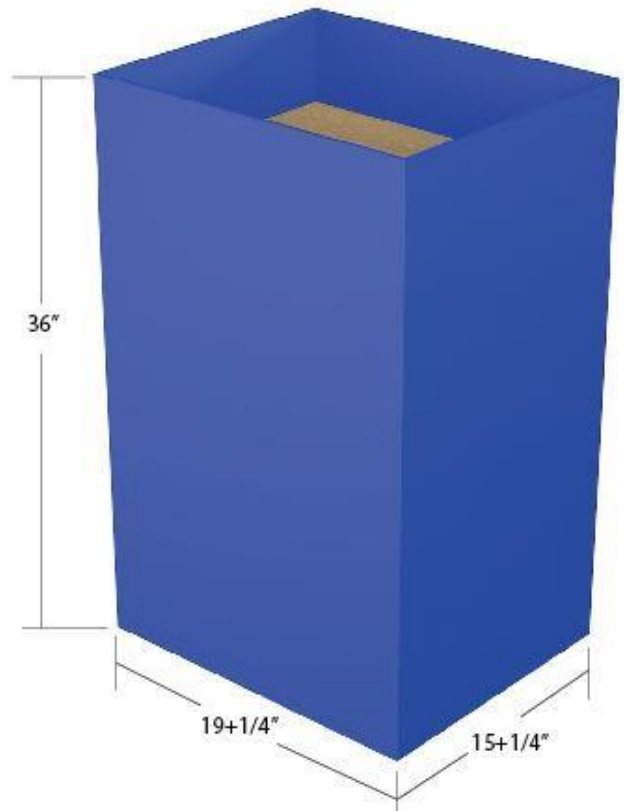
Left to Right: Max. 19.25"

Front to Back: Max. 15.25"

Max Cavity Depth: 15"

Display shipped KD in master pack

Construction: Remove any rough edges if possible. The design should securely hold the product without bulging or losing shape and maintain its strength throughout the entire supply chain and promotional period.



TOP VIEW

Large Format Dump Bin

Top to Bottom: Max. 36"

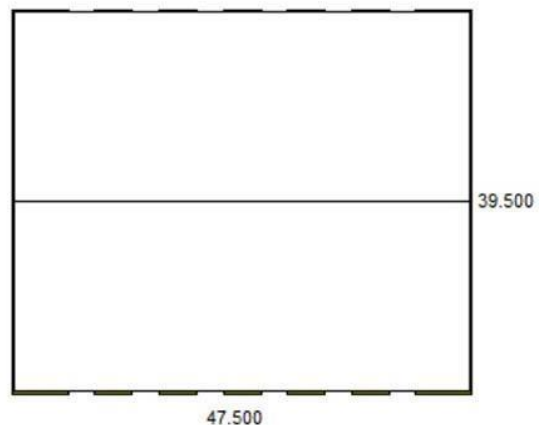
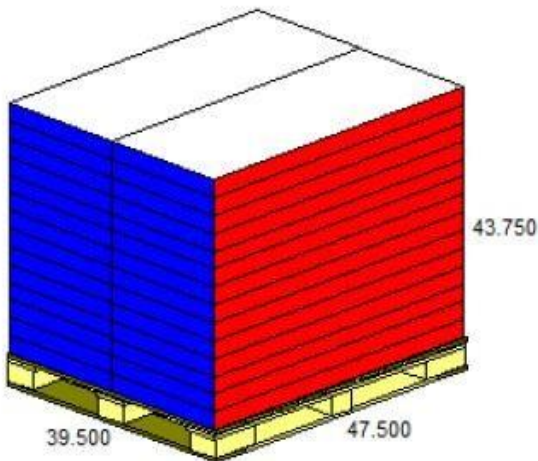
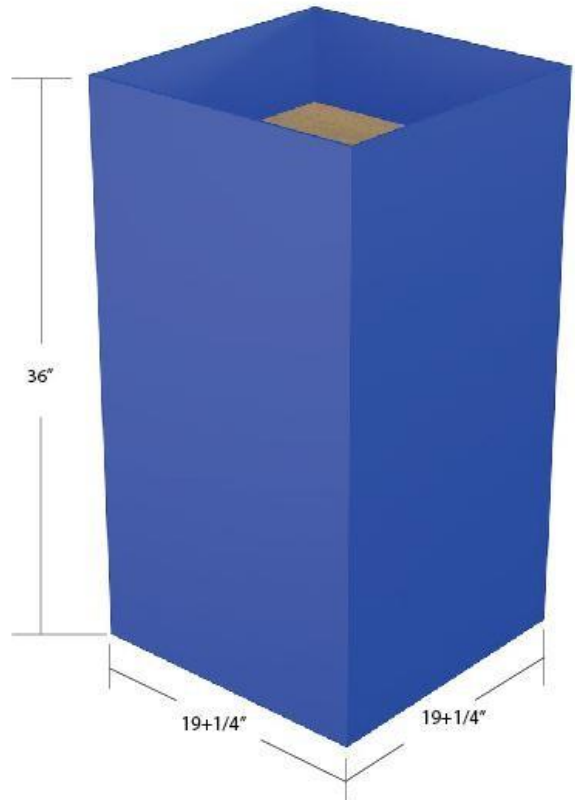
Left to Right: Max. 19.25"

Front to Back: Max. 19.25"

Max Cavity Depth: 15"

Display shipped KD in master pack

Construction: Remove any rough edges if possible. The design should securely hold the product without bulging or losing shape and maintain its strength throughout the entire supply chain and promotional period.



TOP VIEW

Octagon Dump Bin

Top to Bottom: Max. 36"

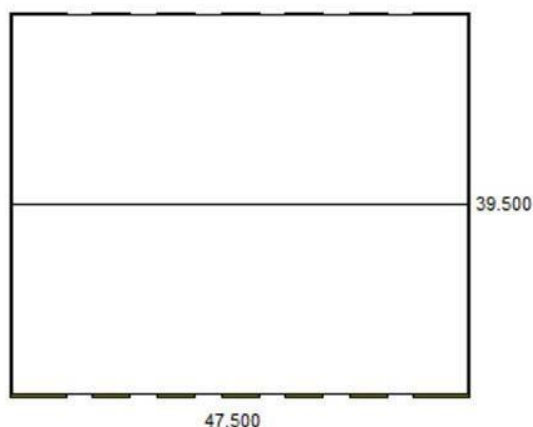
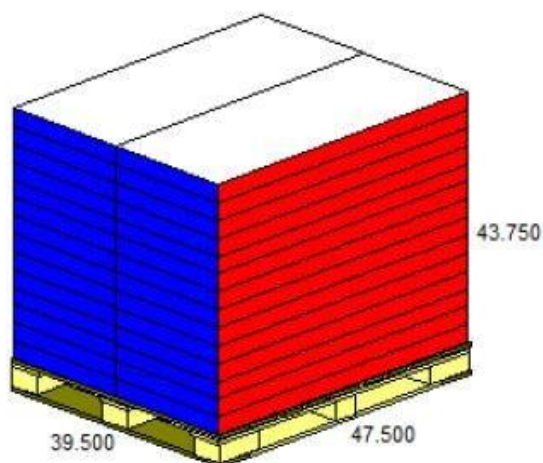
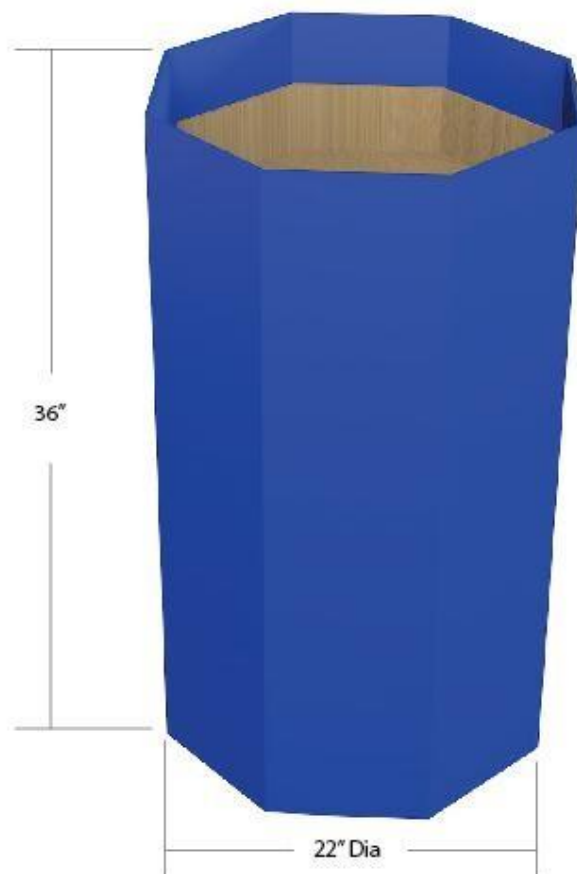
Left to Right: Max. 22"

Front to Back: Max. 22"

Max Cavity Depth: 15"

Display shipped KD in master pack

Construction: Remove any rough edges when possible, ensure that the design can securely hold the product without bulging and maintain its structural stability throughout the entire supply chain and promotional period.



TOP VIEW

Full Pallet Dump Bin

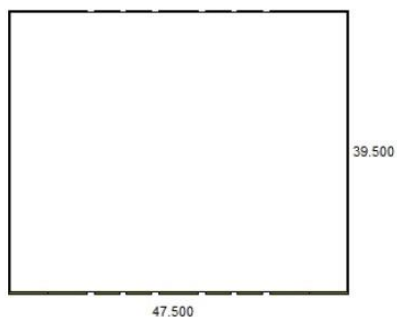
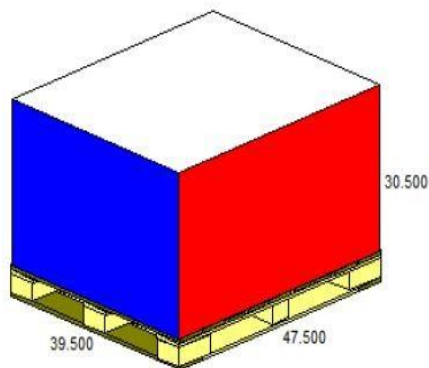
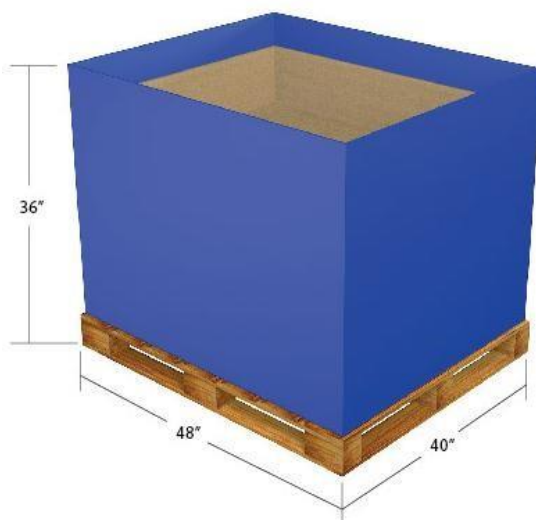
Top to Bottom: Max. 36" (including pallet)

Left to Right: Max. 48"

Front to Back: Max. 40"

Max Cavity Depth: 15"

Construction: Remove any rough edges when possible, ensure that the design can securely hold the product without bulging and maintain its structural stability throughout the entire supply chain and promotional period.



TOP VIEW

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

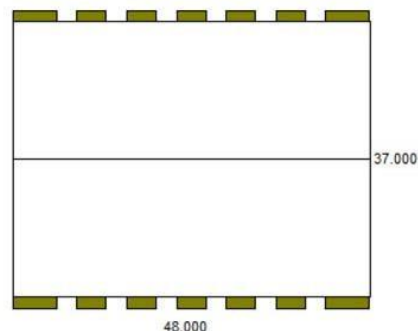
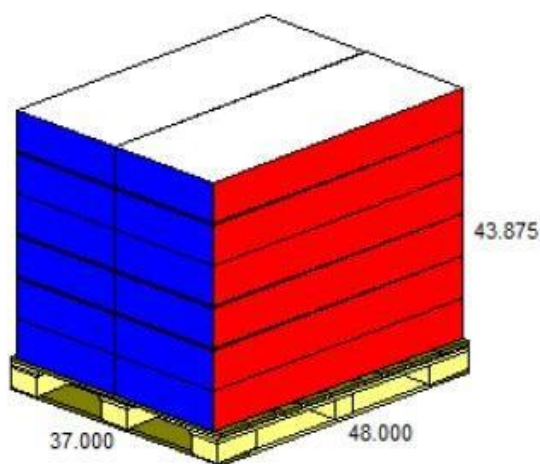
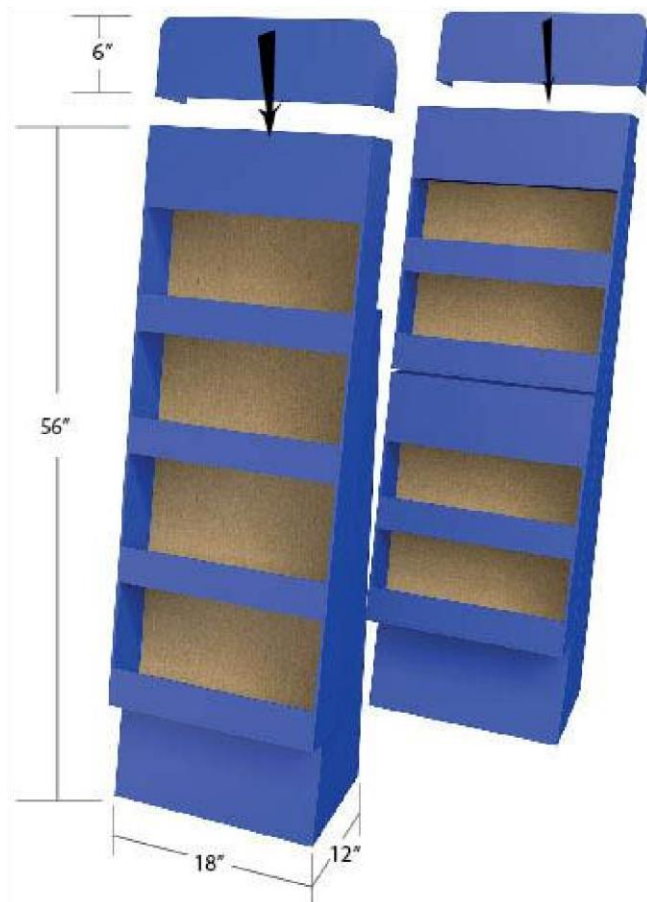
Header: 2 inch minimum

Detachable header optional

Clips: WC-6 Power Wing

(2 req)

Construction: Remove any rough edges when possible, ensure that the design can securely hold the product without bulging and maintain its structural stability throughout the entire supply chain and promotional period. Display must remain upright and stable as product is shopped.



TOP VIEW

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

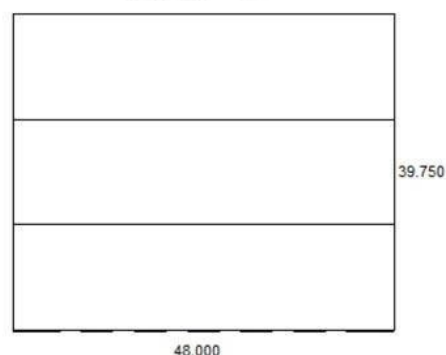
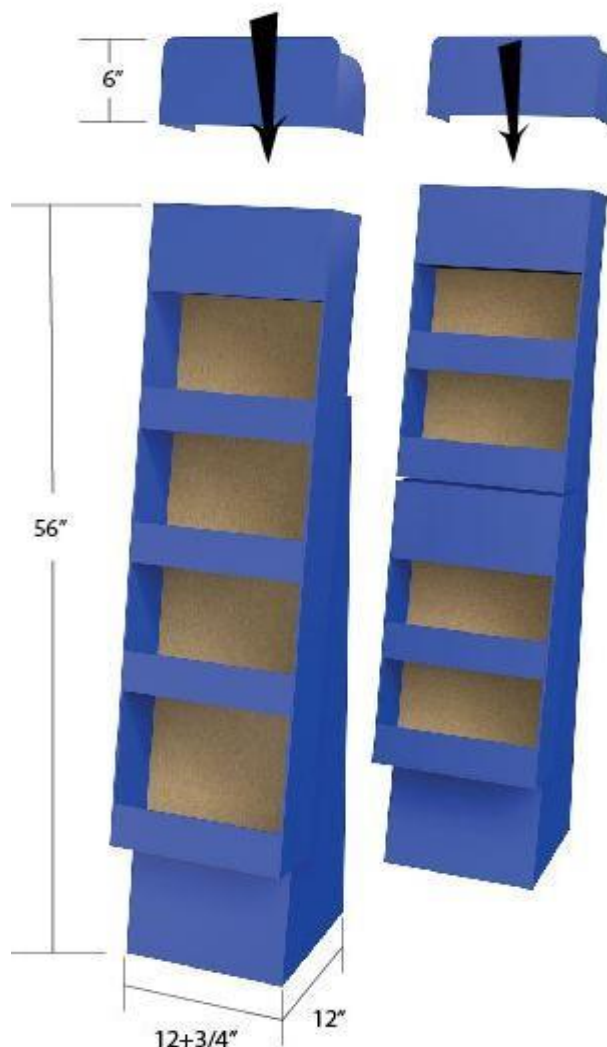
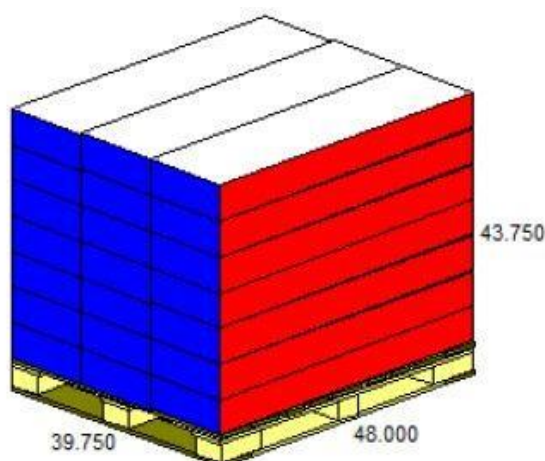
Shelf Lip: 2 inch minimum

Header: 2 inch minimum

Detachable header optional

Clips: WC-6 Power Wing (2 req)

Construction: Remove any rough edges when possible, ensure that the design can securely hold the product without bulging and maintain its structural stability throughout the entire supply chain and promotional period. Display must remain upright and stable as product is shopped.



TOP VIEW

Roller Base Display

Top to Bottom: Max. 60" (including roller base & 12" header)

Left to Right: Max. 23"

Front to Back: Max. 19"

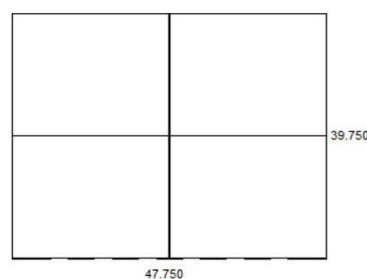
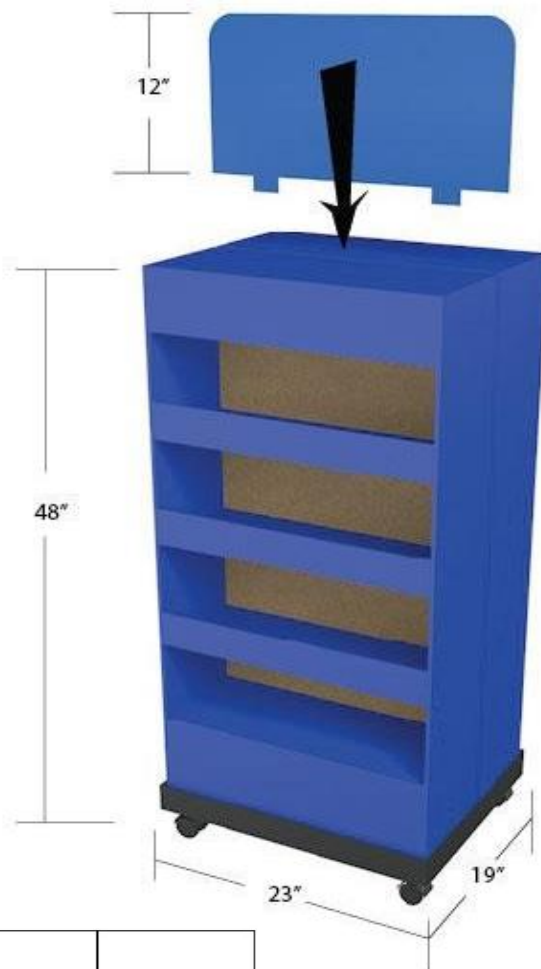
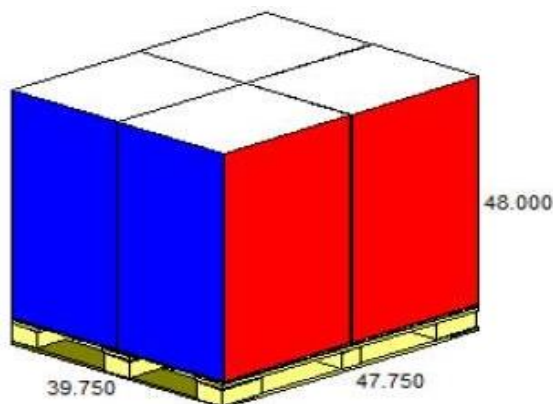
Shelf Lip: 2 inch minimum

Shops from 1 or 2 sides

Detachable header optional

Must rotate 360 degrees and be properly secured to roller base

Construction: Remove any rough edges when possible, ensure that the design can securely hold the product without bulging and maintain its structural stability throughout the entire supply chain and promotional period.



TOP VIEW

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 Supply Chain Planning Team.

Quarter Pallet Display

Top to Bottom: Max. 60" (including pallet & 12" header)

Left to Right: Max. 24"

Front to Back: Max. 20"

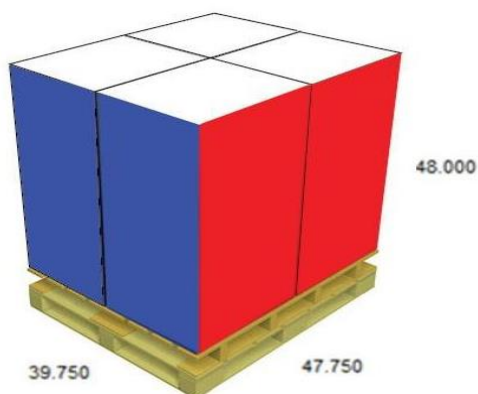
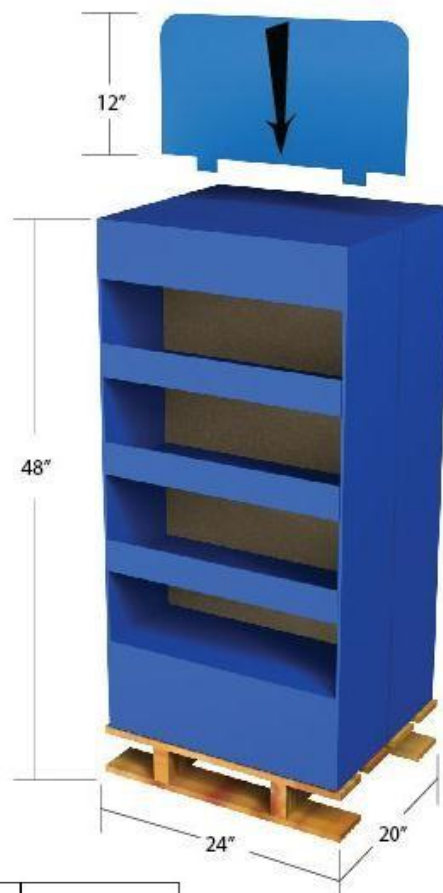
Shelf Lip: 2 inch minimum

Shops from 1 or 2 sides

Detachable header optional

Must be supported by Winged Pallet

Construction: Remove any raw edges when possible. The design should keep the product securely in place and maintain its structural stability 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.



TOP VIEW

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 Supply Chain Planning Team.

Half Pallet Display

Top to Bottom: Max. 60" (including pallet & 12" header)

Left to Right: Max. 48"

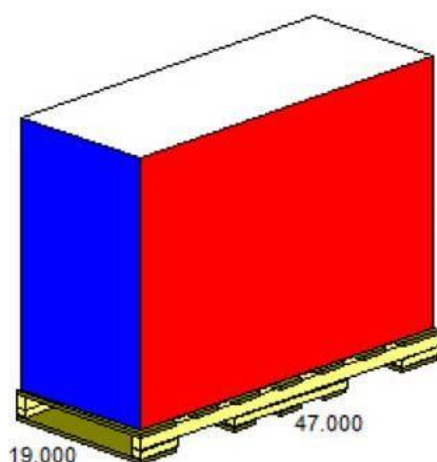
Front to Back: Max. 20"

Shelf Lip: 2 inch minimum

Shops from 1 or 2 sides

Detachable header optional

Construction: Remove any raw edges when possible. The design should keep the product securely in place and maintain its structural stability throughout the entire supply chain and promotional period.



TOP VIEW

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 Supply Chain Planning 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"

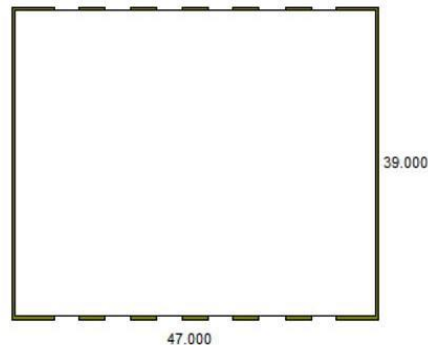
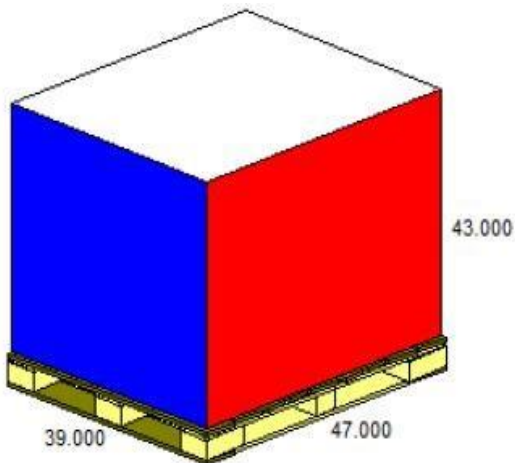
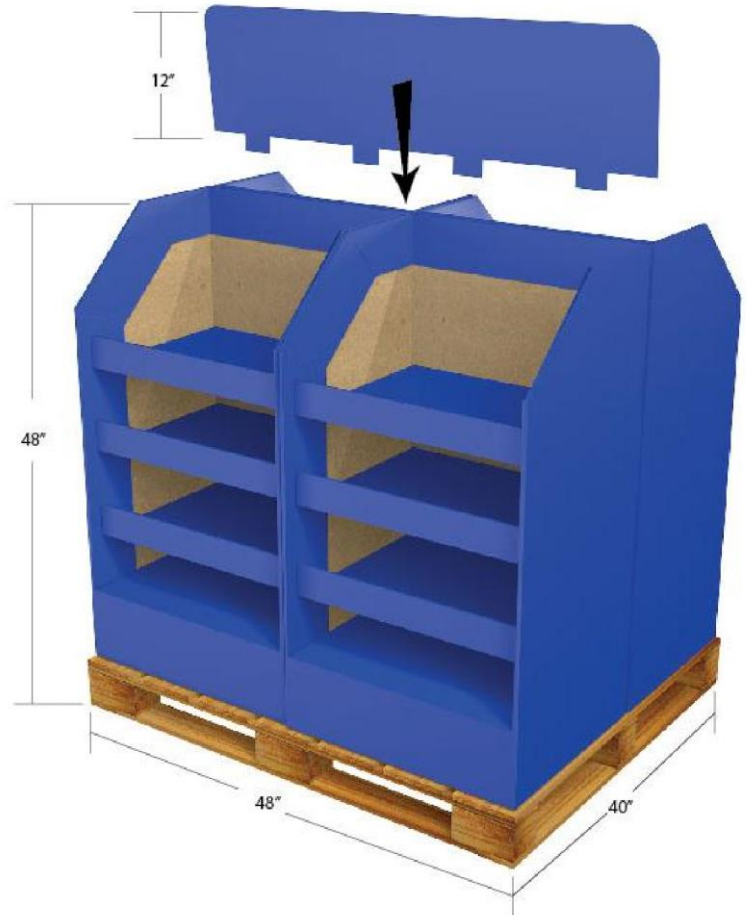
Shelf Lip: 2 inch minimum

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. Remove any raw edges when possible. The design should keep the product securely in place and maintain its structural stability throughout the entire supply chain and promotional period.



TOP VIEW

Quarter Pallet Tray

Stack-Out Display

Top to Bottom: Max. 48"

(including pallet)

Left to Right: Max. 24"

Front to Back: Max. 20"

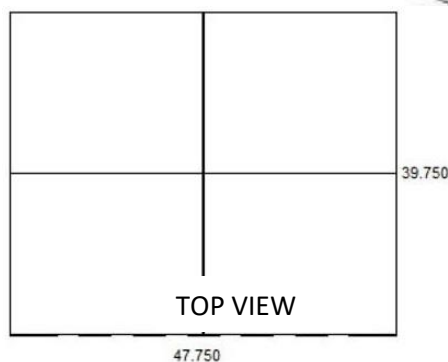
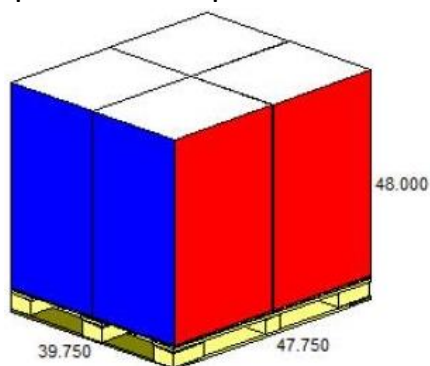
Minimum Tray Footprint: 22" x 18"

No false bottoms

Shelf Lip: 3 inch minimum

No pallet skirts

Construction: Remove any raw edges when possible. The design should keep the product securely in place and maintain its structural stability 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 Supply Chain Planning Team.

Half Pallet Tray Stack-Out Display

Top to Bottom: Max. 48"

(including pallet)

Left to Right: Max. 48"

Front to Back: Max. 20"

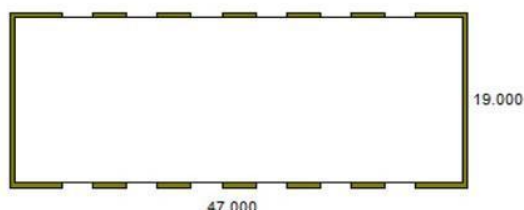
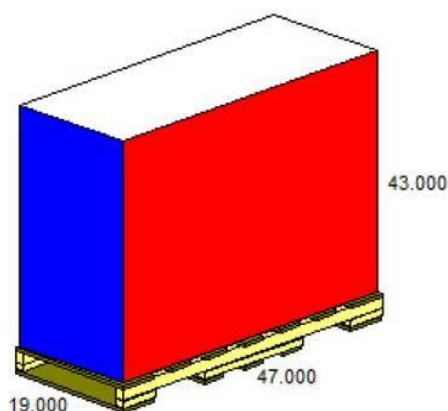
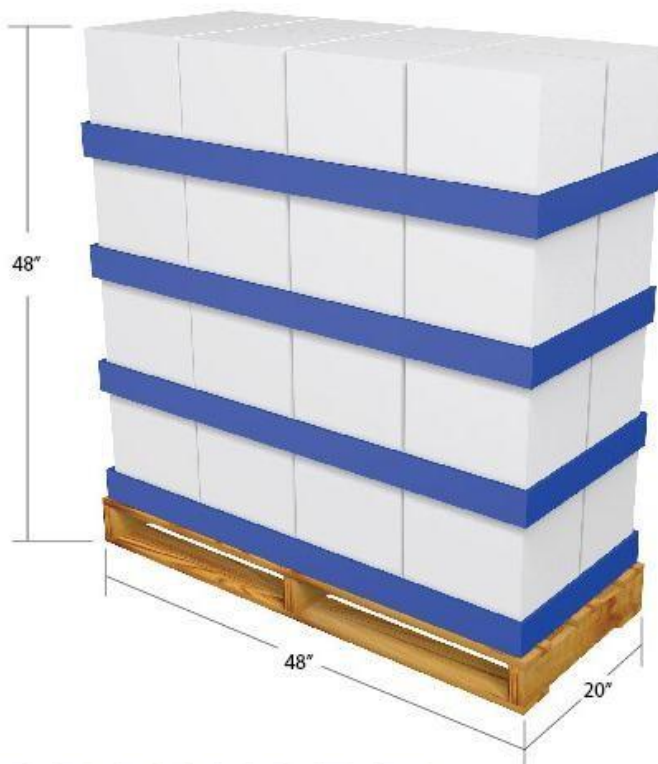
Minimum Tray Footprint: 46" x 18"

No false bottoms

Shelf Lip: 3 inch minimum

No pallet skirts

Construction: Remove any raw edges when possible. The design should keep the product securely in place and maintain its structural stability throughout the entire supply chain and promotional period.



TOP VIEW

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 Supply Chain Planning 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"

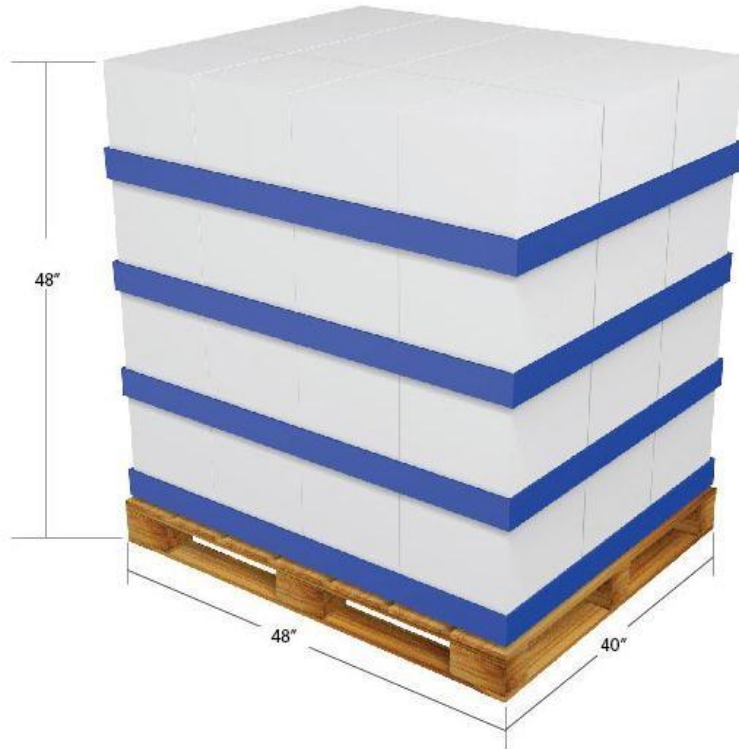
No false bottoms

Shelf Lip: 3 inch minimum

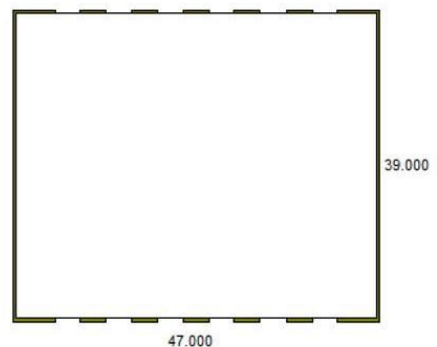
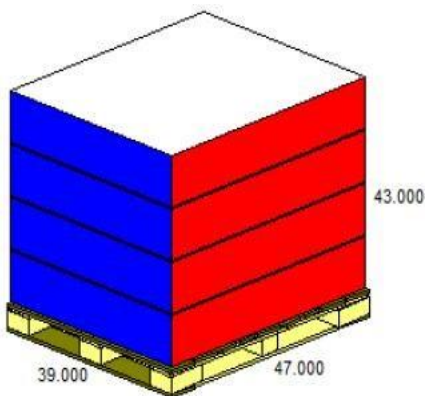
No detachable headers

No pallet skirts

Max. Weight: 2,500 lbs.



Construction: Remove any raw edges when possible. The design should keep the product securely in place and maintain its structural stability throughout the entire supply chain and promotional period.



TOP VIEW

“Micro” Tower Displays

Top to Bottom: Max. 45”

Left to Right: Max. 11 1/2”

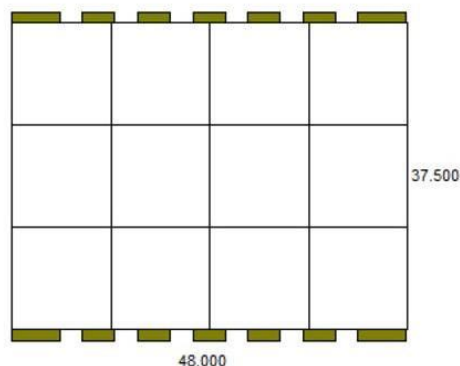
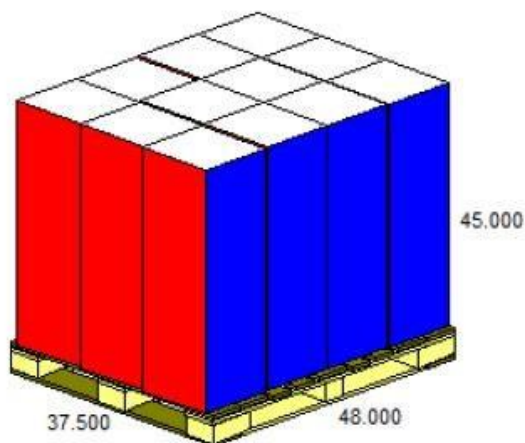
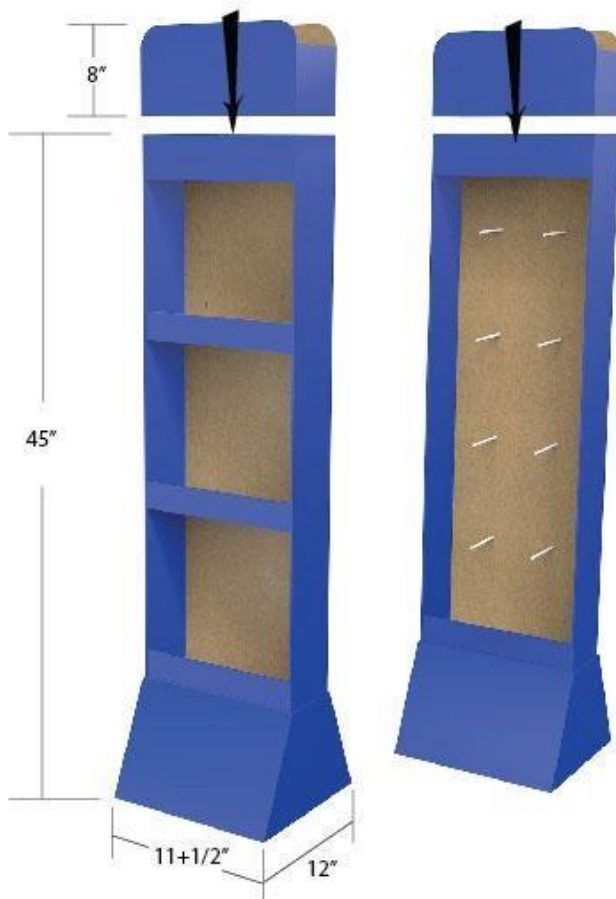
Front to Back: Max. 12”

Shelf Lip: 2 inch minimum

Header: 2 inch minimum

Detachable header optional

Construction: Remove any raw edges when possible. The design should keep the product securely in place and maintain its structural stability throughout the entire supply chain and promotional period. Display must remain upright and stable as product is shopped.



TOP VIEW

Outer Carton Markings

- All markings on the exterior of the display shipping case must comply with Kroger's labeling requirements to ensure smooth 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.



Import Carton Labeling Instructions

Direct to Floor Display Cartons

- Case pack of 1, carton shipped is the actual carton consumers will see at the stores.
- If the carton shipped is the actual carton to be taken direct to the sales floor, it is labeled differently than a master carton that is discarded in the stock room. One set of Kroger's standard shipping marks with printed 14-digit case GTIN barcode or sticker is to be placed on the back of the carton/opposite side of the front carton panel.
- Never place label on the front of carton.
- Do not label over any picture of product, listed features or selling points.

Pallet Labels

- Two identical labels are required for pallets. Placement is on the opposite side of the pallet.
- This label would include the vendor name and address and SHIP TO name and address. Directly below is the purchase order number. The same information should be on both labels.
- Minimum label size requirement is 8" x 11".
- Each carton that is included in the PALLET needs to be labeled just as an inner pack. Placement should be on the long sides of the carton.

Import Carton Labeling Instructions (continued)

Carton Marking Text

- All cartons require two full carton text marks visible on opposite sides. Including:

Required:	example:
Kroger/Fred Meyer Name	<i>The Kroger Company</i>
Purchase Order Number	<i>PO # 87654321</i>
Identifier (SKU, PLN, or KLN):	<i>SKU # 12345678</i>
Item description:	<i>Item Description: Dog Bowl</i>
Gross Weight (lbs.):	<i>Gross Weight: 18 lbs.</i>
Net Weight (lbs.):	<i>Net Weight: 15.4 lbs.</i>
Carton Measurement (in inches):	<i>Measurement: H-19.25"/W-10.25"/D-18.75"</i>
UPC or GTIN # from EDI	<i>UPC 730384-452811</i>
Quantity:	<i>Quantity: 1 set (8 pcs)</i>
Country of Origin:	<i>Made In China</i>
Carton Count “__ of __”	<i>Carton 1 of 55</i>

- Text labels need to be clean, legible, and flat upon arrival.
- Recommended placement: Long side center or upper left-hand corner of long side, 2” (5cm) from top, 2” (5cm) from left edge.

Safety and Content Marks

- Cartons weighing 50lbs or more must have “Dual Lift” clearly marked.
- Unless correctly marked “This end up,” cartons may be transported on their sides.
- All preestablished safety, hazmat, and standard marking rules apply.

Import Carton Labeling Instructions (continued)

Season Codes / Mod Codes

- When required, codes on the P.O. Cartons must display Season/Mod Codes on both long sides in the upper right-hand corner. (Examples: FA, GA, HB).

Carton Barcodes

- All cartons must display one scannable barcode each.
- All barcodes must be in scannable condition upon receipt:
 - Condition: Flat, smooth, legible, and visible. Do not bend. Place on long side or top.
 - Minimum size: 2.5" x 2".
- Only Apparel orders may label cartons with SKU barcodes
- Barcodes must be printed on label stock unless a special exception is approved.
- A 14-digit Case GTIN barcode may be printed directly onto the shipping carton instead of using a barcode sticker. Size is to be proportional to the shipping marks printed on 2 sides of the carton. Supplier is to self-check the strength and scanning of the cartons during their final QC inspection to avoid the re-sticker fee charge if the barcode fails.

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

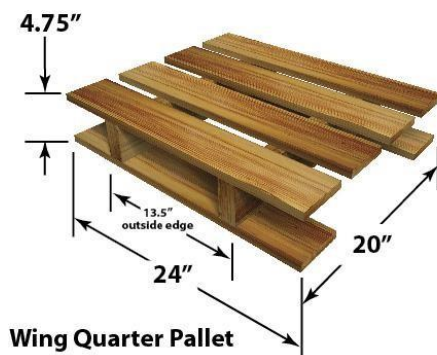
Domestic: A 40" x 48" 4-Way Block pallet must be completely squared and in good working condition. A complete pallet checklist is provided at the end of this section. Certified pallets include CHEP, PECO, iGPS, Grade A, Whitewood.



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 Supply Chain Planning Team prior to CM approval.

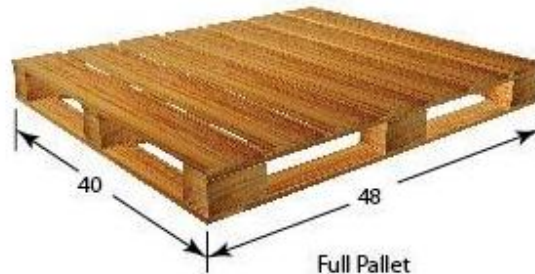


Pallet Checklist: Any of the following defects are deemed as unacceptable and must not be used. Kroger reserves the right to reject any in-bound load that does not comply with these requirements as well as charge for any applicable rework or handling cost resulting from these defects.

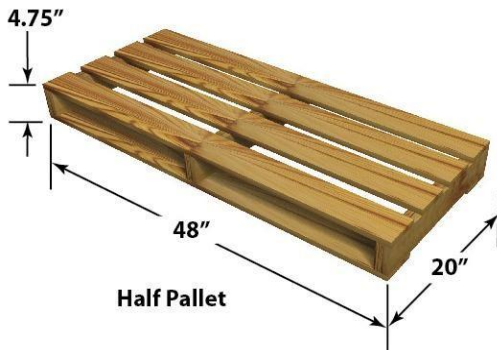
- ✓ Missing or broken boards on top or bottom
- ✓ No double stringers, metal, repair plates or patched boards
- ✓ All stringers are to be solid, not broken and or have cracks visible from three sides and longer in run than one inch (excludes weathering cracks which are not continuous and not visible 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)

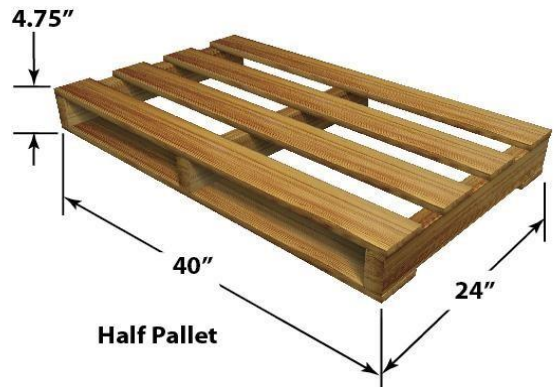
Examples: Shown below are basic styles for most display pallets to be used within the Kroger supply chain. Pallets requiring an alternative style or dimensional variance due to product size, weight or protection must be reviewed and approved by the Kroger's Supply Chain Planning Team prior to approval.



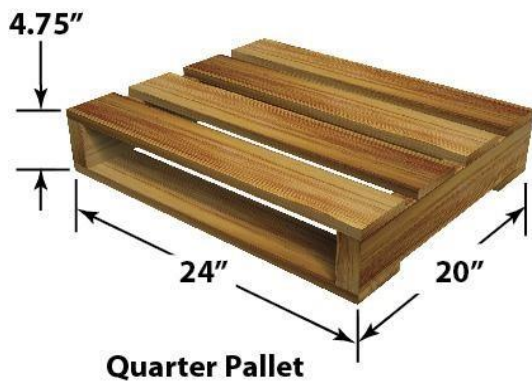
Full Pallet



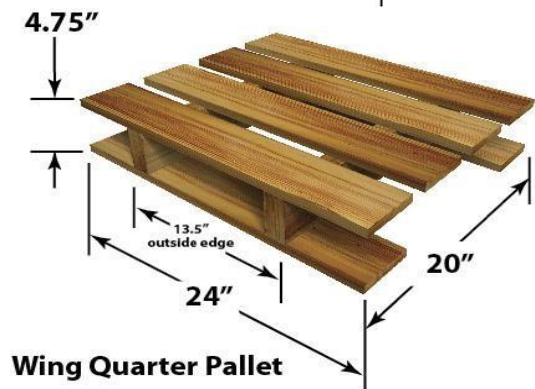
Half Pallet



Half Pallet



Quarter Pallet



Wing Quarter Pallet

Kroger Contacts

For additional information, please contact Kroger Logistics and Sales Plan:

LogisticsS&OPSalesPlan@kroger.com



