Course 4: The Home Depot Merchandising Core Standards

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**Description**

**Course Title:** The Home Depot Merchandising Core Standards

**Description:** This training course outlines the core merchandising standards to be followed by Mosaic's Consolidated Reset Specialists at The Home Depot.

**Category:** Required Course

**Time:** 60 min.

**Quiz:** Yes

By the end of this course you will be able to:

- Explain the importance of merchandising to planogram
- Name the areas and departments in a Home Depot store
- Explain equipment safety and usage rules
- Identify fixtures and components
- Perform basic bay and display maintenance
- Recognize the types of labels and tags and correctly place labels and tags
- Know the basics of printing labels
- Describe how to read and follow a sign planogram
Merchandising Overview

One of your primary roles as a Reset Specialist is to merchandise selected products at the Home Depot Canada stores you visit according to planogram and The Home Depot standards.

During and after each reset, we are relying on you to execute our merchandising objective: *displays that will grab the customer’s attention and encourage them to buy.* Visual impact is the key to generating customer interest.

When merchandising standards are executed at Home Depot, there are three clear winners:

- The brand wins through increased sales
- Home Depot wins through increased store profits
- The customer wins through ownership of a superior product

Did You Know?

Based on consumer spending studies, 60% of purchases are unplanned!

*Impulse buying is most directly affected by creative and eye-catching merchandising.*
What is Merchandising?

Merchandising involves arranging a product to complement other products on the shelf and, most importantly, to motivate customers to purchase.

Merchandising is the art of building customer awareness and passion with:

- Functional displays
- Easy-to-access products
- Items the customer can’t seem to live without

THD Reset Merchandising Objectives:
- Speed to Market with Product Line Changes
- Do it Right Once!
- Quality Control of Resets
- Consistency Across Stores
- Improve Shopping Experience for the Customer
- Improve Productivity for Stores

While merchandising, you should achieve the following goals:

- Display products on fixtures and in locations designated in the planogram* for that project.
- Ensure all overhead product is placed correctly.
- Follow any special instructions identified on the POG.
- Ensure that all promotional offer signage is properly placed.

* Remember from the Program course that a planogram (POG) is a diagram of fixtures and products that illustrates how and where retail products should be displayed to increase customer purchases.
Before we dive in to the details of merchandising, let's take a high-level look at the layout of a typical Home Depot store. Although Home Depot stores are laid out in differently from store to store, some main areas are shown here:

1. Outside Garden Centre
2. Receiving Department
3. Breakroom & First Aid
4. Manager’s Office
5. Customer Service/Returns
6. Front Entrance
7. Race Track
8. Lumber Checkouts
9. Pro Desk (Contractor Services)
Store Departments

As a reminder from the Program Course, Home Depot stores are made up of several Departments with multiple product categories within each department.

You’ll want to become familiar with the department names and numbers within the store and the types of merchandise you’ll find in each department.

**CR Program Glossary**

THD also has many terms and acronyms that you’ll encounter when completing the resets. You’ll want to review the “Glossary and Acronyms” document posted on News and Information in the Tools and Resource section. Being familiar with the terms and acronyms will help you understand and complete your merchandising tasks.

<table>
<thead>
<tr>
<th>Department</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>D21</td>
<td>Lumber</td>
</tr>
<tr>
<td>D22</td>
<td>Building Materials</td>
</tr>
<tr>
<td>D23</td>
<td>Floor Coverings</td>
</tr>
<tr>
<td>D24</td>
<td>Paint</td>
</tr>
<tr>
<td>D25</td>
<td>Hardware</td>
</tr>
<tr>
<td>D26</td>
<td>Plumbing</td>
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<tr>
<td>D27E</td>
<td>Electrical</td>
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<tr>
<td>D28</td>
<td>Seasonal</td>
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<tr>
<td>D29</td>
<td>Kitchens and Bath</td>
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<tr>
<td>D30</td>
<td>Millwork</td>
</tr>
<tr>
<td>D59</td>
<td>Décor</td>
</tr>
<tr>
<td>D70</td>
<td>Appliances</td>
</tr>
<tr>
<td>D78</td>
<td>Tool Rental</td>
</tr>
</tbody>
</table>

Let’s take a look at the different types of fixtures you’ll encounter throughout the store.
Fixtures and Components

Being familiar with the fixtures and components in Home Depot stores will make your visit experience go smoothly.

Bay Fixture
Each department is divided into sections that are called bays. Bays are constructed out of steel frames and contain a specific type of merchandise within the department.

The example on the right shows 2 different bays within Department 22 Building Materials: Concrete Repair and Concrete Tools. The Store Layout will show all departments, and bays within the store. A Planogram will show how the display and merchandise is set for individual bays.

Each bay within the store is designated with an individual number. For example in bay number 22-052: The department number is 22 and the bay is designated “052.” The bay number is on a label located just inside the H-frame on the left side.
Fixtures and Components

**End Frames or H-Frame**
End frames (also called H-Frames) are the side posts and rungs on bays. These frames are the vertical beams that make up the bay.

**Ear of the Beam**
This is the piece that connects the beam to the End frame.

**End Frame Protectors**
These are found on the front of the end frame at the base and come in 4 sizes.

**Damo-pros**
These are support pieces that have been added to an existing end frame structure for support. These are not on all bays but you may encounter one when completing a reset.
Beams and Decking

**Beams** are the horizontal supports within the bay and hold the decking or shelves.

**Decking** is wire-grid or wood shelving material that holds the product within the bay.

**Note:** When using wood decking; spacers must be used. Wood cannot be placed tight together; spacers must be placed between wood pieces.

Suspended Maxi or Megawall

A suspended maxi is a fixture that supports megawall in the wide span of a bay, while keeping the decks beneath clear for display of larger items. Suspended maxis are used in Hardware, Plumbing and Electrical.

Also referred to as Megawall, slatwall it is a system of metal slats that interlock to form an uninterrupted wall. There are no visible fasteners or horizontal seams. Various sizes of wall hooks can be hung from the megawall.
Gondola shelving units can be one or two-sided. Like suspended maxis, they are used in Hardware and Paint.

Filler panels can be uniboard, megawall, pegboard, slot wall or open. The “base” refers to the base shelf.

Pegboard and slatwall panels come in various heights and widths.
In-bay Millwork

Millwork is carpentry or woodwork that finishes out the display within the bay. There are certain displays that will require the crew to cut out or finish a wood piece to complete the POG.

Bay Skinning

Bay Skinning is the plastic side panels that are cut and placed by the reset crew. Crews are provided with the plastic sheets and cut them to fit the sides of the bay. The Bay Skins act as a partition and keep the display looking completely separate from the bay next to it.
Bay Overheads

The very top of most bay displays is called the bay overhead. This area is considered a non-selling area since it is out of the reach of the customer. It’s typically 93 inches or above.

This area is used to store additional product stock and will be referred to on most POGs.

This part of the bay is sometimes used to store materials and product during nights 1 and 2 during the reset. Before the store is completely set, the overhead is a good storage place to ensure all materials and display items will be out of the way of customers and associates until we come back to complete the reset on that bay.
TV and Video Displays

TVs and video can be found throughout the store down aisles and on end caps.

The following standards must be adhered to when implementing TVs and videos.

- Any digital signage element being considered for the store must be approved by the Merchant, Marketing and Visual Merchandising Team before being installed.
- An electrical outlet must be close in range (no extension cords are to be used).
- TVs must fit within bay and cannot obstruct access to product.
- TVs must be recessed and secured in bay.
- No movies are allowed to play in store, only videos that relate to the product being featured.
- Volume on the TV is to be at a reasonable level.
Special Order Displays

When creating merchandising for a category that requires special order, be sure that your display effectively presents the available product offering.
Bay and Display Maintenance
In this section, you will learn how Home Depot expects its bays and displays to be merchandised and maintained.

POG Integrity
Planogram (POG) integrity is the cornerstone of bay standards. In every bay, the current POG should be present in a sleeve attached to the left H-frame of the bay. If the POG is missing or becomes worn, a new one can be printed.

Audit the bay for any variances between product selection and placement on the shelf and what’s stipulated POG selection. Correct any anomalies and remove foreign product not in the POG layout. Update labels if required changes have been made.

Consult the POG to verify all display items are represented in the bay. If a display item is missing it must be replaced.

At times, store associates may work clearance product into the bay, or consolidate empty holes by removing tags and doubling-up other product. Restore POG integrity, even if it results in a hole being generated.
Bay Standards

To maintain the bay correctly, make sure the standards listed below are met:

- Bay is set to POG Integrity.
- The bay is free of litter and foreign product.
- Product is full, but not overstocked on the shelf.
- Product packaging is facing outward.
- Product is faced forward to the edge of the beam.
- Partial boxes of product have been consolidated without creating holes.
- Product packaging used as merchandising trays is fresh.
- Signs are in the proper place per POG.
- Ensure bay is sequenced and labels printed.

Note: Bays that require electrical maintenance must be done by a licensed electrician provided by Home Depot.
Overhead Bay Standards

During the CR, you will be responsible to organize and stripe the overhead area of the bays you are working in. Striping means organizing all products in the overhead area or non-selling area of each bay. The following guidelines must be followed when placing boxes into the overhead area.

- Clearly marked, with a black marker, the 6 digit article number and quantity in the box. No Exceptions.
- Only 1 type of article per box. Be mindful of look-alike items when placing items in boxes.
- Place only articles belonging in that bay below, merchandised at selling level, into that overhead area.
- Opened boxes must be taped shut to prevent anything from falling out.
- Smaller boxes should be placed on top of larger ones to prevent tipping. Safety must be top of mind when placing boxes back into the overhead area.

Note: Mosaic crews must obtain the assistance of the store employees for merchandise that is over 93 inches. This is a mandatory directive. Work with your PM to get the store’s forklift employee for any work above 93 inches.

Example of a well-organized bay overhead
Clip-Strip Displays

A clip-strip is a hanger for merchandising product on the H-faces containing up to 12 pegs. Go-with items are hung from the pegs to cross-merchandise stock from other areas that would be a natural complimentary item to those stocked in the bays. Follow the clip-strip displays guidelines in the POG.

Clip-Strip Placement

• Make sure product on clip-strip is facing the customer with labels forward.

• Clip strips must be full at all times without being overloaded. Due to the length and shape of certain products, it may not be necessary to stock every tab on the clip-strip.

• Clip-strips must include price signage contained within a small hang-tag plastic sleeve. The hook is to be set 6 feet from the ground on the h-frame.

• No more than one clip-strip per H-frame is permitted and only one article is to be merchandised per clip strip. Remove any double-up of product or clip-strips.

• Clip Strips are to be signed with a 3"x4"hang tag.

• If a clip-strip is not relevant to the corresponding bay, speak with the Project Manager.
Product Presentation

Making sure that products are placed correctly is one of the most important parts of your job. In this section, you will learn characteristics of good product presentation.

**Product Facing**
Face-forward product to create presentation consistency.
- Boxed stock on shelf should align with interior edge of beams.
- Free-standing product or cans should also be aligned in this manner wherever possible.

**Cutting Cases**
When pulling forward inventory, ensure new product facings are case cut to allow easy access and presentation quality to customer. Make cuts consistent. Some packaging comes perforated to simplify this task. Be aware of product contents when case-cutting, so as not to damage the internal product with the knife blade. Product packaging should be removed completely if it is not needed to improve presentation standards or reduce clutter.
Product Presentation

Product Facing Labels
Ensure where possible that product labels face outward on the shelf and area all the same direction (facing out, not upside down, items all mirror each other).

Pictures assist in sales and locating of product by customers, so prioritize them in presentation. Never write article numbers on product packaging.

If inventory labels have been put directly on product, rotate the box so they are not visible to the customer unless this results in a visible alteration from other product (i.e., the back of box has no picture and all other product in home displays picture outward).
Product Presentation

Consolidate Boxes
Consolidate partial boxes of stock and pull forward inventory stocked behind the facing. Do not consolidate boxes to create holes if extra stock is not available. Also take caution not to remove or discard empty boxes that may be used to house product as merchandising trays if no replacement is available. Vendor-supplied replacement boxes (merchandising trays) may be available if those in place become no longer presentable or torn. Contact the CR Captain if you have questions.

Rotate Stock
Rotate perishable stock from back to front. Items like glues, caulking, paint, cleaners, cements, etc. can expire with time. For all merchandise, put old-styles of packaging out front if a change has occurred.

Display Consistency
Bays should remain consistent with what is required in the POG. Homemade displays need to be removed. Verify with the vendor that the display is not an approved fixture and partner with the store before removing.

Product Quantity
Product should be full on shelves or pegs but not overloaded. Remove any pegged merchandise that is overloading peg holders. Place overstock into the overhead bays.

Pull older perishable stock to the front.
Product Presentation

Remove Display Materials
Remove old displays, beams, signs, wood, etc. that has been stored behind bays or placed between gaps in the racking. Ask your PM where to place the removed items.

Remove Plastic Wrap
Make sure all plastic wrap is off product when product is placed. Do not just “cut and tuck” plastic wrap. Remove the skid with a pump truck.

Damaged Packaging
Repair damaged packaging on open product before merchandising. When possible, use box staplers or the store-use banding machine to reattach open box ends. Try not to use tape to repair boxes.

Cleaning
Displays need to be thoroughly cleaned and dusted, inside and out. Remove any residues, tape remnants, loose ties, etc. Using a pump truck, pull skids at floor level out from the beams and sweep underneath (if possible). Ensure product and shelving is dusted and clean. Vacuum carpets and fixtures if needed.

Example of plastic left on the product
Product Presentation

Brochure Holders and Tear Pads
Remove any empty tear-pad cardboard backings that are hanging from the H-frame and cut off plastic ties that remain. Using a new tie, affix new pads where applicable.

Check POP
Review POP required and related literature. Make sure POP is clean, intact, and complete.

Power Strips
The use of extension cords is strictly prohibited. If the display cannot be plugged directly into a professionally installed outlet, escalate to PM who will schedule an Electrician to complete.

Now let's look at some of the different types of merchandising equipment you'll encounter during a reset. You'll learn that some types of equipment are only to be used by THD employees.
Equipment Safety

Safety is your first consideration when working in Home Depot stores. Here are some rules that MUST always be adhered to.

**Motorized Equipment**
Do not stand/walk in the way of any moving motorized equipment. Look around corners before walking and listen for approaching equipment.

**Ladders**
Ladders must be locked down BEFORE climbing.

**Safety Gates**
When these are blocking the aisle, do not open them. A gate in the aisle means that it is unsafe to enter because machine work is being done in the aisle or the adjacent aisle.

![Safety Gate](image)

**Orange ladder:** You must ALWAYS LOCK DOWN a ladder before climbing. Engage the locking mechanism (circled) near the foot.
The Home Depot Merchandising Core Standards > THD Merchandising Equipment > Equipment You Can and Cannot Use

Equipment You CAN Use

Home Depot stores have many types of equipment that store employees use to move products and displays. You cannot use all of the equipment in the store, but you are allowed to use many types of equipment to complete your resets.

These are items that Mosaic reps CAN use.

**Lumber Cart:**
You can use this for large displays. It is also helpful, when sorting merchandise or de-merchandising a bay, to use a sheet of plywood on top of the cart as a work surface.

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**Short Ladder**

**Medium/Tall Ladders** (must lock down before using)

**Pallet Jack**
Moving Merchandise and Supplies

When moving product onto the sales floor, you are to use a skid. All product comes to Home Depot stores shipped on a skid base. There are two types of skids, blue (CHEP) or wooden (“junk”).

MES or exiting merchandise should be palletized onto junk skids (see picture below). Do NOT place MES merchandise onto blue CHEP pallets.

“Junk” Skid – Use this to move and stage merchandise and supplies.

Shopping Cart – Do Not Use

In this photo, the Electrician is using a shopping cart to hold his supplies. Mosaic is not allowed to use shopping carts or flat carts when conducting a reset unless specifically directed to by your PM. Always move and stage merchandise on skids only unless the approved RIG specifically calls for a cart.
Equipment You CANNOT Use

Because operating some equipment requires special training and can be dangerous, Mosaic Reset Specialists are not allowed to use it. Work with the store to move merchandise that requires the use of this equipment.

This is equipment that Mosaic reps CANNOT use.

- Fork Lift
- Electric Pallet Jack
- Reach Truck
- Order Picker
Types of Labels and Tags

Now let's take a look at the merchandising standards on placing labels and tags.

Labels and tags are small signs that display the price of an item as well as important identification information. They are printed using mobile ordering carts.

Labels and tags are yellow for clearance items and white for regular stock. Labels can be either peel-n-stick or on a paper card, while tags are on card stock.

There are several sizes and shapes of pricing labels and tags. Review and become familiar with the labels and tags shown here.
Clearance Labels and Tags

Clearance labels and tags come in the same sizes as regular stock labels and tags and are yellow. Clearance labels and tags can include a markdown price, as shown here.
How to Read a Label

Labels and tags contain a lot of useful information. Study the illustration below to learn the parts of the label. (The same information is found on all labels and tags, but the location may be different.)
Additional Label Information

Some labels have additional information about per-month prices, assembly charges and square foot amounts. Review this special information in the examples below.
**Easy Find System**

The Easy Find system has been put into place to make the Home Depot’s customers’ shopping experience convenient and effortless.

Merchandise featured on display above should have a product card attached with an Easy Find number in place. The product card references the corresponding boxed product found on the shelves below which has the same easy find number on the beam label.

**Important:** The product in the lower shelves should always be easy numbered sequentially from left to right, while the displays above may be out of order. See photo right for an example.

**Note:** Easy Find labeling can be produced on the Mobile Ordering Cart system. Refer to the “Bay Sequencing and Product Labeling” document on News & Information in the Tools and Resources section.
Label Placement Standards

Follow these guidelines on placing labels correctly.

• Ensure old labels are removed entirely, and all adhesive and debris is removed from the beams. Never put a new label over an existing label.

• Make sure labels are straight and are centered on the beams.

• A label needs to be replaced if it is torn or has wrinkles. If a label is not straight, is dirty or the printing is smeared, or if it has air bubbles, replace it.

• Do not use single labels to label multiple facings of product. Do not recycle labels by removing and reaffecting them.
Label Placement Standards, continued

- When possible, labels should be consistent in size to improve presentation within the same row of products. Labels need to correspond to their intended use. Do not print clearance labels on white stock, or place business card labels in clip-strip sleeves.

- Labels should not be placed directly on merchandise. Often these labels are placed on product in a haphazard manner, which takes away from the presentation of the product. Furthermore, as prices change there is a much greater chance that these labels will not be updated to reflect the new price, resulting in mark-downs at the register. Remove the label if it can be done with minimal impact to the packaging, otherwise rotate the product so these labels are not visible.

- Ensure all labels have consistent pricing, and that display pricing matches the home. As price changes occur, often the home label is updated, but the display is forgotten.
Label Placement Standards, continued

• Make sure labels print straight on the tape when using a mobile cart. Do not use labels where a portion of the writing has been cut-off due to improper alignment of the roll when printing.

Incorrect: Old date on a label.

Incorrect: Add-on sign (sticky note).
Label Placement Standards, continued

- Where indicated on the POG, utilize easy-find signage to link the display label to the product home.

- Easy-find numbering is driven by the product home sequencing. Displays follow the shelf assignment. Do not make the shelf follow the display order.

- Numbering should ascend by twos (1, 3, 5, etc.) so that if product assortment is later increased within the bay, items can be inserted into the current easy-find system.

- Vendor-provided easy-find labeling takes precedence over store-generated easy-finds if they are part of POP. Any hand-written easy-finds by the vendor, or easy-finds that do not follow the natural layout of left-to-right, top-to-bottom on the product homes, are not valid.

- Ensure bays are sequenced to reflect proper label template. Easy-find labels will not print unless the bay is sequenced first. Refer to the “Bay Sequencing and Printing Labels” document on News and Information in the Tools and Resource section.
Pricing Guidelines

Each type of fixture has specific guidelines for how to place pricing. This section covers pricing placement for all fixture types.

Gondolas

Study that example at right to learn how to place pricing on gondolas.

- Each facing of product receives one pricing label (business card).
- All pricing must be present when resetting the bay whether the product is there or not.
- When pricing product on a gondola, hang tags must be used, centered and above the merchandise.
- Pricing size (business card/pallet is determined based on the size and quantity of product on the shelf. The labels should not look cluttered.)

The pricing labels used in this picture are business cards with a half plastic hang tags.
Box Product

Box product uses labels at each facing. Notice the items on the bottom shelf are labeled with hang tags above the product.

- Each product facing must have a price label. Even if there are double and triple facings.
- Pricing must be placed on all beams underneath the product. Top of label must be aligned with the top of beam.
- Bottom shelf use hang tags and apply above the product (only on bottom shelf).
The Home Depot Merchandising Core Standards > Labels and Tags > Pricing Guidelines

Basket

Baskets are priced with price sleeves attached to the middle of each divided portion.

The pricing labels used in this picture are medium-sized hang tag labels with a medium sleeves,

- Each basket divided with product must have their own price.
- Each price must be accompanied by a plastic sleeve that fits that size of price tag.
- Attach the plastic sleeve to the middle of each divided portion with a white or clear zip tie.
Vertical Product

Vertical product should be priced on a safety beam, when present, with each product divided by an arm having a price tag.

The pricing labels used in this picture are business cards.

- Each product divided by an arm must have a price tag. If there are multiple facings between arms, each facing gets a label.
- When there is a safety beam other than the base beam, it is preferred that it be used to mount the price labels.
- Always try to use the largest label possible for customer visibility, however visual appeal is the focus. Using big labels, but having to overlap them is not the Home Depot standard. If labels touch due to lack of space, downsize.
Vendor Product Signage

Display product often has signage in addition to pricing signage.

- Vendor product fact cards can be ordered by the store through the VPOP system. Let your PM know if there is missing vendor signage.
- Many Home Depot displays have product fact cards attached with an outlined price spot. Each display must be priced consistently within the fact card.
- Easy-finds must be used for products that are on display where the product is found underneath or near by.
Bin/Drawer

On bins and drawers, make sure there is one label per divider.

Because bin labels are so small, make sure they are in good condition and visible to customers. Worn tags will make the small writing even harder for the customer to read.

- All labels must be visible both when the drawer is open and closed.
- Labels must be consistently placed throughout all fixtures. There must be one label per divider whether or not there is double facings or not.
Peg Hook

On peg hooks, prices are mounted to a plate attached to the peg hook.

The right size peg hook must always be used to ensure product depth, weight and price consistency across the whole bay as per the POG provided by Home Depot.

• Each price will be mounted to a place attached to the peg hook. There should always be one bin label price for each peg hook.

• Evenly distribute every peg hook to ensure shopping is easy and pricing information is visible as per the POG provided by Home Depot.
Printing Labels

Depending on the amount of new product in the POG, you’ll want to ensure you have allowed plenty of time to Sequence the Bay and Print the Price Labels.

**Sequence the Bay**
This is the process of deleting old article numbers and entering all of the new product that is in the POG into the EPISYS system on the Mobile Ordering cart. Sequencing the bay puts all of the SKU numbers in order so that when they are printed out it will be easy to place the labels.

See the “Bay Sequencing and Printing Labels” document posted on News and Information in the Tools and Resource section.
Pricing Labels Lined Correctly

Now that you have finished merchandising the bay and printed all of the pricing labels, make sure you take adequate time to place the labels accurately and lined up horizontally so your labeling doesn't look like the photo to the right.

Labels placed in a sloppy way will ruin a good display.

Next you will learn about the different types of POP and Signs you’ll place when completing resets in The Home Depot.
Sign Planograms Overview

Sign planograms, also known as Sign POGs, are visual diagrams that provide detail on all visual elements that are situated in Bay/Category/Set. These visual elements include POP signs, brochures, and tear pads.

The sign planogram is a series of schematics and are similar to Home Depot merchandising planograms that are used to set product.

You will use sign planograms to correctly set the visual elements in bays and displays to Home Depot standards.

Example of a sign planogram
Sign Planograms Expectations

Bay/Category/Sets vary considerably from store to store and there are a number of anomalies that may prevent a set for being completed as per the “generic” sign planogram.

Some anomalies or conflicts you may encounter might be:

- The Bay/Category/Sets in your store may be larger or smaller.
- The Bay/Category/Set may not exist in your market or store.
- The Bay/Category/Set in your store could be regional and have a different vendor.
- The Pallet Racking may vary in size (height and/or width/depth)
- A building column (post) may interfere with the visual element.
- Store may be set in gondola vs pallet racking.

Once you have accessed a planogram, remember sign planograms are “generic,” that being said most visual elements have been designed to be scale up or down to fit most Bay/Category/Sets throughout the division.

Sign planograms should be used as a guideline when setting bays.
How to Read a Sign POG

Review the following diagram to learn the parts of the first page of a sign planogram.
How to Read a Sign POG

Review the following diagram to how to read page 2 of a sign planogram.

- Sign POG Name mirrors Merchandise POG Name
- Thumbnail of Merchandise POG for Referencing Visual elements
- HD article number and description for visual items tied to an article. Ie Product Cards
- This Column identifies where to order or how to replenish specific visual elements. (on “Ariba”, on “VPOP” of through the “Vendor”.
- Sign Part # and Description of each visual element.
- Description on hardware requirements for each visual element.
- Numbered Symbols coordinate with Item # in Requirements area below and on images on page one.
Types of Signs and POP

Following are samples of types of visual items captured in a sign planogram. Review these now so you will recognize these types of items in the store.

- **Aluminum Soffit & Fascia**
- **Chain Link Fence**
- **All Home Depot / Vendor POP Signage**
- **Home Depot Brochures**
- **Installations Services VBS Signs**
- **Tool Rental and Contractor Plus Beam Signs**
Types of Signs and POP, continued

Vendor Supplied Brochures

Vendor Supplied Tear Pads

Home Depot Safety Signs

Home Depot PRO – (JLQ) Job Lot Quantity
Types of Signs and POP, continued

Many signs are provided by Home Depot, such as the ones shown here.

Now let's take a look at several types of signage hardware that you'll encounter on your reset visits.
Sign Hardware

In this section, you will learn how to identify the types of sign hardware. This hardware is often referred to on the Sign POGs.

“C” Channel
“C” Channels are plastic signs that are screwed into the cross-beam. They often display category names, beam signs and product cards.

Flex-hinge “C” Channel
This hinged hardware mounts above or below the beam with self-tapping screws. It is used for displaying “How To” or “Product Information.”

Low Shelf “C” Channel
This sign mounts above the beam on the wooden deck or wire grid. It is angled up for easy viewing of graphics from low shelf.
Sign Hardware, continued

**Vertical Book System**
Brackets mount directly to racking uprights.
Great for sample chips, wood, tile, etc.
Holds up to eight pages. Clips ensure pages lay flat.

**Spring Piv It Sign**
Mounts to the face of beams with self-tapping screw. This hardware pivots up to allow access to product in the rack and springs closed after product is removed.

**Reverse Spring Piv It Sign**
Pivots down to allow access to overstock. Attaches to beams with self-tapping screws.
Sign Hardware, continued

**Vertical Spring Piv It (Single Hinge)**
Single frame used on end of run applications. Opens 180 degrees to allow access to stock and springs closed after product is removed.

**Vertical Spring Piv It (Double Hinge)**
Double frame used in middle of run applications. Opens 180 degrees to allow access to stock and springs closed after product is removed.
## The Home Depot Merchandising Core Standards > Signs > Sign Hardware

<table>
<thead>
<tr>
<th>SIGN HARDWARE</th>
<th>DESCRIPTION</th>
<th>ITEM #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crimps</td>
<td>(2 sleeves for all connections)</td>
<td>GA100</td>
</tr>
<tr>
<td>Cable</td>
<td>(2 sleeves for all connections)</td>
<td>GA102</td>
</tr>
<tr>
<td>Single Pocket Brochure Holder (8”)</td>
<td></td>
<td>GA312</td>
</tr>
<tr>
<td>Slat Wall Literature</td>
<td></td>
<td>GA313</td>
</tr>
<tr>
<td>SIGN HARDWARE</td>
<td>DESCRIPTION</td>
<td>ITEM #</td>
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<td>---------------</td>
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</tr>
<tr>
<td></td>
<td>Clear Easel Sign Holder (12”x10”)</td>
<td>GA314</td>
</tr>
<tr>
<td></td>
<td>Adhesive Plastic Sign Gripper</td>
<td>GA785</td>
</tr>
<tr>
<td></td>
<td>Tabletop Price Sign Holder (11”x7”)</td>
<td>OG326/OG328</td>
</tr>
<tr>
<td></td>
<td>Freestanding Price Sign Holder (12” Stake /11”x7”)</td>
<td>OG330</td>
</tr>
</tbody>
</table>
Learning Summary

So far, you have learned the information listed below about merchandising standards at Home Depot (Whew, we know it is a lot! Know that once you are in the store, you’ll have a strong knowledge base to make you more successful.)

• The importance of merchandising product according to planogram
• Areas and departments in a Home Depot store
• Equipment safety and usage rules
• Fixture and component identification
• Basic bay and display maintenance
• Types of labels and tags and how to correctly place labels and tags
• Basics of printing labels
• How to read and follow a sign planogram