



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

IN REPLY
REFER TO

MPS

April 23, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-27

SUBJECT: Shelf Signage Interim Template

The purpose of this notice is to provide Industry an interim solution for shelf signage while DeCA is optimizing retail prices and updating shelf sign templates.

The attached template provides an illustration of the blue SALE sign that is approved as part of DeCA's current signage program. Normally, the sign would include the sale price, item description, item UPC, and effective start and end dates for the sale price, as shown on the left side of the template.

As a temporary solution for shelf signage, the blue SALE sign is authorized when Industry has submitted an adjustment that lowers the regular shelf price by a minimum 10%. The sign **MUST** include item description, UPC, and the start and end dates for the sale price; the sale price is NOT required for this interim timeframe. An example is provided on the right side of the attached template.

DeCA will announce a new signage program within this calendar year with a 90 day effective notice to allow Industry time to work through on hand signage inventories.

Questions regarding this notice should be addressed to the undersigned. Thanks for your continued support.

Tracie L. Russ

Tracie L. Russ
Director, Sales

Attachment
As stated

Cc:
Marketing
Store Operations
Area Directors
Zone Managers
Store Directors

8 1/2" REPEAT; 11" WEB • 1/16" STRIPOUT ALL SIDES • 1/16" CORNER RADIUS • 1/16" TIES @ EDGE OF SHEET

• SLIT-OVER-PERF 14TPI .040" CUT/ .031" TIE; 1/16" TIE @ SHEET EDGE

5/16"

3 3/8"

3 7/8"

1 5/16"

1 1/4"

3/8"

SALE
\$2.79
Brand Name
Item Description
Size
0-89741-54612
07/01/11 - 07/30/11

SALE
Bell MT Bold 38 pt
Price Arial Bold 38 pt
Brand and Item
Arial Bold 11 pt
UPC Arial Bold 9 pt
Dates Arial Bold 7 pt

SALE
Brand Name
Item Description
Size
0-12345-67890
07/01/11 - 07/30/11



SALE
\$2.79
Brand Name
Item Description
Size
0-89741-54612
07/01/11 - 07/30/11

HBC signs
Same Fonts and Size
Width reduced to 55%

2.075"

3 5/8"

SALE
Brand Name
Item Description
Size
0-12345-67890
07/01/11 - 07/30/11

Examples without
Sale Price