



VISUAL COMMUNICATIONS GUIDE

2015

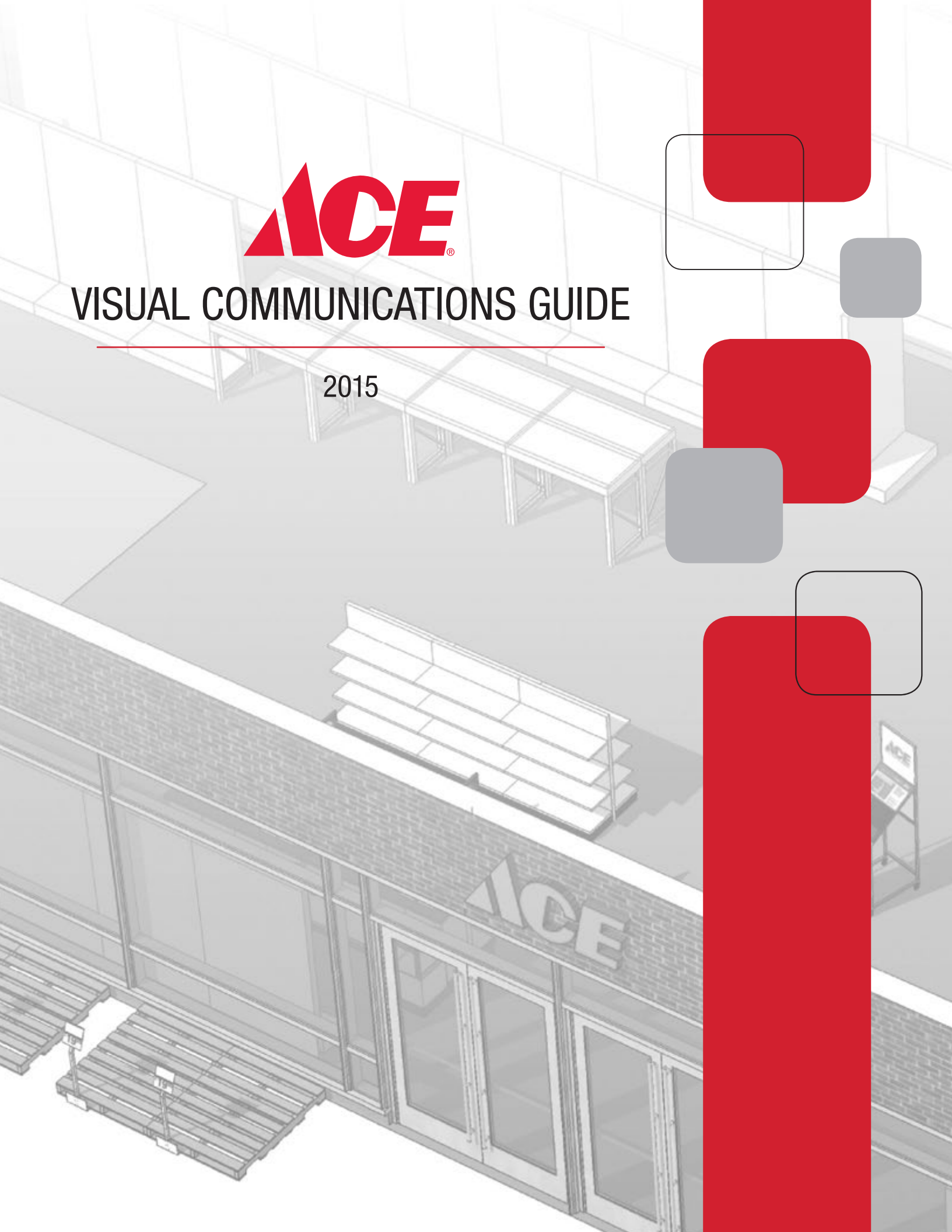
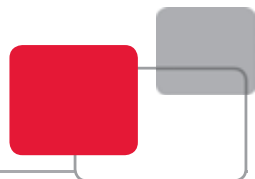


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Introduction

In-store communications are *carefully planned* and executed in a hierarchy starting near the ceiling and ending at the point of sale. Each type of message should be *consistent* in location, size, color and format. Communications are *integrated seamlessly* into the presentation and environment to sell product, serve the customer and market the Ace brand.



The Customer Journey — The basis of in-store communications

Everything we are doing in this package is to serve the customer. In order to accomplish this, we need to see the store from the customer's point of view. This is called the customer journey. This journey starts in the parking lot and ends with satisfaction after the purchase, well outside of the store. This journey will be our guiding principle. Please become familiar with the following pages and think through this journey as you start.

1

Attract

The curb appeal.... The reason the customer stops in.

Improve with pallet merchandise clearly signed, window graphics, store hours, exterior signage, etc. This is the first impression you make on your customer, so make it a good one. Your store front is an intro on what to expect once inside.

2

Threshold Experience

Area where the customer is welcome, allowed to decompress and take in the overall store environment.

Improve by understanding and implementing Zone 1 "Announce" of visual communication hierarchy. Your welcome fixture should provide a listing of departments and services and showcase a current circular with promotions. There should also be a pick up for baskets or carts in this area.

3

Store Navigation

How the customer gets where they are going.

Improve by understanding and implementing Zone 2 "Amplify" of visual communications. Make sure all navigational signage are easy to read and have clear sight lines.

4

Feature Areas

Signature areas or Seasonal areas that Ace wants to be dominant in by offering a special experience, and knowledgeable associates (e.g. Lawn and Garden and Paint).

Improve by adding seasonal décor, specialty fixtures and personalization/local elements. These areas should feel different and special.

5

Compare / Decide

Includes the product categories where decisions are being made.

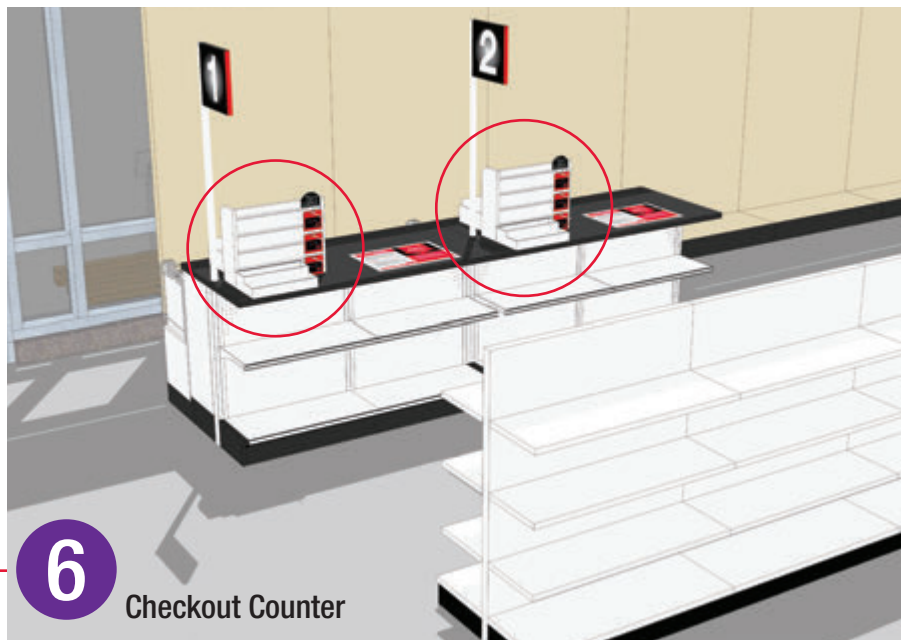
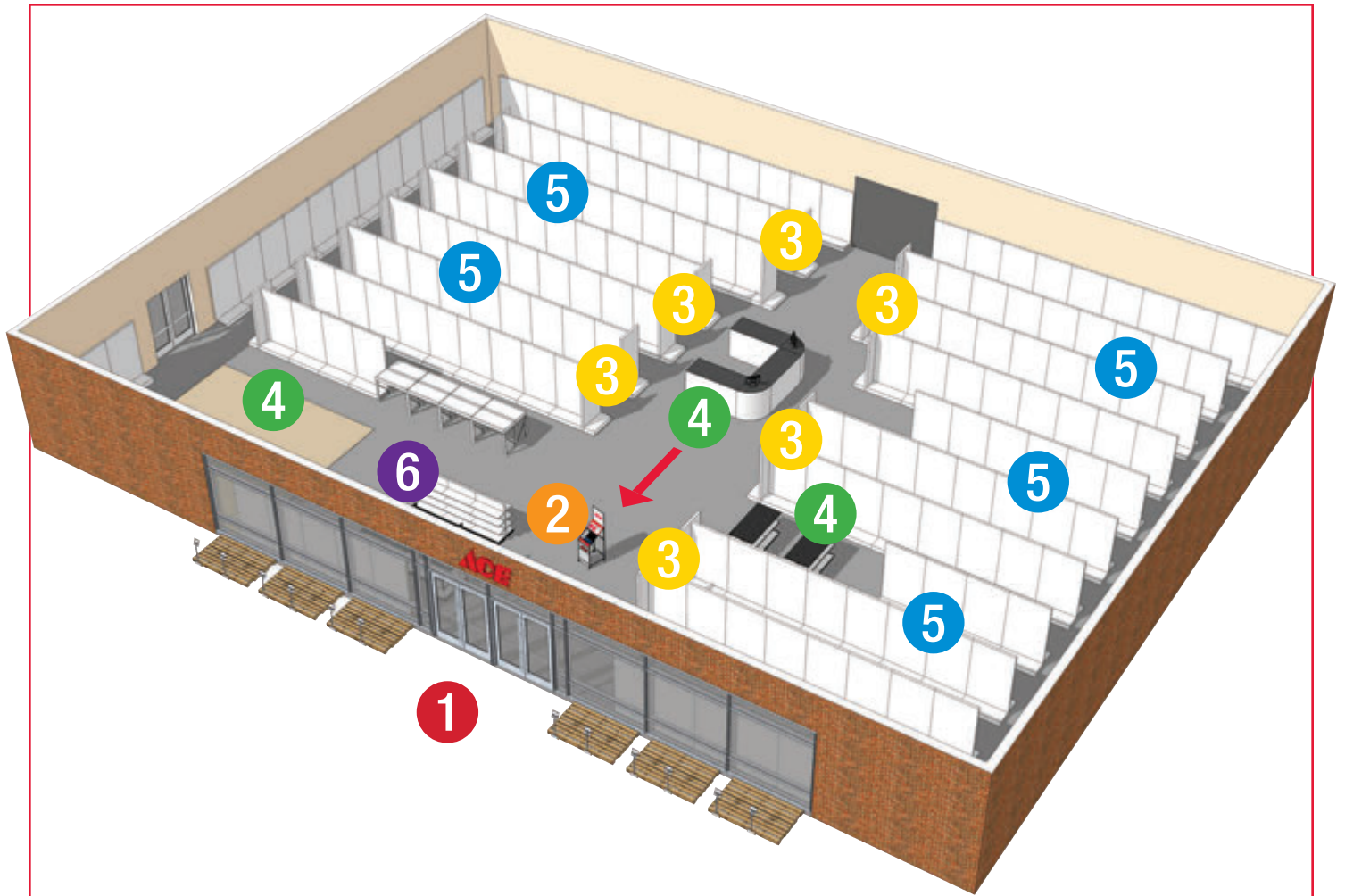
Improve by understanding and implementing Zone 3 "Explain" of visual communications.

6

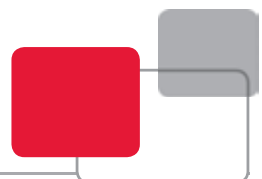
Point of Sale

Customers last impression of the store.

Improve by adding personalization like "Thank you for Shopping" and an easy to navigate single lane checkout.



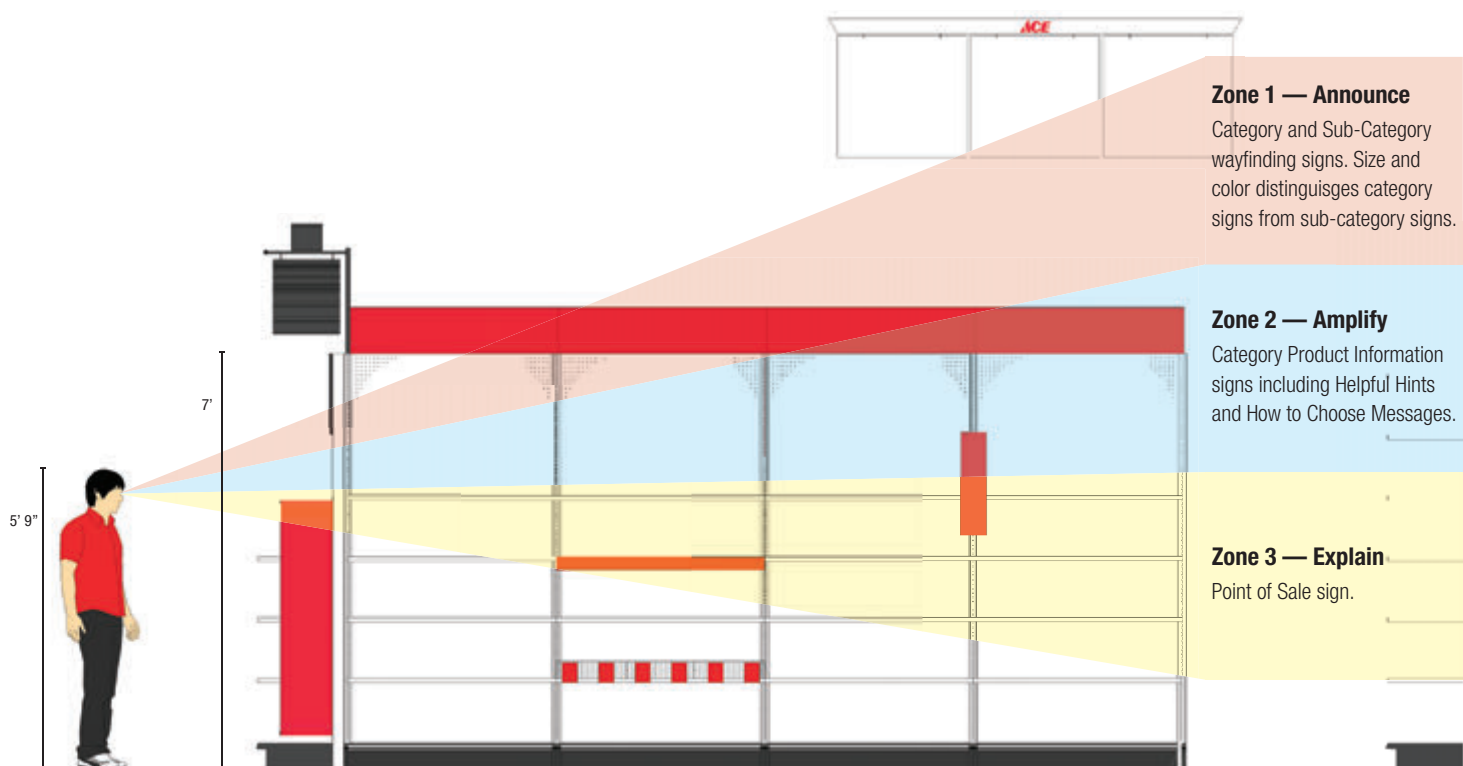
6 Checkout Counter



The 3 Levels of Communication

Visual Communications Hierarchy Rationale

<p>ANNOUNCE</p> <p>Macro Communication</p> <ul style="list-style-type: none"> – Invite Customers – Attract Attention – Display Positional Benefits – Direct Customers to Area – Establish Brand Identity 	<p>AMPLIFY</p> <p>Transitional Communication</p> <ul style="list-style-type: none"> – Inspire Customers – Support Macro Philosophy – Clarify Category Options – Provide Directional Assistance – Maintain Brand Consistency 	<p>EXPLAIN</p> <p>Micro Communication</p> <ul style="list-style-type: none"> – inform shoppers – define benefits – clearly display price – educate – maintain brand identity
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LEVEL 1 | ANNOUNCE



Overview

Visual Communications placed at Level 1 are intended to *announce*. Signage placed at this level should be large in size, and the message should be clear and simple. This signage should navigate the customer to the appropriate department, promotion, seasonal area or service counter.

An overload of signage at this level in our stores contributes to stores being visually noisy, outdated and difficult to quickly navigate. It is very important to keep your airspace clear of unneeded signage and remove any signage that is no longer relevant.

ANNOUNCE

Macro Communication

- Invite Customers
- Attract Attention
- Display Positional Benefits
- Direct Customers to Area
- Establish Brand Identity

Elements

- | | |
|---------------------------------------------------------------|----------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Window Posters | <input checked="" type="checkbox"/> Hanging Overhead Signage |
| <input checked="" type="checkbox"/> Door Decals | <input checked="" type="checkbox"/> Hanging Branding Signage |
| <input checked="" type="checkbox"/> Welcome Directory | <input checked="" type="checkbox"/> In-Aisle Overhead Signage |
| <input checked="" type="checkbox"/> Perimeter Graphics | <input checked="" type="checkbox"/> Banners |
| <input checked="" type="checkbox"/> Aisle Markers | |



Window Graphics & Decals

Window Graphics 4' wide x 7' high

Window Decals 48" wide x 8" high

Window Graphics and Decals are *permanent* graphics intended to attract the customer from the street or parking lot and identify a specialty brand or service that is within the store. Scale of the window graphics should be large and easily seen from a distance. Window graphics are also used to give an attractive look to your store front and block anything that you may not want seen in your windows. They allow opportunity for brand callouts and give a better look than a standard window tint.

Placement:

Window Graphics are printed on a 70/30 perforated vinyl and are applied from the exterior. Installation is easy, but must be done carefully and slow. It is important that your window graphics are applied straight without any bubbles. Window graphics can only apply once and can't be re-applied if removed. Custom sizes available for quote. Use squeegee for easy installation.

Window Decals are printed on a solid vinyl and are applied from the exterior. It is important that your window decals are applied straight without any bubbles. Window decals can only apply once and can't be re-applied if removed. Window decals can be trimmed to size. Use squeegee for easy installation.

Elements available:

Window Graphics

- Clark+Kensington
- Craftsman
- Scotts
- Weber
- Ace Light Bulbs
- Ben Moore
- Stihl
- Carhartt
- Rental
- Valspar
- RV
- Marine
- Camping
- Shooting Sports
- Fishing
- Custom

Window Decals

- We Sharpen
- We Repair Screens
- We Thread Pipe
- We Cut Keys
- We Cut Glass
- We Special Order
- We Sell Propane
- We Rent Carpet Cleaners
- We Carry Specialty
- Visit Our Garden Center



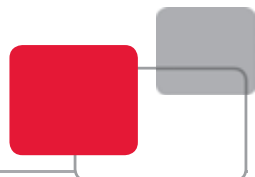
Windows Posters

21.5" wide x 34" high

Window Posters are *promotional* signs that highlight Red Hot Buy Items featured in the monthly pre-print and on National TV and/or radio for the month. Window Posters can also promote a brand or Ace program (ie. JD Powers). Stores that have been designated as being Hispanic Areas will receive these same posters with a bilingual treatment.

Elements available:

- Window Posters
- Customized Window Posters
- Window Poster Suction Cup Holder





Door Decals

Door Decals and *permanent* signage that identifies store hours and store services. This is also an opportunity to identify Brands and key Ace programs. Store hours should be clearly stated at your door and visible to your customers as they approach your store. Store hours and services are customizable and should be current and relevant at all times. If hours change during holiday time, make sure that this is clearly communicated by using temporary store hours signs.

Placement:

All Door Decals should be applied to the exterior of your door or windows. It is important that your door decals are applied straight without any bubbles. Door decals can only apply once and can't be re-applied if removed. Use squeegee for vinyl application for easy installation.

Elements available:

- Ace Logo Sign
- Small Vinyl Store Hours
- Large Vinyl Store Hours
- Small Vinyl – Services Sign
- Large Vinyl – Services Sign
- Extra Large Vinyl – Services Sign
- Door Branding Decals



Welcome Directory

The Welcome Directory is a *promotional* and *navagational* reference for your customer as they first enter the store. The welcome directory should showcase a brand message of helpful and demonstrate it by providing a current promotional insert. The Welcome Directory can also provide a pick-up for baskets and a listing of departments and services.

Placement:

The welcome directory should be visible upon entering the store. The welcome directory should feature the appropriate promotional insert that is included in the monthly sign kit. Ensure that promotional insert is always current and relevant; remove immediately after promotion has ended. If you have new Ace Welcome Directory, you will receive a new size promotional insert each month.

Elements available:

- Welcome Directory — Customizable
- Welcome Directory Promotional Insert (included in monthly sign kit)
- Circular Displayer — Freestanding
- Circular Holder Promotional Insert (included in monthly sign kit)



Perimeter Graphics

95" wide x 32" high

Perimeter Graphics are *navigational* signage placed on the perimeter walls. They are intended for use in large stores with taller ceilings. Icons representing the department help assist bilingual customers and offer a quick navigational reference for all customers. Perimeter Graphics are single sided.

Placement:

They are not intended for use in every department, rather for use in key destination departments throughout the store. Ideal for larger stores with higher ceilings (14 ft. +). Perimeter Graphics can be directly mounted to the wall/pegboard or hung from the ceiling.

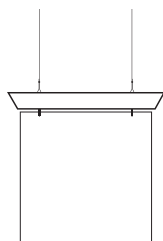
Elements available:

3 Panel Options

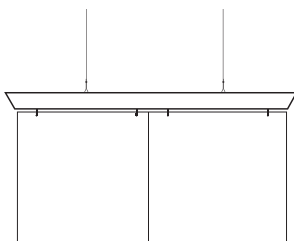
- Paint
- Tools
- Electrical
- Plumbing
- Hardware
- Lawn & Garden
- Housewares
- Custom

1 Panel Options

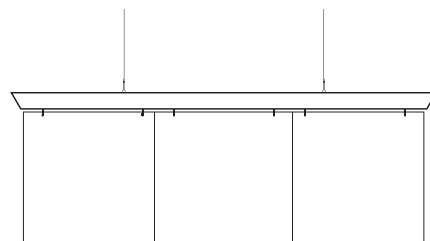
- Ace the Helpful Place
- Garden Center
- Custom Dept.



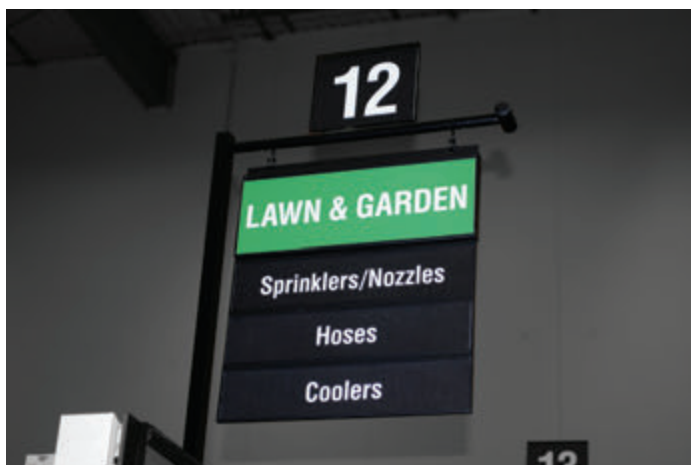
1 Panel



2 Panel



3 Panel



Aisle Markers

18" wide x 34" high

Aisle Markers are *navigational* signage intended to get the customer to the aisle/category he/she needs to shop. Design is simplified to allow for coordination with additional fixture and wood tone finish options. Color coding on the Department Readings correspond to the Department ID Banners. Size and color distinguishes category signs from subcategory signs.

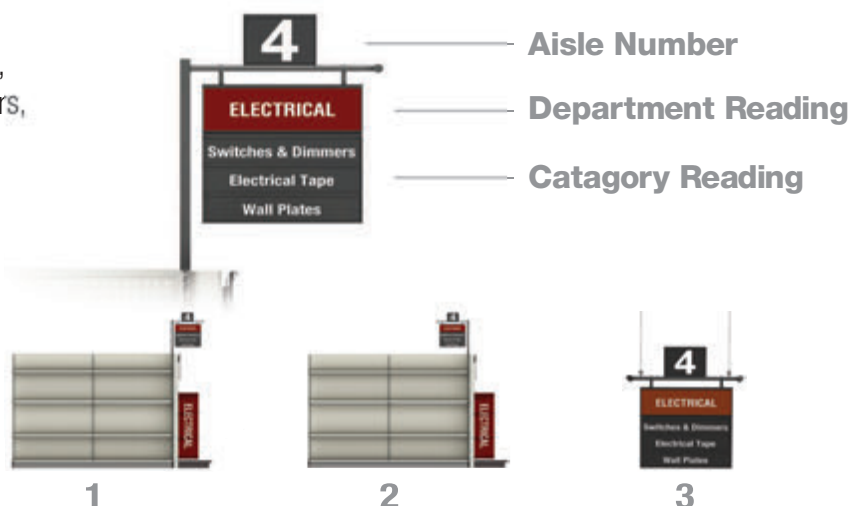
Placement:

The Aisle Marker is intended to insert into the first upright in the aisle run and be displayed directly above the end cap. There is also a hanging option, but the gondola mount is the recommended application. Aisle Markers should be visible to the customer from the main power aisle and from the main entrance.

Elements available:

3 Panel Options

- Aisle Marker Sign Holder — Gondola Mount
- Aisle Marker Sign Holder — Hanging Mount
- Aisle Marker Adaptor Bracket
- Aisle Marker Category Readings Kit
- Department Reading: Paint, Cleaning Supplies, Tools, Electrical, Plumbing, Hardware, Fasteners, Housewares, Lawn & Garden, Automotive, Seasonal, Clearance, Storage, Outdoor Living, Pet Supplies
- Numbers Kit 1-36, 37-50
- Category Readings Kit (176 readings)





Hanging Overhead Signage

Hanging Overhead Signage is a *navigational* tool that is used to call out a service counter within the store or within a department. The message on this sign should be clear and simple and is used to attract the customer to the specific area. Hanging Over Head Signage may also be used in a large key destination or seasonal department

Placement:

Hanging Overhead Signage should be hung 10' from floor to bottom of sign. Placement should be visible on entering the store. If using a hanging overhead sign in a key destination department or seasonal area, hang above open space or valley concept. Hanging Overhead Signage should never be used in a standard aisle run.

Elements available:

- Helpful Hub Overhead 4-Sided Sign Kit
- Helpful Hub Overhead 2-Sided Sign Kit
- Paint Studio Overhead Sign
- Craftsman Overhead Sign



Hanging Branding Sign

Hanging Branding Signs are *promotional* signs intended to draw consumer awareness to a specific area in store. They can identify a brand, key Ace program or promotional awareness.

Placement:

Branding signs should be hung from the ceiling with plastic ceiling hooks and string (included with the signs). Because size/shape of these signs will vary, ensure sight lines are visible to this signage from main entrances and power aisle. Ensure Branding Signs are always current and relevant; remove immediately after promotion has ended.

Elements available:

- Hanging Branding Signs



In-Aisle Overhead Signage

48" wide x 11" high

In-Aisle Overhead Signage is *navigational* signage that is used as a Branding Opportunity. Brand call-out should be large and easily identifiable. Brands used on header signage should be well-recognized brands, and brands that influence the customer's purchase decision within that category. By promoting this brand overhead, the intention is to draw the customer to the specific department.

Placement:

Header Brackets go into top of uprights and header C-Channel is intended to hang above the fixture run. Placement and use of in-aisle header signs must be carefully considered. Please consider the following before using header signage: you will not be able to use top stock, product can't be merchandised above the top of the gondola, it may make the aisle dark, it's not visually appealing from the opposite side of the aisle, and it looks best when used consistently down an entire run.

Elements available:

- Header Bracket
- Header C-Channel Sign Holder
- Stretcher Adapter Bracket



Banner

10' wide x 3' high

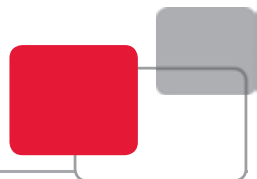
Banners are *promotional* signage created to attract attention from the street or parking lot, to a specific promotional event happening in the store.

Placement:

Banners should be displayed outside on a highly visible area of a store sure the promotional event. Banners should be removed immediately after promotion has ended.

Elements available:

- Banner
- Customizable Banner





Overview

Visual Communications placed at Level 2 are intended to *amplify*. Signage placed at this level is smaller in scale than signage placed at Level 1, but is still simple and clear. Signage placed at this level is to further help the customer navigate the store and call out promotional items on endcaps.

AMPLIFY

Transitional Communication

- Inspire Customers
- Support Macro Philosophy
- Clarify category options
- Provide Directional Assistance
- Maintain Brand Consistency

Elements

- ✓ **End Cap and Signage**
- ✓ **Department ID Banners**
- ✓ **Category ID Blades**
- ✓ **Tent cards**



Endcap Sign Holder & Signage

Holder — 37.25" wide x 19" high

Signage — 34" wide x 25" high

End cap signage is *informational* signage intended to establish a theme or promotion for merchandise set on end caps. Your end cap signage should always be eye-catching and informative so customers take the next step to interact with your featured products.

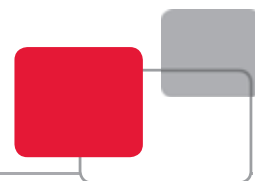
Placement:

The end cap sign holder inserts into the upright slots and can be removed and reinserted easily. The End Cap Sign Holder is intended for 7' and 8' end caps. Hardware Brackets are available to mount onto shorted end caps.

The sign holder is intended to hold promotional end cap signage included in your monthly sign kit. The sign represented on the end cap should reflect product that is merchandised and being featured on the end cap. Ensure that end cap signs are always current and relevant; remove immediately after promotion has ended. Generic Brand Messages and Pricing Kits are also available to be displayed in this space.

Elements available:

- End Cap Sign Holder — Flush Mount — Use with 7' End Caps
- End Cap Sign Holder — Hardware Brackets — For use with 5' End Caps
- End Cap Brand Messaging Signage
- Promotional Priced/Branding Message End Cap Kit
- Promotional Endcap Signage (included in monthly sign kit)
- Customized End Cap Signage





Department ID Banners

12" wide x 54" high

Department ID Banners are a *navigational* tool that should assist in directing the customer to the department/aisle he/she is looking for. This creates departmental breaks that further assist in navigating the store. Color coding on Department ID Banners correspond to the Aisle Marker Department Readings.

Placement:

Banners should be positioned on the first, lead-in end cap to each department, facing towards the main customer flow/entrance of the store. It is not necessary to put a banner on each end cap but rather only on the lead-in end cap to the department. Banners should be displayed outside on a highly visible area of a store sure the promotional event. Banners should be removed immediately after promotion has ended.

Elements available:

- Banner
- Customizable Banner

Departments ID Banners

Departments



Niche



Free Standing Banner





Category ID Blades

5" wide x 24" high

Category ID Blades are *navigational* signage that will lead the customer down the aisle. Once he/she has found the department/aisle he/she needs, the Category ID Blade will help call out subcategories within the aisle.

Placement:

Category ID Blades are typically used to subdivide categories that are 16 linear feet or greater. Blades should not be merchandised on every 4' section; rather they should be used where needed and where helpful. Brackets should be inserted in the top most upright or peg hole. Each blade will come with a bracket that works with the upright and pegboard. Black band on sign should face pegboard. Category ID Blades also come with colored arrows for specific departments. These colored arrows will directly tie the subcategory to the merchandised product. Colored arrows typically associate to Ace Brand Product packaging or shelf strips.

Elements available:

- **Department 1** — Spackle, Drywall, Wood Fillers, Tile, Concrete, Rust, Stains, Hand Sanding, Sanding, Power Sanding, Painters Tools, Concrete Tools, Drywall Tools, Kitchen & Bath, Glass, Multi-Purpose, Laundry, Air Care & Specialty, Wood & Floor, Paint Brushes, Roller Rollers, Painting Accessories, Specialty Applicators
- **Department 2** — Utility Knives, Tape Measures, Levels, Specialty Tools, Oscillating Access., Pliers, Hammers, Wrenches, Aviation Snips, Screwdrivers, Saw Blades & Specialty, Drilling & Driving, Wood Cutting, Grinding & Buffing
- **Department 3** — Fuses/Breakers, Wiring Devices, Boxes & Fittings, Specialty, Florescent Tubes, Flood & Spotlight, General Purpose Bulbs, Reveal, Decorative
- **Department 4** — Valves, Copper Fittings, Brass Fittings, Plastic Fittings, PVC, Copper Tubing, Toilet Repair, Plungers, Drain Cleaners, Sump Pumps, Filters, Pleated Filters, Fiberglass Filters, Humidifiers, Fans
- **Department 5** — Window Insulation, Door Insulation, Threshold, Floor Trim, Padlocks, Chain, Door Locks, Door Lock Access., Door & Window Hardware, Screen Hardware
- **Department 6** — Cookware, Canning, Trash Bags, Gadgets
- **Department 7** — Weed Control, Grass Seed, Insect Control, Pest Control, Plant Food, Sprinklers, Gas Trimmers, Electric Trimmers, Nozzles & Fittings
- **Department 8** — Motor Oil, Car Cleaning
- **Department 9** — Pool Floats & Toys, Pool Parts, Pool Chemicals, Pool Maintenance, Holiday Lights, Wreaths & Garland, Tree Trimming, Holiday Decorations, Pet Treats, Leashes & Collars, Pet Toys, Pet Health, Cat Supplies, Cat Food, Dog Food, Marine Chemicals, Marine Accessories, Marine Hardware, RV & Mobile Home



Tent Card

6 3/8" wide x 9 3/4" high

Tent cards are *promotional* signage used in high traffic areas to draw consumer awareness of a special promotion or new ace program in the store.

Placement:

Tent cards should be displayed on counters within the store. They can be set on Paint Counter, Register or Helpful Hub. Tent cards ship flat and can be easily assembled. Ensure tent cards are always current and relevant; remove immediately after promotion has ended.

Elements available:

Tent Cards.



Overview

Visual Communications placed at Level 3 are intended to *explain*. Signage placed at this level is In Aisle and should directly relate to the product, price and promotion. Signage at this level should influence the purchase decision when shopping a specific category. This signage should always be front facing, easy to read and understand. 80% of the purchase decision is made in aisle and it is crucial that messages are clear. Too many messages are a source of customer confusion, so in aisle messages should not become cluttered.

EXPLAIN

Micro Communication

- Inform Shoppers
- Define Benefits
- Clearly Display Price
- Educate
- Maintain Brand Continuity

Elements

- ✓ **POP Cards**
- ✓ **Vertical Selection Signage**
- ✓ **Horizontal Selection Signage**
- ✓ **Shelf Strips**
- ✓ **Bin Tags**
- ✓ **Shelf Talkers**
- ✓ **Price Cards**



POP Cards

POP (Point of Purchase) Cards are an *informational* tool used to provide additional, product specific information to the customer beyond what is featured on the product packaging. POP Cards should be simple and clearly define differences between products (for example, size variances, material variances, or application information).

Placement:

POP Cards are used typically for bin product that isn't clearly visible to the customer during shopping, as well as specialty fixtures where space for a card is available.

Elements available:

- **Department 1** — Caulk, Construction Adhesive, Drop Cloths, Roller Covers/Applicators, Painters Tools, Roof Repair
- **Department 2** — Automotive & Air Tools, Power Tools, Power Tools/Bulk Merchandiser, Pneumatics, Rotary, Shop Vac
- **Department 3** — Bulk Wire, Boxes & Fittings, Wiring Devices, Fuses & Breakers
- **Department 4** — Copper Fittings, Metal Fittings, Plastic Fittings, Valves, Pex
- **Department 5** — Builders Hardware, Tarp, Rain Diffusion
- **Department 7** — Outdoor Power Equipment, Loppers, Weed & Grass Control



Vertical Self Selection Signage

6" wide x 8" high

6" wide x 16" high

6" wide x 24" high

Self-Selection Signage is an *informational* sign used to provide additional product information that may not be apparent on the packaging. Can also be used as a "How-to Guide" or to provide a decision tree that relays good, better, best strategy. Designed to assist purchase decision (and store employee) in tough-to-shop categories. Vertical Self Selection Signage is preferred for pegged merchandise.

Placement:

Top of Signage should be 60" from top of base deck to top of sign and should be visible at eye level. All signs should be hung at a consistent height throughout the store.

Elements available:

- **Department 1** — Foam Filler & Sealant, Adhesive, Wall Repair Compound, Sandpaper, Buying Caulk, Primer
- **Department 2** — Tooth Count, Circular Saw Blade types, Circular Saw Blade generic, Wood Cutting Bit, Hand Saw, Drill Bit, Hammer, Pliers, Buying a Power Tool, Reciprocating Saw Blade, Rotary Tools, Nails, Sockets
- **Department 3** — Electrical Switches, Lighting Control, Electrical Outlet, Fuse, Surge Protectors, Connecting Category Level Wire
- **Department 4** — Thermostat, Sump Pump, Drain Cleaner, Repairing an Appliance, Air Purifier, PEX Crimp Connections
- **Department 5** — Smoke Detector, Door Lock, Carbon Monoxide Detector, Sealing a Driveway, Foam Tape, Door Insulation, Window Insulation, Gutter Accessory
- **Department 6** — Buying Canning jars
- **Department 7** — Loppers & Pruners, Garden Rakes, Garden Hoses, Shovels & Spades, Trimmer Line, Rope and Twine
- **Department 9** — Pool Water Basics, Calculating Pool Capacity, Dog Collar



Horizontal Self Selection Signage

24" wide x 3" high

36" wide x 3" high

48" wide x 3" high

16" wide x 3" high

Self-Selection Signage is an *informational* tool used to provide additional product information that may not be apparent on the packaging. Can also be used as a "How-to Guide" or to provide a decision tree that relays good, better, best strategy. Designed to assist purchase decision (and store employee) in tough-to-shop categories. Horizontal Self Selection Signage is preferred for shelved merchandise.

Placement:

Secure channel on appropriate shelf, using tree clips and slide in appropriate signage.

Elements available:

- **Department 5** — Smoke Detector, Door Lock, Carbon Monoxide Detector, Sealing a Driveway, Foam Tape, Door Insulation, Window Insulation, Gutter Accessory
- **Department 7** — Plant & Flower Food, Ground Clear Chemicals, Lawn Chemicals, Bird Seed
- **Department 9** — Pool Chemical 4-Step Program



Shelf Strips

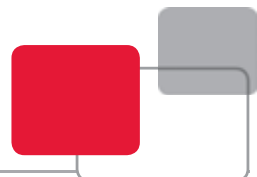
Shelf Strips are a *navigational* tool used to assist the customer when shopping a category. Colors subdivide the category to assist the customer in finding what they need. Shelf strips colors typically coordinate with the colored arrows on category id blades, unless the 5/8" channel is being used.

Placement:

Larger Shelf Strips are intended to be set within the price channel at the shelf edge. Specific categories also come with a smaller 5/8" Shelf Strip. The 5/8" strip is to be merchandised within the 5/8" holder. Planograms will indicate where different colored shelf strips should end and start based on subcategory. Shelf Strips should be solid colors, and not have any images or text printed on them. As you update your planograms, make sure that shelf strips are also updated and are communicating proper subcategories. Minor updates/changes will be needed as you add/delete product.

Elements available:

- Household Cleaning Shelf Strips
- Trash Bag Shelf Strips
- Spray Paint Shelf Strips
- Grass Shelf Strips
- Plant Food Shelf Strips
- Lawn Chemical Shelf Strips





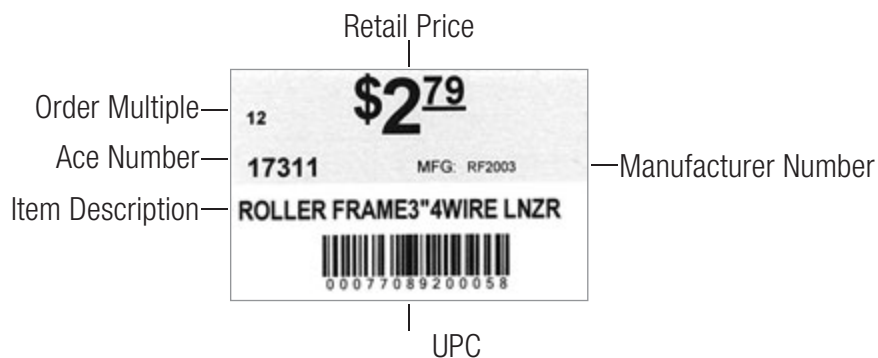
Bin Tags

2" wide x 1.25" high

Bin Tags are an *informational* tool used to display Retail Pricing. Bin Tags also contain basic product information and needed tools for product re-order.

Placement:

Placement of bin tags should be at the shelf edge directly below the product that it relates to. Each item should have its own unique bin tag (multiple facings of same product should not share 1 bin tag). Bin Tags should be updated frequently and should always reflect actual, current cost of item. Tags work on any shelf edge system or plastic bin tag holder. There are also specific clear adhesive pouches that are used for bin tags on clip strips and POP cards.





Shelf Talkers

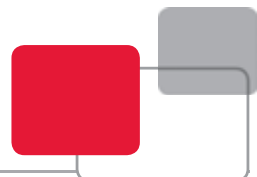
Shelf Talkers are an *informational* tool that directly relates to the price and product. Shelf Talkers are defined messages printed on plastic tags that go over the bin tag. These defined messages are communicated both front and side facing. Side facing messages are intended to draw you down the aisle to the featured product. The same message is then communicated to you front facing so that you can shop and compare.

Placement:

Shelf Talkers can move from location to location as planograms change. Any message at the shelf edge that is not a direct function of price or product should be removed. Too many or general messages are a source of customer confusion. Use no more than 4 Shelf Talkers per 4' section. Tags work on any shelf edge system, plastic bin tag holder or clip strip. Tags should be reviewed and rotated monthly, GCFV program updates are quarterly.

Elements available:

- Save with Ace Brand
- Stock up and Save
- Everyday Low Price
- Closeout
- Sale





Promotional Tags

2" wide x 4" high

Promotional Tags are a *promotional* tool that is pre-printed with a specific price for a specific product during the promotional month.

Placement:

Promotional tags should be placed at the shelf edge directly below the product that it corresponds to. Featured Product will be outlined as a part of your monthly sign kit. Promotional Tag should be placed over the existing bin tag. Tags work on any shelf edge system, plastic bin tag holder or clip strip. Ensure Tags are always current and relevant; remove immediately after promotion has ended.

Elements available:

- Promotional Tags



Image
to come

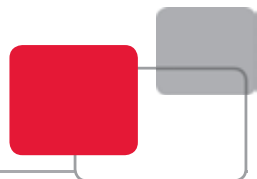
Overview

There are other areas of the store that we should have clear communication. Remember your Customer Journey starts in the parking lot and doesn't end until they are exiting the store. The next few pages will outline some other key areas of communication throughout this path.

EXPLAIN

Elements

- ✓ Floor Decals
- ✓ Checkout
- ✓ Exit/Thank You for Shopping
- ✓ Pallet Signs





Floor Decals

Floor Decals are *promotional* signage intended for temporary use. Floor decals should have an intended life span and should not be permanent. Floor decals are typically used to promote a new brand or identify a promotion. They are a call out used to draw the customer to a specific area of the store.

Placement:

Placement and display duration of specific promotional floor decals will be outlined in the monthly sign kit. It is crucial to install floor decals to a clean, dry surface. Decals can only apply once and can't be re-applied if removed.

Elements available:

- Floor Decals



Image
to come

Checkout

The area functions as a final sale and reassurance location. *Navigational* signage at the checkout should lead customers in the right direction so they can complete their purchase. It is recommended to form a single line in que checkout. Using the appropriate signage will help your customer with a direct path to form a line and complete their purchase. *Promotional* signage at the checkout includes Counter Mat Shell with Promotional Inserts.

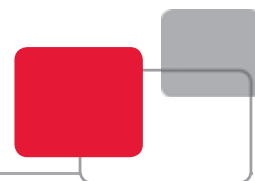
Placement:

Checkout Navigational Signage should be visible and clear to understand. You must clearly communicate to your customers where to form a line. Elements such as overhead signs or floor decals will help lead your line in the correct direction.

Promotional Inserts should be displayed in Ace Counter Mat Shell. Inserts should always be current and relevant; remove immediately after promotion has ended.

Elements available:

- Front End/Impulse Wall Sign Holder Kit
- Front End/Impulse – Ready to Help Sign Holder with Signage
- Front End/Impulse Checkout Overhead Signage
- Front End/Impulse Checkout Floor Decals
- Counter Mat Inserts
- Ace Counter Mat Shell





Exit/Thank You for Shopping

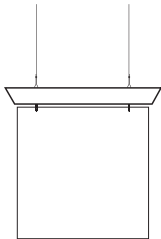
The *exit* is the final touchpoints on the customer journey. These 1,2 or 3 panel graphics can be customized with your stores logo, historic photos, pictures of your store staff/ownership, or a local thank you message. Generic thank you and logo messages are also available.

Placement:

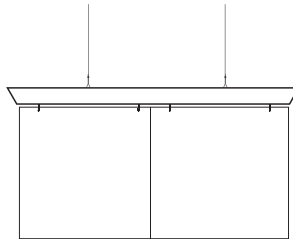
Thank you for shopping signs are intended for use above the cash-wrap/check stand area of the store or at the exit location.

Elements available:

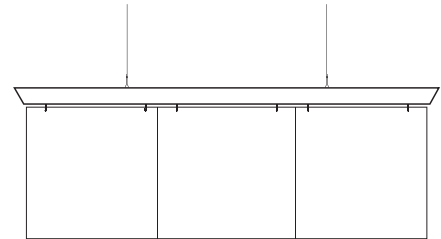
- Thank You for Shopping – CUSTOM (1, 2 or 3 panels)



1 Panel



2 Panel



3 Panel



Image
to come

Pallet Sign

10.5" wide x 12" high (tri-fold)

Pallet Signs are *promotional* signs that are used to sign larger palletized items that are being advertised for the month.

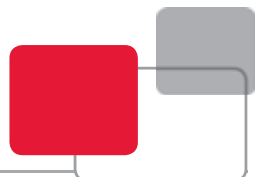
Permanent pallet sign holders should be used to sign pallet merchandise during non-promotional times. Pallet merchandise should always be signed with a clear price point

Placement:

Promotional Pallet signs should be placed on top of pallet merchandise. Ensure that pallet signs are always current and relevant; remove immediately after promotion has ended. There are pallet sign holders for both indoor and outdoor use. When signing pallets outdoors, ensure that the sign holder is galvanized and signage is weather resistant.

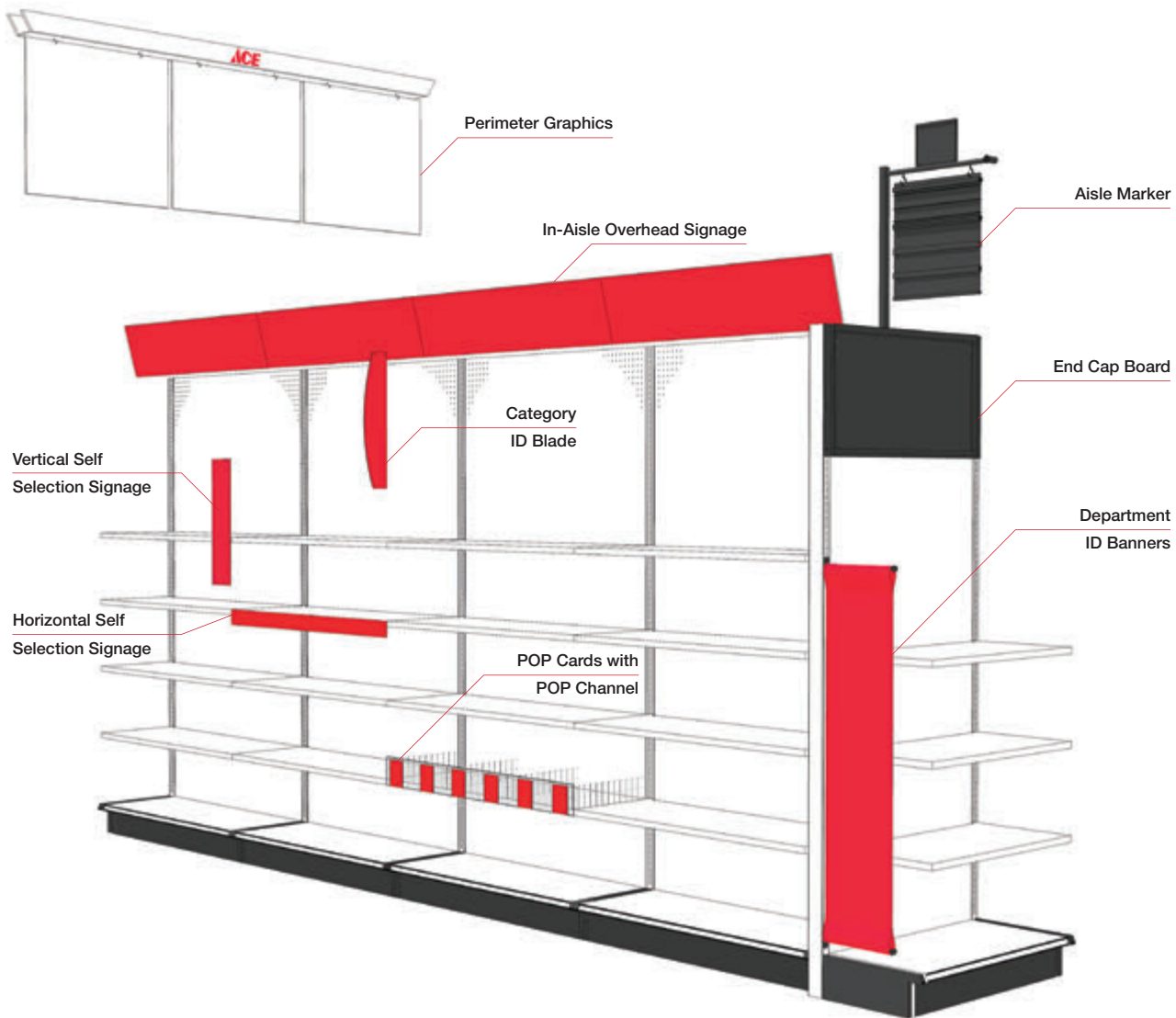
Elements available:

- Pallet Sign
- Southern Imperial Pallet Sign Holder 56'
- Pallet Stand (Indoor/Outdoor)
- Generic POP Card Set for Pallet Stand



SIGNAGE MANUAL

Communications are carefully planned and integrated into presentation and fixtures *consistently*. Type, format, size, location, template and color should follow standards. All signage should be developed and approved by Ace Store Environment Team. Use sign placement, color and constancy to be helpful to you customer during their journey ... One store, one strategy.



FAQ

Content to come

FAQ content
to come

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