



NEW STORE OPENING GUIDE

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Key Roles, Timeline & Scheduling

Construction Project Manager (CPM) Key Roles

- Ensure “Coming Soon” banner or window clings have been installed.
- Direct communication with all contractors on site in new store.
- Ensure new store opening timeline is accurate and up to date.
- Provide “final clean” of the new store space.
- Available throughout the new store opening process to address any construction concerns brought up by the store team.
- Provide scope of work to the district manager and regional.
- Conduct a final walk-through meeting (in person or virtual) with District Manager and Regional Director turning space over from construction to operations

Field Team Members Key Roles and Timeline

- **6 Weeks Prior to Week 0**
 - Regional Director
 - Review the store map with district manager and decide if any fixture moves from existing store(s) to the new store. If fixture moves are needed, communicate to Operations.
 - District Manager
 - Operations has shared with the District Manager the new store map.
 - The District Manager compiles list of fixtures that are needing to be moved from existing store to the new store and discuss with Regional.
- **4 Weeks Prior to Week 0**
 - Regional Director
 - Confirm NSO schedules are created in Legion and sign-off on schedules for New Store Opening Process.
 - Discuss and approve any travel. Anything more than local drive is approved by the COO.
 - Ensure that the store is staffed and training plan in place.
 - Evaluate which stores are going to ship transfers versus a Local Area Delivery transfer. Discuss with the District Manager.
 - District Manager
 - Write Schedules for New Store Opening Process on Legion- Week 0, 1 and 2.
 - **For fixture delivery day, you will want 2-3 people scheduled. 8’ grid must be hand unloaded by Rally House team.**
 - Hours for Week 2 are to be scheduled based on the following:
 - Hours given from NSO Hours Calculator Monday-Friday open.
 - Hours given in Legion for sales projection Friday Open-Sunday EOB.
 - Supplemental hours for Week 2 (merchandising week) need to be requested for what is given in the NSO Hours Calculator for this week.
 - Your store will be given hours for the weekend that you are open that do not need to be requested in Supplemental Hours.

- Review merchandise placement plan with Regional.
 - Which teams will be merchandised when.
 - Coordinate the delivery of NSO merchandising kit (salesman racks and banquet tables).
 - District Managers are responsible for moving within the market.
 - If LTL shipment is needed, communicate to Operations.
- **Week 0**
 - Regional Director
 - Check in with the District Manager daily to ensure that expected progress is being executed.
 - Escalate any issues that are not being properly addressed brought forth by the District Manager.
 - District Manager
 - Complete final adjustments for Supply Arrival Date and remainder of week.
 - Determine and communicate to the store team where 3 locations for shipments will be in the store:
 - Location 1: Direct Shipments
 - Location 2: Transfers
 - Location 3: Local Area Delivery Transfers
 - On Friday, the District Manager completes a virtual visit or in person if local to communicate what has been missed.
 - Use District Manager HQ Communication Template.
 - Ensure IT phase 1 set-up.
 - iPad and Nighthawk.
 - Complete Week 0 Checklist in Zipline Assessments.
 - Store Manager/Store Staff
 - Accept supply, fixture, and hardware deliveries.
 - Set up IT phase 1.
 - iPad and Nighthawk.
 - Receive fixtures in NetSuite.
 - **Work with District Manager to create an Immediate Support Case for any damaged shipments or missing shipments.**
 - Hardware is placed in a central location on the salesfloor for the NSO process.
 - Test hardware and ensure that hardware fits wall treatment.
 - **If there are issues with wall hardware work with District Manager to create an Immediate Support Case.**
 - Using team tear outs from this binder and tape, label each wall with the team that corresponds on the store map.
 - This will ensure that team sections are labeled.
 - Put up Location 1, 2, and 3 tear outs in the spot where the District Manager has communicated the locations are.
 - Location 1: Direct Shipments

- Location 2: Transfers
 - Location 3: Local Area Delivery Transfers
 - Accept inventory shipments from common carriers and sorted.
 - Direct shipments need to be placed in Location 1.
 - Receive in PORT.
 - Once received, sort by team in Location 1.
 - Once shipments are sorted, use the hand truck to take each team's transfers to their team section.
 - Transfers are placed in Location 2.
 - Accept transfers from common carriers and place in Location 2.
 - Transfers are live in inventory once UPS scans the shipping label as delivered.
 - Sort transfers by team in Location 2.
 - Once transfers are sorted, use the hand truck to take each team's transfers to their team section.
 - **SAVE "IF PACKAGE LOST SHEETS" THAT ARE IN TRANSFERS TO REUSE WHEN STORE BEGINS OPERATING.**
 - If there are no other tasks to complete, begin to build fixtures.
 - Build all like fixtures together.
 - Example: build all Ochos at once and then move onto G Units.
 - Get sign off from the District Manager on the first fixture built of each fixture type through visual inspection via Teams call with District Manager.
 - **Ensure ALL wheels are TIGHT.**
 - **To dispose of Styrofoam, sort the similar shapes of the Styrofoam together. Then tape together in a large stack before disposing into the dumpster.**
- **Week 1**
 - Regional Director
 - Check in with the District Manager daily to ensure that expected progress is being executed.
 - Escalate any issues that are not being properly addressed brought forth by the District Manager.
 - District Manager
 - Stops by new store space during week 1 but in not on-site consistently, if **local** to the district manager.
 - Checks in daily with Store Manager/Store Staff to ensure that expected progress is being executed.
 - District Manager to determine the level of register lane that is to be built based on inventory level.
 - If the store does not have inventory to place in the register lane, it does not have to be built/fully built if it would sit empty.
 - Fixture build check-ins.
 - Store staff shows District Manager that they have the parts that are needed.

- Store staff shows District Manager where the fixture(s) is being built. DM confirms placement.
 - When store staff builds the first fixture of that type, District Manager checks off on the fixture build virtually to make sure it was properly built.
 - Set wall hardware.
 - Wall hardware build must be signed off by Regional Director through visual inspection (including each hat wall/pod set up). District Manager to schedule daily virtual meeting with Regional during each hardware build day.
 - On Wednesday and Friday, the District Manager completes a virtual visit or in person if local to communicate what has been missed via e-mail to HQ.
 - Use District Manager HQ Communication Template.
 - Ensure that Market Fixtures have been moved to the new store, if applicable.
 - Ensure that the Local Area Delivery have been delivered and checked in Wednesday-Friday, if applicable.
 - Snacks and water can be purchased for fixture building team.
 - Total budget \$50.
 - Host training sessions for [The 5 Flags](#). Training videos are to be watched before training session.
 - If unable to complete it in Week 1 this can be done in Week 2.
 - Complete Week 1 Checklist in Zipline Assessments.
- Store Manager/Store Staff
 - Build fixtures and set floor fixtures to map.
 - Build all like fixtures together.
 - Example: build all Ochos at once and then move onto G Units.
 - Get sign off from the District Manager on the first fixture built of each fixture type through visual inspection via Teams call with District Manager.
 - **Ensure ALL wheels are TIGHT.**
 - **To dispose of Styrofoam, sort the similar shapes of the Styrofoam together. Then tape together in a large stack before disposing into the dumpster.**
 - Accept inventory shipments from common carriers and sorted.
 - Direct shipments need to be placed in Location 1.
 - Receive in PORT.
 - Once received, sort by team in Location 1.
 - Once shipments are sorted, use the hand truck to take each team's transfers to their team section.
 - Transfers are placed in Location 2.
 - Accept transfers from common carriers and place in Location 2.
 - Transfers are live in inventory once UPS scans the shipping label as delivered.
 - Sort transfers by team in Location 2.
 - Once transfers are sorted, use the hand truck to take each team's transfers to their team section.
 - **SAVE "IF PACKAGE LOST SHEETS" THAT ARE IN TRANSFERS TO REUSE WHEN STORE BEGINS OPERATING.**

- When Local Area Delivery transfers arrive:
 - Local Area Deliveries are placed in Location 3 and received as they are brought into the store.
 - **Local Area Deliveries are received into the system when the Local Area Delivery Receiving says “Tracking Number ### has been submitted for receipt” in green text.**
- Set backroom supplies to planogram on store map.
 - Build these fixtures in the backroom.
- Set Apparel Hanging Carts to planogram with size beads.
- Set walls with hardware.
 - To set hardware, use the hardware notes on the map. If there are any issues with the hardware notes on the map, communicate issue.
 - Wall hardware build must be signed off by Regional Director through visual inspection (including each hat wall/pod set up). Your District Manager will set up meetings with the Regional to complete this.
- Set up IT Equipment.
 - Box 2: POS
 - Box 3: Music
 - Box 4: Cameras
- Set cashwrap supplies to cashwrap planogram.
- Set bathroom supplies to bathroom planogram.
- Program store front light timer, if applicable, using the best practice in this manual.

- **Week 2**

- Regional Director
 - Check in with District Manager daily to ensure that expected progress is being executed.
 - Regional should provide in-store support Wednesday and Friday, if the store is local to the Regional.
 - Regional is involved in any map adjustments during merchandising.
 - Escalate any issues that are not being properly addressed brought forth by the District Manager.
- District Manager
 - On-site during week 2 for merchandising placement.
 - Schedule 2 existing store virtual visits maximum per day.
 - Ensure IT systems are installed properly.
 - Collect money for register funds.
 - If register funds are needed, send this in the District Manager HQ Communication email.
 - Ensure track lighting is adjusted using the best practice in this manual.
 - Confirm marketing is placed to marketing planogram.
 - District Manager continues to communicate what has been missed via e-mail to HQ.
 - Use District Manager HQ Communication Template.

- Choose one day where you order a lunch for the merchandising crew during week 2.
 - Budget is lunch per diem (\$15) multiplied by number of team members scheduled based on NSO hours provided.
 - Confirm Business License is hung.
 - Store Manager/Store Staff
 - On Monday, set up banquet tables and salesman racks in the two teams that will be merchandised first.
 - Discuss merchandise placement plan with the District Manager.
 - Accept inventory shipments from common carriers and sorted.
 - Direct shipments need to be placed in Location 1.
 - Received in PORT.
 - Once received, sort by team.
 - Transfers are placed in Location 2.
 - Accept transfers from common carriers and place in Location 2.
 - Transfers are live in inventory once UPS scans the shipping label as delivered.
 - Sort transfers by team.
 - Merchandise is placed. The District Manager will be in store to help lead this process.
 - Once the merchandise is placed, track lighting is adjusted following the best practice in this manual.
 - Marketing is placed per the Marketing Planogram provided by the marketing team. This is included in your NSO Binder.
 - Business License is hung in picture frame and placed on the endcap of the back cashwrap using command strips – see cashwrap planogram for specific placement.
 - **Opening Day**
 - Regional Director
 - Ensure District Manager and Store Manager/Store Staff lists are completed.
 - District Manager
 - Post in the New Store Opening Teams chat that the store is opening on time or any delay to opening on time.
 - Display “Now Open” signage.
 - Remove lock box from store door(s).
 - Pull down on the lockbox to unlock it from door. Pull down on metal tab to release if needed.
 - Take 20 photos of the new store using the Marketing Guide. Add photos to a single photo album on cellphone and share the link to the photo album to storesmarketing@rallyhouse.com by 10 AM CST.
 - Send a Now Open email to the company. Email corporate@rallyhouse.com, allstores@rallyhouse.com, and dm@rallyhouse.com as time permits.
 - See communication template.
 - Complete Week 2 Checklist in Zipline Assessments.
 - Store Manager/Store Staff
 - Display “Now Open” signage.

- **2 Weeks After Opening**

- Regional Director

- Certify that the new store is completed and staff is trained.

New Store Scheduling

The District Manager creates the three schedules that are needed (Week 0, Week 1, Week 2) in Legion four weeks prior to the supply arrival date for the new store. The schedules are reviewed by the Regional Director for sign off before being published to the store team.

Schedules are written in Legion. If you do not have access to your new store in Legion, open a support case.

Hours for scheduling Week 0 – Week 2 on Friday AM are given based on information put into the [NSO Schedule Template](#). Download this excel and follow the below steps to complete the schedule.

1. Navigate to the tab “Fixture Building Calculator.”
2. Key in the number of fixtures by type into Column C. This column is highlighted YELLOW.
 - a. Once inputted, the total hours for fixture build will populate.
3. Navigate to the tab “New Store Hours Calculator.”
 - a. The hours from the Fixture Building Calculator will populate over to this tab.
 - b. Key in the number of shipment:
 - i. Shipment – PORT Receiving – 50% of total
 1. Open Rally House Admin.
 2. Hover over STEVE – Hover over OTB Tools – Select OTB Main.
 3. Select your store from the store list and click Search.
 4. Once the table loads in Admin click “Download Data Export” to get an excel file to work.
 5. Open your excel file.
 6. Remove all **columns** except the following:
 - a. Store, Team, Dept, Class, Subclass, 3M OO.
 7. Sum each **row** in a new column to the right of the data.
 8. Sum the total of the new column you just created.
 9. This sum is the units being transferred to the store.
 - ii. Shipment – Processing Transfers – 50% of total
 1. Open Rally House Admin.
 2. Hover over STEVE – Hover over OTB Tools – Select OTB Main.
 3. Select your store from the store list and click Search.
 4. Once the table loads in Admin click “Download Data Export” to get an excel file to work.
 5. Open your excel file.
 6. Remove all **columns** except the following:
 - a. Store, Team, Dept, Class, Subclass, Pend Xfer Out, Pend Xfer In, In Transit, and Pending Fulfill Incoming
 7. Sum each **row** in a new column to the right of the data.
 8. Sum the total of the new column you just created.
 9. This sum is the units being transferred to the store.
 - c. In the “TOTAL HOURS” row will display the total labor allotted for your new store opening.
 4. Navigate to Legion and begin scheduling employees for Week 0 – Week 2.
 - a. Below is a list of tasks that is to be scheduled for:
 - i. Supply Arrival Date (Week 0)

1. General Staffing for Deliveries
2. Fixture Receiving
 - a. **All shipments that have 8' grid needs to be hand unloaded. You will want more than 1 person scheduled for fixture delivery.**
 - i. 4' pallets are scheduled with inside delivery. If your driver refuses to bring in 4' pallets, alert Chloe.
 - ii. Week 1
 1. Fixture Build, Hardware Placement, Backroom Placement
 2. Supply Deliveries & Receiving
 3. Shipment – PORT & Sorting Transfers
 4. IT Equipment Set-up
 5. There should be someone in the building completing these tasks during the hours of 10 AM – 5 PM to accept deliveries.
 6. [5 Flags Training](#)
 - a. If unable to complete in Week 1, complete in Week 2.
 - b. All employees attend 5 Flags Training.
 - iii. Week 2
 1. At the beginning and end of each day, the leader for the day is to host a meeting with all team members to align on the plan/wrap up for each day.
 - b. During the morning meeting, each team member must watch speed hanging and speed folding videos each morning. The leader for the day can access these videos in Zipline.
 2. Merchandise Placement
 3. Lighting Adjustments
 4. Marketing Setup
 5. Final Cleanup
2. Important notes regarding Week 2:
 - a. Hours for Week 2 are to be scheduled based on the following:
 - i. Hours given from NSO Hours Calculator Monday-Friday open.
 - ii. Hours given in Legion for sales projection Friday Open-Sunday EOB.
 - b. Supplemental hours for Week 2 (merchandising week) need to be requested for what is given in the NSO Hours Calculator for this week.
 - i. Your store will be given hours for the weekend that you are open that do not need to be requested in Supplemental Hours.
3. New Hires on Legion schedule
 - a. For anticipated new hires, create open shifts in Legion and put a note on the shift that it is for a new hire.
 - b. Once the new hire begins their first day, the open shifts can be assigned to the team member.

District Manager HQ Communication Templates

Follow-Up Email

Subject: NSO Number – NSO Store Name Recap (example: Store 999 – HQ Recap)

Hello,

Here is a recap of items needed from my walkthrough of the store.

@Construction

- List construction items here

@Operations

- List operations, supply, fixture items here

@Marketing Team

- List marketing items here

@IT Helpdesk

- List IT items here

@Recruiting

- List hiring items here

@Treasury and @Rachel Boley

- List missing register funds during week 2 here

Opening Day Email

Subject: Welcome New Store #(store number)-(store name)

Send to: Corporate@rallyhouse.com, allstores@rallyhouse.com , and dm@rallyhouse.com

Sample Message: Rally House Team,

Join me in welcoming new store (store name) to our Rally House crew! This is the (number) store in the market. (Tell us something fun about your new store).

Congratulations to the store manager (name) and (anyone else that you would like to call out).

Thank you to (all the people you would like to give thanks to).

*include great photos of your store to this email.

Supplies, Hardware, and Fixture Lists

The purpose of this list is to communicate to the field team the supplies that is incoming for the store and to identify which planogram it is a part of (backroom supplies, bathroom, cashwrap, EODR Folder, fixture size bead organizer, store map, or other). Supplies that is on the cashwrap planogram will need to have surplus stored in the backroom according to the backroom supplies planogram. It also serves as a visual guide for those who are not familiar with Rally House terms.

Cleaning Supplies

ITEM	PLANOGRAM ITEM BELONGS TO
2-Pack Spray Bottle	Backroom Supplies
All Purpose Cleaner Packs	Backroom Supplies
Neutral Floor Cleaner Packs	Backroom Supplies
Drano	Backroom Supplies
Windex	Backroom Supplies
GooGone	Backroom Supplies
Scouring Pad	Backroom Supplies
Paper Towels for Dispenser	Backroom Supplies
Kitchen Paper Towels	Backroom Supplies
Toilet Paper for Dispenser	Backroom Supplies
Microfiber Cleaning Cloths	Workstation
Magic Easer	Backroom Supplies
3-Slot Broom/Mop Organizer	Store Map
Toilet Cleaner	Bathroom Supplies
4-Pack Mop Head Replacement	Backroom Supplies
Mop Bucket	Backroom Supplies
Caution Wet Floor Sign	Backroom Supplies
Toilet Brush	Bathroom Supplies
Plunger	Bathroom Supplies
Lint Roller	Cashwrap
Lobby Dustpan	3-Slot Broom Organizer
Angled Broom	3-Slot Broom Organizer
Metal Mop Head Handle	3-Slot Broom Organizer

Office Supplies

ITEM	PLANOGRAM ITEM BELONGS TO
Printer Paper	Backroom Supplies
3-Ring Binder	Cashwrap
Metal Yard Stick	Backroom Supplies
3x5 Narrow Ruled Memo Book	Cashwrap
Legal Pads	Cashwrap
Counterfeit Detector Pen with Light	Cashwrap
Deposit Bags	Backroom Supplies
Correction Tape	Cashwrap
Sheet Protectors	Cashwrap
Business Card Holder	Cashwrap
Black Wire Pencil Cups	Cashwrap
Shout Whips	Cashwrap
Scissors	Cashwrap
Chisel Tip Permanent Marker	Cashwrap
Fine Point Permanent Marker	Cashwrap
Highlighters	Cashwrap
Black Pens	Cashwrap
Scotch Tape Dispenser	Cashwrap
Scotch Tape	Cashwrap
Stapler	Cashwrap
Staples	Cashwrap
Hole Punch	Cashwrap
Clear ID Holder	Backroom Supplies
Black Apron	Backroom Supplies
Rubber Bands	Cashwrap
Adhesive Hang Tags	Cashwrap
Kleenex	Cashwrap
31-Day Letter File Folder	EODR Folder
#10 Envelopes	EODR Folder
Money Bag with Zipper	Place in Black Lock Box, no planogram

Backend Supplies

ITEM	PLANOGRAM ITEM BELONGS TO
20 Pack Blank Clothing Rack Size Dividers	ISPU Fixture
First Aid Kit	Backroom
8x11 Black Picture Frame	
Clear Merchandise Bins	ISPU Fixture
Receipt Rolls	Cashwrap
Honeycomb Cushion Wrap	Cashwrap
33 Gallon Trash Bags	Backroom Supplies
60 Gallon Trash Bags	Backroom Supplies
Toner	Cashwrap
Slim Jim Wastebasket	Cashwrap
Purell Hand Sanitizer Starter Kit	Bathroom
Purell Hand Soap Starter Kit	Bathroom
GoGo Bell	Bell for fitting room area
Tissue Paper – colors vary by store	Cashwrap
6"x9" Kraft Paper Bags	Cashwrap
2"x1" White Price Tags	Cashwrap
2"x1" Adhesive Thermal Labels	Cashwrap
Standard Tagging Gun Fasteners	Cashwrap
J-Hook Tagging Gun Fasteners	Cashwrap
Tape Dispenser (packing)	Cashwrap
Fragile Stickers	Cashwrap
3-pack Clear Acrylic Display Boxes	Merchandise small items like ChapStick, pens, pencils, etc. No planogram
Rubberized Strips for Hangers	Size Bead Organizer

Equipment

ITEM	PLANOGRAM ITEM BELONGS TO
Adult Folding Board	Workstation
Honeycomb Dispenser	Cashwrap
Handheld Sensor Remover	
Electric Sensor Remover	
7 Gal Black Trash Can w/Lid	
Hanging Pocket Organizer	
Light Timer	
Anti-Fatigue Mat	Cashwrap
Gorilla Glue	
Mall Cart (indoor malls only)	Backroom
Bamboo Plate Organizer	
Junior Folding Board	Workstation
Fluorescent Pricing Labels	
Sale Gun	Backroom Supplies
Entrance Mat	
Wax Paper	
First Aid Kit	
Large Slim Jim Trashcan	
Tagging Gun	
Vaultz Lock Box	Cashwrap
Fitting Room Bell	
Box Cutters	

Proprietary Supplies

ITEM	PLANOGRAM ITEM BELONGS TO
Size Dividers – All Sizes	Backroom
15”x18” Rally House Bag	Cashwrap
20”x23” Rally House Bag	Cashwrap
Medium Rally House Kraft Bag	Cashwrap
Store Business Cards	Cashwrap
Gift Cards	Cashwrap
Gift Card Envelopes – colors vary by store	Cashwrap
Store Forms – Holds and Damages	Cashwrap
Employee Name Tag	Backroom Supplies
Employee Lanyard	Backroom Supplies
Rally House Mat	Cashwrap
Size Beads – All Sizes	Size Bead Organizer
Size Labels – All Sizes	Workstation

Home Depot

ITEM	PLANOGRAM ITEM BELONGS TO
Step Stool	Cashwrap
Sand and Funnel	For stanchion sign and marketing flag bases, no planogram
4 ft. Folding Table	Store Map
Folding Chair	Store Map
Refrigerator	Store Map
Microwave	Store Map
Ladder – height varies by store	Store Map
Hand Truck	Store Map
Garage Shelving Unit	Store Map
Baker's Rack	Store Map
Drill	
Zip Ties	Build G Units
Lath Screws	Build G Units
Aviation Snips	Build G Units
Drill and Impact Drive Kit	
Power Inflator	
Extension Cords	

Shipping Supplies and Boxes

ITEM	PLANOGRAM ITEM BELONGS TO
Kraft Open Top Bin Box	Backroom
5x3x8 Kraft Bag	Cashwrap
10x5x13 Kraft Bag	Cashwrap
16x6x12 Kraft Bag	Cashwrap
14" Stayflat Mailer	Cashwrap
Hat Box	Cashwrap
9x7x5 Branded Box	Cashwrap
Small Branded Mailer	Cashwrap
Medium Branded Mailer	Cashwrap
Large Branded Mailer	Cashwrap
Packing Tape	Cashwrap
Newsprint	Cashwrap
Small Hanger Box	Cashwrap
Large Hanger Box	Cashwrap
Pint Glass Box	Cashwrap
6x6x6 Plain Brown Box	Cashwrap
12x9x6 Plain Brown Box	Cashwrap
14x14x14 Plain Brown Box	Cashwrap

Hangers

Black plastic top hanger – men's, women's, and youth size 8 and above



Clear hanger – women's tank tops and youth



White plastic hanger – baby, toddler, children, and youth up to size 7



8" bottoms hanger – men's, women's, and youth bottoms



Clear strip grip – placed on plastic top hangers on women plus size or wide neck items.



Rally House Cashwrap Hanger Cart – this cart is sent when a Rally House cashwrap has been sent to the new store



Small Hanger Box – hanger box used to store infant top and pant hangers



Large Hanger Box – hanger box used to store adult top hangers



Slatwall and Slatgrid Hardware

12" Slatwall Faceout



8" Slatwall Faceout



12" Slatwall Peg



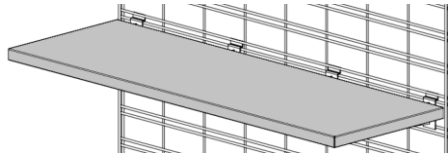
8" Slatwall Peg



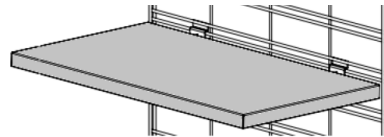
4" Slatwall Peg



44" Metal Shelf



24" Metal Shelf



Channel Bracket Hardware

3” Hangrail Bracket – this is placed into the wall standards to allow the hangrail to be placed on the wall



Hangrail – various sizes – placed into the hangrail bracket and then has faceouts and pegs placed onto the hangrail



Hangrail Tubing Joiners – allows the hangrails to be joined together to limit hangrail bracket use



12” Saddle Mount Hook



12” Saddle Mount Faceout



Shelf Bracket



Shelf – *can be black or white*

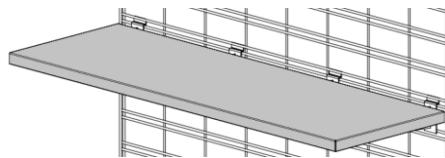


Grid Unit Accessories

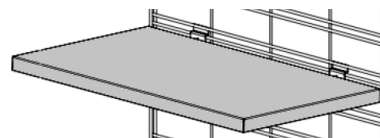
Grid Hangbar – centers of grid units



44” Metal Shelf – centers of grid units



24” Metal Shelf – endcaps of grid units

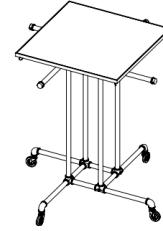


Store Floor Fixtures

Ocho



Tabletop 4-Way (TT 4-Way)



Chrome 4-Way



Double Salesman Rack



Grid Deck



Grid Clip



5-Tier Table



Plush Basket – **various options*

Square option – main plush basket

Circle options – for nooks in stores



Sunglass Fixture – **select stores*



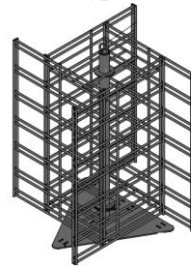
Greeting Card Holder- **marketing must be applied*



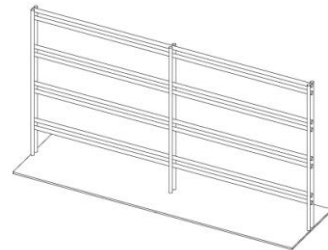
Clip Strips



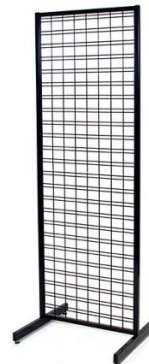
Multi-Purpose Spinner



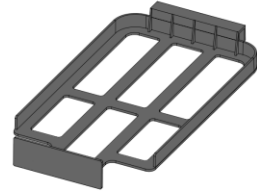
Tabletop Grid Panel



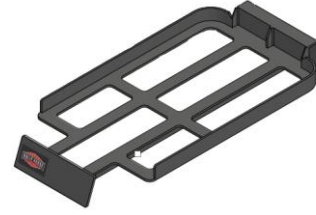
Marquee Fixture



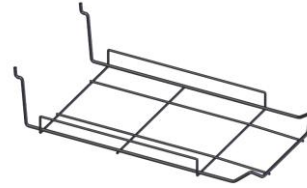
Hat Tray – Slatwall



Hat Tray – U Cup



Hat Tray - Grid

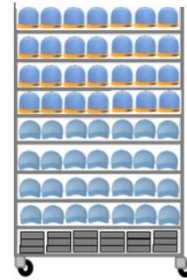


Backroom and Functional Fixtures

Baker's Rack



Hat Backstock Rack (HBR)



Double Z-Rack



Available to Merchandise (ATM)



Apparel Hanging Cart (AHC)



Workstation



Mail Cart – **Mall Stores Only*



Shopping Cart - **non-mall stores only*



Customer Order Picking Cart



In-Store Pick Up Fixture



Garden Stone and Rug Fixture (4 shelves for NSO)



Sign Holders by Fixture

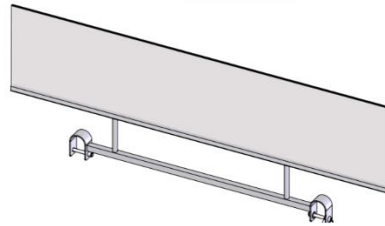
Fixture

Double Salesman Rack



Sign Holder

Double Salesman Sign Holder **preferred sign holder for this fixture*



Swedge Stem



G-Unit

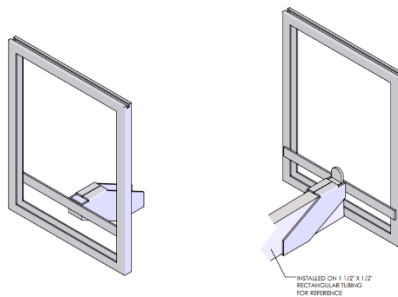
Grid Unit Sign Holder



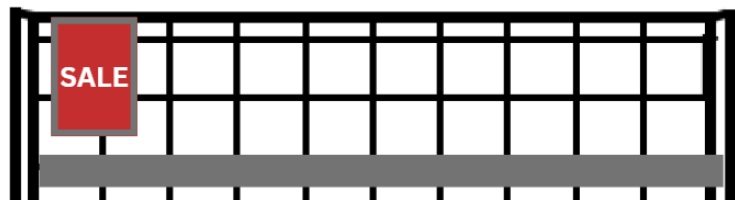
G Unit Hangbar



Faceout Sign Holder on faceout directly above hangbar



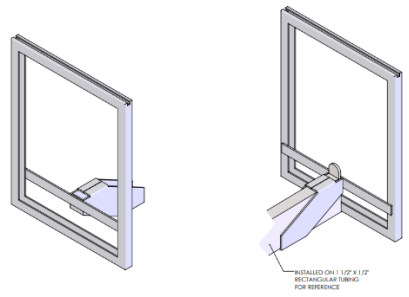
Example Mock-Up



G Unit or Wall Faceout - *must be rectangular end as shown in photo*



Faceout Sign Holder



Tabletop 4-Way Faceout



C-Clamp



Plexi



Ocho Faceout *hangbar*



C-Clamp



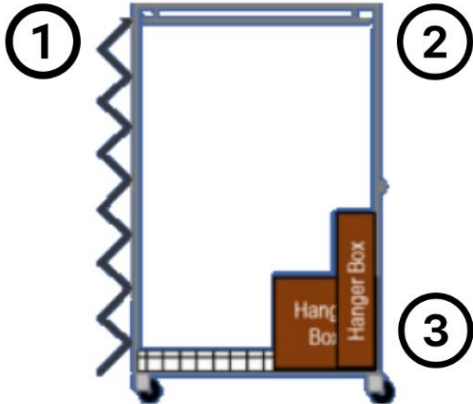
Plexi



Store Planograms

Apparel Hanging Cart Planogram

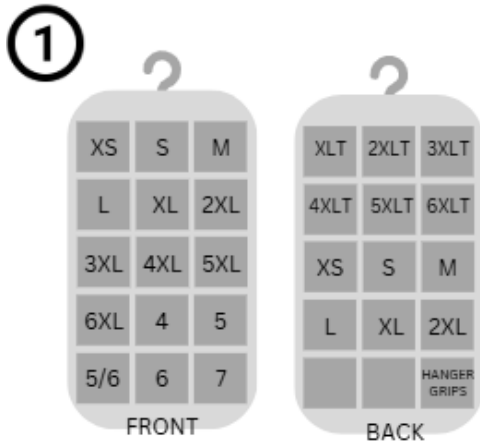
1. Size bead hangers.
 - a. Size bead organizer 1 goes on one and size bead organizer 2 goes on the opposite end.
2. Hangers are placed on the top hangbar that corresponds to the product that is being hung.
3. Hanger boxes with supplemental hangers are placed on the grid bottom.



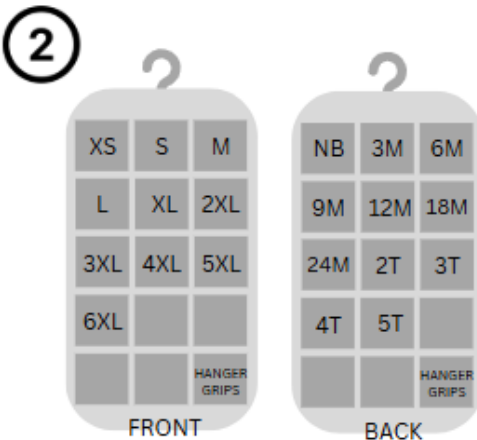
Size Bead Planogram

Each new store will receive two organizers for size beads. Three in total are sent to the store, but only two are needed for this purpose. The third is used in the backroom to hold employee lanyards and aprons.

1. Organizer 1: Adult Primary, Adult Big, Adult Tall, and Little Kid

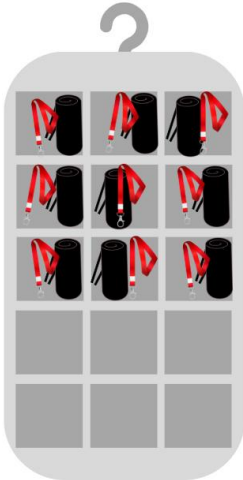


2. Organizer 2: Adult Primary, Adult Big, Infant, Toddler



Employee Aprons and Lanyards

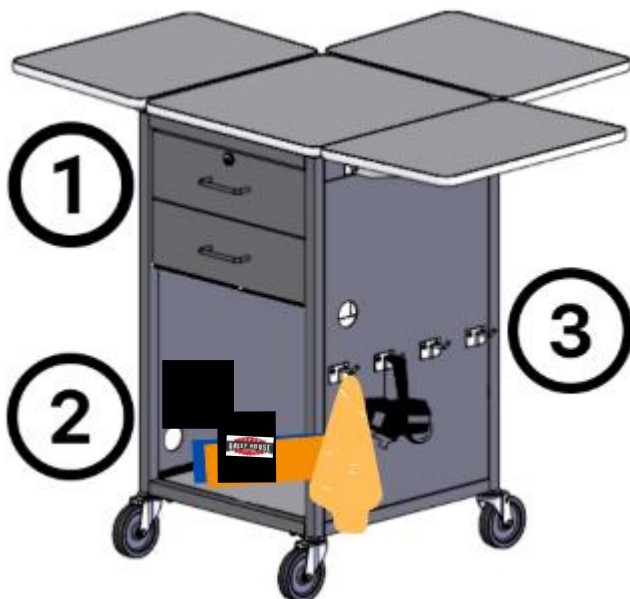
1. Employee aprons and lanyards are stored in the backroom of the store in an organizer.
 - a. This ensures that employees do not forget their aprons and/or lanyards for each shift.
 - b. Store keys are not stored on lanyards.
2. This organizer is most often placed on the backside of the backroom door.



Workstation Planogram

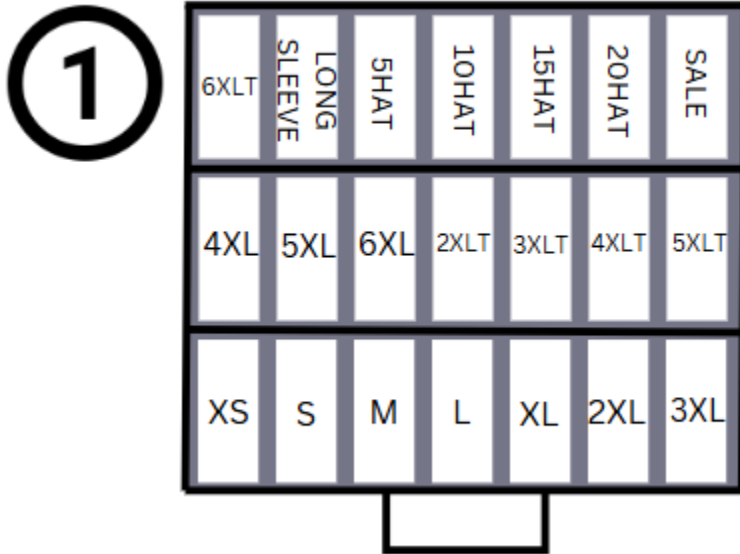
Outer Workstation

1. The drawers will hold size labels and supplies. Follow planogram under Workstation Drawers.
2. Office trashcan, adult and kids folding board, and marketing rack topper box are placed on the workstation bottom shelf.
 - a. The marketing rack topper box is kept here to allow for store teams to easily access store marketing while completing the VMC.
3. The hooks are to hold microfiber cleaning rag and markdown pricing gun.

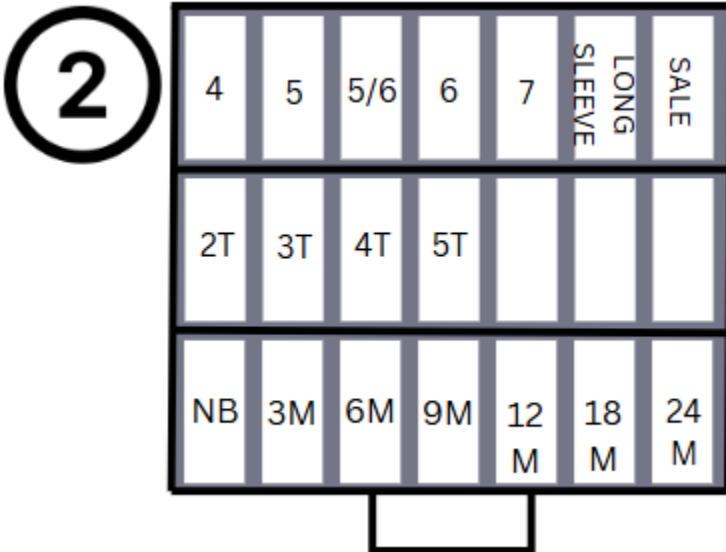


Workstation Drawers

1. Drawer 1 is set for adult primary, adult big, and adult tall size labels. The 5/10/15/20 hat program, hardline sale, and long sleeve stickers are also placed in Drawer 1.



2. Drawer 2 is set for infant, toddler, and little kid size labels. The hardline sale and long sleeve stickers are also placed in Drawer 1.

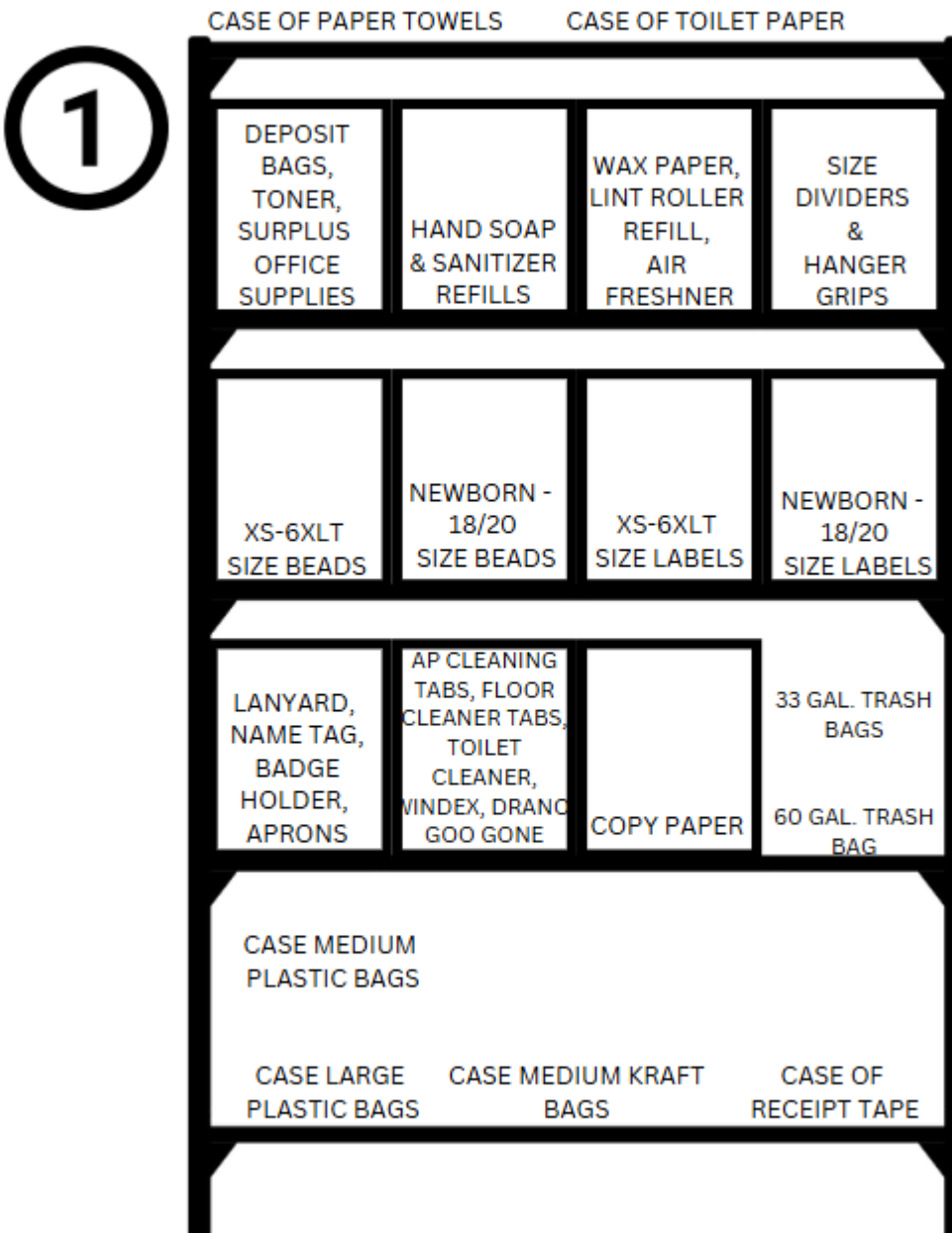


Backroom Supplies & Hardware Planogram

The backroom supplies and hardware are set on heavy duty garage shelving units. These units should be built in the backroom where they are planned versus building on the salesfloor and attempting to move them. In the below diagrams, **black boxes indicate using a white back of house bin** and **blue boxes indicate using a clear plastic tote** to hold the designated supplies/hardware.

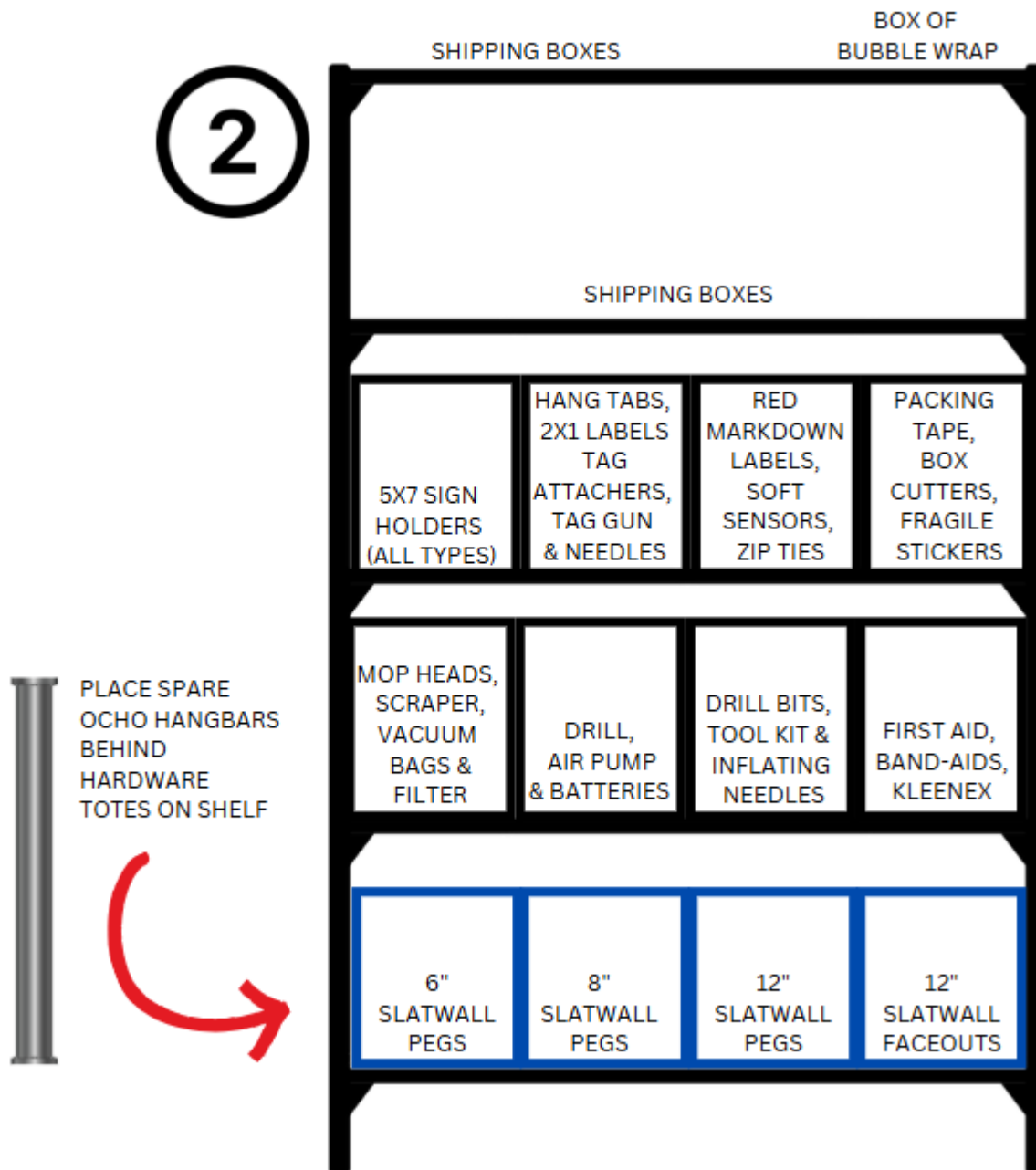
Slatwall Store

1. Store Supplies



2. Store Equipment and Hardware

Note: the mop bucket and wet floor sign should be placed together next to the mop sink in the store.



Channel Bracket Store

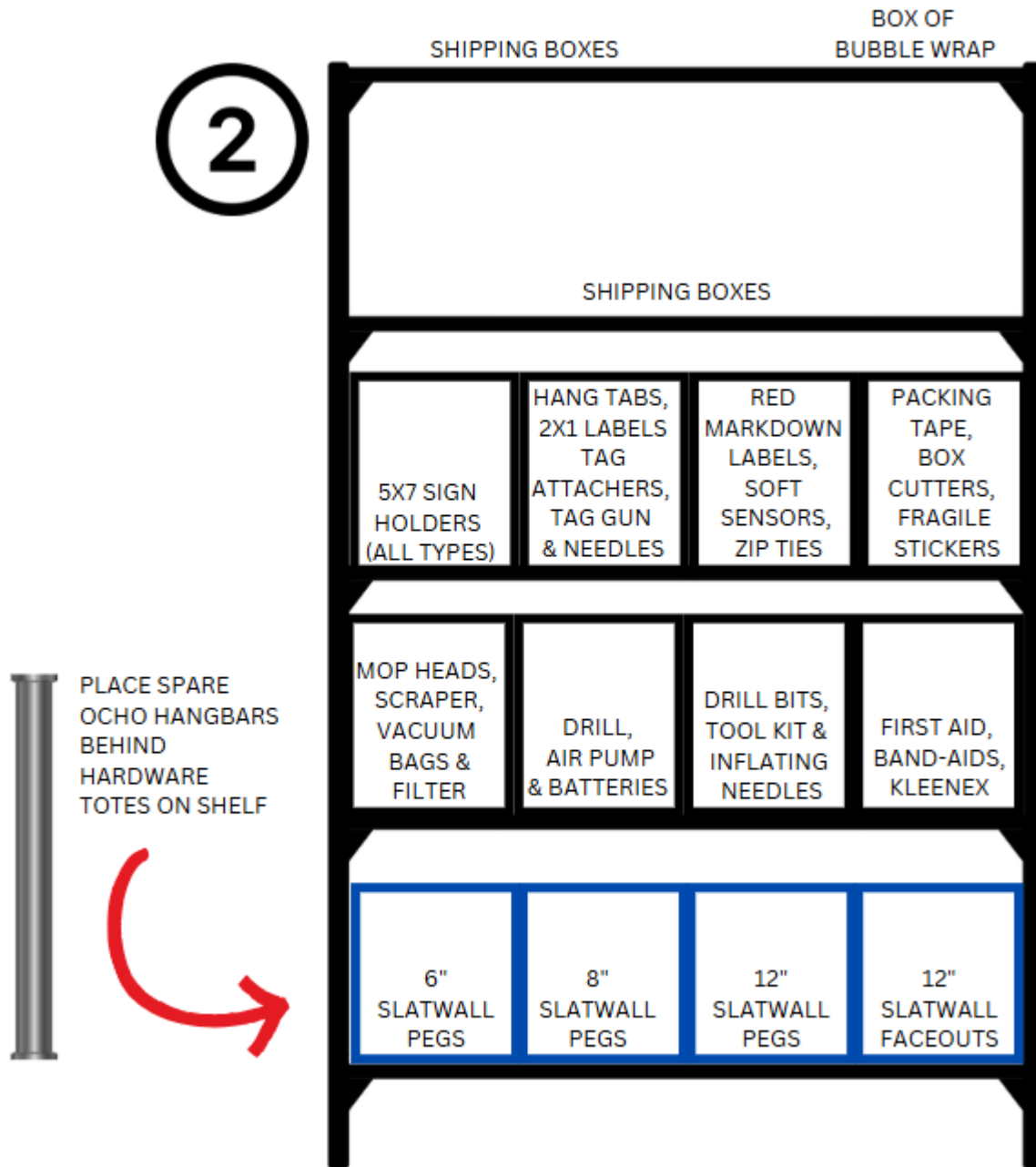
1. Store Supplies

1

CASE OF PAPER TOWELS		CASE OF TOILET PAPER	
DEPOSIT BAGS, TONER, SURPLUS OFFICE SUPPLIES	HAND SOAP & SANITIZER REFILLS	WAX PAPER, LINT ROLLER REFILL, AIR FRESHNER	SIZE DIVIDERS & HANGER GRIPS
XS-6XLT SIZE BEADS	NEWBORN - 18/20 SIZE BEADS	XS-6XLT SIZE LABELS	NEWBORN - 18/20 SIZE LABELS
LANYARD, NAME TAG, BADGE HOLDER, APRONS	AP CLEANING TABS, FLOOR CLEANER TABS, TOILET CLEANER, WINDEX, DRANO, GOO GONE	COPY PAPER	33 GAL. TRASH BAGS 60 GAL. TRASH BAG
CASE MEDIUM PLASTIC BAGS			
CASE LARGE PLASTIC BAGS	CASE MEDIUM KRAFT BAGS	CASE OF RECEIPT TAPE	

2. Store Equipment and Hardware

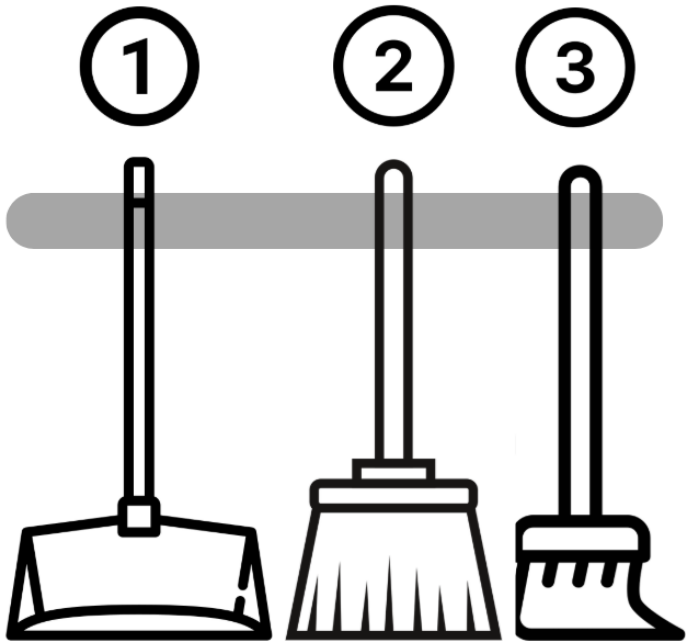
Note: the mop bucket and wet floor sign should be placed together next to the mop sink in the store.



3-Slot Organizer

The location for the 3-slot organizer is identified on your store map and should be hung already by the contractor. Locate these items and place them in the organizer.

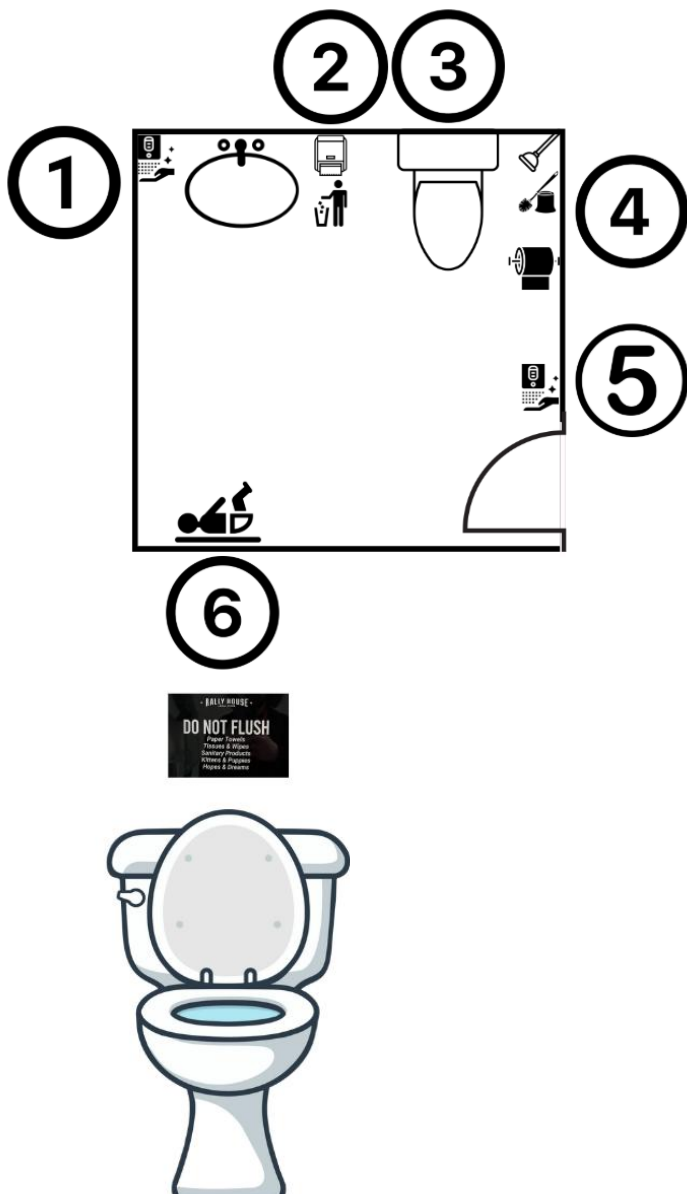
1. Lobby dustpan
2. Angled broom
3. Mop



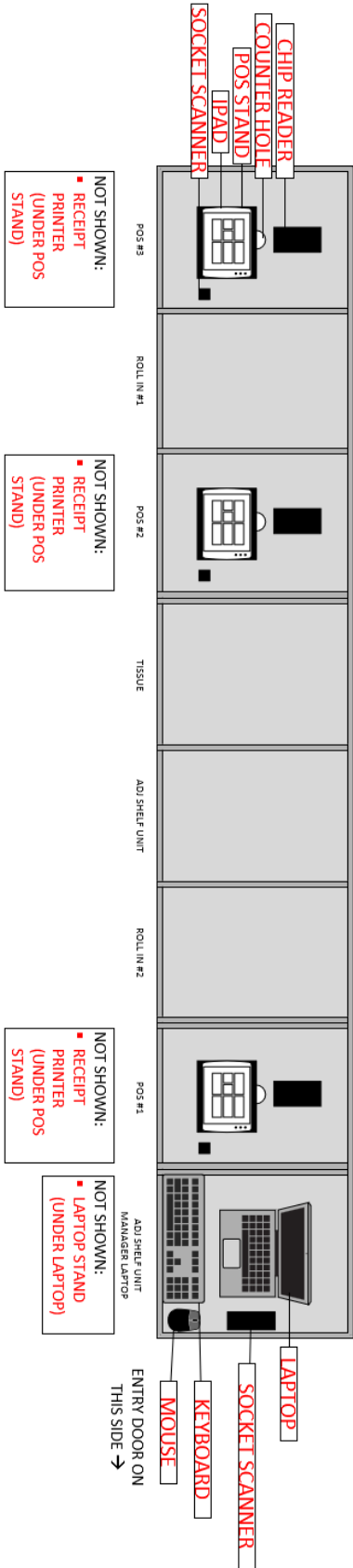
Bathroom Planogram

Bathroom set-ups will vary slightly from store to store. Set your bathroom as close to the planogram as you are able.

1. Hand soap dispenser is placed to the left of sink.
2. A paper towel dispenser should be installed to the right of the sink. An trashcan with lid is placed under the paper towel dispenser.
3. “Do Not Flush” sign is placed 8-10” from the top of the toilet. If there is wall ledging behind the toilet, this may have to vary slightly.
4. Toilet plunger, toilet brush cleaner, and toilet paper dispenser are placed on the wall next to the toilet. The plunger and brush cleaner are placed in the corner of the wall.
5. Hand sanitizer dispenser is placed next to the door of the bathroom.
6. Baby changing station is placed on the wall. There may only be a baby changing station placed in the women’s bathroom.

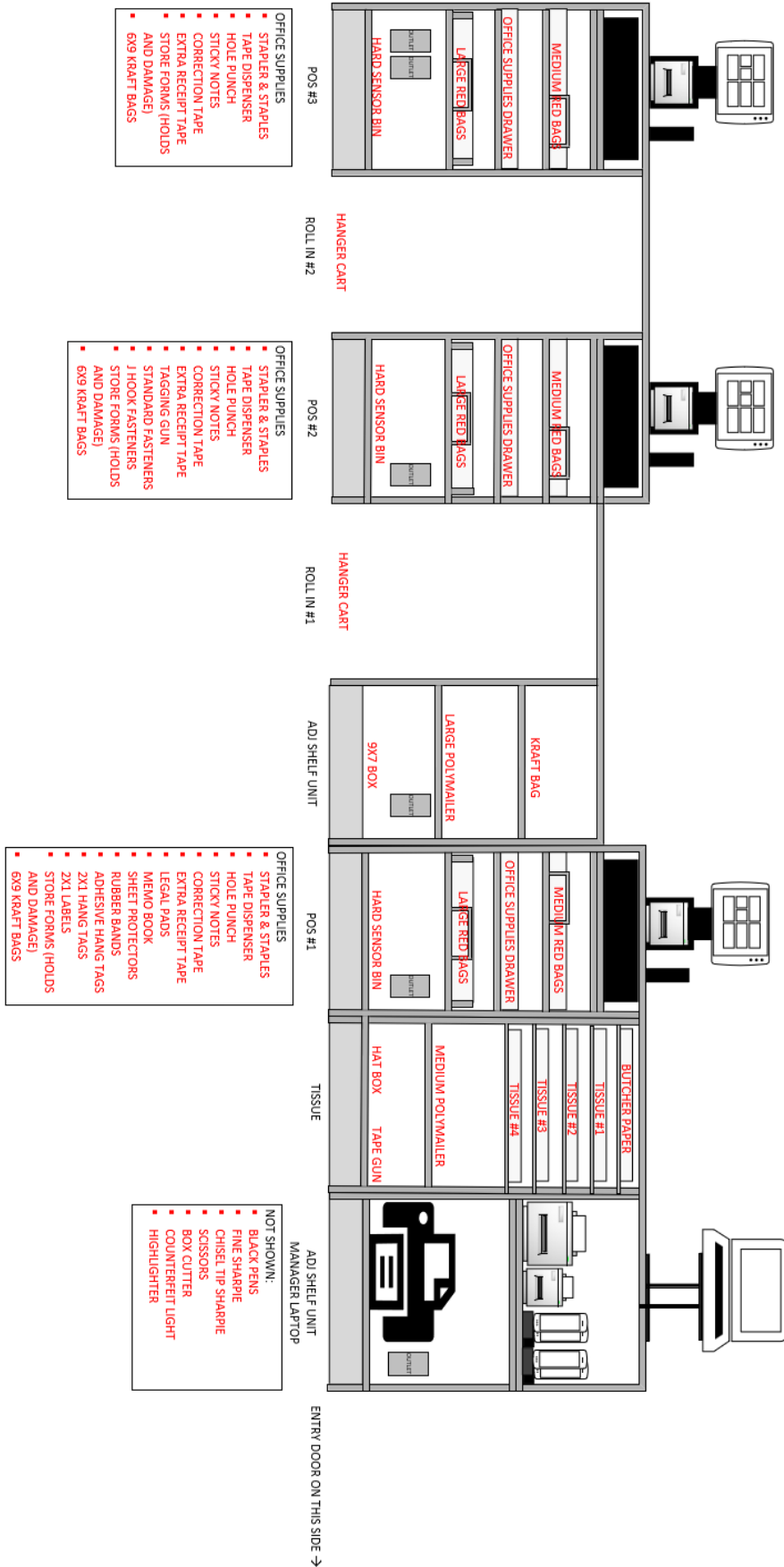


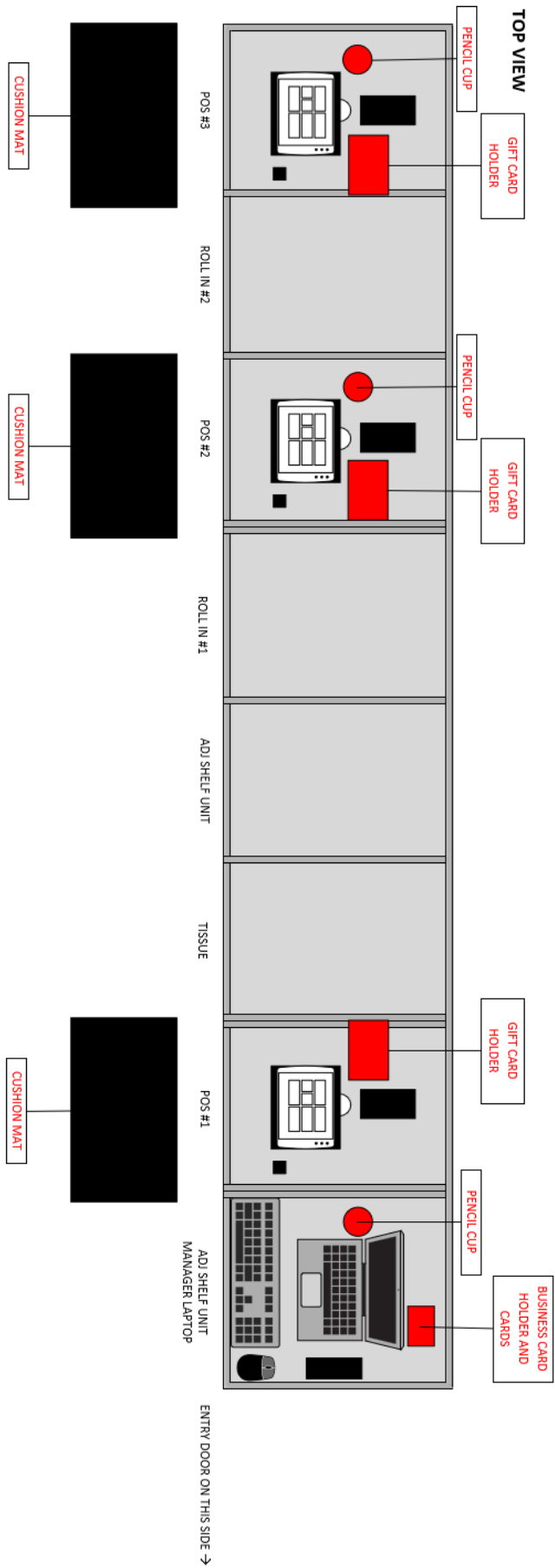
TOP VIEW



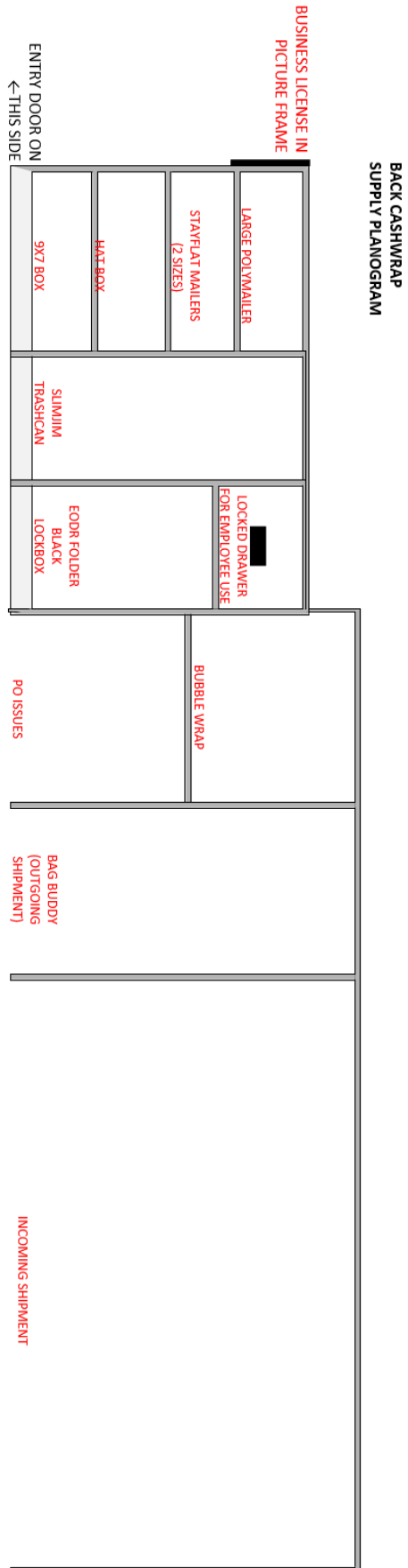
Front Cashwrap Supplies Planogram

FRONT VIEW





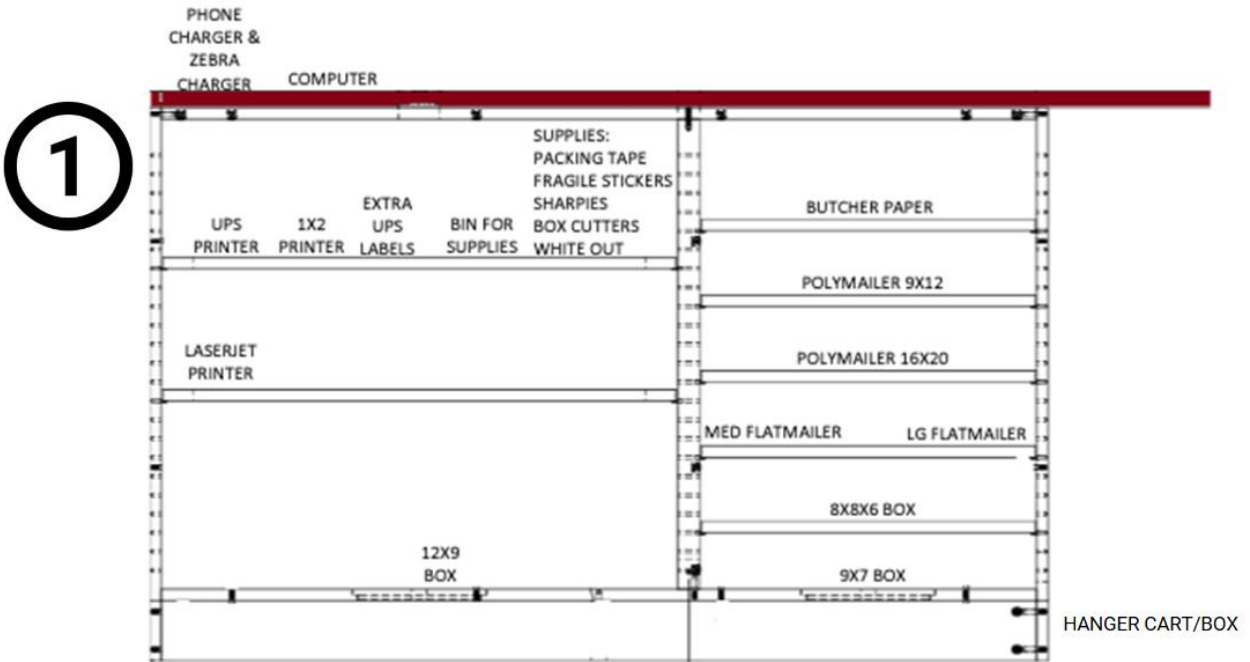
Back Cashwrap Supplies Planogram



Pack, Ship, Receive Station Planogram

The Pack, Ship, Receive Station (PSR) is not applicable to all stores. Check your store map to see if this item is arriving to your store. This planogram is set for a PSR that is placed against the wall in a store. If your PSR is not set against a wall then the shelves above the PSR do not apply to your store.

1. Front PSR Planogram

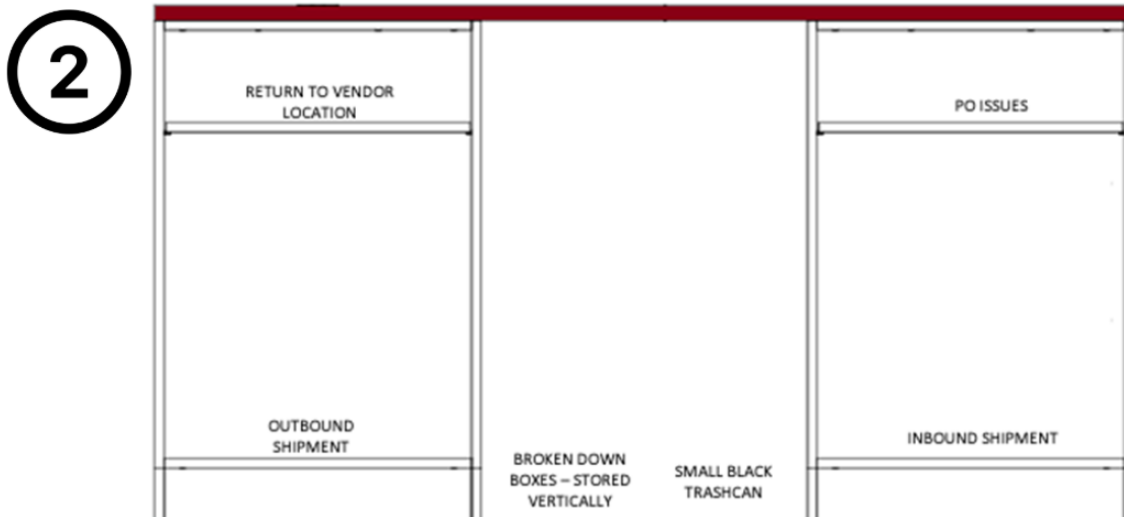


2. Back PSR Planogram (when placed against a wall)

SHELF TO HOLD HANGING APPAREL OFF THE COUNTER – PLACE SHELF SO THERE IS MINIMUM 24 IN. OF SPACE BETWEEN THE TOP OF COUNTER AND BOTTOM OF SHELF

BUBBLEWRAP
(USE FACEOUT ON WALL TO HANG)

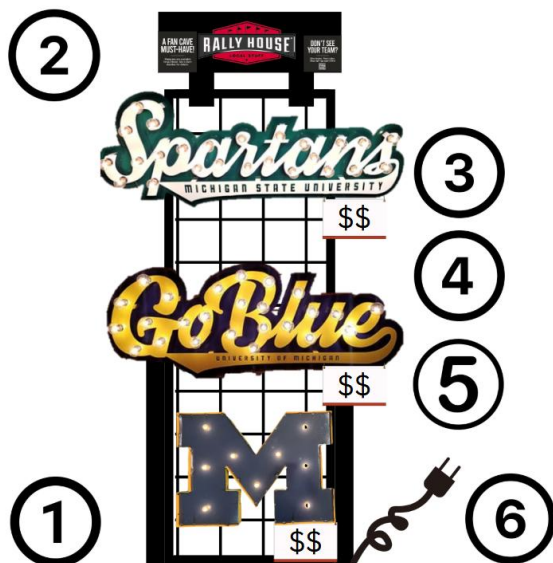
TAPE GUN
(USE FACEOUT ON WALL TO HANG)



Marquee Sign Planogram

The marquee sign fixture will be identified on your store map. Use (1) 6 ft. panel of slatgrid, (1) set of grid legs, 4" slatwall pegs to install, light timer, (1) grid unit sign holder and (1) grid unit sign holder insert to build

1. Use the hardware that comes with the grid legs to screw the legs into the slatgrid panel so that the slatgrid panel is flush with the floor and supported on each side by a grid leg.
2. Add the grid unit sign holder at the top of the unit and insert the standard grid marketing insert.
 - a. In the Marketing Box, there are grid sign holder inserts that are inserted to the left and the right of the bowtie on the front and back side of the fixture.
 - i. These read "A Fan Cave Must Have!" and "Don't See Your Team?"
3. Use 4" slatwall pegs and preexisting holes on the back of the marquee signs to display on the slatgrid panel.
 - a. Display marquee signs on both the front and back of the fixture so that a marquee sign can be seen in the parking lot but also in the store.
 - b. Units that do not fit on the marquee fixture are placed in the team section, on a feature wall, or behind the cashwrap for a guest to see while shopping and purchase.
4. Program a light timer to be ON during open hours and OFF during closed hours. Use the instructions that come with the unit.
5. Print point signage will need to be created and printed by the store team using the Marquee Sign Template.
 - a. Sign template is located at <https://rallyhouse.retailzipline.com/library/resources/97039360-item-specific>
6. Run an extension cord from the light timer to the marquee sign. Use command hooks to attach the bulk part of the extension cord to the side of the marquee sign fixture to keep cords neat.
 - a. The store will need to purchase an extension cord that is the length that you needed based on the closest outlet to the fixture location.



Installation Instructions

Cowbell Chimes

1. Cowbell chimes are sent pre-made to your store.
 - a. You should have 1 cowbell chime per interior door that you have in your store.
 - b. If you have a vestibule, the set of doors that are on the outside of the store do not get cowbell chimes.
2. Wrap the end of the chain that has the clip around the door handle and clip back onto the chain.

Fitting Room Bell

1. The fitting room bell is placed at the entrance to the fitting room.
2. Using the 2 screws that came with the bell and a drill, screw straight up and down in the wall.
3. This should be placed at eye level – approximately 5' from the floor.
4. Once screwed in, place the corresponding marketing above the fitting room bell.

Greeting Card Decals

1. Locate the 4 greeting card holders.
2. Windex and **dry** the front of each greeting card holder.
 - a. This will allow the decal to apply the best.
3. Locate the 4 greeting card pricing decals and a gift card.
4. Start with 1 holder and 1 decal.
5. Peel back approximately 1" of the backing from the decal from the edge.
6. Line the decal up with the edge of the holder.



- a.
7. Once lined up, slowly pull back the remainder of the backing while simultaneously using the gift card to press the decal down and to keep air bubbles at a minimum during application.



- a.
8. After the decal is fully placed, if air bubble remain, use the gift card to try to remove.
 - a. There are likely going to be a *few* air bubbles that remain.
 9. The decal should not be fully applied to the holder and aligned with the edges of the holder.



a.

10. Repeat process for remaining three holders.

Backroom Sign-Off Sheets

1. Backroom sign-off sheets are placed on each backroom fixture that the store receives.
 - a. This could be a z-rack or baker's rack.
2. The store will need to print off the sign-off sheets from Zipline.
3. Once printed, locate the sheet protectors and zipties sent to the store.
4. Place the checklist into the sheet protector and ziptie to the fixture.



Endcap Mirrors

1. Stores that have center shops may be sent custom sized acrylic mirrors for the end caps of these mirrors if these weren't part of the construction scope.
 - a. The store will also be sent command strips complete this process.
2. If there is shepard's hook hardware installed incorrectly, uninstall. If there are alarm sensors or thermostats on the endcap, ensure that they will not interfere with the mirrors. If they will, reach out to the CPM.
3. Installing the Mirrors
 - a. Put the 12 lbs. picture hanging command hooks together into sets.



- b. Place 3 sets of the 12 lbs. picture hanging command hooks onto the back of each mirror at the top, center, and bottom.



- c. Press them firmly onto the back of the mirror so that they are secure.
- d. Remove the backing of the command hooks that will be attached to the wall.
- e. Place the **top** of the mirror at 80" from the floor.



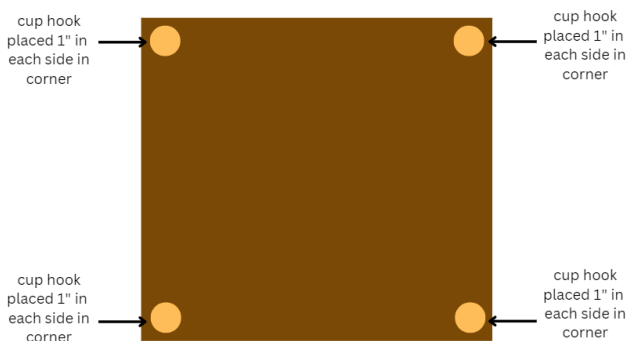
- f. Repeat this for all mirrors.

4. Installing Shepard's Hooks

- a. If the store already had hardware for Shepard's Hooks, reinstall the hardware.
- b. If the store did not have hardware, [Utility Hook Command Hooks](#) can be purchased to hang Shepard's Hooks.

Tabletop 4-Way Cup Hooks

1. In most cases, cup hooks that arrive in the tabletop 4-way kit just need to be screwed into the pre-drilled hole on the underside of the tabletop.
2. In the instance that your tabletop 4-way cup hooks are not pre-drilled, the store team will need to drill a hole in each corner 1" in each side on the **underside** of the tabletop to insert the cup hook.

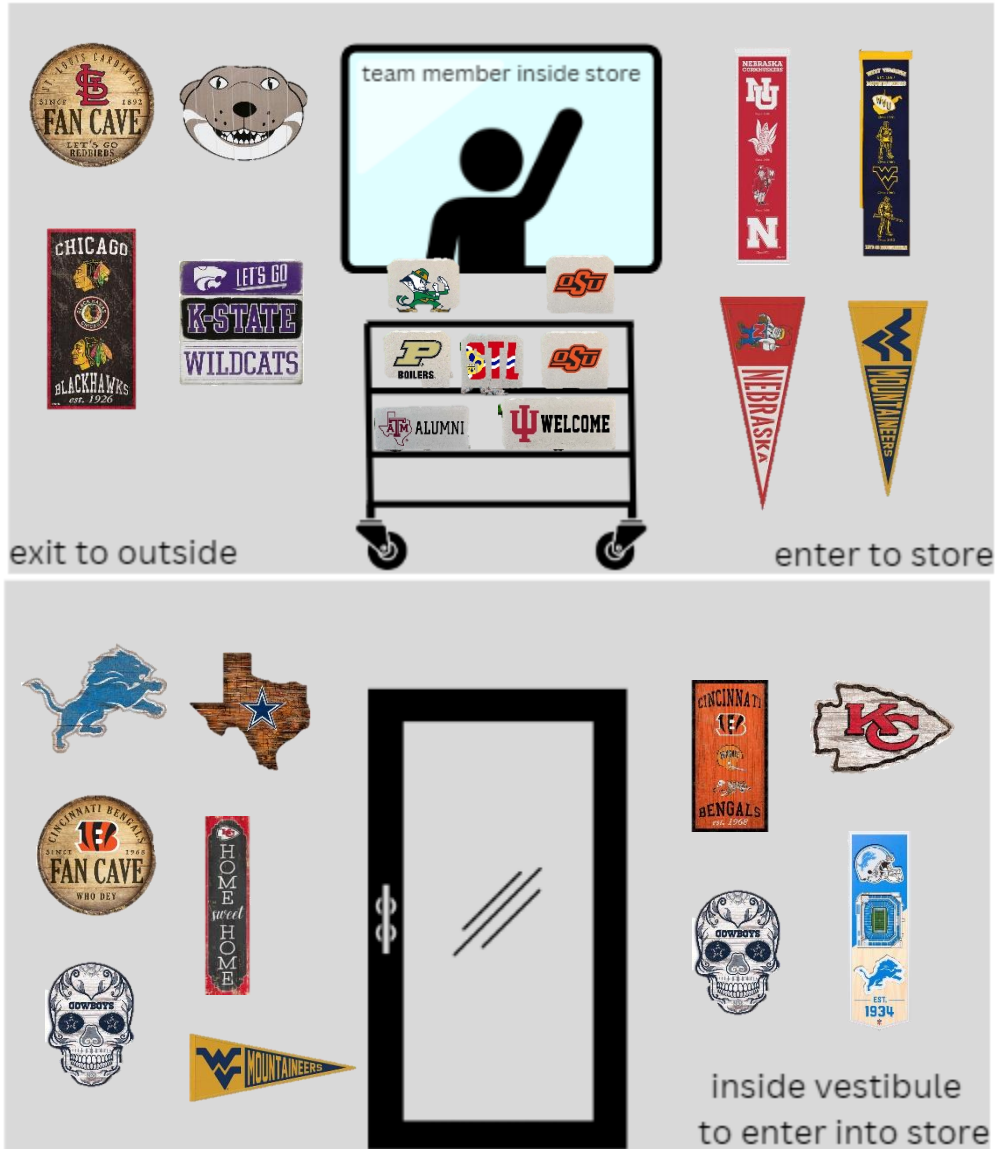


3. If your tabletop 4-way kits did not include cup hooks, alert your District Manager.

Merchandising Diagrams

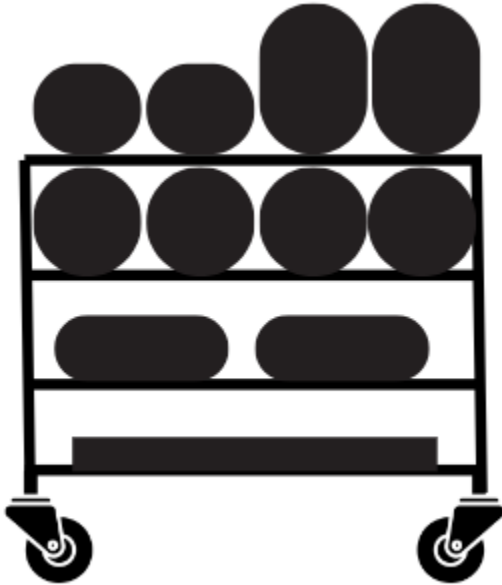
Vestibule

- Vestibules that have drywall should merchandise the interior with examples of home décor items for the teams that they carry.
 - Each command hook should only have **one** home décor item on them. **This is a display location.**
- Rock fixtures that are on the inside or outside of any vestibule should be the short version so that guests can see into the store.



Garden Stone Fixture

1. The bottom shelf of the garden stone fixture is used for team mats.
2. The top three shelves are for garden stones.
3. Longer, heavier stones are placed lower on the fixture than smaller stones which are placed on the upper shelves.
4. Team totems can be placed on the top shelf.



Feature Walls

Not all stores have a feature wall.

1. Marketing will send a team and/or vendor specific banner for this wall.
2. The product assortment for the wall matches the team on the banner.
 - a. Example: If you receive a Phillies banner then the product on the wall should be Phillies apparel and hardlines.
3. If there is a brand on the banner, the product that is placed on the feature wall should match the brand and team.
 - a. However, if there is not enough product for the brand that is on the banner, supplemental product should be brought in to create a full and visually appealing presentation. Ensure that the brand is represented to the best of the store's ability with the product assortment.

Example where wall hardware does not go to bottom of wall.



Example where wall hardware does go to bottom of wall.



Jerseys

All jerseys receive a hard tag sensor on the right side of the garment, halfway up.

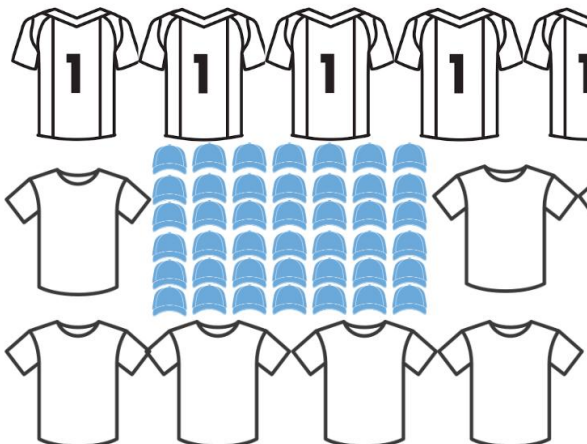
1. The preferred location for men's jerseys to be merchandised is behind the Cashwrap.
 - a. When needed, use a pant hanger, clip the end of the jersey. This is done to maximize space.



- i.
- b. Place the hook of the pant hanger into the slot on the top hanger to half-fold the jersey. The bottom of the jersey should be on the side that is not displayed to the guest.
- c. Place style of jerseys on faceout.
- d. Ensure that jerseys are not dragging on the faceout below the style.
 - i. If needed, fold the tail of the jersey before clipping to prevent dragging.



2. If all jerseys will not fit behind the Cashwrap, jerseys are to be merchandised on the top row of the wall so they are out of reach for the customer.





HATS MERCHANDISING GUIDE

Please follow this guide as you restock your hat walls during the VMC workday.



Primary location: Hat Walls

Secondary location: Using other fixtures in close proximity using the same concepts as wall displays.

*Cash Register Lanes seasonally.



Visual Organization

Color: Light to Dark

Backing: Mesh with Mesh

Logo: Similar Designs Together



Hat Fit Order on Wall

Flat Bill sized hats start the hat wall.

Flat Bill Fitted, Flat Bill Snapback, Curved Bill Flex fit, Curved bill structured adjustable, Curved bill slouch adjustable



Tray Organization

Flat Bill Sized

- 2-3 sizes per tray to create a column of the same style. This allows for a guest to locate their size quickly.

Flat Bill Adjustable

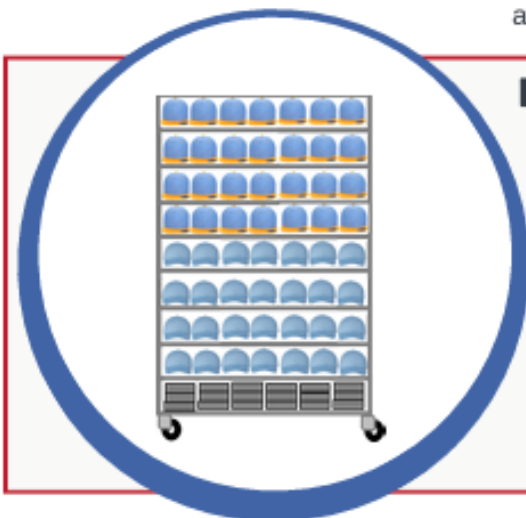
- 1 style per tray.

Structured Sized & Unstructured Sized

- 1 size per tray. The goal is to have a column of the same styles so that guests can locate their size quickly.
- 1's or 2's of a style that do not need to take up a full tray, move to a hat tray in the **bottom right** at the end of silhouette.

Structured Adjustable/OSFA & Unstructured Adjustable

- 1 style per tray and/or peg.
- 1's or 2's of a style that do not need to take up a full tray, move to a hat tray or peg in the **bottom right** at the end of silhouette.



HAT BACKSTOCK RACK - BY LEAGUE(S)

Backstock racks are by league for quick restock
Each store should build HBR as needed. .

Smaller leagues can be combined.

Extra hat trays on the bottom for merchandising as needed.



HAT WALL VISUAL BY DISPLAY SIZE

Organized, consistent visual appeal for the hat display provides a high quality experience for fans. Standardized displays help Rally House team members in task completion from store to store.

LARGE



Flat Bill Fitted
Trays placed
by Size, 1 - 6
Units per Tray

Flat Bill Adjustable
Trays placed
by Style, 1 - 6
Units per
Tray

Duplicate
facings
allow for
future hats

Curved Bill Fitted Trays
placed **by**
Size, 1 - 6
Units per Tray

Curved Bill Adjustable
Trays placed
by Style, 1 - 6
Units per Tray

MEDIUM



TIPS

1. **Curved Bill** always merge into women's because of their neutral fit and Unisex appeal.
2. **Flat Bill** should lead as the most focal when you enter a Team or League.
3. **Always** allow overflow or duplicate space to have room for new arrivals, re-stock and to ensure you have space for 1 style per tray.

SMALL



SHORT



6 HIGH is Standard for any size wall outside of **SHORT**

SMALL can build 2,3,4 high as needed

You may build higher or longer if Inventory Levels & Wall Space permit. We are providing various scales to model after in your space. Depending on the wall height in your store you may need to expand or reduce the wall size.

TALL

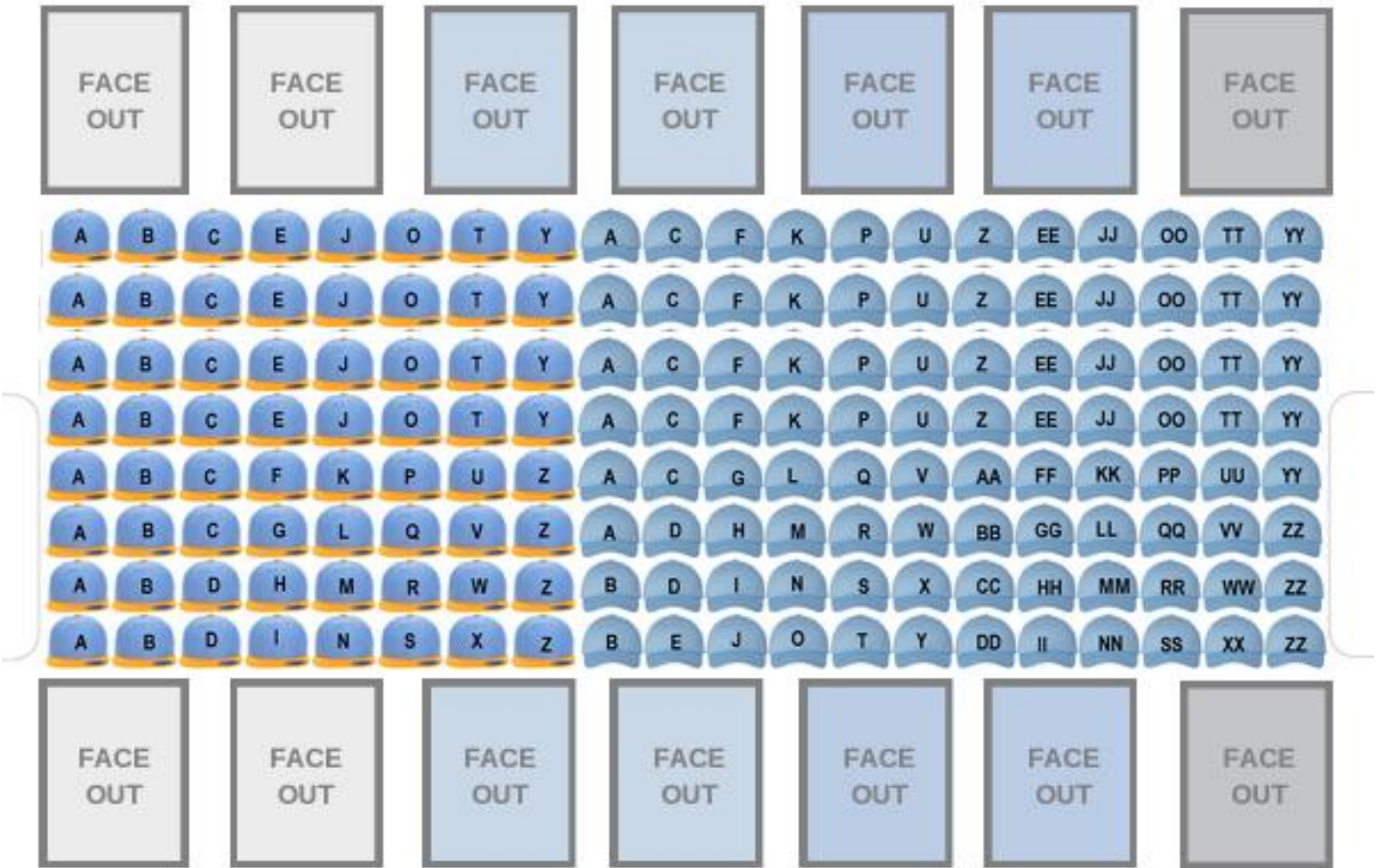
Flat Bill Fitted
Trays placed
by Size, 1 - 6
Units per Tray

Flat Bill
Adjustable
Trays placed
by Style, 1 - 6
Units per Tray

Duplicate
facings
allow for
future hats

Curved Bill
Fitted Trays
placed by
Size, 1 - 6
Units per Tray

Curved Bill
Adjustable
Trays placed
by Style, 1 - 6
Units per Tray



Tall Walls

Depending on the wall height in your store you will have space for **Face Outs** above & below (1 space between Face-Out hardware and hat tray) and build the hat rows higher to the amount of product and hat trays available.



Face Out product will vary depending on the size of the wall and the space available. Ideally

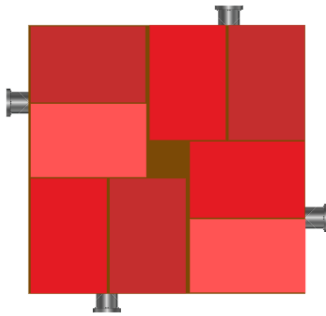
Product options

- shorts
- pants
- shirts

Tabletop 4-Way

Guidelines for Merchandising a Tabletop 4-Way:

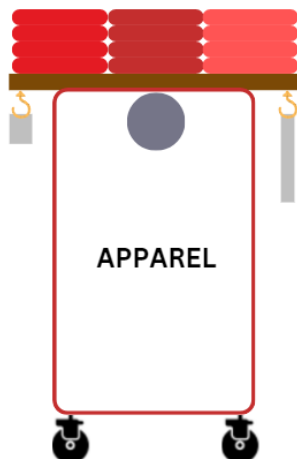
1. The faceouts on the 4-way are filled with hanging apparel for the department of the team. The hanging apparel on the fixture should match the hanging apparel on the wall that it is placed in front of. This is called “striping”.
 - a. Example: short sleeves are hung on the fixture in front of the wall where short sleeves are hung.
2. Stacks of folded apparel that are placed on the tabletop are placed over the faceout. Each side of the 4-way can hold two stacks of folded apparel when they are placed over the faceout on the tabletop.



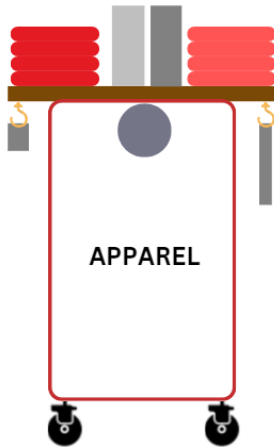
3. T-shirt stacks are placed on tabletop should not be more than 11” high.
4. T-shirt stacks that are placed on tabletops should be merchandised as color story.
 - a. Example: one tabletop is white folded t-shirts, another tabletop is blue folded t-shirts, and the last tabletop is red folded t-shirts. *See above photo of red t-shirt stacks in various shades on red on a single fixture.*
 - b. However, if a color story cannot be merchandised, the colors can be placed together on a tabletop. There should not be empty tabletops if product needs to be folded down or too crowded tabletops.
5. If long sleeve shirts are folded, ensure they are labeled with a “long sleeve” sticker.
6. Stacks of t-shirts should be sized from top to bottom, small to xx-large.

Tabletop Presentation Options:

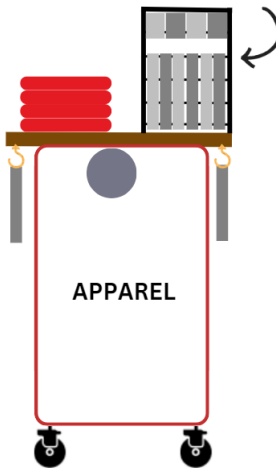
1. All of tabletop is folded apparel.



2. The “center” t-shirt stack is removed from a side(s) and hardlines/giftables items are added into the tabletop.
 - a. Hardlines/giftables that are added to the tabletop should match the gender of the fixture.



3. Two t-shirt stacks are removed from the side and a multi-purpose spinner added to the presentation.
 - a. In this option, the other sides can have the “center” t-shirt stack is removed from a side(s) and hardlines/giftables items are added into the tabletop
 - b. Hardlines on the multi-purpose spinner and any that are added to the tabletop should match the gender of the fixture.
 - c. Ensure that the multi-purpose spinner has room to spin.

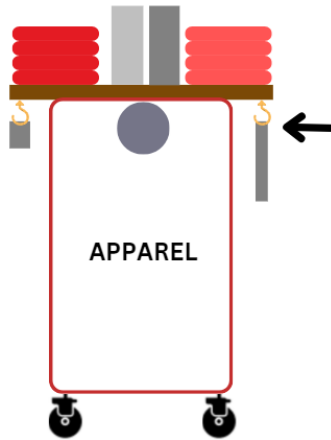


Tabletop 4-Way Cup Hooks:

If you are looking for installation instructions, see the installation instruction section of this binder.

1. Cup hooks are added to tabletop 4-ways as a way to place supplemental add-on product on to the fixture. The cup hook is **not** the home location.
2. The product selected for the cup hook should correspond to the gender of the apparel on the 4-way and be an add-on for the apparel.
 - a. Examples: crew socks could correspond to men’s dri-fit apparel and gloves could correspond to crew necks.

3. Ensure multiple units of the style is added to the cup hook so that as a guest takes one the cup hook remains full.



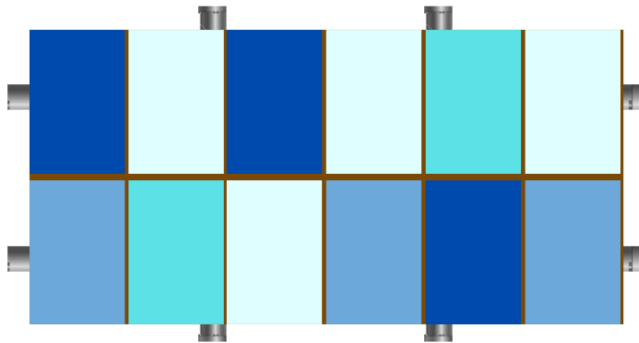
General Notes:

1. Crop tops, pants, infant, and kids do not merchandise well on tabletop 4-ways and is not a company standard.

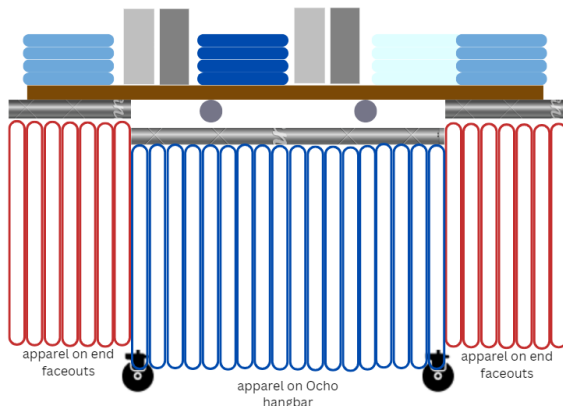
Ocho

Guidelines for merchandising an Ocho:

1. The faceouts on the Ocho are filled with hanging apparel for the department of the team. The hanging apparel on the fixture should match the hanging apparel on the wall that it is placed in front of. This is called “striping”.
2. Stacks of folded apparel are merchandised in two rows following the length of the Ocho tabletop.
3. T-shirt stacks are placed on tabletop with XYZ t-shirts or less per stack. T-shirt stacks should not be too tall.
4. T-shirt stacks that are placed on tabletops should be merchandised as color story.
 - a. Example: one tabletop is white folded t-shirts, another tabletop is blue folded t-shirts, and the last tabletop is red folded t-shirts. See above photo of red t-shirt stacks in various shades on red on a single fixture.
 - b. However, if a color story cannot be merchandised, the colors can be placed together on a tabletop. There should not be empty tabletops if product needs to be folded down or crowded tabletops.

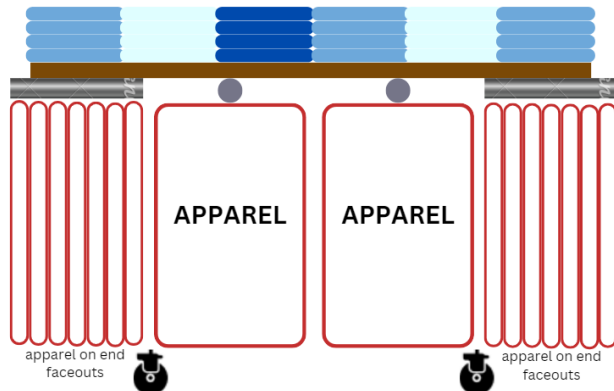


5. If long sleeve shirts are folded, ensure they are labeled with a “long sleeve” sticker.
6. Stacks of t-shirts should be sized from top to bottom, small to xx-large.
7. Each Ocho comes with an Ocho hangbar. It is not standard practice for each Ocho to be merchandised with the hangbar. *Refer to the backroom hardware planogram for storage.*
 - a. When the Ocho hangbar is in use, the face outs **do not come out of the Ocho fixture.**
 - b. On the Ocho hang bar, Best Sellers (1’s and 2’s) or SALE is placed.
 - i. Ensure that the Ocho hang bar has size ring indicators and the appropriate signage for the fixture.
 - c. The Ocho hang bar should **not** be the leading side of the fixture.

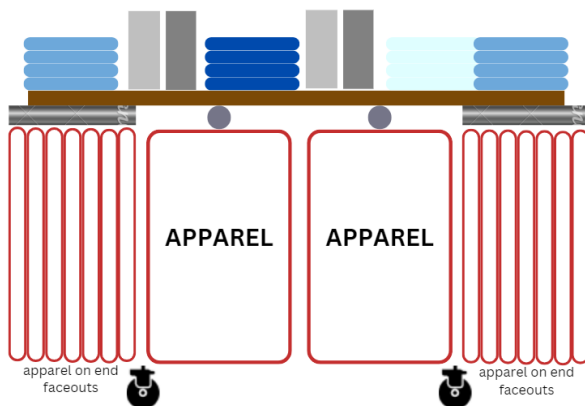


Ocho Presentation Options:

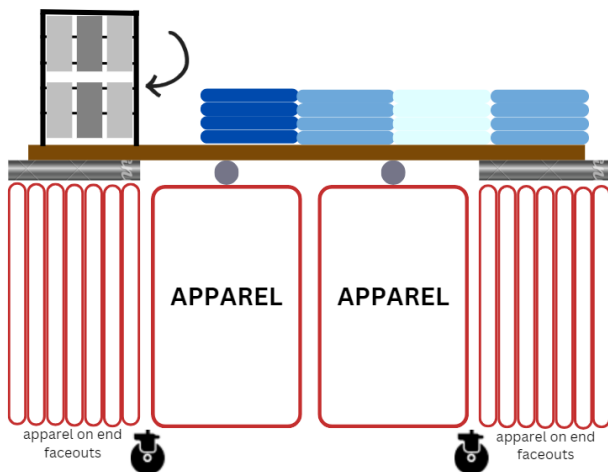
1. All of tabletop is folded apparel.



2. T-shirt stacks are removed and hardlines/giftables items are added into the tabletop.
 - a. Hardlines/giftables that are added to the tabletop should match the gender of the fixture.



3. Two t-shirt stacks are removed from a side and a multi-purpose spinner added to the presentation.
 - a. In this option, the other sides can have the "center" t-shirt stack is removed from a side(s) and hardlines/giftables items are added into the tabletop.
 - b. Hardlines on the multi-purpose spinner and any that are added to the tabletop should match the gender of the fixture.
 - c. Ensure that the multi-purpose spinner has room to spin.



General Notes:

1. Womens, crop tops, pants, infant, and kids do not merchandise well on tabletop 4-ways and is not a company standard.
 - a. Your store may be mapped with an Ocho or two in womens departments. This is to keep the fixturing interesting. When merchandising this Ocho keep crop tops off the Ocho.

Grid Units

Grid Unit Merchandising Standards:

1. Four-foot metal shelves are used in the middle of the fixture.
2. Two-foot shelves can be used on the end caps of the fixture.
3. In the center of the fixture, 12” pegs are primarily used.
 - a. There are a few instances where 6” pegs can be used such as jewelry. However, jewelry is likely better on the endcap.
4. If the endcap has faceouts, 12” pegs can be used.
5. If the endcap does not have faceouts, 6-8” pegs are used.
6. Product is placed as low as it can go on the grid fixture without dragging on the ground.
 - a. Start with placing apparel on the faceouts or placing large hardlines items on the deck before shelving out the unit.
7. Hardlines:
 - a. The 5G can be used for all hardlines.
 - b. When this is done, the shelves are adjusted to fit the product on the shelf so that there is not negative space.
 - c. Begin with merchandising product on the grid deck to utilize this as a shelf.
8. Hardlines that are placed on the grid units should be in the same size so that straight rows are created.
 - a. Reference Height Alignment Matching (H.A.M.).
9. Faceouts in the same row should not be placed at different heights.

4’ Grid Unit:

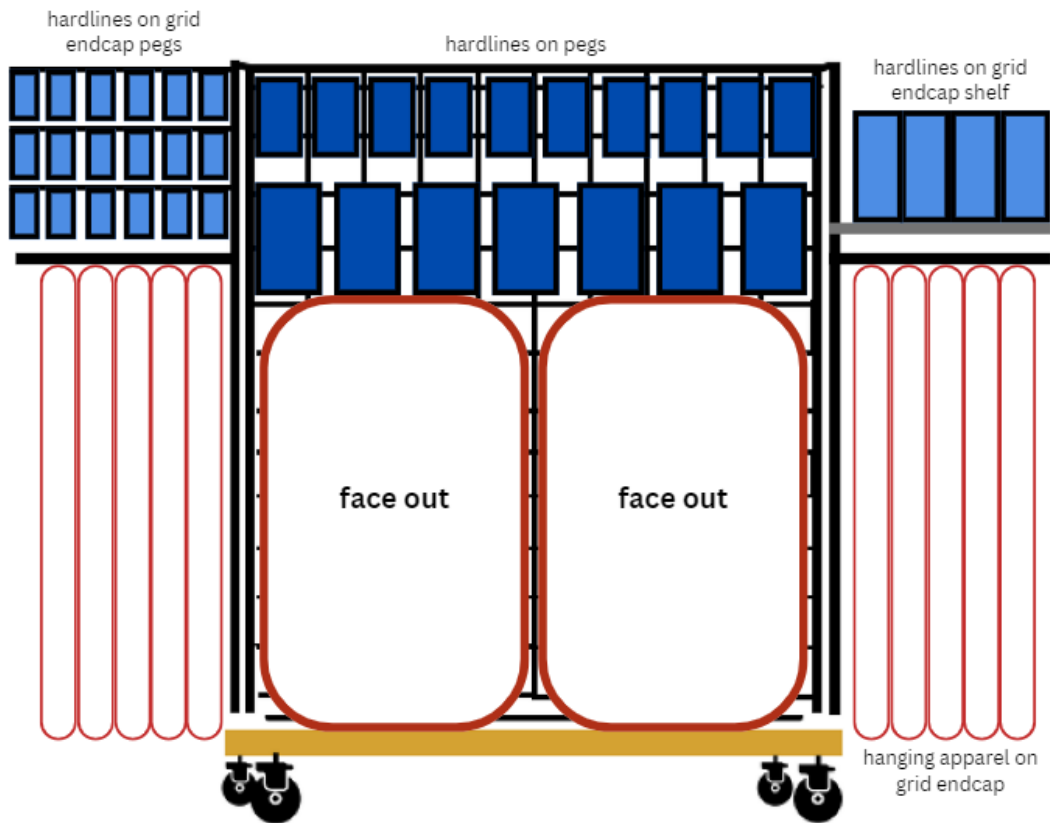
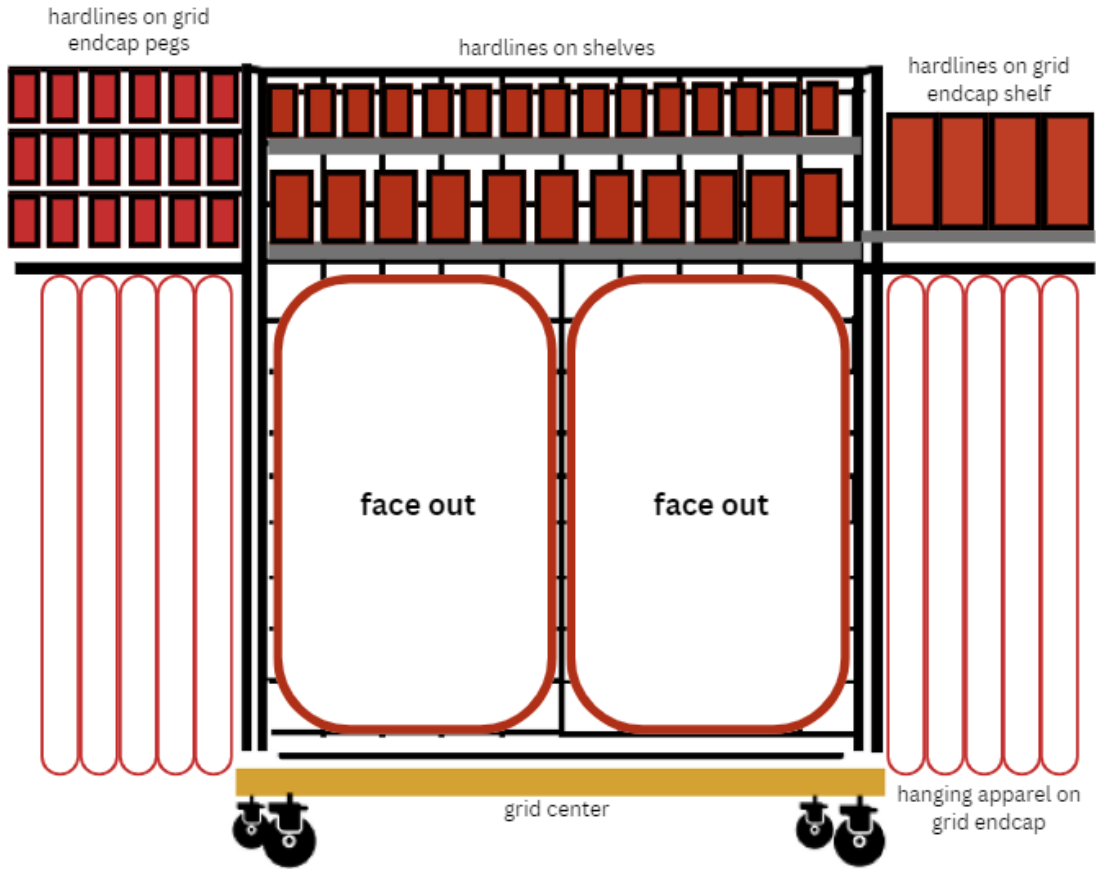
1. The purpose of the register lane is to provide add-on items for guests to pick up while they are waiting to check out. Items in the register lane must also be represented in their team section.
2. A copy of the register lane guide is included in this binder.
 - a. **Select the size of register lane that your store has been allocated.**

5’ Grid Unit:

The 5G is a primary fixture in store. This is used in all departments.

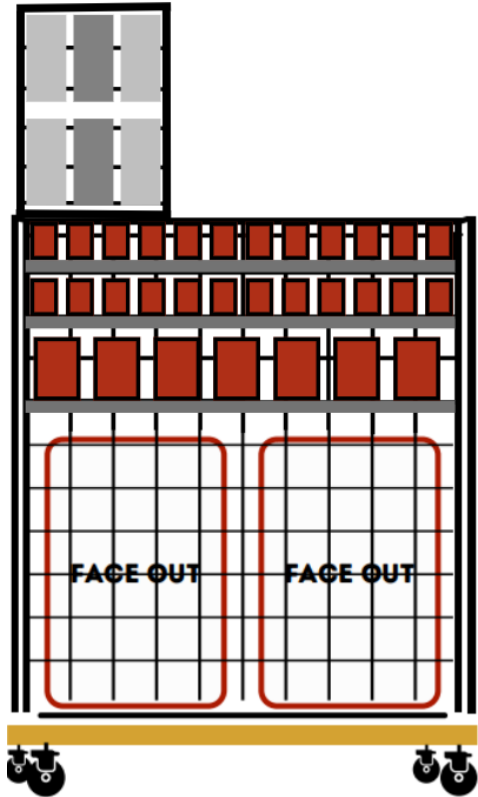
Mens/Womens Merchandising Standards

1. The 5G can hold eight faceouts for mens/womens (two on each endcap and two in each center). 12” faceouts are used. All sides of the 5G are to be merchandised.
2. Above the faceouts shelves or pegs can be placed depending on product assortment and merchandising needs.



3. Hardlines that are placed above the apparel should match the gender of the fixture.

- a. Example: on a womens 5G you may place pegged bags and jewelry. On a mens 5G you may place wallets and bowties.
4. A multi-purpose spinner can be added onto 5G units in mens/womens in the top teams where needed.
- a. When a multi-purpose spinner is added onto the 5G longer items such as socks and koozies are placed so that the guest can reach the item. Do not place small items such as jewelry on the spinner when on a 5G.

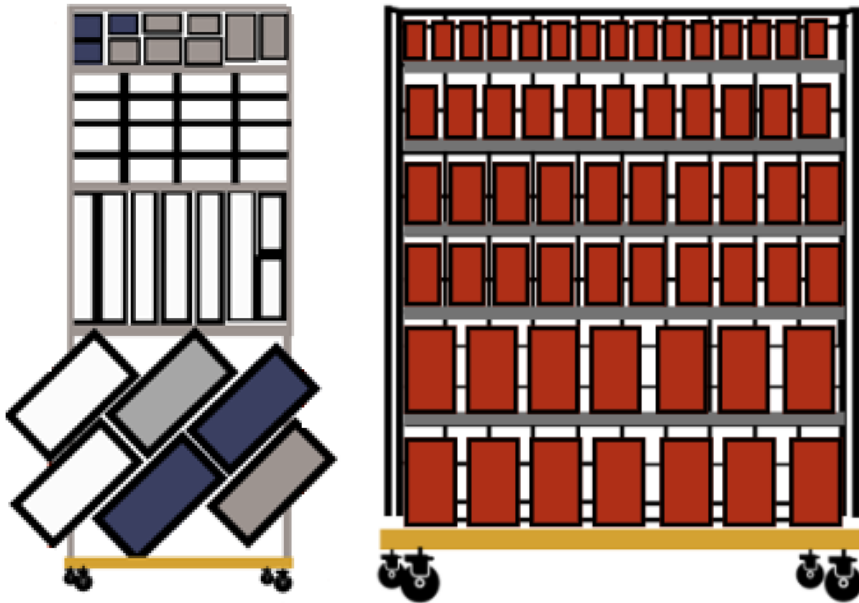


Men's Big & Tall

1. Men's product that is true Big & Tall product is what is placed on the Big & Tall fixture(s) within each team.
 - a. True Big & Tall product's size run begins at 3XL and can go through 6XLT.
 - i. Big: 3XL, 4XL, 5 XL, 6XL
 - ii. Tall: XLT, 2XLT, 3XLT, 4XLT, 5XLT, and 6XLT.
 - b. There are style of core men's product where the size run is from size Small - 3XL.
 - i. These 3XL units are NOT men's Big & Tall and are merchandised with the men's core style.
 - ii. These 3XL units can be 2"-4" shorter than a Big & Tall 3XL.
2. Big and Tall product is housed in the team section.
 - a. In **select** stores, it has been decided that the store will have a Big & Tall Shop that is done within a center shop of the store. These select stores place all teams Big & Tall product into this shop.
3. Depending on store size and inventory levels, Big & Tall presentations will differ from store to store.
 - a. It is preferred that Big & Tall is merchandised on a 5G unit when possible.
 - i. When merchandised on a 5G unit the product is merchandised by style. This is done because the product is front facing on the fixture.
 1. A style is placed on each faceout and shelves can be added and styles folded and placed on the shelf.
 - b. In team's where the assortment is larger than a 5G unit, a grid hangrod, ballet bar, or double salesman rack can be used to merchandise Big & Tall.
 - i. When merchandised on these fixtures, the product is merchandised first by size and then by style. This is done because the product is side hung on the fixture.
 - ii. Size indicators should be used to show the customer what sizes are available.
 - iii. Organize items by style within the size:
 1. T-shirts
 2. Polo shirts
 3. Sweatshirts
 4. Crewnecks
 5. Jackets
 - c. If placed on a ballet bar, ensure that the tabletop is used for folded Big & Tall product.
4. Big & Tall signage is placed on all Big & Tall fixtures.

Hardlines Merchandising Standards:

1. Hardlines that are placed on the grid units should be in the same size so that straight rows are created.
 - a. Reference Height Alignment Matching (H.A.M.).
2. Hardlines are placed into product stories so that items like them are merchandised together.
 - a. The main categories are automotive, drinkware (glassware, ceramic, stainless), pet, and flags.
 - b. These main categories get full endcaps or centers of the G unit/footlocker.
 - i. Auto – typically endcap (or two endcaps side by side)
 - ii. Drinkware – center
 - iii. Pet – endcap
 - iv. Flags - endcap

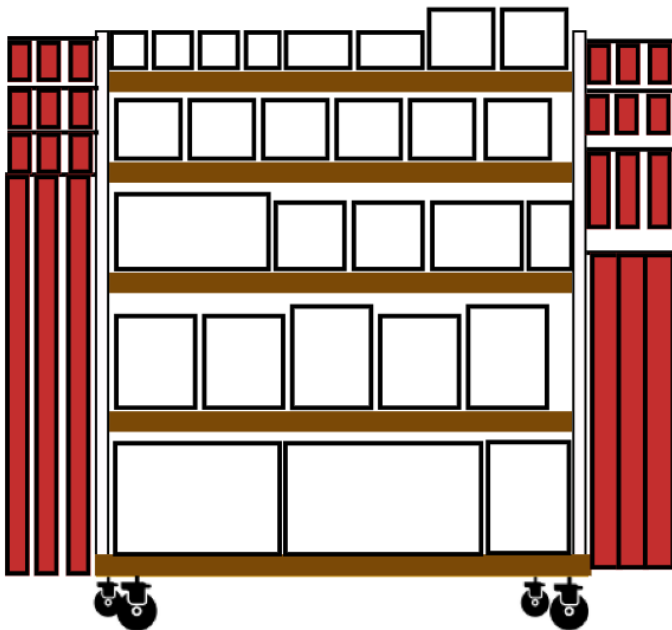


Kids Merchandising

Please see the Kids G Unit Merchandising Guide that is printed separately for ease of use.

5-Tier Table

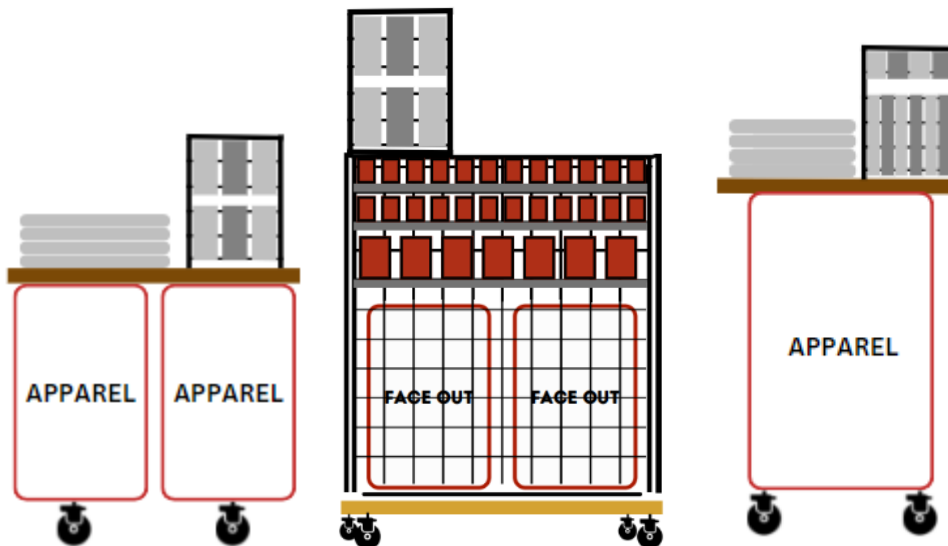
1. The 5-Tier Table is to be a is an opportunity to visually inspire our customer with a seasonally appropriate gift. The 5-Tier table should typically not house t-shirts and hats as these are easy grabbed items.
2. Since shelves cannot be moved on the 5-Tier Table, pick items that fit the space on each shelf.
 - a. Items such as rolled blankets, home décor on hardlines racks, stainless steel and other drinkware, paper and party goods when seasonally appropriate (graduation/game day), puzzles, board games, large shelf sitting stuffies, and autograph balls.
3. Attempt to limit each style to one row.
 - a. Items on the 5-Tier Table can be in the team section and other areas of the store such as the register lane, as needed.
4. Endcaps can be a 12" faceout of hanging apparel that matches the theme of the 5-Tier Table (graduation/alumni, Mother's Day, etc.) or an 8" faceout with hanging blankets.
 - a. Pegged hardlines should be placed above the hanging apparel or blankets.
5. Putting together the display of the 5-Tier Table is much like a puzzle. When you complete merchandising of the 5-Tier Table you should step back and see a great gift presentation.



Multi-Purpose Spinner

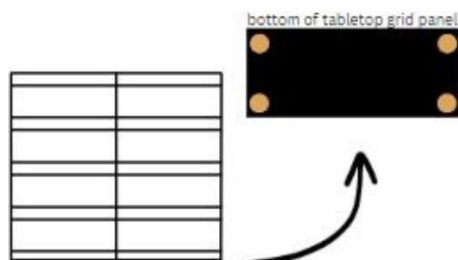
The multi-purpose spinner is a fixture that can become an extension of a 4' or 5' grid unit or can be placed on tabletop fixtures.

1. Stores that have a register lane should have at least one multi-purpose spinner placed on the designated 4' grid unit as marked on the Register Lane Guide. More than one multi-purpose spinner can be placed in the register lane if the store has additional multi-purpose spinners to do so.
2. When multi-purpose spinners are placed in team sections, they can be placed on grid units or on tabletop fixtures such as Ochos or Tabletop 4-ways.
 - a. Multi-purpose spinners should be placed in the top or top two teams for the store.
 - b. These fixtures can be used in men's, women's, or hardlines departments.
 - c. The merchandise that is placed on the multi-purpose spinner should correspond to the apparel product.
 - i. Example: golf hardlines with polos, jewelry with women's t-shirts, koozies with drinkware
 1. Exception: when placed on a 5G unit longer items must be placed on the spinner that a guest can easily reach.



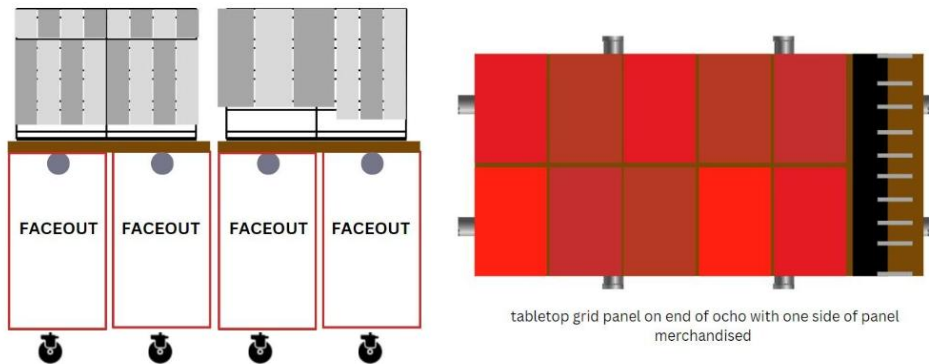
Grid Tabletop Panel

1. Hardware for Grid Tabletop Panel
 - a. Use 8" pegs or shorter.
 - b. Felt feet are placed in each corner on the underside of the base of the fixture.

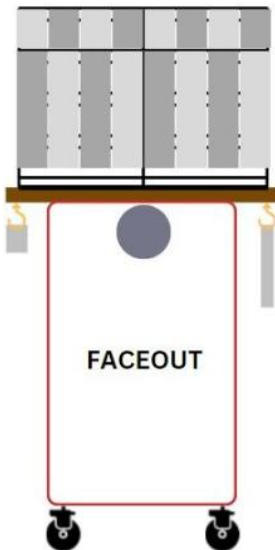


2. High Capacity Store/Team

- a. Tabletop grid panel is placed on the end of an ocho or tabletop 4-way.
- b. Hardlines that are merchandised on the grid tabletop panel is to match the gender and merchandise theme of the fixture to create a product story.
- c. When merchandised on the end of an ocho or tabletop 4-way only the side that faces the customer is merchandised.
- d. The other side will be empty with no pegs/product.
- e. Folded apparel or other hardlines are placed on the ocho or tabletop 4-way to finish the tabletop presentation.
- f. Ocho Example High Capacity Store/Team

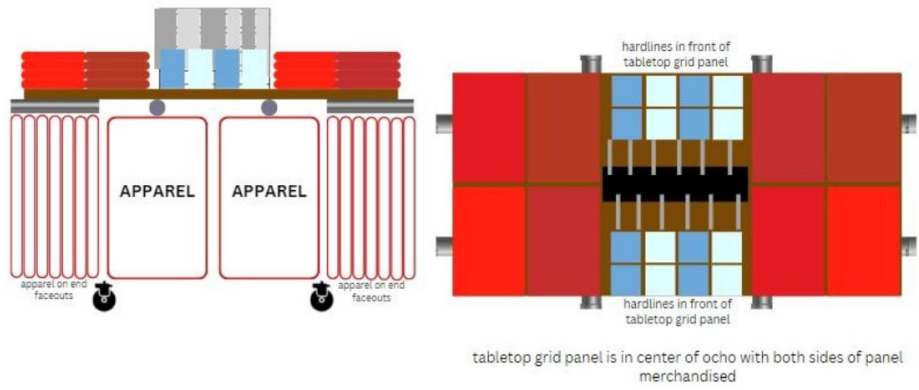


- g. Tabletop 4-way High Capacity Store/Team

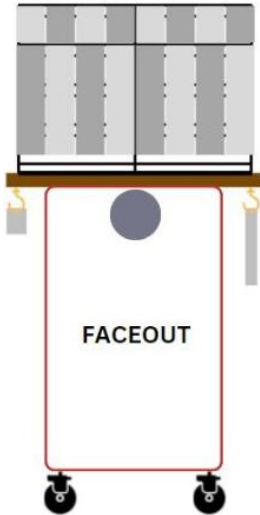


3. Low Capacity Store/Team

- a. Tabletop grid panel is placed in the center of an ocho or tabletop 4-way.
- b. Hardlines that are merchandised on the grid tabletop panel is to match the gender and merchandise theme of the fixture to create a product story.
- c. Both sides of the grid tabletop panel are merchandised with product.
- d. Additional hardlines are placed in front of the hanging product on the tabletop grid panel to fill the table space.
- e. Folded apparel or other hardlines are placed on the ocho or tabletop 4-way to finish the tabletop presentation.
- f. Ocho Example Low Capacity Store/Team



g. Tabletop Example Low Capacity Store/Team



Height Alignment Matching



H.A.M HEIGHT ALIGNMENT MATCHING

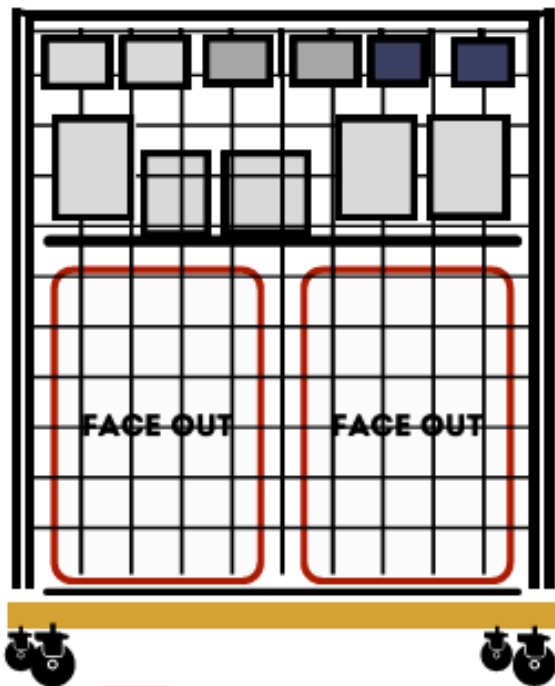
H.A.M. is a visual guide grouping similar sized items by style, color, and shape to help our guests shop with ease creating clean and organized displays.

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 Organize by Classification first**
 - Similar style items
 - Lifestyle style items
- 2 Organize Sections by Size**
 - Smaller Items generally at top
 - Medium Items
 - Long Items
 - Large Items at the bottom
- 3 Organize by Color**
 - Coordinate complementary colors
 - Apparel should alternate 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

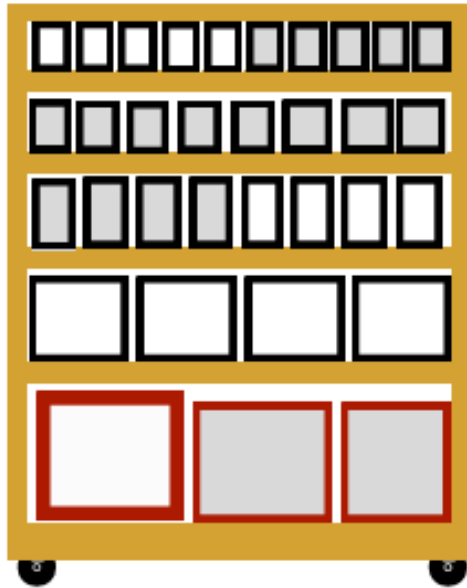
Apparel can anchor a HAM presentations.

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.

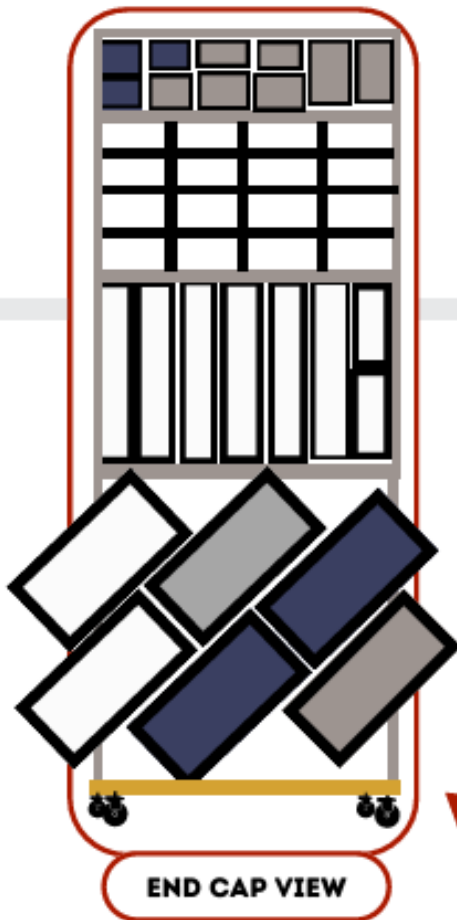
FOOT LOCKER SAMPLE



- 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.*



5 TIER TABLE SAMPLE

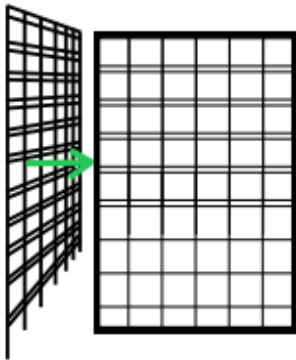


Fixture Building Instructions

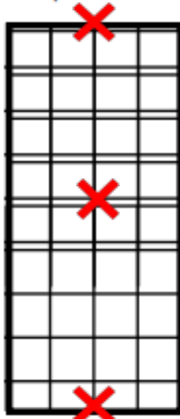
ALL wheels on fixtures need to be fully screwed in and TIGHTENED.

Grid Unit

1. You need the following supplies and fixture pieces to build a grid unit:
 - a. 1 center panel in the height of the grid unit you are building
 - b. 2 endcap panels in the height of the grid unit you are building
 - c. Zip ties
 - d. 4' unit
 - e. 5' unit
 - f. 8' unit
 - g. 12 grid clips
 - h. Grid deck
 - i. Drill
2. Build the grid "H" on the floor.
 - a. Take the center panel and hold upright.
 - b. Take one endcap panel and center on the end of the center panel.

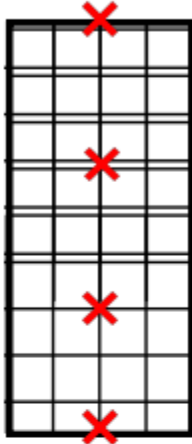


- a. Zip tie the endcap panel to the center panel ensuring that both panels are upright. Upright panels have open slotting where a faceout/peg are placed at the top of the panel.
 - i. For a 4' grid unit use 3 sets of zip ties in a cross hitch pattern on the end cap panel.
 1. Place at the very top, halfway down, and at the very bottom.
 2. Ensure zip ties are pulled tight.

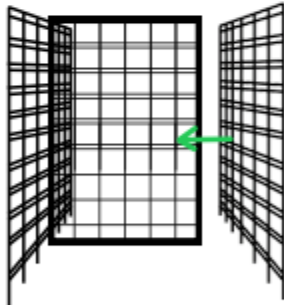


i. For a 5' or 8' grid unit use 4 sets of zip ties in a cross hitch pattern on the end cap panel.

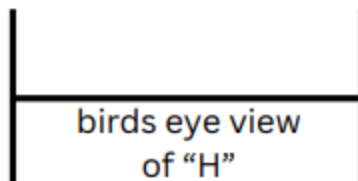
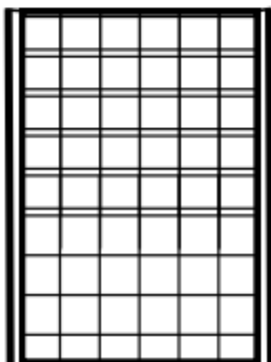
1. Place at the very top, two feet below the top, two feet above the bottom, and at the very bottom.
2. Ensure zip ties are pulled tight.



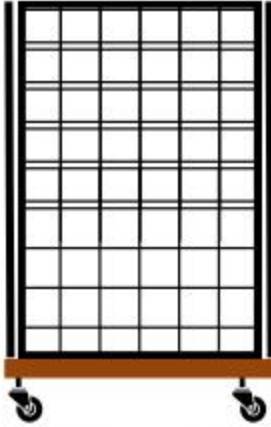
a. Repeat these steps for the second end cap panel ensuring that the panel is upright. Upright panels have open slotting where a faceout/peg are placed at the top of the panel.



a. You will have an "H" when built properly.

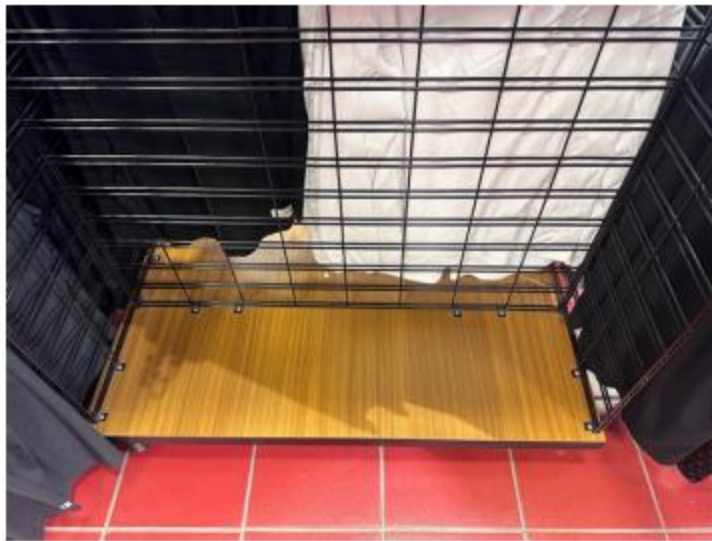
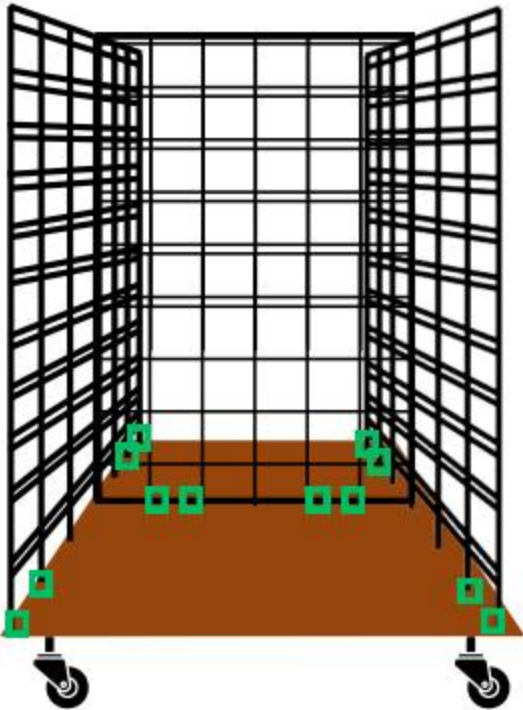


3. Once the “H” is built, use 2 people to lift the “H” onto the grid deck.



4. Use 12 grid clips and the drill to secure the “H” to the grid deck.

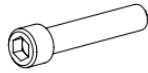
- a. Grid clips are placed per the below diagram. Use the screws that arrive from Home Depot to screw into the deck with the drill.



Ocho

DO NOT PUT OCHO HANGBAR ON – STORE IN THE BACKROOM

INCLUDED HARDWARE



4X
SOCKET HEAD CAP SCREW



16X
WOOD SCREW



8X
LOCK WASHER



8X
FLAT WASHER

TOOLS INCLUDED



ALLEN KEY



WRENCH

TOOLS NOT INCLUDED



POWER DRILL



SCREW DRIVER
(OPTIONAL)



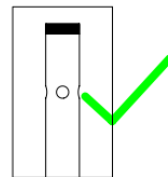
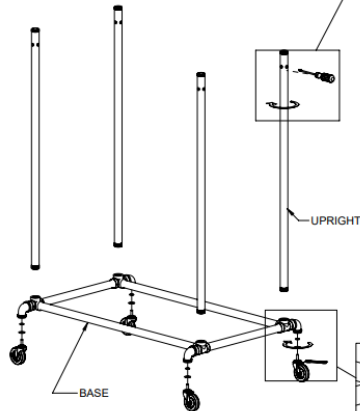
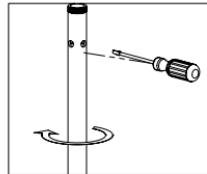
TAPE MEASURE

1

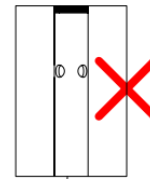
INSTALL CASTERS ONTO PIPE BASE AS SHOWN. USE INCLUDED WRENCH TO TIGHTEN CASTERS.
NOTE: INSTALL LOCKING CASTERS IN OPPOSITE CORNERS.

THREAD UPRIGHTS INTO PIPE BASE AS TIGHT AS POSSIBLE WITH ANY OF THE CLEARANCE HOLES ALIGNED AS SHOWN.

NOTE: A SCREWDRIVER, OR SIMILAR TOOL, CAN BE INSERTED INTO THE CLEARANCE HOLES FOR LEVERAGE TO HELP TIGHTEN THE UPRIGHT.



HOLE ALIGNED
CORRECTLY



UPRIGHT
NEEDS TO BE
TIGHTENED OR
LOOSENED

UPRIGHT HOLE ALIGNMENT

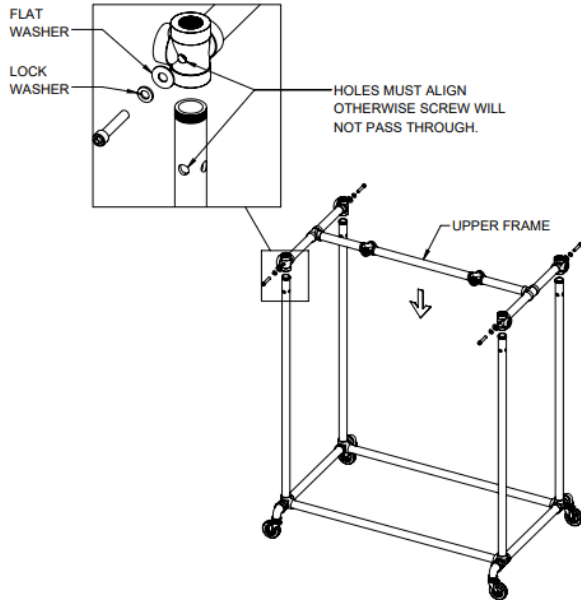
2

WARNING: THIS STEP MAY REQUIRE 2 PERSONS.

SLIDE THE UPPER FRAME ONTO THE (4) UPRIGHT. INSTALL A CAP SCREW, LOCK WASHER, AND FLAT WASHER AS SHOWN SO THE SCREW PASSES THROUGH THE CLEARANCE HOLE IN THE UPRIGHT AND THREADS INTO THE UPPER FRAME. TIGHTEN CAP SCREW WITH INCLUDED ALLEN KEY.

NOTES:

- IF THE CLEARANCE HOLES DO NOT ALIGN WITH THE HOLES IN THE UPPER FRAME REFER TO STEP 1 TO FIX ALIGNMENT.
- INSTALL SCREWS IN OPPOSITE CORNERS UNTIL ALL 4 UPRIGHTS HAVE A SCREW INSTALLED.

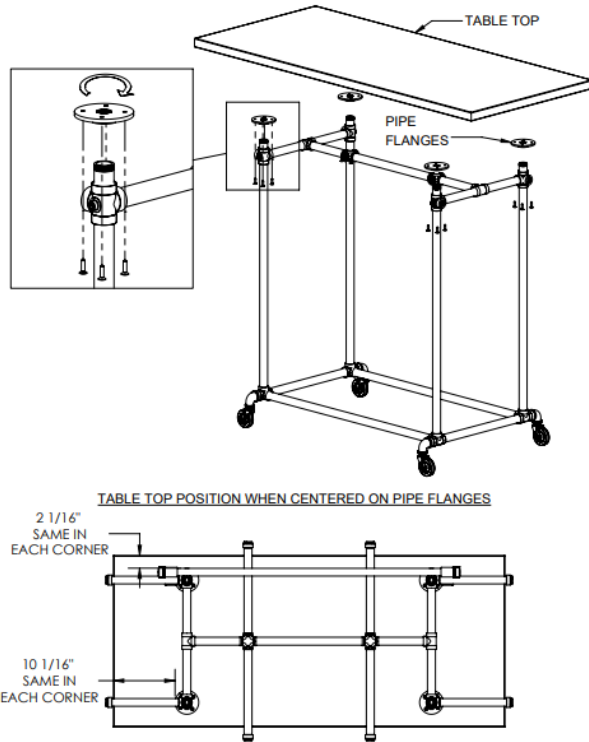


3

THREAD THE PIPE FLANGES ONTO UPRIGHTS UNTIL TIGHT. THE TABLE TOP CAN NOW BE POSITIONED ON THE FLANGES AS SHOWN AND SECURED WITH WOOD SCREWS.

NOTES:

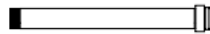
- A POWER DRILL ON A LOW TORQUE SETTING SHOULD BE USED.
- USE TAPE MEASURE TO CHECK THAT THE TOP IS CENTERED.



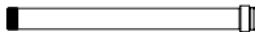
4

OBSERVE THE TWO DIFFERENT FACE OUT SIZES.

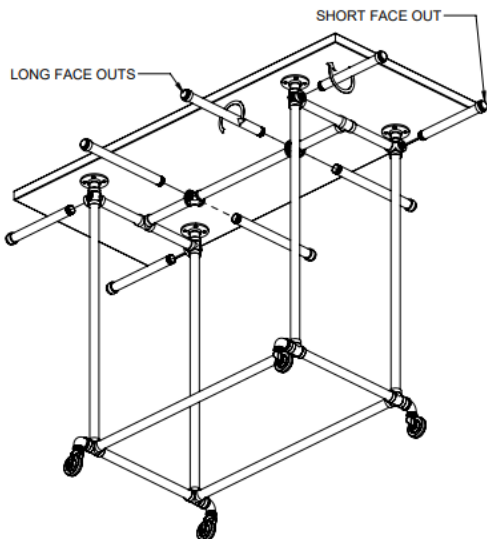
THREAD THE SHORT FACE OUTS ON THE ENDS OF THE FIXTURE AND THE LONG FACE OUTS IN THE CENTER.



SHORT FACE OUT

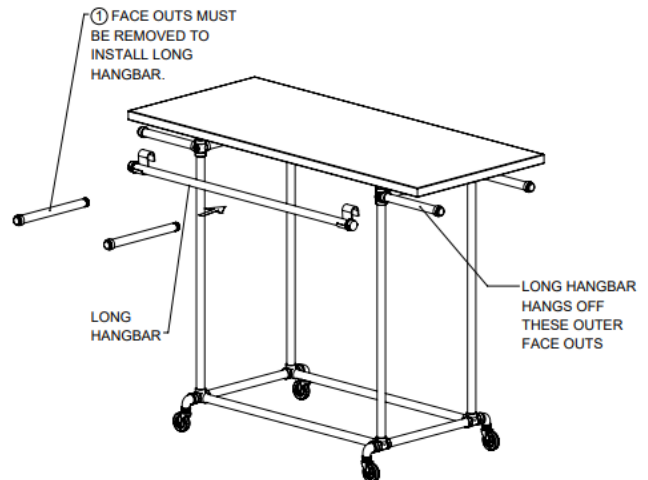


LONG FACE OUT



INSTALLING LONG HANGBAR

- 1 REMOVE FACE OUTS FROM SIDE YOU WANT TO PLACE LONG HANGBAR ON.
- 2 HANG THE LONG HANG BAR BY THE J HOOKS ONTO THE OUTER FACE OUTS.
- 3 REINSTALL FACE OUTS FROM PREVIOUS STEP.

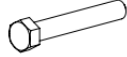


Tabletop 4-Way

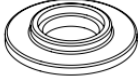
INCLUDED HARDWARE



4X
3/8-16 x 1.5" LONG
HEX BOLT



4X
3/8-16 x 2.5" LONG
HEX BOLT



4X
FLANGE



4X
#10 X 5/8" CSK
WOOD SCREW



1X
WRENCH FOR HEX BOLTS



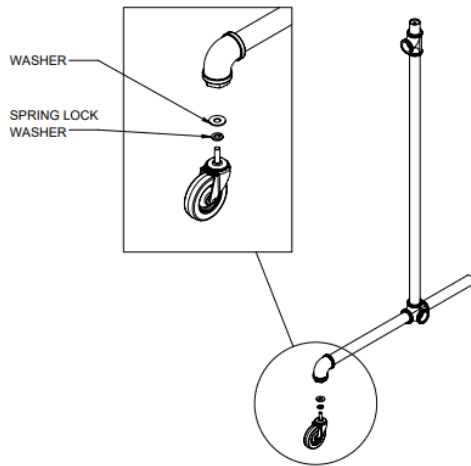
4X
CUP HOOK

TOOLS REQUIRED

POWER DRILL/ SCREWDRIVER

1

ASSEMBLE CASTER TO UPRIGHT.

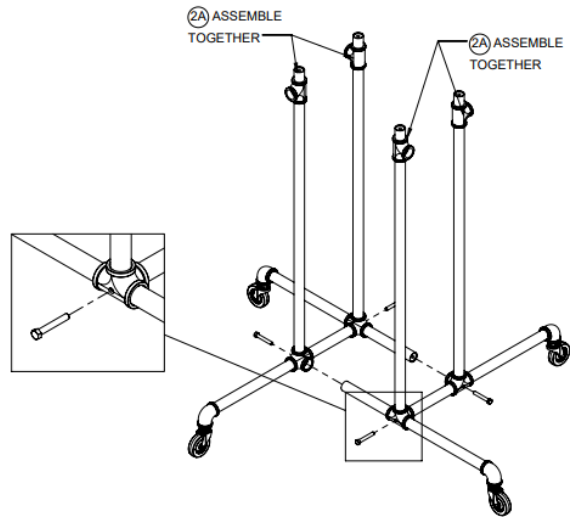
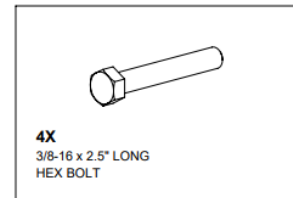


2A

ASSEMBLE (2) UPRIGHTS TOGETHER.
REPEAT FOR SECOND SET OF (2)
UPRIGHTS.

2B

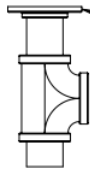
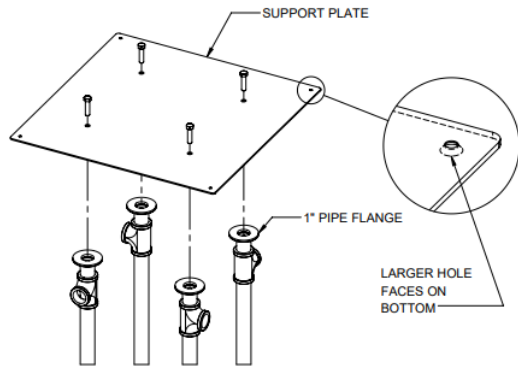
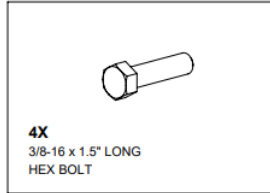
ASSEMBLE UPRIGHTS FROM STEP 2A
TOGETHER.



3

PLACE FLANGES ON TOP OF UPRIGHTS.
PLACE SUPPORT PLATE ON TOP OF FLANGES. MAKE SURE COUNTERSUNK HOLES FACE TO THE BOTTOM.

SCREW THRU THE TOP OF THE SUPPORT PLATE INTO THE UPRIGHTS.

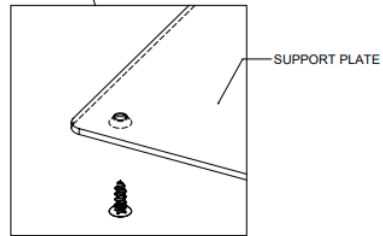
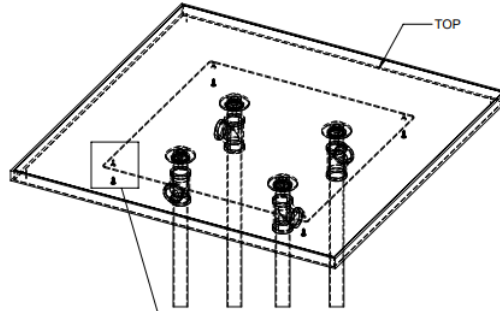


4

PLACE WOOD TOP OVER THE FRAME.
MAKE SURE THE HOLES ON THE WOOD
TOP ARE FACING DOWN.

ALIGN HOLES ON WOOD TOP WITH
HOLES ON SUPPORT FRAME.

THEN WITH SCREWDRIVER OR POWER
DRILL, SECURE WITH WOOD SCREWS.

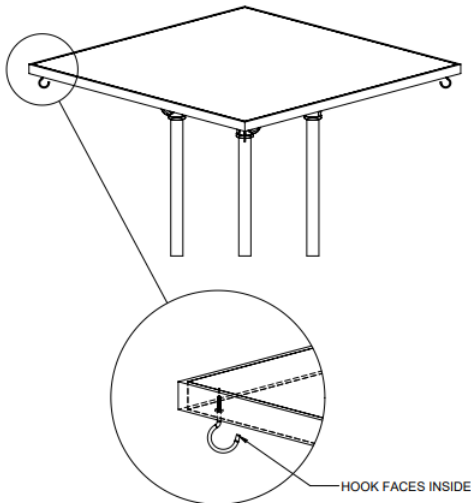
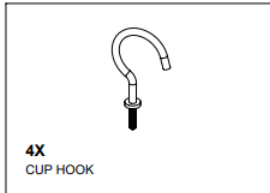


5

FIND THE PILOT HOLES ON EACH CORNER.

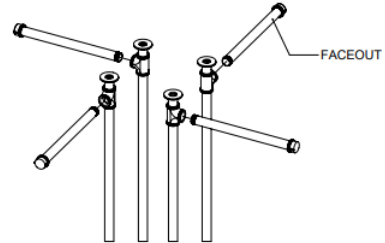
BY HAND, SCREW IN CUP HOOKS UNTIL
THEY ARE ROTATED ABOUT 45 DEGREES.

**NOTE: MAKE SURE THAT THE HOOK
FACES TOWARDS INSIDE.**



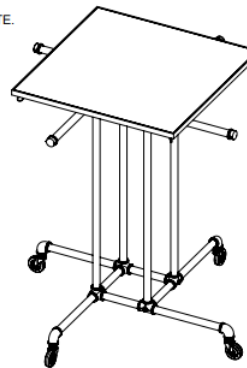
6

SCREW IN THE FACEOUTS.
(TOP AND SUPPORT PLATE
HIDDEN FOR CLARITY)



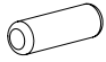
7

ASSEMBLY IS COMPLETE.

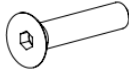


5-Tier Table

INCLUDED HARDWARE



16X
WOOD DOWEL



20X LONG SCREW
1/4"-20 x 1.25" LONG
CSK SOCKET HEAD SCREW



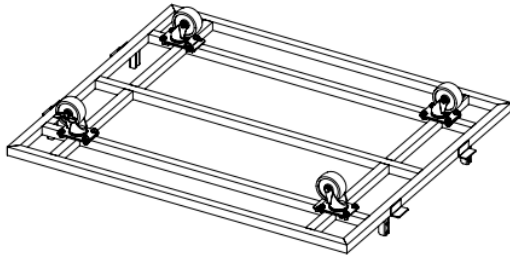
24X SHORT SCREW
1/4"-20 x 0.875" LONG
CSK SOCKET HEAD SCREW

TOOLS RECOMMENDED

DRILL WITH HEX BITS FOR SCREWS

1

UNPACK THE BASE FRAME AND INSPECT THE CASTERS. MAKE SURE ALL OF THE SCREWS ARE TIGHT BEFORE CONTINUING.



2

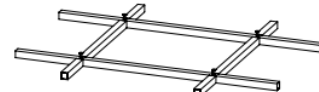
IDENTIFY THE DIFFERENT SHELF FRAMES AND PLACE CARDBOARD ON FLOOR TO PROTECT FIXTURE FINISH.

REST ONE OF THE SIDE FRAMES ON THE FLOOR AND HAVE 1 PERSON SUPPORT IT UPRIGHT.

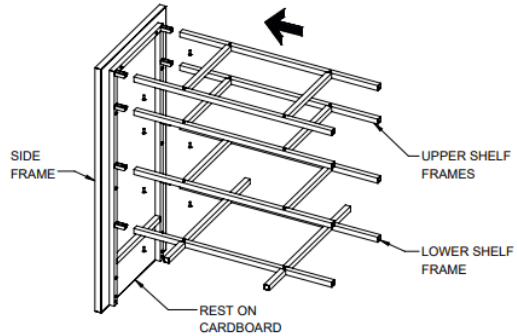
ASSEMBLE AS SHOWN WITH SHELF FRAMES.



3X UPPER SHELF FRAMES

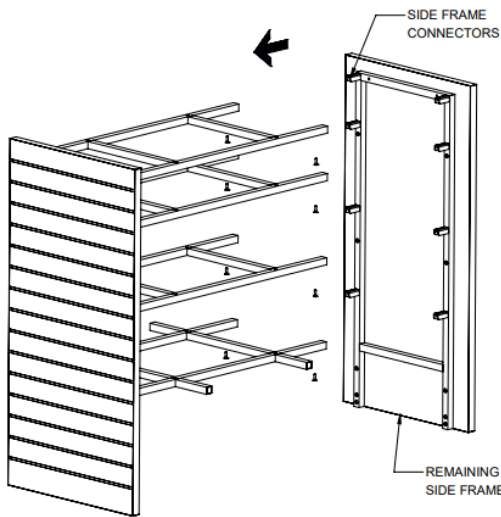


1X LOWER SHELF FRAME



3

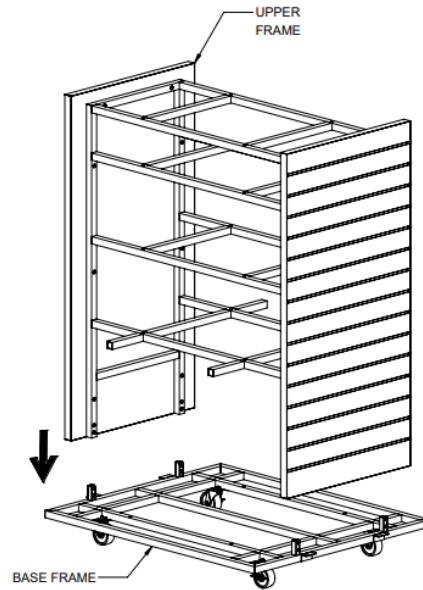
WITH 1 PERSON SUPPORTING THE WEIGHT OF THE ASSEMBLED SIDE FRAME AND 1 PERSON SUPPORTING THE SHELF FRAMES, REPEAT STEP 2 FOR THE SECOND SIDE FRAME. HAVING 3 PEOPLE WILL PREVENT TIPPING AND MAKE ALIGNING THE SHELF FRAMES WITH THE SIDE FRAME CONNECTORS EASIER.



4

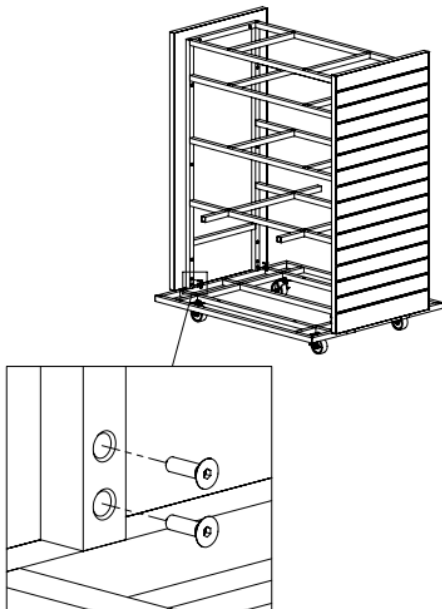
UPPER FRAME WILL NEED TO BE LIFTED BY TWO PEOPLE TO BE INSTALLED ONTO THE CASTER FRAME.

INSERT THE TUBES INTO THE NUTPLATES ON BASE.



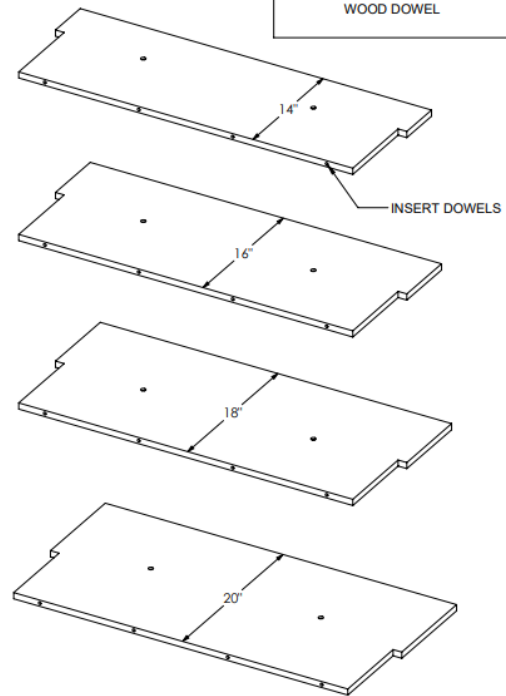
5

ASSEMBLE WITH SCREWS.



6

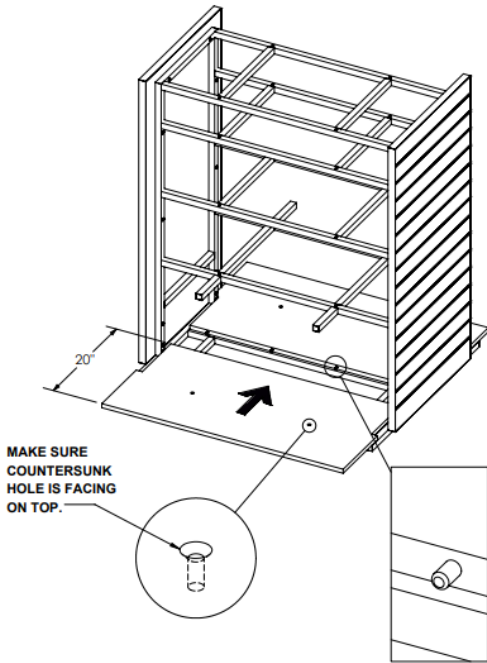
INSERT WOOD DOWELS INTO HOLES ON SHELVES. THEY WILL ONLY NEED TO BE INSERTED INTO ONE SIDE OF EACH SIZE SHELF.



7

INSERT 20" SHELF WITH DOWELS (FROM STEP 6) ONTO BOTTOM.

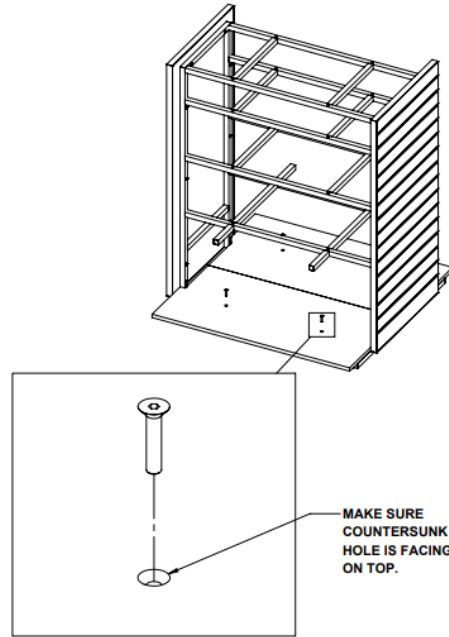
FROM THE OTHER SIDE, SLIDE IN THE OTHER 20" SHELF. PUSH THE SHELVES TOGETHER SO THAT THERE IS NO GAP IN THE CENTER.



8

SECURE BOTTOM SHELF TO METAL FRAME WITH (4) SCREWS.

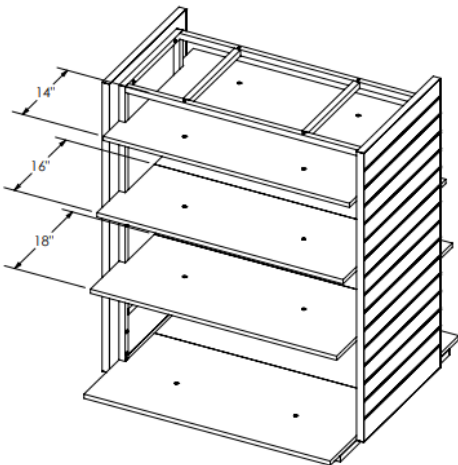
BY HAND, SCREW IN ALL (4) SCREWS PARTIALLY. THEN FULLY TIGHTEN WITH ALLEN KEY.



9

REPEAT STEPS 5-6 FOR

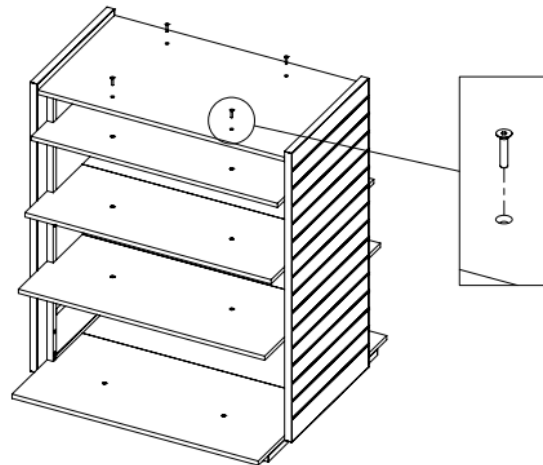
- 14" SHELVES
- 16" SHELVES
- 18" SHELVES



10

SECURE TOP SHELF TO METAL FRAME WITH (4) SCREWS.

UNIT IS COMPLETE.



Double Salesman Racks

INCLUDED HARDWARE

4X
3/8"-16 x 1.375" LONG
HEX CAP SCREW



10X
3/8" LOCK WASHER



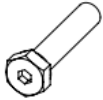
4X
5/16"-18 x 1/2" LONG
HEX CAP SCREW



4X
5/16" LOCK WASHER



2X
3/8"-16 x 1.875" LONG
HEX CAP SCREW



10X
3/8" FLAT WASHER



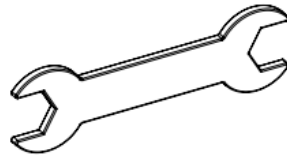
4X
5/16" FLAT WASHER



TOOLS PROVIDED



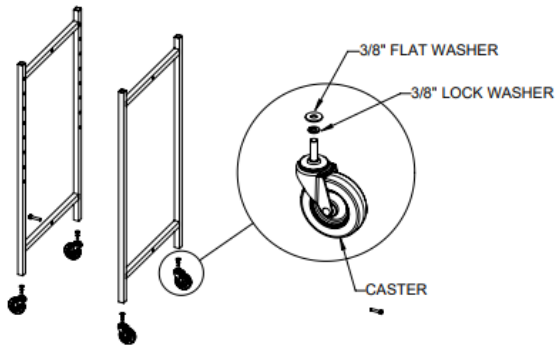
2X
ALLEN KEY



WRENCH

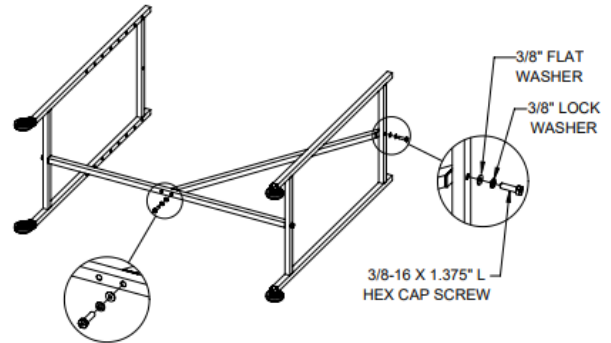
1

ENSURE THAT ALL (4) CASTERS ARE PROPERLY THREADED INTO THE BOTTOM USING (1) 3/8" LOCK WASHER AND (1) 3/8" FLAT WASHER PER CASTER.



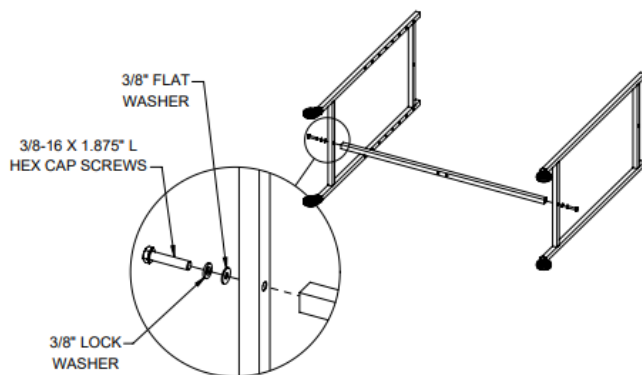
3

MOUNT THE DIAGONAL BRACE ON ONE SIDE USING (2) 3/8-16 X 35MM L HEX CAP SCREWS, (2) 3/8" LOCK WASHERS, AND (2) 3/8" FLAT WASHERS.



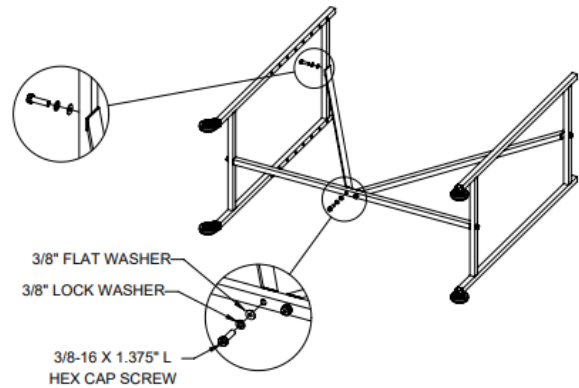
2

CONNECT THE SIDE FRAMES USING THE LOWER CROSSBAR, (2) 3/8-16 X 1.875" L HEX CAP SCREWS, (2) 3/8" LOCK WASHERS, AND (2) 3/8" FLAT WASHERS.



4

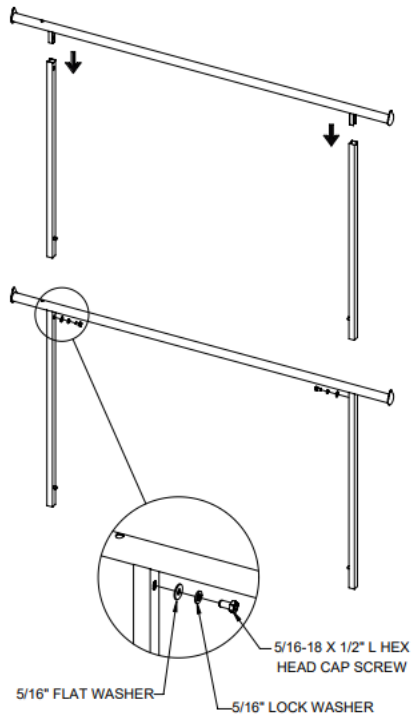
REPEAT STEP 3 FOR THE OTHER DIAGONAL BRACE.



5

MOUNT THE HANGBAR TO (2) UPRIGHTS USING (2) 5/16-18 X 1/2" L HEX HEAD CAP SCREWS, (2) 5/16" LOCK WASHERS, AND (2) 5/16" FLAT WASHERS.

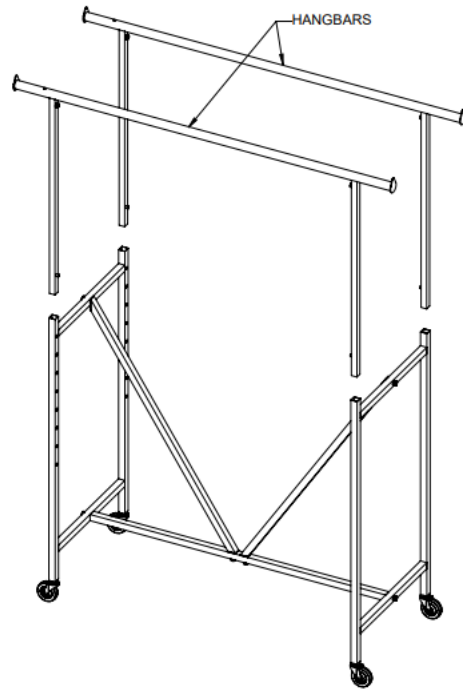
REPEAT THIS STEP FOR BOTH HANGBARS



6

DEPRESS PUSH BUTTONS AND INSTALL HANGBARS ONTO UNIT.

ASSEMBLY IS NOW COMPLETE

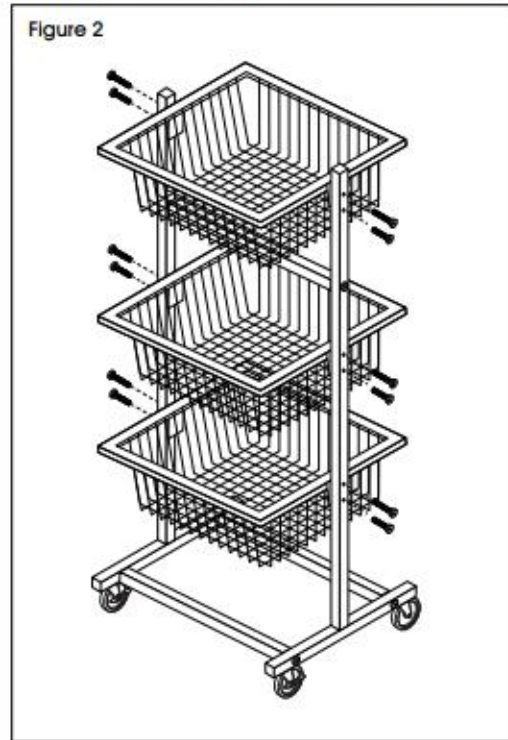
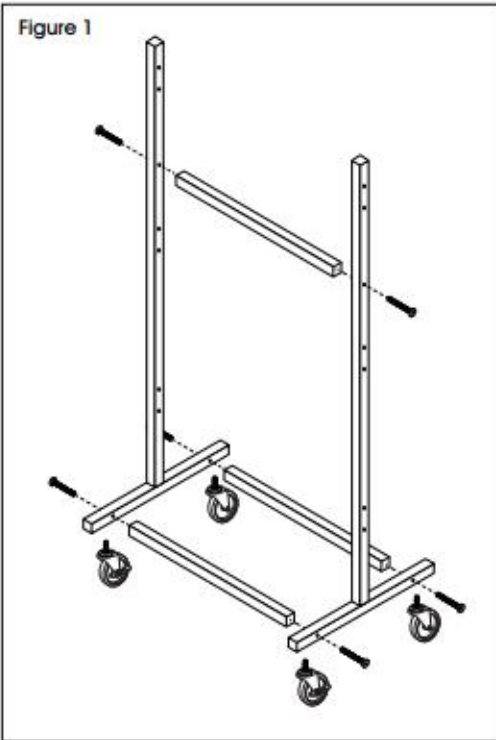


Plush Baskets

YOUR PLUSH BASKET WILL EITHER COME FROM ULINE OR SPECIALITY STORES. CHECK THE VENDOR FOR THE CORRECT DIRECTIONS.

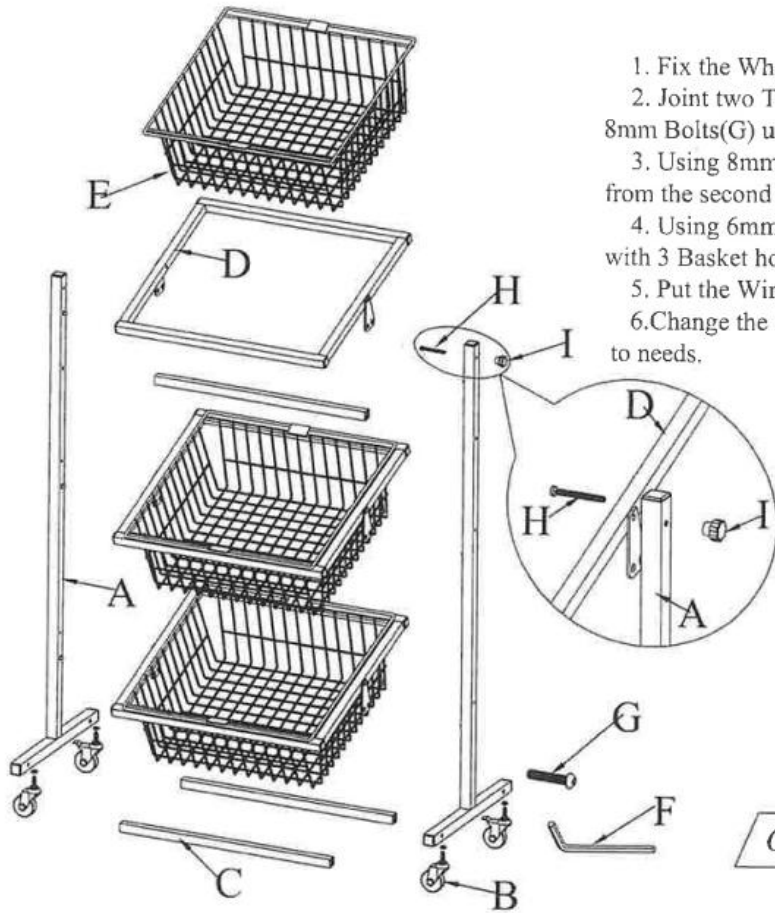
ULINE - SQUARE

1. Use large Allen wrench and six large hex bolts to attach vertical uprights to horizontal bars. (See Figure 1)
2. Screw on casters. (See Figure 1)
3. Align top hole of basket with top hole in vertical upright. Screw in medium hex bolt and secure with nut. Do not tighten nut all the way. Repeat for both sides of baskets on all three baskets. (See Figure 2)



4. Position basket at desired angle and secure using small hex bolt with nut.
5. Tighten all nuts securing baskets in place.

SPECIALTY STORES - SQUARE



Assembly

1. Fix the Wheels (B) to the T shape up rights(A).
2. Joint two T shape uprights (A) with two Bar (C) at bottom by 8mm Bolts(G) using Wrench(F) fixed.
3. Using 8mm Bolts(G) Joint the Third Bar(C) with the uprights from the second holes.
4. Using 6mm Bolts(H) and the Handle Nuts(I) to fix the uprights. with 3 Basket holders (D) be sure the Basket holders in same direction.
5. Put the Wire basket(E) onto the Basket holder(D).
6. Change the Basket degree by pressing the clip button according to needs.

Parts List

A: T Shape Uprights	2pcs
B: Wheels	4pcs
C: Bar	3pcs
D: Basket Holder	3pcs
E: Basket	3pcs
F: Wrench	1pc
G: 8mm Bolt	6pcs
H: 6mm Bolt	6pcs
I: Handle Nuts	6pcs

Only For Assembly Not For Drawing

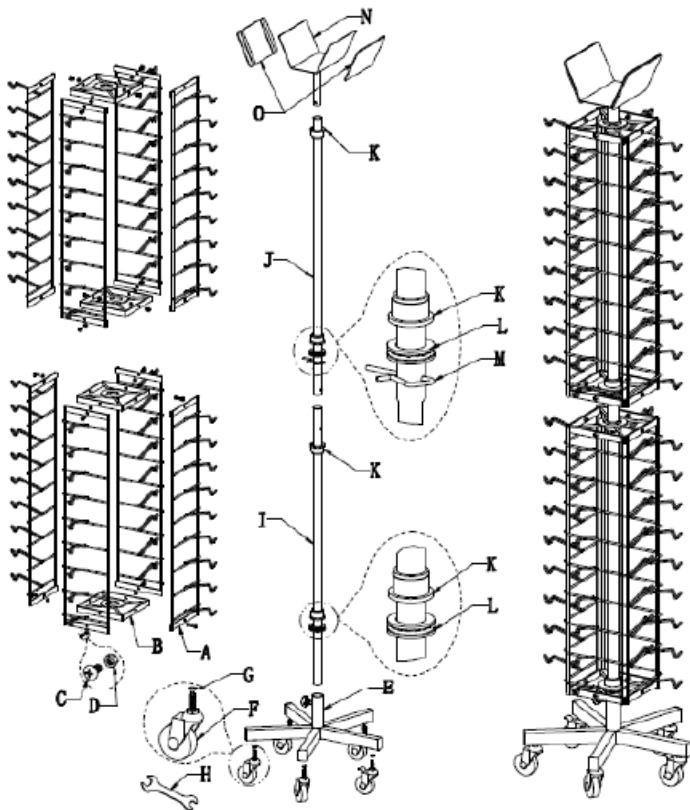
Sunglass Fixture

SELECT STORES ONLY

1. Watch instructions by scanning QR code below.



a.



PARTS LIST

A- Hook frame	8pcs
B- Square frame	4pcs
C- Bolt	16pcs
D- Nut	16pcs
E- Feet base	1pc
F- Wheels	5pcs
G- Spring washer	5pcs
H- Wrench	1pc
I- Lower pole	1pc
J- Upper pole	1pc
K- Busing	4pcs
L- Bearing	2pcs
M- Cotton pin	2pcs
N- Mirror holder	1pc
O- Mirror	2pcs

1. Slide the Spring washer (G) to the Wheel's(F) bolt then fixed Wheels to the Feet base (E),tighten by Wrench(H)
2. Insert the Lower pole(I) to the Feet base(E) tighten by screw, press the button on the end of Upper pole(J) insert to the Lower pole (I)
3. Insert the Cotter Pin(M) into the hole of Pole(I).Slide Bearing(L) and a Busing(K) (smaller side up)
4. Fixed 4 Hook frames (A) to 2 Square frames (B) by Bolts(C) and Nuts(D)(be sure the hooks in one direction), then fixed other 4 hooks frame
5. Slide one Hook frame that step 3 installed to the pole
6. Slide a Busing (K) to the pole(bigger side up)
7. Install another Cotton pin, Bearing, Busing , Hook frame as up
8. Turn the Upper pole till the button out
9. Tear up the adhesive sticker on the Mirror(N) stick to the Mirror holder (O) tear up the prevent film on the mirror then insert to the Upper pole

Hat Backstock Rack

1. You will receive the following supplies from Webstaurant Store per each HBR:
 - a. 4-64" Mobile Shelving posts
 - b. 9-18"x48" Chrome Wire Shelves



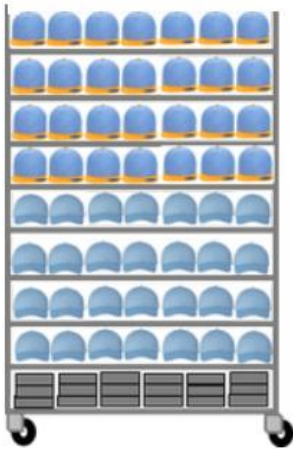
- c. 1 set of casters



2. Steps to Build:

- a. Add the casters to the bottom of the posts.
- b. Place the shelves by first placing the black bracket onto the shelving post.
- c. The shelves should be 8 inches apart from each other.
- d. Slide the shelves on from bottom to top.
- e. Once the fixture has been built, add the Backroom Replenishment Sign-off Sheet.

3. Completed Look:



Baker's Rack

1. The following items are needed to build a Hardlines Backstock Rack:
 - a. 1 baker's rack
 - b. 1 set of 4 casters for a baker's rack
2. Attached a caster to each post.
 - a. Ensure that the two break casters are in opposite corners so that there is a break of each side of the fixture.
3. Slide 1 shelf over the four posts to rest above the casters.
4. Slide the next shelf 10 inches above the first shelf.
5. Repeat this process until all six shelves are placed on the posts.
 - a. There should not be a shelf that is at the very top of the baker's rack.

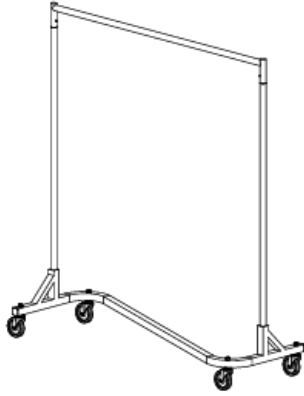
Z-Rack

ASSEMBLY INSTRUCTIONS FOR: RZK7

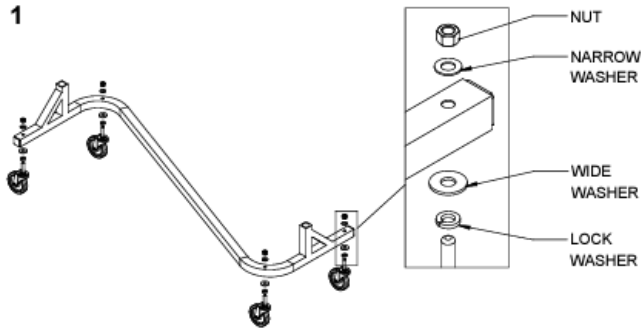
TOOLS INCLUDED



WRENCH

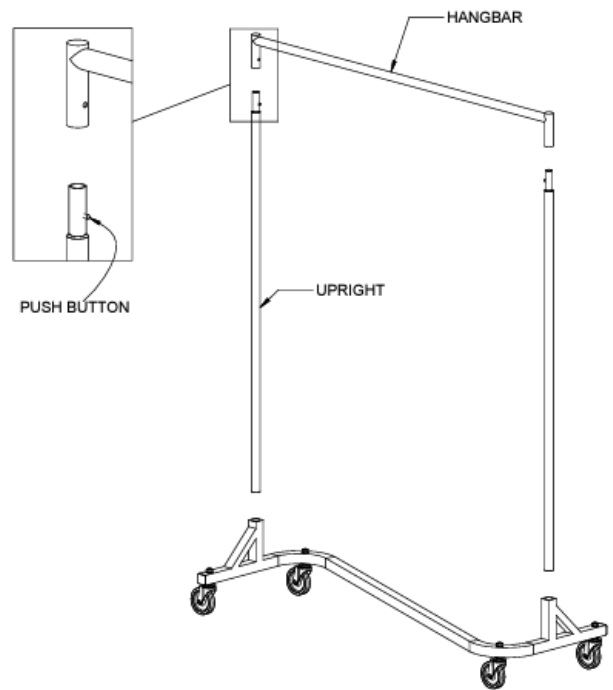


1



ASSEMBLE CASTERS TO BASE WITH WASHERS AND NUT.
USE WRENCH TO TIGHTEN THE NUT.

2



- INSERT UPRIGHTS INTO BASE
- ALIGN PUSH BUTTONS TOWARDS INSIDE
- INSERT HANG BAR INTO UPRIGHTS

Customer Order Picking Cart

1. You will receive the following supplies:
 - a. 4-64" Mobile Shelving Posts – Webstaurant Store
 - b. 2-18"x24" Shelf Baskets – Webstaurant Store
 - c. 2-24" Garment Tubes with Brackets – Webstaurant Store



- d. 1 set of casters – Webstaurant Store
- e. 2-Gray Bins - HQ



2. Steps to Build:

- a. Add the casters to the bottom of the posts.
- b. To place the baskets, first place the black bracket onto the shelving post in the desired spot. (This should be at the bottom of the rack, but high enough to where the wheels won't hit the basket)
- c. Slide the basket onto the poles to line up with these brackets.
- d. Repeat with the top basket. This basket should be about 12" below the tops of the shelving posts.
- e. Once the Baskets are placed correctly, add the two Garment Tubes with Brackets to the bottom of the top basket. These are used to hang the picking bags.
 - i. One side will be used for the empty bags, the other to fill with bags as you pick orders.
- f. The 2 gray bins from the warehouse should be placed on the bottom basket to be used for breakable items.
- g. The top basket is generally for hangers but can be used for anything else that needs a spot for as you are picking orders.

Blakeway



Garden Stone Rack

1. You will receive the following supplies from Webstaurant Store per Garden Stone Rack:
 - a. 4-34" Mobile Shelving Posts
 - b. 4-18"x48" Chrome Wire Shelves



- c. 1 set of casters



2. Steps to Build:

- a. Add the casters to the bottom of the posts.
- b. Place the shelves by first placing the black bracket onto the shelving post.

- c. The shelves should be 7 inches apart from each other.
- d. Slide the shelves from bottom to top. The top shelf should be at the top of the shelving posts.
- e. Once the fixture has been built, reference the Garden Stone page in the merchandising diagrams, then place your garden stones.

In-Store Pickup Rack

1. You will receive the following supplies:
 - a. 4-64" Mobile Shelving Posts – Webstaurant Store
 - b. 3-24" x 14" Shelves – Webstaurant Store
 - c. 3-24" Garment Tubes with Brackets – Webstaurant Store



- d. 1 set of casters – Webstaurant Store
- e. 6 blank dividers – Amazon



- f. 60 hangers
- g. 60 clear Merchandise Plastic Bags – Amazon



- h. Tape Measure

2. Steps To Build:

- a. Add the casters to the bottom of the posts.
- b. Place the shelves by first placing the black bracket onto the shelving post.
- c. The shelves should be 22" apart from each other.
- d. Slide the shelves on from bottom to top. The top shelf should be at the top of the shelving posts.
- e. Once the shelves have been placed correctly, add 1 hanging rod and 2 brackets to the bottom of each shelf.
- f. Place one bracket on the left end of the shelf by hooking the bracket through the shelf wiring. Then place one bracket on the right end of the shelf by hooking the bracket through the shelf wiring. Try to keep the brackets as centered on the shelf as possible.

- g. After both brackets are in place on the bottom of the shelf, loosen the top screw on each bracket and slide the hanging rod through the brackets.
 - h. Tighten the top screw on each bracket to keep the hanging rod in place.
 - i. Repeat steps E-G for the remaining two shelves.
 - j. Take the six blank size indicators and label the following:
 - i. A-D
 - ii. E-H
 - iii. I-L
 - iv. M-P
 - v. Q-T
 - vi. U-Z
 - k. Place A-D and E-H on the top hang bar.
 - l. Place I-L and M-P on the middle hang bar.
 - m. Place Q-T and U-Z on the bottom hang bar.
3. Place 4 hangers with a clear bag looped over the neck of the hanger behind each size indicator.
- a. For example, the 4 hangers with a shopping bag on them are placed behind bin ____ size indicator. This shows any packages in a bag behind the size indicator is for bin ____.



- b. The rack once built should resemble the photo below.
- c. Packages in poly mailers or flat mailers are placed into one of the clear bags so they can be quickly sorted through.
- d. Boxes are placed on the shelf within the bin category that the order belongs to.

4. Completed Look:




Best Practices

Banquet Table/Salesman Rack Set-Up

1. When opening the new store, the team with the top sales projection for the store is to be merchandised first.
2. In most instances, you will begin with the men's section in this team.
 - a. Bring the banquet tables and salesman racks to this team section where men's is going to be merchandised.
 - b. Remove the men's product from the transfer boxes and sort onto the banquet tables and salesman racks.
 - c. While men's is being set, hats for this team should also be merchandised into the hat wall.
 - d. Merchandise the men's hat wall before merchandising the men's product onto the wall to ensure enough space is allotted for hats.
3. Once men's is done, move to women's and repeat the same process.
4. Once women's is done move to hardlines and repeat the same process, excluding hats.
5. Once hardlines are, move to youth/kids/infant.
6. Once the top team is merchandised, move onto the second top team for the store and repeat the process for men's, women's, hardlines, and youth/kids/infant as outlined above.
 - a. You will move your banquet tables and salesman racks to this team and sort the product onto the fixtures prior to merchandising.
7. Once your top two teams are set, move forward with merchandising the teams in the order that the District Manager dictates to be merchandised using the banquet tables and salesman racks.

Local Area Delivery Receiving

1. When Local Area Deliveries are brought into the new store they are placed into Location 3 for transfers.
 - o Confirm Location 3 with the District Manager.
2. A team member needs to receive ALL Local Area Deliveries when they are brought into the new store.
 - o Log into the Rally House Apps site.
 - o Click on the "LAD – Receive" tab.
 - o Scan the Local Area Delivery Shipping Label barcode in the "Scan Barcode" box.
 - **Local Area Deliveries are received into the system when the Local Area Deliveries Receiving says "Tracking Number ### has been submitted for receipt" in green text.**
 - o Completed this for each unique Local Area Delivery Shipping Label that was delivered.
3. Once the Local Area Deliveries are received, they are sorted by team in Location 3.
4. Once sorted, use the hand truck to move the boxes to their correct team in the store.

Track Head Adjustment

1. New Track heads should be moved to create even lighting coverage of the wall. This is a critical step to new store opening.
 - a. To do this, locate a ladder that is tall enough to reach the track heads.
 - b. To adjust, crisscross the track heads and ensure that they are point high and low. This will reduce the hot spots and shadowing caused by the straight on lighting. Below is a guide on how to set each track head (see numbers on photo to correlate with below guide).
 - i. Track head 1 aimed to the right and low (crossing head 2)
 - ii. Track head 2 aimed to the left and high (crossing head 1)
 - iii. Track head 3 aimed to the right and low (crossing head 4)
 - iv. Track head 4 aimed to the left and high (crossing head 3)





Process to Change Timer

TIMER LOCATION AND OVERVIEW

- 1 Locate the timer in the back of house or storage room.
 - This will be a metal grey box on the wall.
 - Open the box.
- 2 Inside is a dial with two metal hands labeled ON/OFF tightened to it.



OFF One hand will read OFF. This will be the time the light turns off.

ON One hand will read ON. This will be the time the light turns on.

▶ ADJUST TIMER

- 3 First, the current time must be set.
 - To adjust this, pull the dial forward and twist so that the silver pin is set to the correct time (**it is best to do this at the top of the hour as the dial does not show minutes clearly**)
 - To adjust the setting, unscrew the pin (if either pins are missing, replacements can be purchased at Home Depot or on Amazon).
 - This will allow the hand to move freely.
 - Once the appropriate time has been determined, screw the pin back onto the dial.
 - Repeat the same for both hands until the correct ON/OFF times have been adjusted.

Make sure to screw the pin down tight so it will not come loose.

1. Labor Day
 1. Turn on at 6 PM.
 2. Turn off at 9:30 for most stores.
 3. Turn off at 11 PM for high visibility stores.
 - High visibility stores are those that the store front sign can be seen from the main drive by road.
2. Fall Daylight Savings Time
 1. Turn on at 5 PM.
 2. Turn off at 9:30 for most stores.
 3. Turn off at 11 PM for high visibility stores.
 - High visibility stores are those that the store front sign can be seen from the main drive by road.
3. Spring Daylight Saving Time
 1. Turn on at 8 M.
 2. Turn off at 9:30 for most stores.
 3. Turn off at 11 PM for high visibility stores.
 - High visibility stores are those that the store front sign can be seen from the main drive by road.