

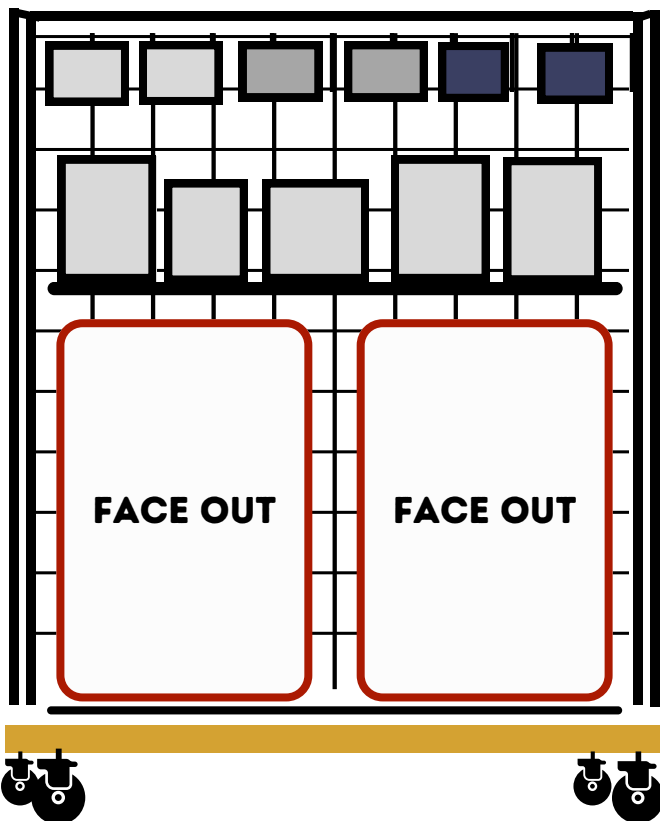
H.A.M. is a visual guide grouping similar sized items by style, color, and shape to help our guests shop with ease creating clean and organized displays.

## OBJECTIVE:

Create clean sections by setting a row of similar sized items in **Length** or **Height** to create a **Horizontal Line** before you start the next row.

- 1 **Merchandise by Theme**
  - Create a product story
  - Think lifestyle and interests
  - Like items with like items
- 2 **Merchandise Sections by Size**
  - Smaller Items generally at top
  - Medium Items
  - Long Items
  - Large Items at the bottom
- 3 **Merchandise by Color**
  - Coordinate complementary colors
- 4 **Peg Length**
  - Endcap **with** face outs and on internal sections  
**12"** pegs can be used.
  - Endcap **without** face outs,  
**6-8"** pegs are used.

## 5G UNIT SAMPLE



### HARDLINE HYBRID

- Adjusted shelves to fit the product on the shelf to avoid negative space.
- Use the same concept of the footlocker spacing when setting drinkware.
- Begin with merchandising product on the grid deck to utilize this as a shelf.

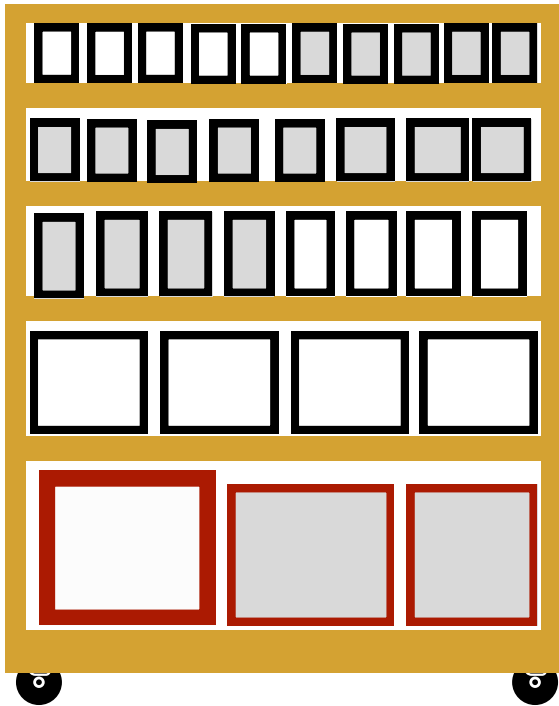
### FACE OUT

- Apparel can anchor a H.A.M. presentation
- Apparel should alternate colors
- Face out Product should never drag the floor.

### TIPS

The grid unit should be merchandised with apparel and other softlines or hardlines, follow Height Alignment Matching.

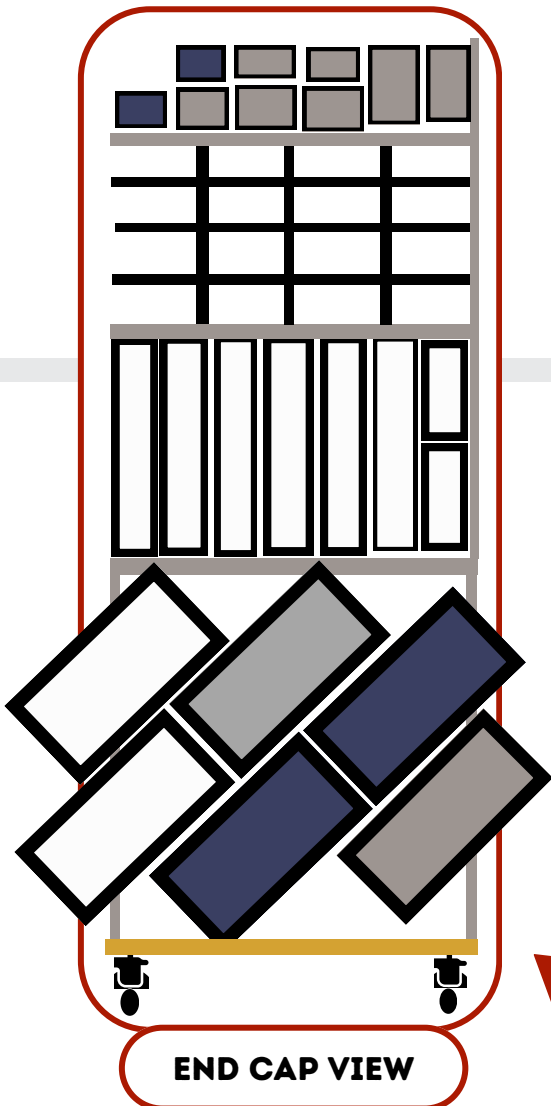
# FOOT LOCKER SAMPLE



- 5 shelf standard for Foot locker
- Start with larger items first to ensure proper spacing and fit.

## TIPS

1. *Examples of large items that are placed on the bottom when using H.A.M, include but are not limited to, blankets and pillows.*
2. *H.A.M starts at **6 feet** and down, follow small to large grouping.*
3. ***6 feet and up** size of product will reverse and be larger on top, but should be group properly.*



END CAP VIEW

## 5 TIER TABLE SAMPLE

