



## DEFENSE COMMISSARY AGENCY

HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

MPM

March 17, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20 – 44

SUBJECT: New Promotional Sign Program

The purpose of this Notice to the Trade (NTT), DeCA Notice 20 – 44, Subject: New Promotional Sign Program, is to notify our Industry partners that the Defense Commissary Agency (DeCA) has developed a new promotional sign program. The goal is to create a new promotional sign program that reduces clutter and improves internal communications.

The new program will consist of three signs: “Everyday Low Price”, “Save More”, and “NEW”.

- The Everyday Low Price sign will replace the “Everyday Savings” sign.
- The “Save More” sign will replace the Extra Savings and sale signs.
- The “NEW” sign will replace the “Hot New Item” sign.

These signs have a complete new look with great graphics and eye catching colors. They will also have a revamped version of the information provided.

Each “Everyday Low Price” sign and “Save More” sign includes; item name, brand, price, UPC code and an expiration date. The “NEW” will be used to identify new items that have been added to the store stock assortment in the last 90 days.

Some additional benefits:

- Enhances the shopper experience – new fresh, clean looking signs for the entire promotional period.
- Shopper retention – more effectively communicates manufacturer promotions and everyday savings.
- Sign shelf life – durability to last the entire promotion.
- Sales and savings increases – improved message results in more sales volume.
- Industry standard – easily available to manufacturers, brokers, deli, bakery, produce, and seafood contractors.

Timeline for industry to transition into the new sign requirement:

- New signage can be utilized immediately.
- Old card stock can be used until June 1, 2020 to exhaust inventory.
- After June 1st, all industry supplied signage must be the new sign format and meet the requirements as specified in this (NTT)
- All store departments will conform to this new sign format. Contractors operating some of these departments will also comply with these guidelines.

PROUD, COMMITTED AND MORE.

Printer files for the three types of signs are attached for use by industry as follows:

- Save More - may utilize this sign for items that are listed in the promotional package.
- Everyday Low Price - may utilize this sign for items that are under an “every day low price” (EDLP) pricing structure and offer a great savings. These items may or may not be listed in the promotional package.
- Hot New Item – may utilize this sign to promote items added within the past 90 days.

Industry signage must adhere to the following:

- Sign Stock: it is recommended that all signs to be printed on a vinyl material which is far superior to current paper card stock. It is much more durable and moisture resistant. However, if you are unable to print on vinyl an alternate card stock can be used.
- Ink Color: ink for all signs must be black in color for all variable information (item name, brand, price, UPC code and an expiration date)
- Font Type: “Arial Bold” will be the font type for all variable information.
- Font Size: depends on size of the sign.
- DECAP Numbers – DECAP numbers are not required. Disregard DECAP numbers that appear on any attachments.

Signs produced in vinyl with a clear strip at the top should be placed over the ESL so the sign does not interfere with the regular price labels or ESL. Signs produced in alternate card stock without a clear strip at the top should be placed under the ESL.

These new signs are DeCA proprietary property and are intended to be shared with Industry for the sole purpose of printing promotional price signs for display in the commissaries under DeCA specifications. The graphics, color schemes, and information on these signs cannot be changed. Additional brand or logo information cannot be added or commingled with DeCA information on these signs. These signs must be utilized exactly as intended and cannot be altered in any way without permission of the Marketing Directorate (MPM).

Signs are an extremely valuable tool when professionally prepared and used to attract the patron to shelf locations to purchase product.

My point of contact for this NTT is Andy Early who can be reached at (804) 734-8000, ext 86159 or [Joseph.early@deca.mil](mailto:Joseph.early@deca.mil)

*Michael A. Pulley*  
Hector Granado  
for Director, Marketing

**Attachments:**

Save More Printer File

Everyday Low Price Printer File

NEW Printer File

Shelf Label Save More Printed Example

Shelf Label Everyday Low Price (ELP) Example