

## INSTRUCTIONS

### New Item & File Maintenance Form – DeCAF 40-15

New item presentations and file maintenance requests will now be submitted only on the DeCAF 40-15 form. Previous versions of the DeCAF 40-15 form dated prior to November 13, 2012, which included promotion presentations, may only be used until December 31, 2012. A new form has been developed for promotions and will be provided to industry as a separate notice to the trade. The DeCAF 40-15 form will be exclusively used for new item presentations and file maintenance.

The New Item & File Maintenance Form (DeCAF 40-15) is a multipurpose form comprised of a mix of mandatory, conditionally mandatory, and optional pages. The first page, which will contain your presentation information, is mandatory for both new item presentations and file maintenance requests. The second page, the retail distribution certification sheet, is mandatory for all new item presentations, but is not required for file maintenance requests. The CRV page is mandatory if your items have a container redemption value. DoDAAC listing and pricing pages are available for the special case presentations that require them. All of the other pages are continuation sheets available for presenting additional items or information. You only need to print and present to the buyer the pages with information you listed. For example, if you don't have items with CRV's or need a continuation sheet, they should not be included in your presentation package.

Formatting has been protected to allow our scanning program to read and retrieve data. Only the input cells are unlocked. Some input cells—those highlighted in yellow—are for the government's use only and are locked. You must complete all cells with blue fields before submitting your presentation. Instruction pop ups have been added to the input cells for convenience. If you do not wish to use them you can click on the pop up and drag them to an area that is out of the way or you can read the instruction and hit the esc key to remove it until you select the next cell. The following is a brief overview of each page in the DeCAF 40-15:

- On the Presentation Sheet you will communicate your intent, presenting up to four items, and providing basic company and product information. Page one is always mandatory. See the presentation continuation pages to present up to a maximum of twenty-eight (28) items. If you are presenting four items or less, do not use or submit the continuation pages. Print only the continuation pages you actually use.
- If the remarks and pictures section on the presentation sheet cannot comfortably accommodate all of your information use the remarks continuation page. Product photos, pictures of coupons, photos of point of sale material, pallet configurations, minimum shipments, advertising, specific provisions of a guaranteed sale offer, and other information to help the buyer make a decision are a few examples of the information often found on the remarks section or remarks continuation page. Print only the continuation pages you actually use.
- On the Brand Certification Sheet you will certify that the brands you are presenting are widely, commercially available at commercial grocery or other retail operations, not convenience stores. If you are presenting a brand new item being rolled out nationally, you will indicate the "National Roll Out" instead of listing retailers on the form. This page is not required when you are presenting items for file maintenance currently authorized in DeCA's stock assortment, for which the certification is already on file. Print this page only if you are submitting new items.
- On the Container Redemption Value Data Sheet you will communicate Container Redemption Values (CRVs) by state, when it applies to your items. This page is only mandatory if you select X on the CRV sections of the presentation sheet (or on one of the presentation continuation sheets). Most of the item data on this page will be pasted automatically onto the page based on what you input on the presentation sheets if you indicated that the item has a CRV. Print this page only if you have items with CRV's.
- On the DoDAAC Listing page you will specify desired allocation(s) by the Department of Defense Activity Address Code (DoDAAC) for items with store specific contracts. The DoDAAC is a unique code assigned to each store and will be used as a reference for payments. If you are presenting for all stores in a marketing areas, checking the marketing area on the presentation sheet is sufficient (you may present for multiple marketing areas simultaneously). Print this page only if you need to list additional contracts for specific DoDAAC's.
- If applicable, use the Local Pricing sheet to communicate locally divergent pricing by marketing area or store. Normally, direct store delivery vendors will use this sheet when they have contracts for specific geographic areas within a marketing area. Print this page only if you need to list locally divergent pricing.

Once you have completed the form, physically sign a hard copy and then present the signed copy with your request for new items or file maintenance directly to the buyer, or digitally scan the signed document and e-mail the scanned copy to the appropriate buyer, or send the signed copy by mail or fax to the buyer. Vendor File Maintenance Requests for store level will now be submitted on DeCAF 40-15 and DeCAF 40-126 will no longer be used. When making a store level file maintenance request to a store director for a "S" coded item to be allocated to their store, the store director will review the presentation and fax or e-mail the DeCAF 40-15 to the DeCA buyer if they would like the store option (S code) items added to that specific stores assortment. After reading the instructions and reviewing the examples of completed forms, if you have any questions regarding the DeCA 40-15 New Item and File Maintenance form, please contact Betty Farmer, [betty.farmer@deca.mil](mailto:betty.farmer@deca.mil), (804) 734-8000 extension 48311.

**NEW ITEM & FILE MAINTENANCE PRESENTATION SHEET:** Used to identify what action you want taken; provide basic information about the company; communicate the type and level of support you are providing for the new item; list the items being presented with key information about the product and pricing strategy, advertising and marketing support, and when the product will be available. Following are instructions for the Presentation Sheet:

**INTENT:** Indicate what you would like to have done by selecting either “NEW ITEM” or “FILE MAINTENANCE” using the drop down box. Depending on your selection, you will need to provide additional information. The following is a summary of the information you will need to complete for each selection:

- If you are presenting a new item enter an X in the ADD cell for the item you wish to have added. If you would also like to have items deleted enter an X in the P-CODE cell for the item you wish to have deleted. Present these items one after the other with the item to be deleted preceding the item to be added. Determine the number of items you will be presenting and the pages needed to list your items, hide any blank pages you do not have to complete before printing out your presentation, number the pages, and submit only the pages that have been completed to the buyer. The following is a summary of the role of the pages:
  - On the presentation page you will need to fill in blocks for intent, broker, manufacturer, contract number, vendor number, point of contact pricing strategy, distributor order/delivery lead time, guaranteed sale, marketing area, brand, nomenclature, minimum ship quantity, unit pack, unit of issue, net container weight, unit of measure, case weight and cube, pallet tie and tier, item and case UPC, item and case GTIN, dimensions, CRV, pricing options, sales representative signature and, when applicable DoDAAC listing. Media dates, coupon support, in-store demonstrations, other marketing funds can be annotated on the remarks continuation page. To present new items you must complete the Presentation Page but continuation pages are only required if you need them for your items.
  - On the certification page you will need to complete all blocks highlighted in blue. If you are presenting a new item being rolled out to retail, you will list “National Rollout” instead of listing specific retail stores.
  - The CRV page will automatically load information from the presentation page when you indicate the item has a CRV. You will need to enter the state CRV amount for each state and item, and multi pack information if applicable. This page will only be printed and included in your presentation package if you have items that have CRV’s.
  - On the DoDAAC page, you will need to list contracts for each store if you have multiple contracts within a given marketing area. Direct Store Delivery (DSD) vendors typically use this page and the Local Price Listing. This page will only be printed and included in your presentation package if you have multiple contracts within a given marketing area.
  - On the Price Listing Page you will list prices by item, store and contract.
- If you are presenting a request for file maintenance, the presentation sheet is the only document required for the following types of file maintenance:
  - **ATTRIBUTE CHANGE:** The item UPC must be listed but cannot be changed. To change any of the following data attributes including product description, brand, size, unit of measure, Case Pack Case UPC, Item and Case GTIN, and CRV. You are not required to submit any other pages unless you are changing the CRV in which case the CRV page must be included.
    - The item UPC cannot be changed as file maintenance; they must be submitted as an ADD/DELETE.
    - List only the attributes that must be changed. The item UPC must be listed but cannot be changed.
  - **PRICE CONCERN:** To communicate you believe there is pricing error at store level. In addition to listing the item information and correct price you will need to provide in the remarks section all the details regarding your pricing issue. You are not required to submit any other pages unless you have multiple contracts within a marketing area (typically DSD items) in which case you must submit the DoDAAC and Local Price Listing page if you are using WEB pricing
  - **ALLOCATION TO STORE OR STORES:** To indicate your desire to have items allocated to one or more stores beyond what has already been allocated by the DeCA buyer. You will need to indicate requested location in DoDAAC block if additional space is needed use remarks section. You are not required to submit any other pages unless you have multiple contracts within a marketing area (typically DSD items) in which case you must submit the DoDAAC and Local Price Listing page if you are using WEB pricing
  - **CONTRACT MISSING FROM STORE OR INCORRECTLY LISTED FOR ITEM:** To indicate the contract is missing from one or more stores. If there is insufficient space for to list the DoDAAC’s that are missing the contract number, you will need to use the remarks section. Pricing is mandatory only if the item is priced using WEB pricing. You are not required to submit any other pages.
  - **OTHER:** You will need to at least fill out blocks for intent, broker, manufacturer, contract number, vendor number, file maintenance request type, and vendor signature. Your intent will dictate what other blocks (and possibly pages) you will need to fill out. You may need to use the remarks section to clarify your intent.

**GLN (Global Location Number):** Part of the GS1 standards to identify the physical location of entities such as manufacturing facility. Enter the 13 digit Global Location Number (GLN). The GLN is a required reference key for retrieving information from the Global Data Synchronization Network (GDSN). For more information go to: <http://www.gs1.org/1/glnrules/>. Suppliers exchanging information using the Global Data Synchronization Network (GDSN) must have the new item information published prior to meeting with the buyer.

**BROKER:** Enter the broker's name in 30 characters or less—including spaces. The broker is the official representative authorized by the manufacturer to act on the manufacturer's behalf to fulfill contractual requirements. If you are using your own sales force in CONUS and a broker overseas, list your OCONUS broker and indicate in the remarks section you have your own sales force calling on the stores.

**MANUFACTURER:** Enter the manufacturer's name in 32 characters or less, including spaces. The manufacturer is the firm/company to whom a Resale Ordering Agreement (ROA) is issued.

- **CONTRACT NUMBER:** Enter the current contract number(s) in this space. There is a special way to list contract numbers. Your contract number begins with letters "HDEC" or "DECA" which are then followed by a sequence of numbers (for example: HDEC0111G9999). Contract numbers are listed by supplier, vendor number, or distributor at <http://www.ala-national.org/members/commissary/hq>. If you are having a new contract established for the items being presented, leave this space blank.
- In the event you have multiple contract numbers (e.g. direct store delivery in CONUS and frequent delivery for overseas locations), list two contract number(s) for shipment in CONUS and indicate in the remarks section that other contract numbers have been listed on the DoDAAC Listing page.
- If you are a DSD vendor with unique contract numbers for selected stores in a marketing area, list your main contract numbers on the presentation page, indicate in the remarks section that additional contract number are listed in the on the DoDAAC Listing page.

**VENDOR NUMBER:** Enter the vendor number (identifying which portion of a contract the items should be assigned). The vendor number normally begins with a letter followed by three numbers (e.g. A123) or four numbers (e.g. 1234). For a list relating items to their contract and vendor number go to <http://www.ala-national.org/members/commissary/hq> or review your Resale Ordering Agreement (ROA).

**POINTS OF CONTACT:** Enter your points of contact (POCs) for:

- **PRICING:** Enter your pricing point of contact information, including name, phone number, cell phone number, e-mail address and type of pricing (EDI or WEB). Use up to 98 characters.
- **SALES REP:** Enter your sales representative's contact information; i.e., name, phone number, cell phone number, and e-mail address. Your contact should be someone easy to reach and able to resolve any questions or issues regarding the promotion. Use up to 98 characters.
- **GDS POC:** If the items being presented are Global Data Synchronization (GDS) enabled, enter your GDS point of contact (POC) information, including name, phone number and e-mails. Use up to 98 characters. If they are not GDS enabled, enter "NA." When a company conducts business via Global Data Synchronization (GDS), DeCA will create a GDS subscription for all new items it accepts from that company. DeCA will use the following attributes to subscribe to an item: Case Global Trade Item Number (GTIN) (or order unit), manufacturer Global Locator Number (GLN), and Target Market (US).

**PRICING STRATEGY:** Enter the existing or planned pricing strategy: High/Low, Every Day Low Price (EDLP), or Modified EDLP. Enter additional information regarding your pricing strategy on the remarks continuation page if applicable.

**GUARANTEED SALE:** If the items being presented are guaranteed sales: select "YES;" if not, select "NO." Before selecting, vendors should review the Guaranteed Sale clause in the terms and conditions of DeCA's Resale Ordering Agreement (ROA). A ROA is available from DeCA's doing business with industry WEB site at [http://www.commissaries.com/business/brandname\\_resale.cfm](http://www.commissaries.com/business/brandname_resale.cfm).

**NATIONAL ROLL OUT DATE:** Enter ship date product will be available to all retailers nationwide. On the certification page list "National Roll Out" instead of listing the retailer that carries the item and the date when product is available to ship to retailers.

**DISTRIBUTOR AVAILABILITY DATE FOR NEW ITEM:** Leave this cell blank when you make your presentation. When the buyer notifies you an item has been added by e-mail, you will be asked to confirm the actual date the item will be available by e-mail and send your response back to the buyer. The buyer will enter the date your product will be available to order from your distributors, listing the day, month and year (DD-MMM-YY). This distributor availability date will be used to determine when pricing will be requested for the new item as well as when the item will be included on DeCA's New Item Addition Listing. In the event there is a problem that will impact the distributor availability date the vendor representative will immediately notify the category buyer. The buyer in turn will inform the line item manager and DeCA distributor coordinator of the revised date of availability and when the new item should be allocated to the stores. The distributor will provide the balance on hand or due-in date to the distributor coordinator within five days of being posted to the Add/Delete/Change File.

**PRODUCT LEAD TIME:** Enter the number of days you need for the product to be ordered and available to ship to the stores. Factors to consider when calculating the number of days include the time it takes the distributor to set up the item and place an order; for the vendor to receive, ship and deliver the order to the distributor in the quantities requested; and the time needed by the distributor to receive and slot the product. The product lead-time will be used to help the buyer understand when the item can be added to the assortment mix and available for the stores to order.

**MARKETING AREA PRESENTED FOR:** Check each marketing area where you would like the item added or file maintenance applied. You may only select the blocks on the left hand side and the buyer will indicate their decision on the right hand side of this section. If you are presenting:

For a specific marketing area in CONUS (Northeast, Central, Southern, Midwest, Southwest or Northwest), specify the geographic area in the remarks section.

- For store specific requests list the store locations in the DoDAAC block on the presentation page or in the remarks section if additional space is needed.
- For requests for items with store specific contracts use the DoDAAC page.
- For all stores within a marketing area, listing the applicable DoDAAC's is not needed.

**PRODUCT INFORMATION:** When listing your items being presented, list the top selling line-price items in descending dollar sales ranking. Each item has nine distinct blocks for information:

- **NSN:** Leave this space blank. DeCA will assign the correct NSN when loading the information into the file.
- **Brand:** List your brand in 15 characters or less.
- **Nomenclature:** List your product description in 30 characters or less.
- **Minimum ship quantity by Stock Keeping Unit (SKU):** The minimum number of shipping units—whatever the shipping unit might be (e.g., cases, shippers, pallet modules, etc.)—that the distributor is willing to ship under any given circumstance to a store. Enter “NA” for entries of shipper or pallet module contents.
  - When presenting shippers or pallets, enter the shipper or pallet's info in one row of sub-blocks, and then list the info for each item contained within, in the sub-block rows that follow (for how to show the relationship of a shipper or pallet module to its contents, refer to the instructions for the “MIN SHIP QTY (by SKU)” and “SH/PLT CONTAINS” cells). The Shipper/Pallet and all of its contents must be listed on the DeCAF 40-16 but only the “new” items must be listed on the DeCAF 40-15.
- **SH/PLT Contains:** for a shipper or pallet module, enter the total quantity of saleable units (for example: 300 EA) contained within; for the contents of shipper or pallet module—which should be listed as separate line items following the shipper or pallet module entry—enter the quantity of saleable units contained in the shipper or pallet module; otherwise “NA.”
- **Case pack (UPK):** For example, if the item has twelve packages in a case list 12, if the item is a shipper or pallet the UPK is 1, if the item is random weight the UPK is 1.

- **Unit of issue (UI):** Select one of the following abbreviations for unit of issue from the drop down menu:
 

|               |               |                |                |
|---------------|---------------|----------------|----------------|
| BG for bag    | CN for can    | JR for Jar     | SH for shipper |
| BO for bottle | CR for carton | KT for kit     | TB for tube    |
| BU for bunch  | CS for case   | LB for pound   | TN for tin     |
| BW for bowl   | CU for cup    | PK for package | TR for tray    |
| BX for box    | EA for each   | PL for pallet  | TU for tub     |

In order for customers to accurately compare the prices of like items, DeCA has standardized the unit of issue (UI) usage based on items' assigned DIBS Department Commodity Generic Codes (DCG). The D/C/G listing is posted on commissaries.com: About Us/Business with DeCA/Marketing/Planograms/DIBS Commodity Code List; please adhere to the UI usage found therein.

- For the values in DIBS, go to <http://www.ala-national.org/members/commissary/hq>, or the DeCA pricing WEB site (NOTE: If you are not registered for the DeCA Web Pricing System; register by going to [http://www.commissaries.com/business/web\\_pricing.cfm](http://www.commissaries.com/business/web_pricing.cfm)).
- When presenting a solely new item: review the commodity code listing at [http://www.commissaries.com/documents/business/buyer\\_listing.pdf](http://www.commissaries.com/documents/business/buyer_listing.pdf). You may enter an RSL proposal, but the appropriate category manager at DeCA will assign the final RSL.
- **Net Content:** List the weight for the item based on the unit of measure listed. For example if the package weighs 16 ounces, list 16 in this field. Round the net weight to the nearest hundredth, e.g. if an item weight 14.752 ounces list 14.75.
  - If the item is a random weight item, list 1.
  - If the item is a shipper list the count, EXAMPLE: if a shipper contains 20 of one item, 30 of a second item and 25 of a third item, list 75 as the net content.
  - For items not measured by the ounce (OZ), list the appropriate quantity. Example: for box of razor blades containing 48 blades, you would list 48.

In order for customers to accurately compare the prices of like items, DeCA has standardized unit of measure's (UOM's) based on items' assigned DIBS Department Commodity Generic Codes (DCG). Please use the standardize UOM for the applicable department commodity code Unit of measure (UOM). Select one of the following abbreviations for unit of measure from the drop down menu:



- BU for Bunch-for Produce
- CT for Count-for multipack items (e.g., razor blades)
- DZ for dozen-for eggs
- EA for each
- FT for feet-for items measured in linear feet (e.g., dental floss)
- IN for inch- for tape
- LB for pound-follow the five pound rule of thumb: grocery items that weigh five or more pounds are generally measured in pounds (e.g., dog food, random weight items); items that weigh less than five pounds are measured in ounces.
- OZ for ounce-metric measurement aren't used in CONUS
- PR for pair-for latex gloves
- SF for square foot-for all items measured in square feet (e.g., paper towels, aluminum foils, facial tissues)

**SHIPPING LEVEL (CASE) GLOBAL TRADE IDENTIFICATION NUMBER:** Enter all 14 digits to identify the shipping unit (case/pallet/shipper) that will be delivered to the store. Do not enter any spaces or separation marks. See [http://www.gs1.org/docs/idkeys/GS1\\_GTIN\\_Allocation\\_Rules.pdf](http://www.gs1.org/docs/idkeys/GS1_GTIN_Allocation_Rules.pdf) for details regarding GTIN's.

**CONSUMER LEVEL (ITEM) GLOBAL TRADE IDENTIFICATION NUMBER (GTIN):** Enter all 14 digits to identify the product on the shelf. Do not enter any spaces or separation marks. The Global Trade Identification Number (GTIN) is a unique number used to identify products, inner packs or sleeves, cases, shippers, and pallets. Do not enter any spaces or separation marks. For details regarding GTIN's see [http://www.gs1.org/docs/idkeys/GS1\\_GTIN\\_Allocation\\_Rules.pdf](http://www.gs1.org/docs/idkeys/GS1_GTIN_Allocation_Rules.pdf).



**ITEM UNIVERSAL PRODUCT CODE:** Enter 11 digits. Enter the lead digit; (the digit preceding the bar code); enter the ten following digits; but do not enter the check digit (the digit that follows the bar code). A zero will auto populate the end position as the DeCA check digit. Do not enter any spaces or separation marks.

EXAMPLES:

|   |   |  |   |
|---|---|--|---|
|  |  |  |   |
| This is the lead digit (include).   | This is the check digit (do not include).   | This is the lead digit (include).  | This is the check digit (do not include). |
| This item UPC would be entered as: <b>98765432109</b> .                           |   | This item UPC would be entered as: <b>01234567890</b> .                    |   |
| The UPC will populate in the cell with this format:<br><b>987654321090</b>        |   | The UPC will populate in the cell with this format:<br><b>012345678900</b> |   |

**CASE UNIVERSAL PRODUCT CODE:** Enter 11 digits. Enter the lead digit; enter the ten following digits; but do not enter the check digit. A zero will auto populate the lead position to create the DeCA CUPC. Do not enter any spaces or separation marks.

EXAMPLES:

|   |   |  |   |
|---|---|--|---|
|  |  |  |   |
| This is the lead digit (include).   | This is the check digit (do not include).   | This is the lead digit (include).  | This is the check digit (do not include). |
| This item UPC would be entered as: <b>98765432109</b> .                           |   | This item UPC would be entered as: <b>01234567890</b> .                    |   |
| The UPC will populate in the cell with this format:<br><b>098765432109</b>        |   | The UPC will populate in the cell with this format:<br><b>001234567890</b> |   |

**ITEM HEIGHT, WIDTH, DEPTH:** Use inches for any measurements (item, case, pallet, or shipper). Use GS1 standards ([http://www.gs1.org/docs/gsm/gdsn/GDSN\\_Package\\_Measurement\\_Rules.pdf](http://www.gs1.org/docs/gsm/gdsn/GDSN_Package_Measurement_Rules.pdf)), listing linear measurements height (HT), width (W), and depth (DPT) as follows:

- Round inches up to nearest five hundredth (.05) of an inch. For example: for 2.942 inches, list 2.95.
- Convert millimeters to inches using one-millimeter equals 0.03937 inches. After converting to inches, round inches up to nearest five hundredth (.05) of an inch.
- Determining the Height, Width and Depth: After the Default Front has been determined; it is possible to determine the height, width and depth of an item.
  - While facing the Default Front:
    - Height: from the base to the top
    - Width: from the left to the right
    - Depth: from the front to the back

**CASE HEIGHT, WIDTH, DEPTH:** Use inches for any measurements (item, case, pallet, or shipper). Use GS1 standards ([http://www.gs1.org/docs/gsm/gdsn/GDSN\\_Package\\_Measurement\\_Rules.pdf](http://www.gs1.org/docs/gsm/gdsn/GDSN_Package_Measurement_Rules.pdf)), listing linear measurements for height (HT), width (W), depth (DPT) as follows:

- Round inches up to nearest five hundredth (.05) of an inch. For example: for 2.94 inches, list 2.95.
- Convert millimeters to inches using one-millimeter equals 0.03937 inches. After converting to inches, round inches up to nearest five hundredth (.05) of an inch.
- Determining the Height, Width and Depth: After the Default Front has been determined; it is possible to determine the height, width and depth of a case.
  - While facing the Default Front:
    - Height: from the base to the top
    - Width: from the left to the right
    - Depth: from the front to the back

**CASE CUBE:** Round to the nearest hundredth (e.g. 21.232 would be 12.24, 3.56, etc.).

**CASE WEIGHT:** Round to at least the nearest hundredth (e.g. 21.23, 3.56, etc.).

**PALLET TIE:** Cases per layer

**PALLET TIER:** Layers per pallet

**PRICING:** This block has four distinct input cells. Enter average civilian pricing as follows:

- In the DeCA COST field, enter the regular price being offered to DeCA
- In the DeCA PROMOTION field, enter the promotion price (if being offered).
- For the Retail Cost regular price, enter the average non-promoted price for the retail market for the last twelve months for total continental US (excludes Hawaii and Alaska). If you have distinct difference in pricing for specific area, West vs. East, you may indicate the differential in pricing on the remarks page.
- For the Retail Cost promotional price, enter the average promoted price for the retail market for the last twelve months.
- The +1% cells will automatically calculate for the DeCA recoup.
- The Savings cell will automatically calculate.

**SAVINGS:** Do not enter anything in the “Savings” fields; the percent savings over retail will automatically be calculated (including the 1% DeCA recoup) based upon what you input in the other fields regarding pricing.

**DeCA CODES (RSL/DCG/POG):** This block has three distinct input cells:

- RSL code or regional stock list code must be left blank and the appropriate buyer at DeCA will assign the final stocking code. For an explanation of the stocking code (also called RSL or regional stockage list), go to [http://www.Commissaries.Com/Business/Documents/Business\\_With\\_DeCA.Pdf](http://www.Commissaries.Com/Business/Documents/Business_With_DeCA.Pdf)
- DCG or department commodity code should be based on the commodity code listing at [http://www.commissaries.com/documents/business/buyer\\_listing.pdf](http://www.commissaries.com/documents/business/buyer_listing.pdf).
- POG or plan-o-gram number must be left blank and will be assigned by the buyer.
- When making a regional or store specific presentation, make an annotation to that effect in the remarks section and/or continuation page. Identify the specific Region in the remarks section and/or stores in the DoDAAC listing.
- You may simultaneously present items with differing Department Commodity Codes.

**SH/PL \$:** Do not enter. This will be automatically calculated when the presentation is for shippers or pallets and their contents. This cell will calculate the sum of the price multiplied by the number of units for each item.

**CONTAINER REDEMPTION VALUE:** The supplier is required to identify any item that has a Container Redemption Value (CRV) and the applicable geographic area.

- If the item being presented does NOT have a Container Redemption Value (CRV) leave blank.
- If the item being presented has a CRV select X and enter the CRV information on page four. The information on page one and any continuation pages should automatically be posted to the CRV page after you check the item has a CRV.
- The same sequence of items on pages one and continuation sheets must be used when posting the CRV information on the CRV page of the DeCAF 40-15. Information regarding DeCA’s Notice to the Trade Regarding CRV’s is available at:
  - [HTTP://www.commissaries.com/business/trade\\_notices.cfm](http://www.commissaries.com/business/trade_notices.cfm), or
  - [HTTP://www.ala-national.org/commissary/notices\\_to\\_trade.aspx](http://www.ala-national.org/commissary/notices_to_trade.aspx).

**ADD/DELETE:** These cells will be used to communicate whether you would like to have an item added or deleted. Enter an X in the ADD cell if you are requesting to have an item added. Enter an X in the P-CODE cell if you are requesting to have an item deleted. If you are requesting to have one item deleted and another item added, present one after the other with the delete preceding the add.

**ACCEPT/REJECT:** Leave this block blank. It is for the government’s use only.

**FILE MAINTENANCE TYPE:** Use this block to communicate common file maintenance requests. In addition to the information in the heading complete the following:

- **ATTRIBUTE CHANGE:** The item UPC must be listed and cannot be changed by file maintenance; it must be submitted as an ADD/DELETE. You will need to list only those attributes that must be changed. On the presentation page:
  - Check the attribute change block,
  - Select the most important attribute you want to change. If you have multiple attributes you will need to list the other attributes under remarks.
  - If you select the attributes block you will need to fill in blocks for intent, broker, manufacturer, contract number, vendor number, item UPC, product description, what needs to be changed for the item and signature of representative authorized to sign the form.
- **PRICE CONCERN:**
  - On the presentation page, check price concern as your File Maintenance type, then fill in the blocks for brand, product description, unit pack, unit of issue, net weight, unit of measure, item and case UPC's, item and case GTIN's, CRV's, pricing, file maintenance being requested, signature of representative authorized to sign the form.
  - Indicate in remarks section details regarding your pricing issue. DSD vendors may include the Local Pricing page to identify the correct prices for their items by store and contract number.
  - You are not required to submit any other pages unless you are a DSD vendor using the Local Pricing page
- **ALLOCATION:**
  - On the presentation page, check allocation as your File Maintenance type then fill in the blocks for brand, product description, unit pack, unit of issue, net weight, unit of measure, item and case UPC's, item and case GTIN's, CRV's, pricing, file maintenance being requested, signature of representative authorized to sign the form.
  - If you are requesting allocation at store level, indicate in the DoDAAC listing (continuing in the remarks section if needed) the store(s) DoDAAC. The store director is authorized to indicate his approval in the remarks section, print his name, date and signature as the recommending store representative. The store will scan the DeCAF 40-15 and email the buyer. The buyer is still the approving authority for allocating items.
  - If additional space is required to indicate multiple contracts, post the information in the DoDAAC pages.
  - You are not required to submit any other pages unless you are using the DoDAAC page(s).
- **CONTRACT MISSING:**
  - On the presentation page check contract missing as your File Maintenance type
  - On the presentation page one, list item UPC, product description, net weight, pricing if the item is priced used WEB pricing, and marketing areas or store DoDAAC's that are missing the contract, and the signature of the representative authorized to sign the form.
  - In the DoDAAC listing block, indicate the stores without the contract.
  - You are not required to submit any other page
- **OTHER:**
  - On the presentation page check other as your File Maintenance type, brand, item UPC, product descriptions, net weight, the file maintenance being requested, and the signature of the representative authorized to sign the form.
  - Your intent will dictate what other blocks (and possibly pages) you will need to fill out.
  - You may need to use the remarks section to clarify your intent.

**REMARKS/PICTURES:**

- Enter national media dates for new items (TV, Radio, Sampling, or Other). Enter additional media date information (market reach, frequency, audience demographics, etc.)
- Indicate the type of coupon support you will be providing (National—or regional—FSI, In-store on Shelf, or In-store on Flyer).
- Enter additional information if necessary, including photographs of the coupon, quantity by store class (when applicable), distribution, frequency of coupon and any other relevant information.



- Indicate if additional marketing funds are available. Annotate how the marketing funds will be used in the Remarks section, or on the remarks continuation sheet. Examples: in-store radio, scholarship program, publications/handouts, or other outreach programs.
- If you will be conducting in-store demonstrations annotate your demo plan including which stores, number of demonstrations per store and other relevant information.
- Any relevant information you feel will help the buyer understand the features and benefits of your products.
- Pictures of products or shippers may be placed only in the remarks section or remarks continuation sheet.
- If this presentation is to correct errors or omissions on the original presentation, write “CORRECTED PRESENTATION FORM.”
- Use the Remarks Continuation page if additional space is needed to help the buyer have a clear understanding of all the features and benefits of your products, your sales and marketing program, or file maintenance being requested.

It is recommended whenever possible that pictures are placed on the same page as the page with your item details and any other relevant remarks are listed on the Remarks Continuation page. When possible, list the product description and UPC under the picture if pictures cannot be placed on the same page as the item information.

**SALES REPRESENTATIVE SIGNATURE:** When you sign this block, you are stipulating that all information you’ve entered is accurate and acknowledging that you are signing a legally binding agreement on behalf of the manufacturer listed on the DeCAF 40-15. This form is a legally binding, contractual agreement and participating parties who have signed this form are expected to follow through with their entered commitments including:

- Providing a minimum of 60 days notice is required to deviate from this commitment.
- The manufacturer voluntarily agreeing to the DeCA delete process, including disposition of excess quantities after 90 days.
- The manufacturer agreeing to fill orders for new items placed by stores on or after the distributor availability date and insure products are on shelves within ten working days after receipt at the store.
- Provide timely notice to DeCA in the event there are any errors or omissions regarding the information presented, product availability that may impact the manufacturers’ ability to fill store orders, or revisions to sales and marketing commitments once the item has been accepted.
- The manufacturer taking appropriate action when an item is identified for deletions, addressing residual inventories in the distributor, and following the delete process in the event an item fails to meet either the manufacturer’s volume projections or the minimum category requirements established by the buyer. The manufacturer agrees that DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item. The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location.”

**BUYER AND LINE ITEM MANAGER SIGNATURE:** Leave this block blank; it is for DeCA’s use only. Once the buyer has signed the DeCAF 40-15 and their decision published, the items approved will be available to the appropriate stores, orders placed, and products made available for DeCA’s customers.

**PAGE NUMBER:** Insert the page number only on the page(s) you will be using. Insert the total number of pages on the presentation page only (the number of pages will auto populate on the additional pages) for those pages you have completed and will be submitting to the buyer. If you would prefer to write in page numbers this would be acceptable. Blank pages are neither required nor desired when submitting presentations. In the event you fail to key in the correct page number, a pen and ink change may be made at the time the presentation is submitted. Your vendor representative’s initials will need to be annotated on every page that has the page number changed.

**INSTRUCTIONS FOR BRAND NAME AND RETAIL CERTIFICATION PAGE:** In order for the Defense Commissary Agency, as a Brand Name Commercial Item pursuant to 10 U.S.C. § 2484(f), to consider selling the items being presented, these items must be regularly sold outside of commissary stores on a regional or national basis by commercial grocery or other retail operations, excluding convenience stores, consisting of multiple stores. On this page, the manufacturer (or their authorized representative) formally certifies that the products being presented meet this requirement.

- This page is only mandatory for presentations of items not currently in DeCA's system.
- Broker, Manufacturers, contract number, and vendor number are auto-populated with the information listed in the same block on the presentation page and serve as header information for this page.
- If items are offered only in overseas commissaries, then they must have a retail presence in the overseas area, but do not have to have a presence in a U.S. regional or national chain. Whether these overseas brand name items are carried in U.S. commissaries is determined on a case-by-case basis using the category management process.
- For National rollouts, instead of listing specific retailers list "National Roll Out". National roll out date will auto populate in the certification page header.
- Enter the Company name of the person making the certification at the bottom of the page.
- Required item and distributor information is auto-populated based on what was entered on the presentation sheet and on the presentation continuation sheets.
- Sign the form in ink and enter the date of signature

**INSTRUCTIONS FOR CONTAINER REDEMPTION VALUE (CRV) PAGE:** Use this page to enter required CRV information by state for each item identified as having a container redemption value on the presentation page. The heading for this page (broker, manufacturer, contract number, vendor number) is automatically populated with the data you have input on the presentation page. If you indicated the product being presented has a container redemption value on the presentation sheet, the nomenclature and UPC will be automatically listed on the CRV page. DeCA has released several notices to the trade regarding Container Redemption Values that can be viewed at [http://www.commissaries.com/business/trade\\_notices.cfm](http://www.commissaries.com/business/trade_notices.cfm) or on the ALA WEB site at [http://www.ala-national.org/commissary/notices\\_to\\_trade.aspx](http://www.ala-national.org/commissary/notices_to_trade.aspx). Suppliers are responsible for reporting their container redemption values for each state to DeCA when presenting new items or have CRV eligible items on their DeCA contract file. You will need to enter:

- MULTIPACK: if multiple CRV eligible items are sold as one unit of sale (e.g., as a 4 pack, 6 pack, 12 pack, etc.), enter the number of CRV eligible units that unit of sale is comprised of here). If the item is not sold in a multipack, enter "NA" for not applicable.
- CRV Value for [XX]. Enter the item's CRV for each applicable state (or territory).
- You will need to list the applicable CRV by state for each UPC.

**INSTRUCTIONS FOR PRESENTATION CONTINUATION PAGE:** This page is used to enter presentation information when more than four items are being presented. The broker, manufacturer, contract number(s), and vendor information listed on the presentation page will automatically be listed on the presentation continuation page. Follow the same instructions for the presentation page for each item on the presentation continuation page.

**INSTRUCTIONS FOR REMARKS CONTINUATION PAGE:** Use this page to enter vital information that won't conveniently fit anywhere else in the form. The broker, manufacturer, contract number and vendor number listed on the presentation page will automatically be listed on the heading of this form. In addition to the information required, provide any additional information you feel necessary to help the buyer determine the features and benefits of your items for DeCA's customers (coupons, point of sale material, flyers, products, display shippers), advertising and marketing plans, details regarding promotions for specific locations, joint promotions, media dates, special coupon support, in-store demonstrations, other marketing funds, special performance requirements, and a brief descriptions of related DeCA theme promotions POS are examples of information placed in the remarks section. There has been a special section added to insert pictures, this section is for pictures only. Major programs and events should be summarized in Microsoft Word and e-mailed to the buyer and promotions manager for details to be included in the appropriate display package.

The following are examples of information listed in the remarks:

- Pictures (of coupons, point of sale material, flyers, product, display shippers), advertising and marketing plans, details regarding promotions for specific locations, or any other information regarding the item.
- If this presentation is to correct errors or omissions on the original presentation, write “CORRECTED PRESENTATION FORM.”

**INSTRUCTIONS FOR DODAAC LISTING PAGE:** Use this page to identify store specific contracts you would like your items to be allocated to.

- In the contract field enter the contract number beside the appropriate DoDAAC.
- If you do not have store specific contracts use the DODAAC LISTING field to list the DODAAC’S where you want your items allocated. .
- If you would like your items allocated to all stores in a marketing area when you check the marketing area all stores within the marketing area are included unless you list specific stores on the DoDAAC page.
- If the applicable contract number differs from the national contract number identified on the first page, enter the applicable contract number for each DODAAC.

**INSTRUCTIONS FOR LOCAL PRICING PAGE:** Use this page to submit pricing for specific stores within a given marketing area. This page is designed vendors such as local soft drink bottlers, snack and cookie providers, and other vendors who have responsibility for a limited number of stores within a marketing area. Enter UPC then select Store/DoDAAC from drop down menu, enter contract number and enter local price. Any questions regarding this page should be addressed to the DeCA buyer for the applicable category.

**SPECIAL REMINDERS:**

- This form cannot be changed or altered in any manner.
- Except for the sales representative signature (Sale Representative Signature, printed name, and phone number) on the presentation pages and the Title 10 certification, and the page numbering, handwriting on the form by industry is NOT permitted.
- When the buyer notifies you an item has been added by e-mail, you will be asked to confirm the actual date the item will be available by e-mail and send your response back to the buyer.
- In the event there is a problem that will impact the distributor availability date, the vendor representative will immediately notify the category buyer. The buyer in turn will inform the line item manager and DeCA distributor coordinator the revised date of availability and when the new item should be allocated to the stores.
- You must fill out at least all blue fields before submitting your presentation.
- By signing this presentation form both parties are committing to:
  - Ensuring products ordered by stores are shipped in the quantities requested and effectively merchandised on the shelf on a timely basis.
  - Taking appropriate action when an item is identified for deletion and addressing residual inventories in the distributor on a timely basis.
  - Acknowledging this presentation will only be processed if all required information has been completed and certified by the vendor or their representative.
  - Advising all parties in writing and submitting on a timely basis corrected documentation if errors or omissions with the information listed on the form are discovered after it has been accepted and processed.
  - Instruction pop ups have been added to the input cells for convenience. If you do not wish to use them you can click on the pop up and drag them to an area that is out of the way or you can read the instruction and hit the esc key to remove it until you select the next cell.
  - You will now input 11 numbers for every UPC, the 10 digit UPC and the lead digit. Do not include the check digit or any spaces or dashes.
  - Item UPC changes cannot be submitted as file maintenance, the must be submitted as an ADD/DELETE.
  - There have been drop down menus provided for certain cells; select from these menus to populate the cell.

- Effective January 1, 2013 the following forms or versions will no longer be authorized or accepted:
  - DeCAF 40-116 Commissary File Maintenance Request Form dated August 1997
  - DeCAF 40-126 Vendor File Maintenance Request Form dated April 2002
  - DeCAF 40-15 Promotion, New Item & File Maintenance Form published prior to November 13, 2012

- Promotions will now be presented on a separate form, DeCAF 40-16 Promotion Presentation form.

If you have any questions regarding how to complete this form, contact Betty Farmer by e-mail at [betty.farmer@deca.mil](mailto:betty.farmer@deca.mil) or phone (804) 734-8000 extension 48311.