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**Seasonal / Off Shelf Display Guidelines**

Revised August 2020

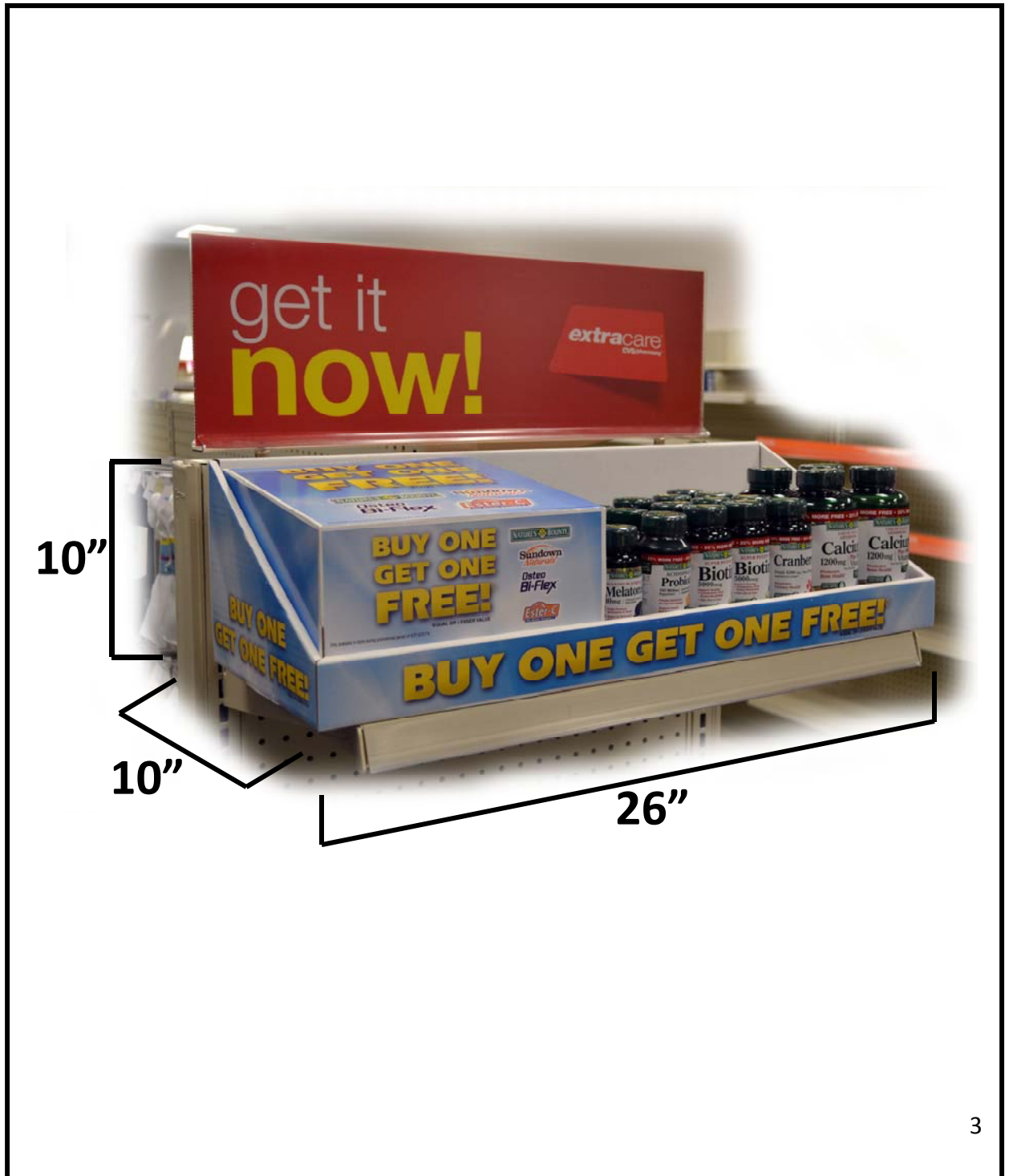
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<b>Display Vehicle:</b>	<b>PDQ - Endcap</b>
<b>Dimensions:</b>	
Display Height:	10"
Display Width:	26"
Display Depth:	10"
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

- Dimensions listed above are for PDQ Trays meant for an endcap program. PDQ width must be 26" wide
- PDQ guidelines for non endcap programs are on the pages to follow
- Updated April 2015



<b>Display Vehicle:</b>	<b>PDQ - Gondola</b>
<b>Dimensions:</b>	
Display Height:	Specified by CM
Display Width:	Specified by CM
Display Depth:	10"
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

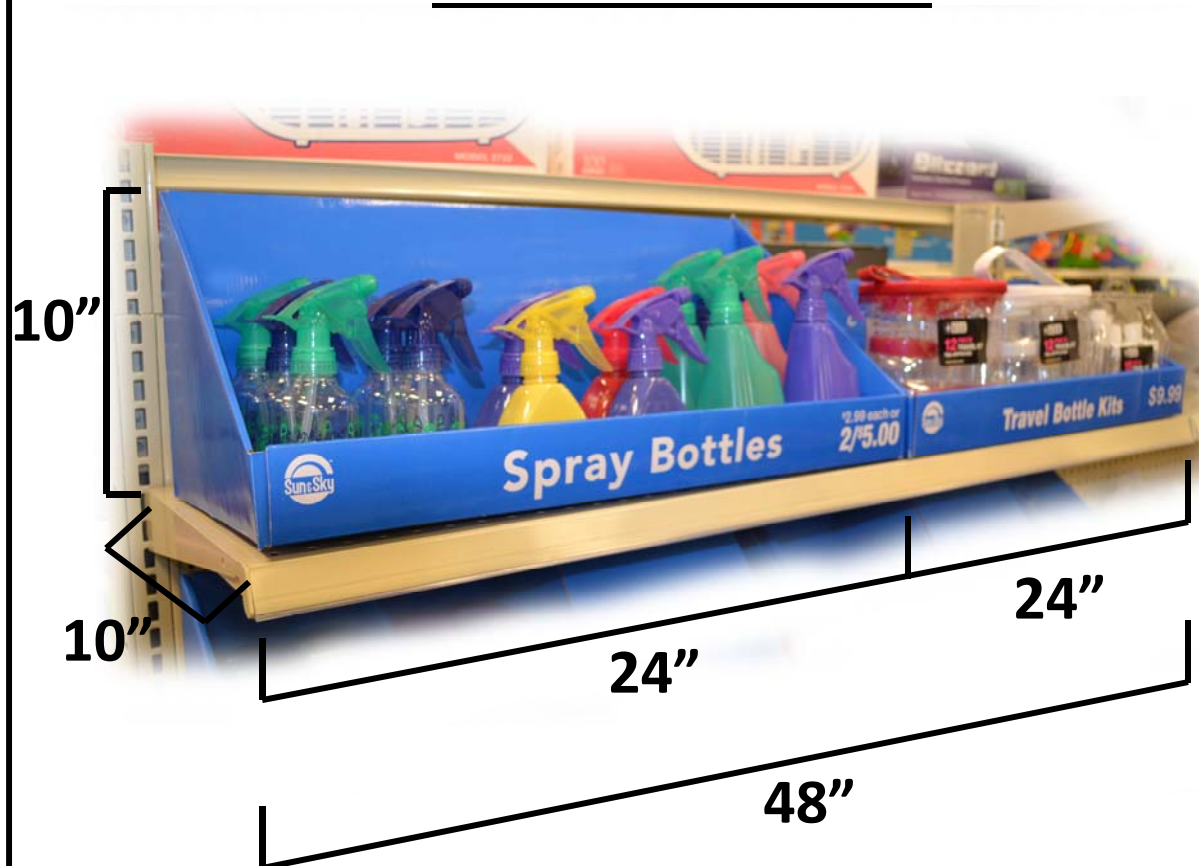
- PDQs should be sized for the product that sits within it unless specified by CM and not exceed the dimensions stated above
- If developing PDQs for a 4' section, the total width of the PDQs for 1 shelf within the section must total 48"

Example: If needing 2 PDQs per shelf, each PDQ should measure 24" wide.

**DO NOT USE THE ENDCAP PDQ STANDARD OF 26" WIDE**

- Height and width varies. Specific height and width must be validated by CM/RISD based on application
- Reference the Seasonal Style Guide (if applicable) for front lip height requirements
- Updated April 2015

## 4' Gondola Section



<b>Display Vehicle:</b>	<b>PDQ - Top of Checkout</b>
<b>Dimensions:</b>	
Display Height:	14"
Display Width:	10"
Display Depth:	10"
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

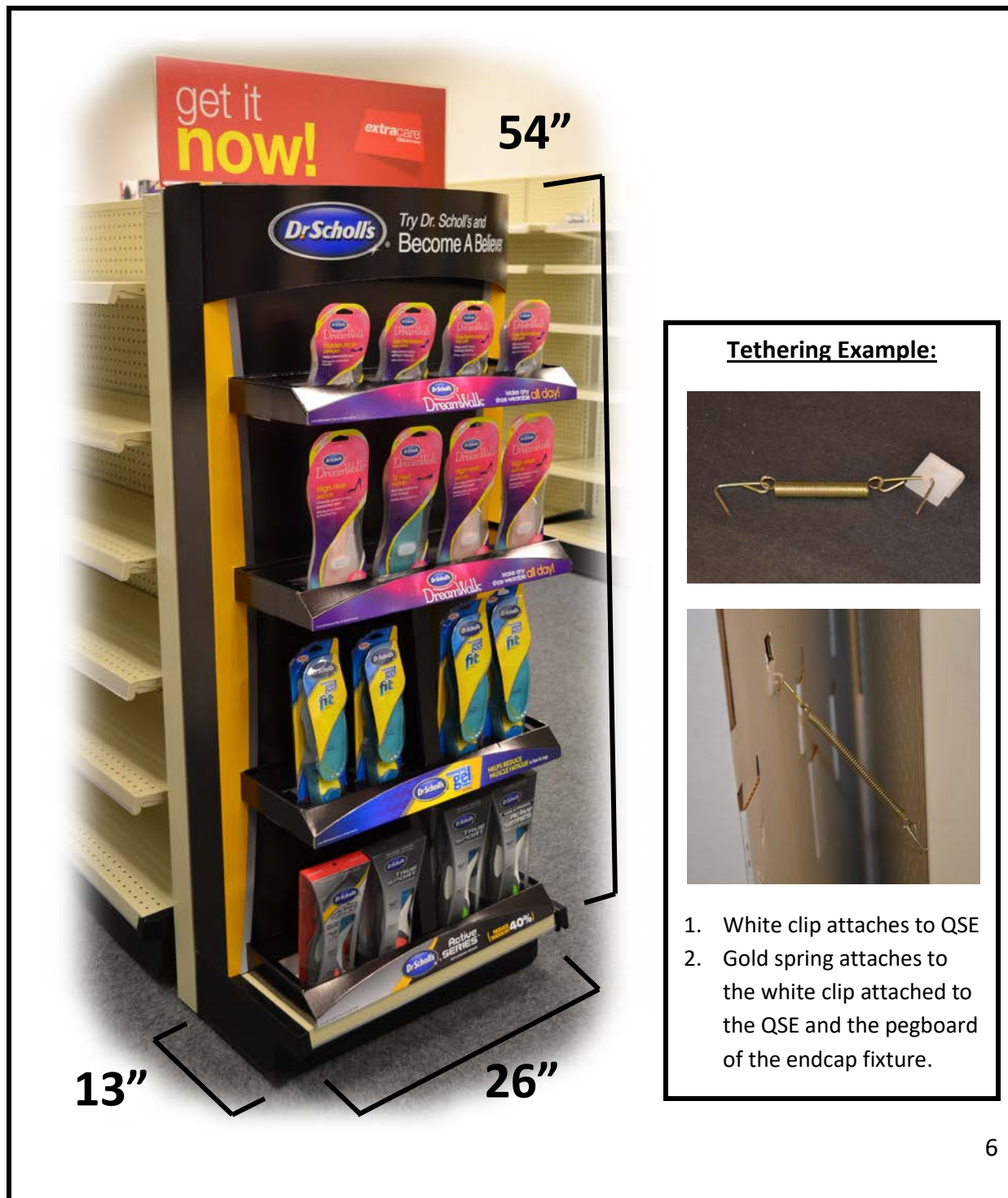
- PDQs should be sized for the product that sits within it unless specified by CM and not exceed the dimensions stated above
- Height of display including the header card must not exceed 14"
- Updated April 2015



<b>Display Vehicle:</b>	<b>Endcap – QSE 1-sided w/out Side Panels</b>
<b>Dimensions:</b>	
Display Height:	54"
Display Width:	26"
Display Depth:	13"
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

- QSE sits on the base deck of a CVS endcap fixture
- QSE height cannot exceed 54" due to California & West Coast Seismic Building Code Regulations
- QSE must include a tethering system built-in to securely attach to endcap fixture. Example: large zip-tie or spring tie (see photo inset)
- Updated April 2015



**Tethering Example:**



1. White clip attaches to QSE
2. Gold spring attaches to the white clip attached to the QSE and the pegboard of the endcap fixture.

<b>Display Vehicle:</b>	<b>Power Wing</b>
<b>Dimensions:</b>	
Display Height:	Exactly 41"
Display Width:	14"
Display Depth:	6"
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

- Header Cards are not necessary as the Price Conveyance Sign Holder is a permanent fixture and cannot be removed
- Preprinted logos and graphics along the sides of the power wing are not necessary as the CVS fixture the power wing attaches to obstructs any view
- "S" hooks used for attachment must be slotted into the back of the display and provided by supplier (see photo inset)



<b>Display Vehicle:</b>	<b>Power Wing</b>
	<b>Floor Stand w/in PW Fixture</b>
<b>Dimensions:</b>	
Display Height:	Exactly 53"
Display Width:	14"
Display Depth:	6"
Base Height:	varies
Base Width:	14"
Base Depth:	6"
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

- Display height must be exactly 53"
- A header card is not necessary as the Price Conveyance Sign Holder is a permanent fixture and cannot be removed
- Preprinted logos and graphics along the sides of the power wing is not necessary as the CVS fixture the power wing attaches to will obstruct any view
- For stability purposes, "S" hooks used for attachment must be punched into the back of the display and provided by supplier (see photo inset)
- Updated April 2015





<b>Display Vehicle:</b>	<b>Power Wing</b>
	<b>Floor Stand w/out PW Fixture</b>
<b>Dimensions:</b>	
Display Height:	59 ¾"
Display Width:	16"
Display Depth:	6"
Base Height:	varies
Base Width:	16"
Base Depth:	6"
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

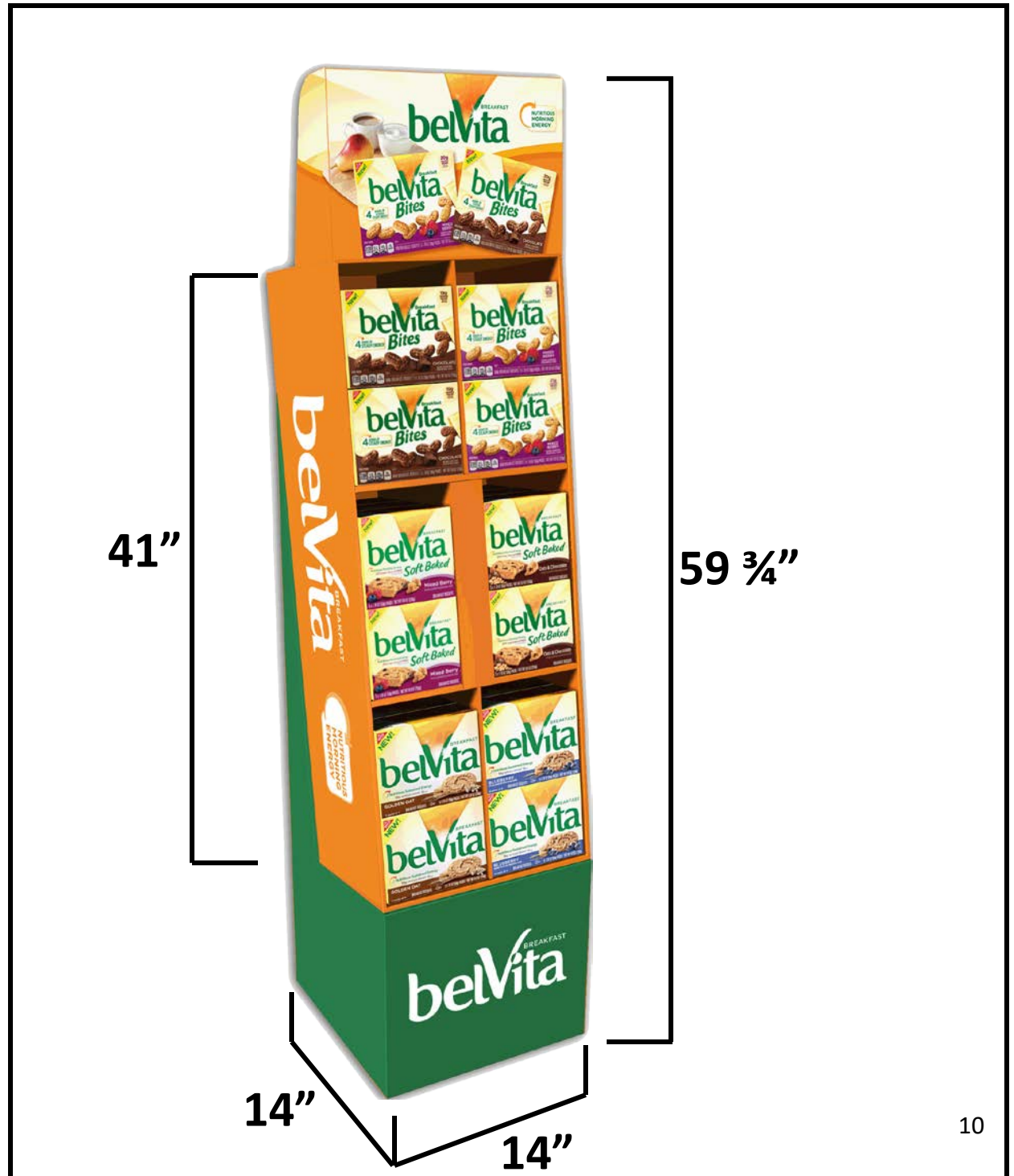
- Using this display type must be preapproved through RISD and authorized by CM
- Display height cannot exceed 59 ¾" due to California & West Coast Seismic Building Code Regulations
- Display dimensions listed above are exact and cannot be modified
- Updated April 2015



<b>Display Vehicle:</b>	<b>Floor Display</b>
<b>Dimensions:</b>	
Display Height:	59 ¾"
Display Width:	14"
Display Depth:	14"
Base Height:	varies
Base Width:	14"
Base Depth:	14"
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

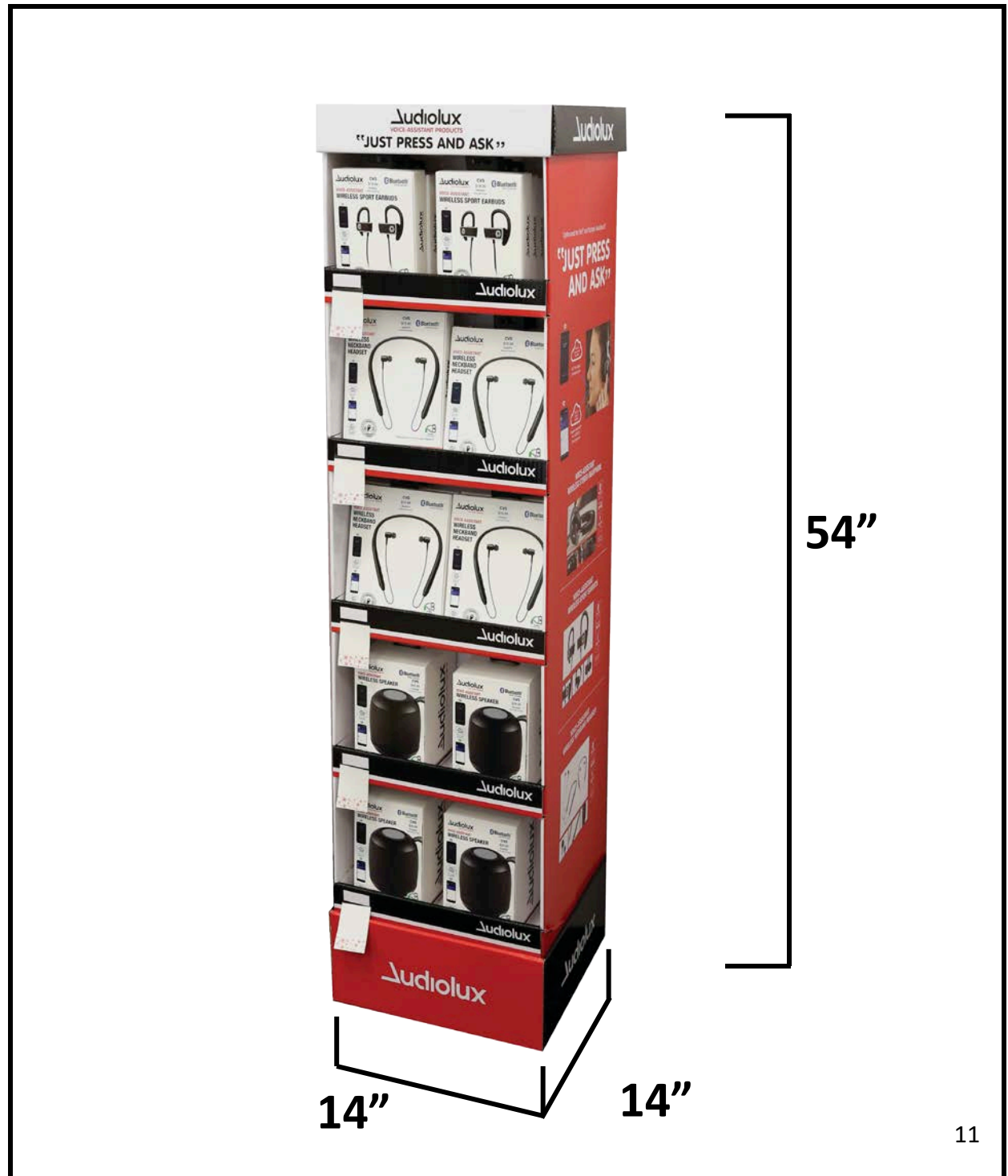
- Display depth should only be 6" and the display base is not to exceed 14"
- Display height cannot exceed 59 ¾" due to California & West Coast Seismic Building Code Regulations
- Best Practice: Floor Stands should be made to be convertible to a power wing for merchandising flexibility. The body of the display should follow Power Wing Guidelines
- Updated April 2015



<b>Display Vehicle:</b>	<b>Floor Display</b>
	<b>Seasonal Drive Aisle Tower</b>
<b>Dimensions:</b>	
Display Height:	54"
Display Width:	14"
Display Depth:	14"
Base Height:	varies
Base Width:	14"
Base Depth:	14"
<b>Weight:</b>	not to exceed 50 lbs

#### Additional Comments:

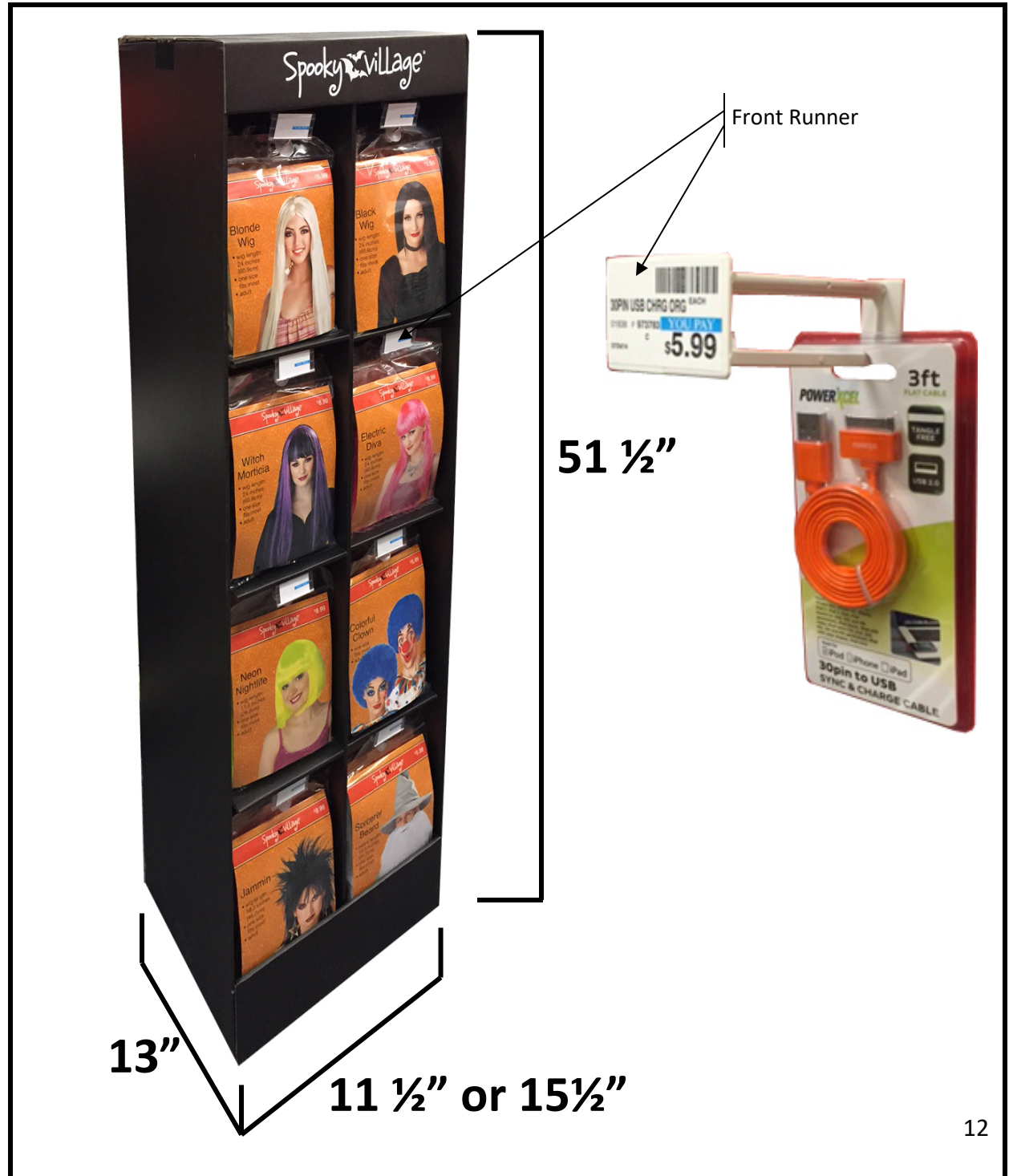
- Dimensions must be followed due to adherence to ADA requirements and regulations
- Dimensions listed must be inclusive of:
  - Signing Toppers/Headers
  - Peg Hook depth
- Optimal display design is either 2 sided or 4 sided
- If display must be 1-sided, finished artwork must be provided on all sides
- Updated November 2018



<b>Display Vehicle:</b>	<b>Locker</b>
<b>Dimensions:</b>	
Display Height:	51 ½"
Display Width:	11 ½" or 15 ½" (see below)
Display Depth:	13"
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

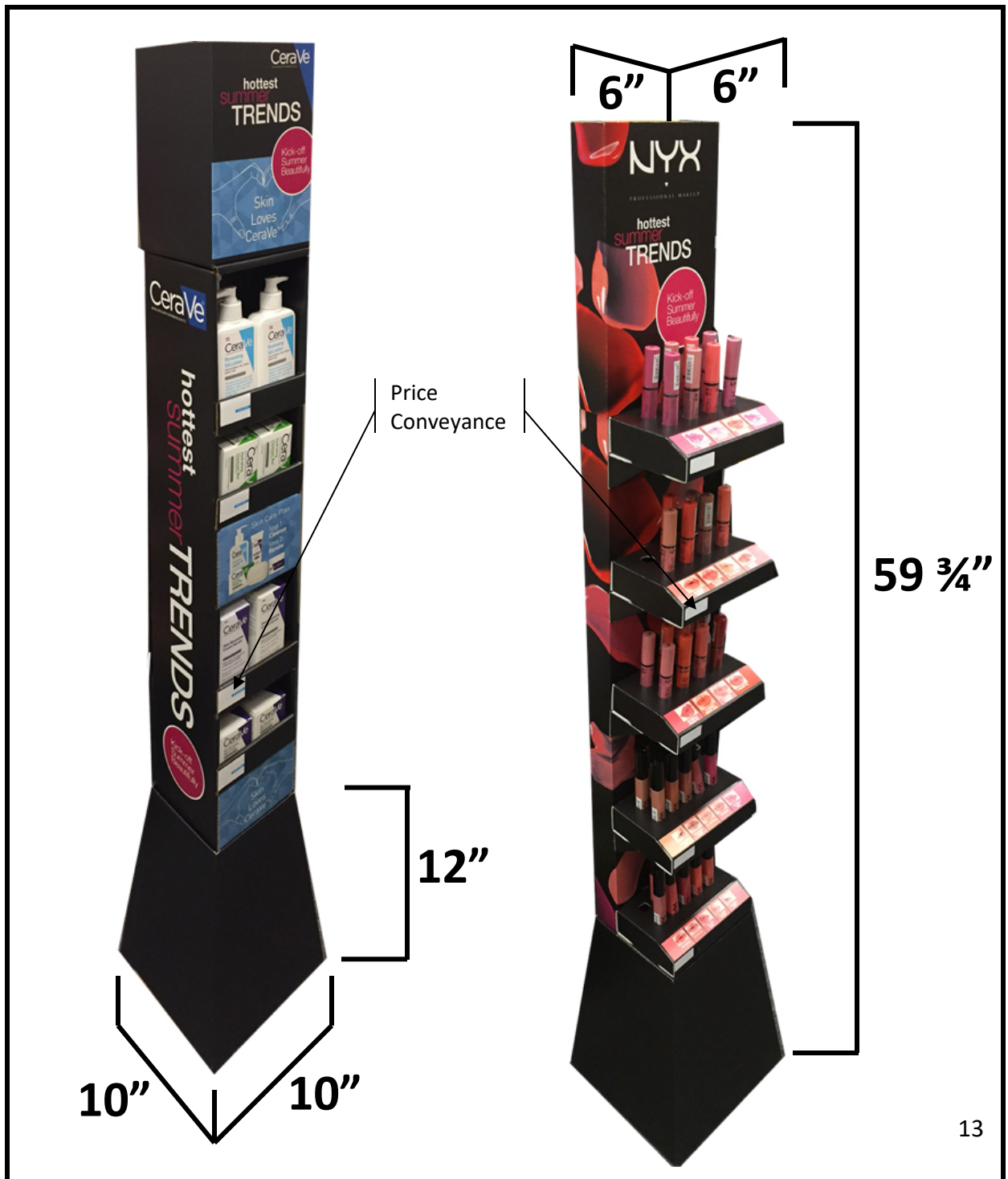
- The width of a Locker is determined by the number of Lockers per 4' section and must be specified by CM
  - 4 Lockers per 4' section use 11 ½" width
  - 3 Lockers per 4' section use 15 ½" width
- Lockers sit on the base deck of a CVS gondola or endcap fixture
- The top built-in headers of the display should be a consistent 3" in height and bottom footers 6" in height
- Peg Hooks must securely hold the weight of the product (either metal or heavy gauge plastic) and have a built-in front runner mechanism to attach a coding label or sign (see photo inset)
- Updated April 2015



<b>Display Vehicle:</b>	<b>Skinny Tower</b>
<b>Dimensions:</b>	
Display Height:	59 ¾" (inc. base)
Display Width:	6"
Display Depth:	6"
Base Height:	12"
Base Width:	10"
Base Depth:	10"
<b>Weight:</b>	not to exceed 50 lbs

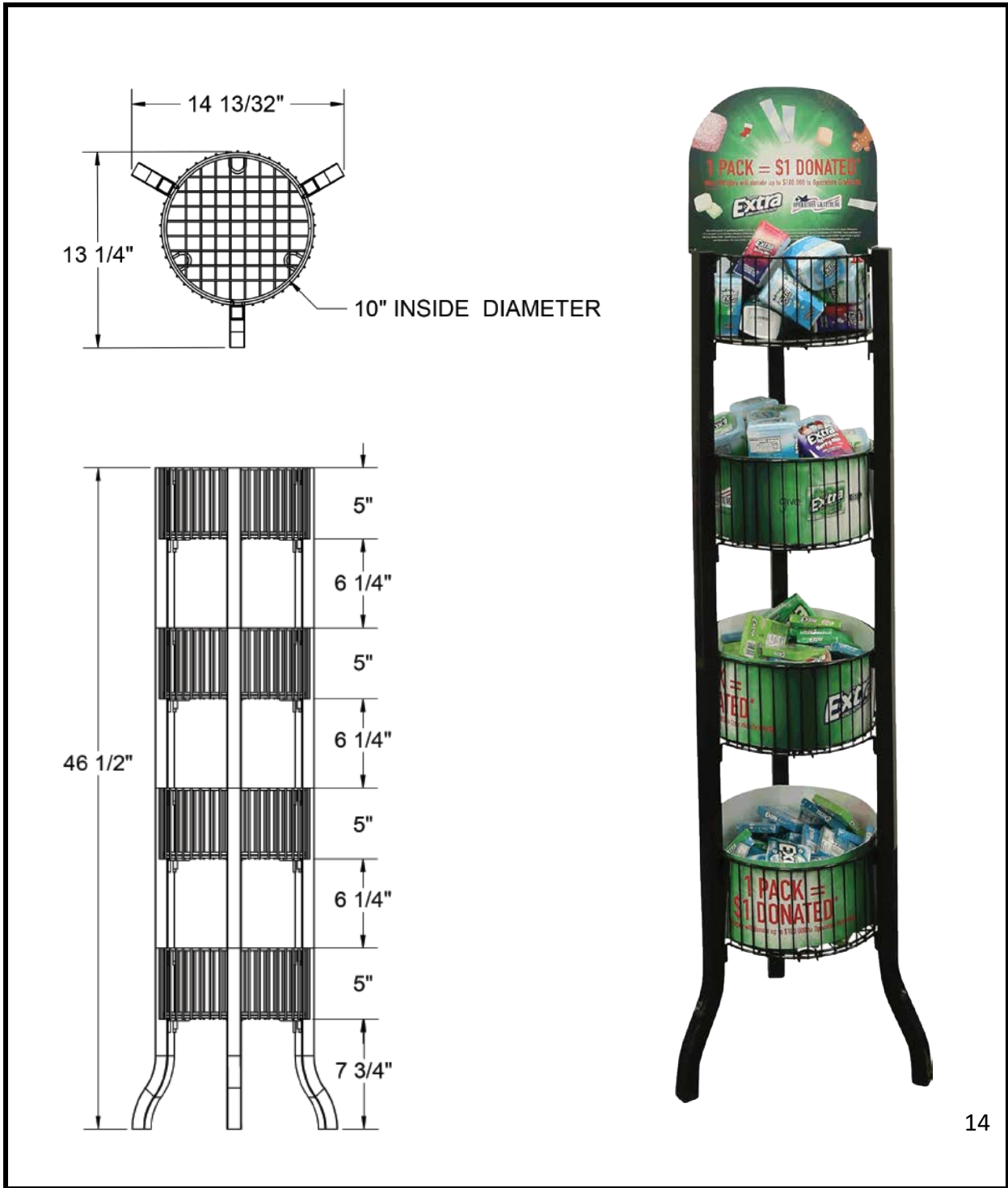
**Additional Comments:**

- If merchandise is pegged, plastic peg hooks must not exceed 2" and overall dimension of the skinny tower must not exceed 6"
- Product must face only 1 side
- White space 1 ¼" x 2" needed for price conveyance label
- Dimensions must be followed due to adherence to ADA requirements and regulations
- Updated April 2015



<b>Display Vehicle:</b>	<b>4-Tier Wire Basket</b>
<b>Dimensions:</b>	
Display Height:	5"
Display Width:	9 ½" diameter
Display Depth:	9 ½" diameter
<b>Base:</b>	
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	not to exceed 50 lbs

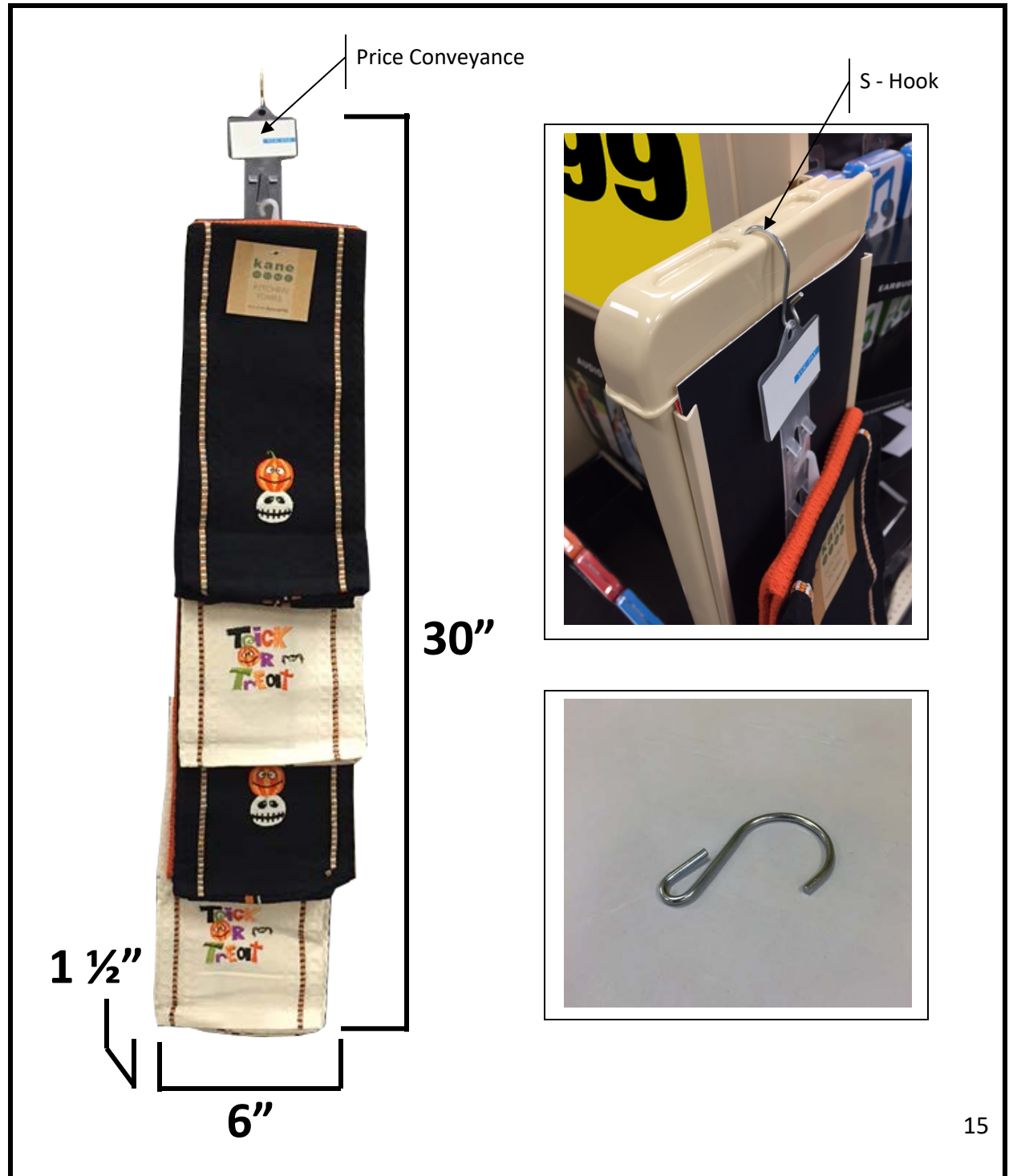
- Additional Comments:**
- 4-Tier Wire Bins are permanent Off Shelf displays in select stores
  - Diameter of wire basket is 10"
  - Corrugate developed to sit inside basket must have a diameter of 9 ½"
  - Updated August 2020



<b>Display Vehicle:</b>	<b>Clipstrip</b>
<b>Dimensions:</b>	
Display Height:	30"
Display Width:	6"
Display Depth:	1 1/2"
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	see below

**Additional Comments:**

- The weight of the product must securely stay on the clipstrip. The supplier is responsible for using an appropriately engineered clipstrip
- Clipstrips are meant to hang from a power wing dress kit. The recommended "S" hook must be supplied by supplier (see photo inset)
- Updated April 2015



<b>Display Vehicle:</b>	<b>Miniwing</b>
<b>Dimensions:</b>	
Display Height:	45"
Display Width:	6"
Display Depth:	4"
Base Height:	n/a
Base Width:	n/a
Base Depth:	n/a
<b>Weight:</b>	not to exceed 50 lbs

**Additional Comments:**

- Miniwings are meant to hang from a power wing dress kit. The recommended U-clip must be provided by supplier (see photo inset)
- U-clip must have an inside (not outside) dimension of 1" in order to attach to power wing
- U-clip depicted available:
  - **Import(China)** –  
Bob Su +86 13808523789
  - **Domestic** –  
FFR Merchandising, Inc.  
1-800-422-2547  
Item #8307711301 PW Clip Square Edge
- Miniwing must be slotted at 3" from top so when attached to the Power Wing Dress Kit, the top of the miniwing sits flush with the top of the dress kit (see photo inset)
- Updated November 2016





<b>Display Vehicle:</b>	<b>PDQ - Elevated Beauty EC</b>
<b>Dimensions:</b>	
Display Height:	2" tray
Display Width:	23 3/4"
Display Depth:	10"
<b>Weight:</b>	
	not to exceed 50 lbs

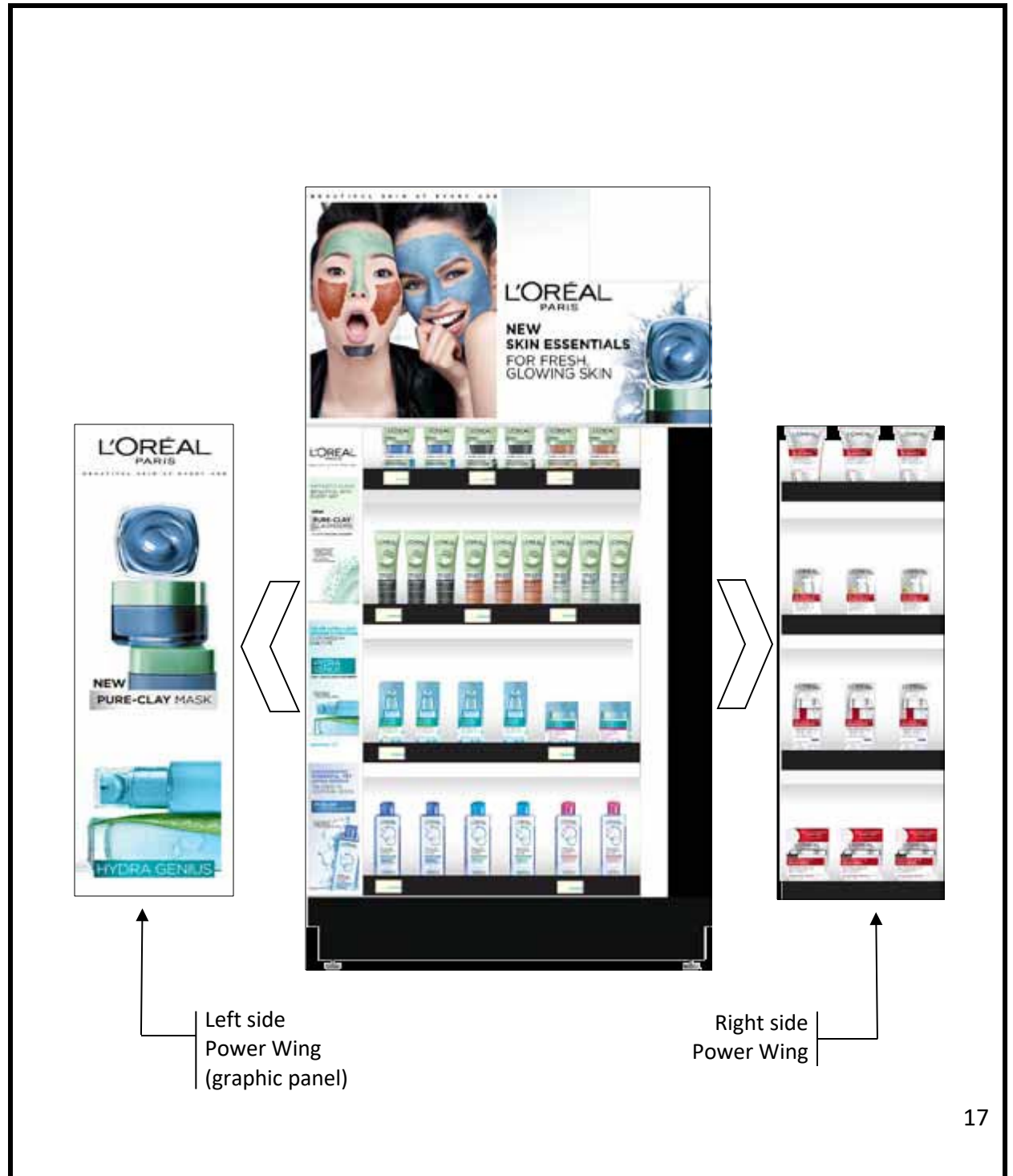
**Additional Comments:**

Endcap

- The 4 PDQs of product must fit within 39" of merchandising space top to bottom
  - Must consider 1 3/4" thickness of shelves and finger space for shopability
- 3 adjustable shelves may adjust, cannot be removed from display

Power Wing (2 sides)

- Merchandising space:
  - 8 1/2" wide
  - 36" high
  - 4 1/2" deep
- 4 adjustable shelves (1 3/4" thick) may adjust, cannot be removed from display
- Space also used for graphic panel (depicted on left side)
- Updated February 2018



<b>Display Vehicle:</b>	<b>Cosmetic Tower</b>
<b>Dimensions:</b>	
Display Height:	54"
Display Width:	24"
Display Depth:	4"
Base Height:	6"
Base Width:	24"
Base Depth:	13"
<b>Weight:</b>	not to exceed 50 lbs

- Additional Comments:**
- Header to be 3" tall
  - Body of display to be 45" tall
  - Updated April 2015



<b>Display Vehicle:</b>	<b>SSCU Cosmetic Prepacks</b>
<b>Dimensions:</b>	
Display Height:	8" (cannot exceed 10" w/product)
Display Width:	23 7/8"
Display Depth:	12"
Product Space:	17 1/2" x 11 1/4"
Graphic Panel:	3 3/4" x 11 3/4"
<b>Weight:</b>	not to exceed 50 lbs

- Additional Comments:**
- Structure
- Corrugate
  - 5/8" white border around angled portion
- Wells
- Must be black
  - Structural design may vary across products
- Graphics
- Limited to designated graphic panel
  - Product education is not permitted on front tip-on or sides of display
- Branding
- Brand logo positioned horizontally and right justified on front tip-on 1/2" from right side
  - Logos printed in 100% black
  - Max width 4 1/2"
- Fonts
- Reference specific guidelines from Beauty Team
- Updated February 2018

