

MULTI-PRICE (MP) EXECUTION GUIDE

DOLLAR TREE MULTI-PRICE PROJECTS



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WHAT IS MULTI-PRICE (MP)

Multi-Price (MP) is an exciting new initiative that will add a variety of multi-priced items into the selection of Dollar Tree (DT) and DT Plus merchandise.

This will offer our customers a wider selection of options to choose from when shopping in our stores. This selection of merchandise will be in addition to the items currently carried in the store.

Store Development will need to work closely with the 3rd Party team and Store Operations to complete this project.

Our goal at the end of the project is for the store to be at G.O.L.D. Standard. Freight should continue to be processed during the remodel and prior to its start by the store team. It is easier to reflow a full section rather than an empty one that would need to be filled afterwards.

THINGS YOU NEED TO KNOW

KEY POINTS

- The SDC will lead this project.
- The team will consist of one SDC, third-party associates and store staff.
- Review the store's layout. The store team will report any discrepancies to Store Planning.
- Discuss Transfer of Ownership Process with DM and SM prior to project start. The Store Manager and SDC will complete a 4x4 walk of each section of the store.
- Work with the Store Manager to create a schedule for off hours stocking (if applicable).
- Validate S.P.E.E.D. daily.
- **CLEAN AS YOU GO!**
- The SDC will walk the project at the end with the Store and District Manager to ensure that the scope of work is complete.
- **Remind the Store Manager to keep all fixtures and new merchandise separated when they are delivered.**

STAFFING

- Store Development has assigned you, the SDC, to the project.
- Stores will be assigned a team of Third-Party vendors to staff the project for the full duration. This team will report to the SDC and will work their assigned schedule to complete the project.
- The Store Manager and team should continue to execute daily store operations including operating registers, unloading trucks, stocking the sales floor, and daily recovery.

MULTI-PRICE SCOPE OF WORK

FIXTURE CHANGES

Each store's gondolas and endcaps will be extended up to the new standard height of 78" (including Seasonal).

Below is a breakdown of scenarios and their solutions:

Scenario	Solution
In Line - Stores at 60" extended to 72"	We can add a 6" extender to get to 78" by stacking them.
Stores at 60"	We can add an 18" extender
Endcaps - Stores with endcaps at 72"	We can add a 6" extender
Stores with endcaps extended to 72"	We can add a 6" extender (understanding that there will be an impact to merchandising)
RT Stores with 60" endcaps.	All new endcaps and all end uprights need to be replaced. Need to validate prior to start date if this will be a full rebuild.
Stores at 54"	Tear down and rebuild new

HOW TO EXTEND A GONDOLA

1. Prior to starting, ensure that both end sections (section at the front and back of the aisle) are secured by having at least one shelf in the section. This will prevent the end cap from falling when you take out the top rail.
2. Remove the top rail from the section.
 - a. The easiest way to remove the top rails in Dollar Tree is to use a flat head screwdriver to help lift one side of the top rail.
3. Add the splicer rail to the top of the existing section.



4. Snap the plastic retainers on each side of the extender. These will secure the pegboard into place.



5. Place the extender(s) in the upright by inserting the end with the connector into the existing upright.
 - a. For end sections, make sure to use an end (single-sided) extender. Save the intermediate (double-sided) extenders for the middle sections.
6. Add the peg board to each side of the gondola



7. Place the top rail back onto the newly extended pegboard.



8. Move to the next section.



ENDCAPS

Note – you will extend the endcap the same way as the rest of the gondola.

If you have to replace the endcap, you will need to empty the endcap to swap the panels.

STREET SIGN AND SPLINE STRETCHER INSTALLATION



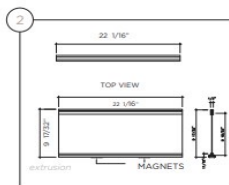
DTP.EXISTINST - Existing DTP Install Guide

dtp.existinst

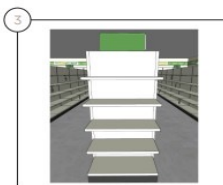
Dollar Tree Plus Endcap Replacement Guidelines



1 Locate old Dollar Tree Plus Endcap and remove them.



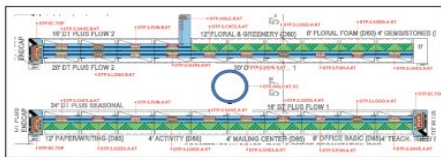
2 Locate DT.AIEC green endcap extrusion. Replace old end cap topper with this extrusion.



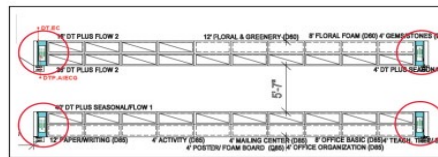
3 Place DT.AIEC green extrusion on the top of the endcap. Pre-installed magnets will hold this in place.



4 Slide graphic into the face of the extrusion.



example plan of existing DTP endcaps



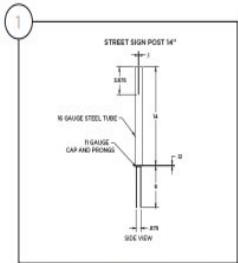
example plan of new endcap extrusion with graphic insert

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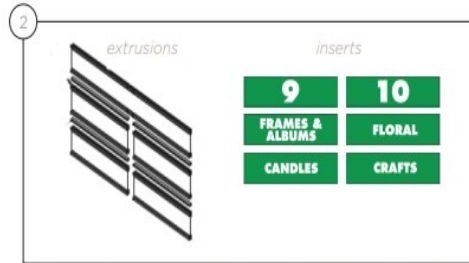


Dollar Tree Street Sign Post Removal

Please be advised that due to the addition of the new gondola extensions the current style of street sign post will no longer be compatible with the gondola uprights.



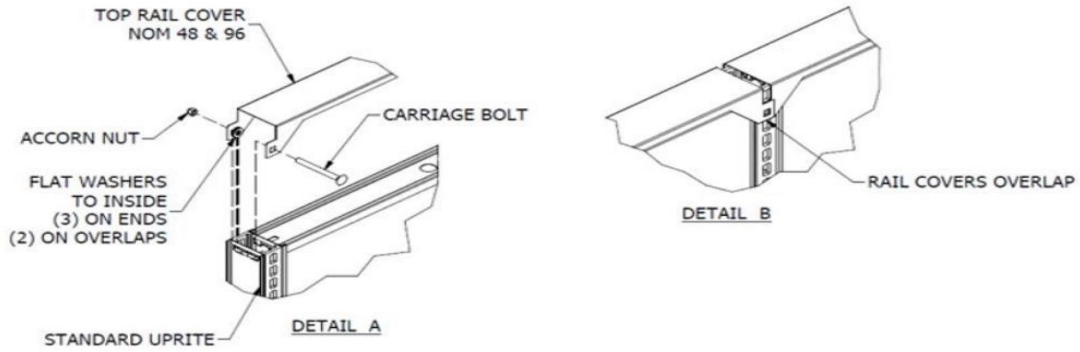
1. Locate all Dollar Tree street sign posts in the store and remove them from the gondola.



2. Separate the extrusions and inserts from the street sign posts. Discard the street posts. Keep the extrusions and inserts in a safe place until they are reused at a later date.

Spline Stretcher Installation

Spline Stretcher in 4' Sections (From Graphics Provider)



Spline Stretcher Installation



Installation of the bolt & nut are required to secure Spline Stretcher



Spline Stretcher Installation



FIXTURE DELIVERY

The store will receive several pallets worth of fixtures from Lozier prior to the project start. Please make sure to include in your communications with the store that there is a dedicated space for these pallets prior to their arrival and keep the pallets together to ensure no parts are lost or misplaced.

The following will come from multiple vendors that will be essential to MP set up:

- ❖ Full signage kit (including hardware to install i.e., basket clips and shelf clips).

[*Click HERE to go to Multi-Price Signage Launch Kit](#)

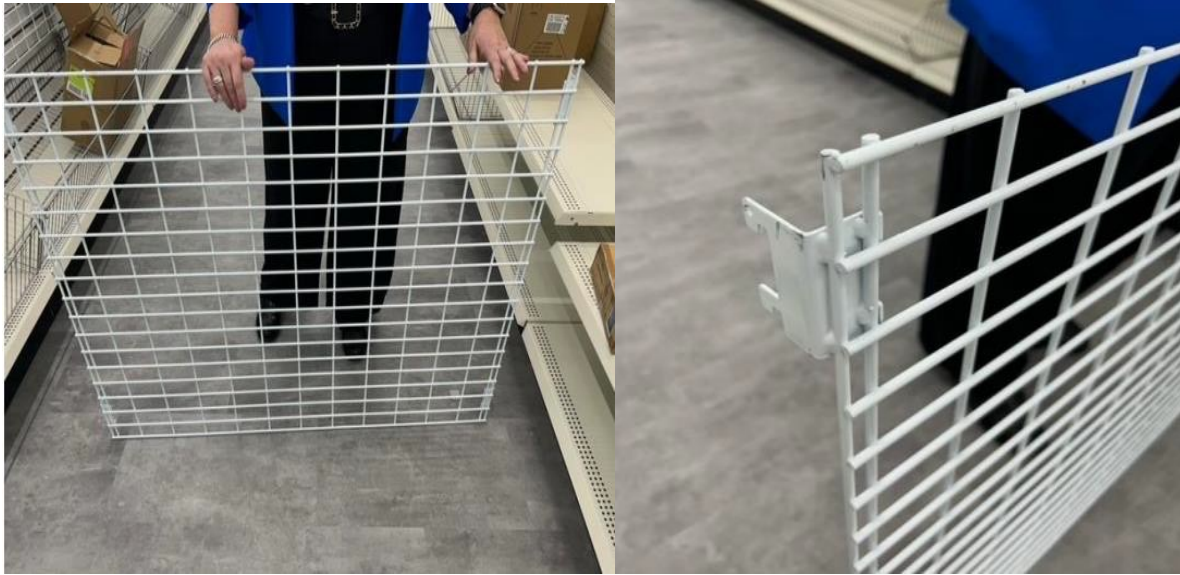
- ❖ Revised Flow Guides including MP for the entire store.
- ❖ All required fixtures – peg hooks, shelves, etc.

[*Click HERE to go to detailed fixtures in Appendix](#)

GIFT BAG GRID INSTALLATION – SETTINGS AND PHOTOS

Top Panel - Insert top bracket in second notch down from the top of the wall.

Bottom Panel - Insert top bracket in the 39th slot down from the top of the wall.



STORE MERCHANDISING



Store will be set to the most up-to-date Flow Guides and aligned to the updated store map provided by Space Planning. This could involve a simple refresh of flow guides or a full reset project depending on the current layout.

The SDC will use flow guides, zone-a-grams, and schematics during this project to reset the store.

*Please note – every 4-foot section of the store **will be touched** during the project.*

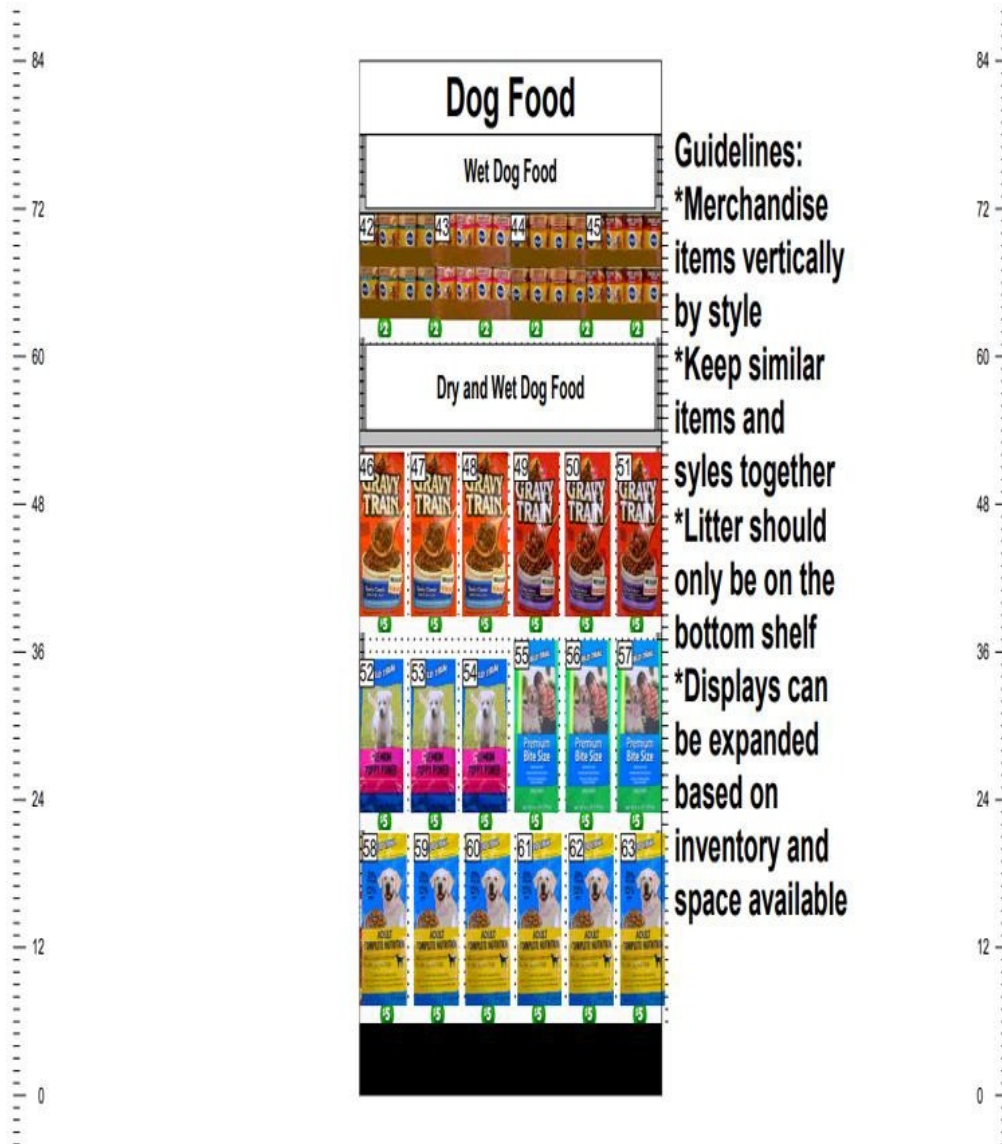
The Store Development team will be responsible for merchandising and stocking the MP sections. The store will be responsible for stocking all other sections once they are set to the correct flow (sort and sample). Once a section is set and signed off by the store manager, ownership of that area transitions to the store team.

FLOW GUIDE

- Provides an overall “flow” of products at a singular price point.
 - No images or SKU specific detail is shown.
 - This gives the stores more flexibility in merchandising.
 - Space planning provides a mockup of how the flow should look.
 - These will be zip tied to the peg board of each section.

ZONE-A-GRAM

- Provides an overall “flow” of products, with multiple price points, within traditional \$1.25 sections.
- MP sections can be done with a flow or with a mixture of planogram type imaging/detail.
- Preference is 1 price point per shelf.
- Zone-a-grams will be stored in a plastic sleeve within the section



STANDARD MULTI PRICE LARGE PET SUPPLIES

Shelf	2	16 in (deep)	Open Notches from Top: 15			
Location ID	Facings	SKU #	Name	Case Pack	Capacity	
1	1	385989	MP TEMPTATIONS SHRIMP 6.3Z	5	10	
2	1	385981	MP TEMPTATIONS CRMY DAIRY 6.3Z	5	10	
3	1	385987	MP TEMPTATIONS TUNA 6.3Z	5	10	
4	1	386061	MP TEMPTATIONS SALMON 6.3Z	5	10	
5	1	385991	MP TEMPTATIONS CATNIP FVR 6.3Z	5	10	
6	1	385970	MP TEMPTATIONS CHICKEN 6.3Z	5	10	

Shelf	2	16 in (deep)	Open Notches from Top: 34			
Location ID	Facings	SKU #	Name	Case Pack	Capacity	
7	1	386068	MP 9L MTY PATE CHCKN TUNA 5.5Z	24	24	
8	1	386068	MP 9L MTY PATE CHCKN TUNA 5.5Z	24	24	
9	1	386065	MP 9L MTY PATE SP SUPPER 5.5Z	24	24	
10	1	386065	MP 9L MTY PATE SP SUPPER 5.5Z	24	24	
11	1	386066	MP 9L MTY PATE SF PLTTR 5.5Z	24	24	
12	1	386066	MP 9L MTY PATE SF PLTTR 5.5Z	24	24	
13	1	386038	MP 9L MTY PATE CHCKN 5.5Z	24	24	
14	1	386038	MP 9L MTY PATE CHCKN 5.5Z	24	24	
15	1	386046	MP 9L PRTN PLUS TUNA LIVR 5.5Z	24	24	
16	1	386046	MP 9L PRTN PLUS TUNA LIVR 5.5Z	24	24	
17	1	386036	MP 9L HRTY CUTS CHKN FISH 5.5Z	24	24	
18	1	386036	MP 9L HRTY CUTS CHKN FISH 5.5Z	24	24	
19	1	386048	MP 9L KITTEN OCN WF TUNA 5.5Z	24	24	

Shelf	2	16 in (deep)	Open Notches from Top: 57			
Location ID	Facings	SKU #	Name	Case Pack	Capacity	
20	1	386044	MP 9LIVES DAILY ESSNTLS 3.15LB	4	3	
21	1	386044	MP 9LIVES DAILY ESSNTLS 3.15LB	4	3	
22	1	386044	MP 9LIVES DAILY ESSNTLS 3.15LB	4	3	
23	1	385220	MP 9L PLUS CARE 3.15LBS	4	3	
24	1	385220	MP 9L PLUS CARE 3.15LBS	4	3	
25	1	385220	MP 9L PLUS CARE 3.15LBS	4	3	

Shelf	Base	18 in (deep)	Open Notches from Top: 70			
Location ID	Facings	SKU #	Name	Case Pack	Capacity	
26	2	386034	MP MM ORIGINAL 3.15LBS	4	8	
27	2	386029	MP MM TNRD CTS SLM CHKN 3LB	4	8	
28	2	385224	MP MM KITTEN 3LBS	4	8	

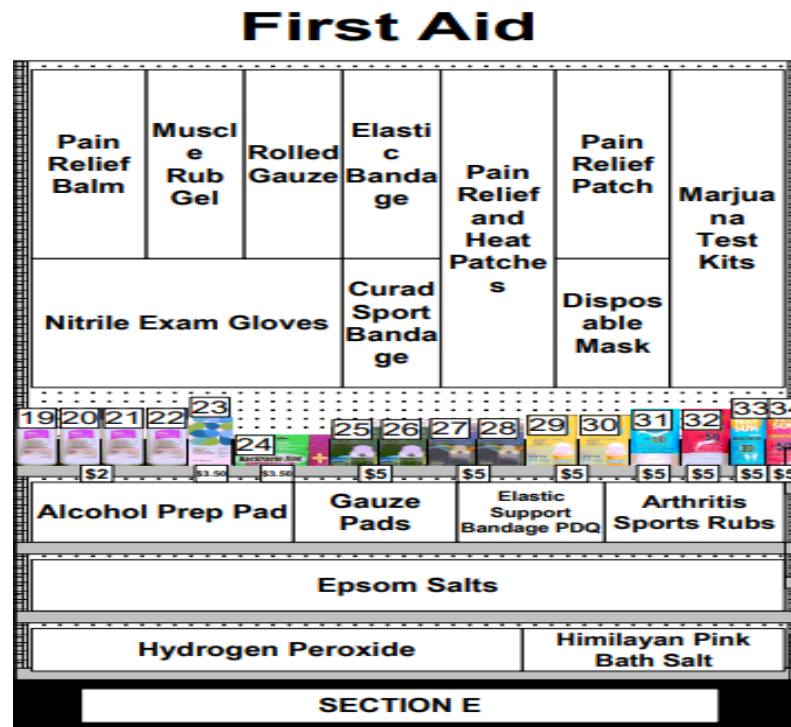
Shelf	Base	18 in (deep)	Open Notches from Top: 70			
Location ID	Facings	SKU #	Name	Case Pack	Capacity	
29	1	386248	MP FS REG LITTER 7LBS	6	2	
30	1	386248	MP FS REG LITTER 7LBS	6	2	
31	1	386248	MP FS REG LITTER 7LBS	6	2	
32	1	386251	MP HC LITTER 22LBS	1	3	
33	1	386251	MP HC LITTER 22LBS	1	3	

Shelf	Base	18 in (deep)	Open Notches from Top: 70			
Location ID	Facings	SKU #	Name	Case Pack	Capacity	
34	1	386030	MP PUP BF 5.6Z	8	8	
35	1	386030	MP PUP BF 5.6Z	8	8	
36	1	385249	MP PUP FILET BCN 5.6Z	8	16	
37	1	385250	MP MKB PUP MASHUP BISCUIT 10Z	5	5	
38	1	386032	MP MKB ORG MD BISCUIT 17Z	6	7	
39	1	386032	MP MKB ORG MD BISCUIT 17Z	6	7	
40	1	385234	MP MKB SM FLVR SNCKS BISC 17Z	6	7	
41	1	385234	MP MKB SM FLVR SNCKS BISC 17Z	6	7	

Shelf	Top	16 in (deep)	Open Notches from Top: 14			
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SCHEMATIC

- Areas of the store that are in a defined space that cannot out-grow their parameters.
- Shows images of the actual products on the shelves.
- Allows merchants to have a better idea of the capacity and what the overall set looks like to the customer.
- Helps to give the store a better idea of what items should go where. Can support multiple price points per shelf.



WHERE TO PLACE FACEPLATE PEGS?

Faceplate pegs will be placed in all consumables areas that are peggable – all of these sections within these categories will get face plated:

- ❖ Checkouts
- ❖ Food
- ❖ Bagged Candy
- ❖ All HBC
- ❖ Pets

FENCING FOR HIGH SHRINK STORES

Stores with a shrink class of 3 or 4 require defensive fencing (strategy could change). Your map will say “High Security” if your store falls under this classification. The fixture will be 3-inch metal fencing. The area in MP is the Theater Candy section. MP electronics will be placed beside DTP electronics in the valley.

Theater Candy



Fencing placed on shelves #1, #2, #3 and #4 in sections A, B, C, and D. Top two rows in section A B C and D are optional.

DTP Electronics



Fencing placed on shelves #1, #2, #3 and #4.

MAJOR MOVE STORES

If the store requires major moves (as indicated on the store map), please use the following guidelines to help start the transition process:

1. Sections **should not be emptied** just to clear out an area without having an available space to move to.
2. Merchandise should never be pulled to be stored in boxes, carts, baskets, totes, etc.
3. Look for areas that are being condensed or shrunken on the map.
 - a. These are excellent starting areas as they create empty sections to continue moving other sections.
4. Several areas may be temporarily condensed in the interest of creating open spaces.
 - a. Large Plastics.
 - b. Food Containers.
 - c. Foil Pans and Paper/Disposable Tableware.
5. The SDC will provide direction on how to manage overstock to the store team. The overstock issues will be addressed by the store manager with support from the DM.

TEAM MEETINGS

The SDC will lead daily meetings with the team to share the goals for the day as well as the current progress of the project. Getting the team involved and invested in the process is a key metric to the success of the project. Here are some important topics that should be covered in the daily team meeting:

- DT Policies.
 - Bag Checks, Purchase Policy, Name Tags, Dress Code, Cell Phone Usage, Breaks and Lunches, etc.
- Set clear expectations for daily goals.
 - Review progress from yesterday.
 - Lessons Learned.
- Discuss general DT Merchandising Techniques.
 - Blocking on shelves.
 - Striping on peg hooks.
- Give demonstration of parts that will be used.
- S.P.E.E.D.
- Stretching or other warm up exercises.

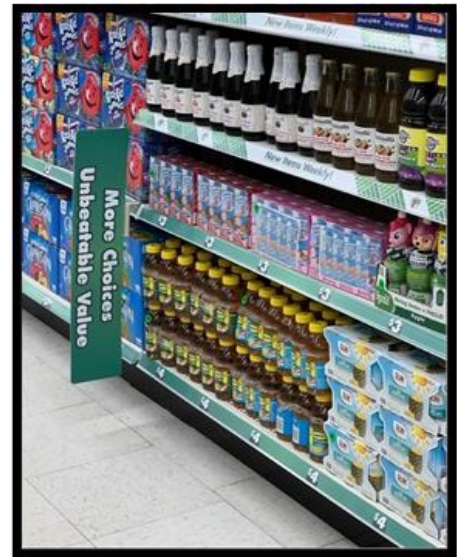
PROJECT ROLES AND RESPONSIBILITIES

STORE DEVELOPMENT

A coordinator from the Store Development team (SDC) will be assigned to each project. Prior to the start of the project, the SDC will set up a conference call with the DM and SM (RD optional) to discuss the project, their role, and the preparation of the store.

The SDC is responsible for managing the completion of the following:

- ❖ Re-configuring all fixtures to the current layout.
- ❖ Building any new fixtures.
- ❖ Resetting all Flows, Zone-O-Grams, and schematics.
- ❖ Placing shelves and marketing signage.
- ❖ Moving all merchandise to the new flow locations.
- ❖ Directing stockroom maintenance for MP products.
- ❖ Reporting of issues, progress tracking, and project communication with SM/DM/RD/SDM.
- ❖ Final 4x4 completion walk with District Manager.
- ❖ Coach and guide 3rd Party (3P) employees.
- ❖ If there are issues, the SDC will work with 3P lead and escalate to their SDM if necessary.



3RD PARTY TEAM PER THE DIRECTION OF THE SDC

The 3rd Party Lead will coordinate breaks and lunch for the 3rd Party associates in partnership with the SDC

The tasks may include, but are not limited to:

- ❖ Reporting directly to and following the direction of the SDC.
- ❖ Merchandising all areas of the store including red zone, seasonal, end caps, and signage updates.
- ❖ Extending gondolas to required height.
- ❖ Tearing down and build fixtures per SDC instructions.
- ❖ Installing expense fixtures where needed.
- ❖ Setting up sections according to the Flow Guide. This includes setting shelves, pegs, and specialty fixtures to plan.

- ❖ Application of stickers, strips, and marketing signage according to the Flow Guides for Multi-Priced sections, \$1.25 sections, and end caps.
- ❖ Installing signage at the end of project.
- ❖ Merchandising of product from old locations into new locations once they have been set up. This covers all product currently on the sales floor.
- ❖ Working MP freight into the correct location, then stocking at the direction of the SDC.
- ❖ Supporting the SDC in organizing and executing a successful project. Partnership mindset.
- ❖ Installation, setting of pegs/stickers, and merchandising of Power Panels onto endcaps.
- ❖ Install and build Street-Post signs and their corresponding signage.
- ❖ (In rare cases) skating of gondolas.

- ✓ All Preparatory Calls Complete
- ✓ Store Layout reviewed and plans made for adjustments
- ✓ Ready for multi-price kickoff

STORE MANAGER

The Store Manager is responsible for staffing the store, prepping the store, and conducting business-as-usual operations while the MP remodel is in progress.

MULTI-PRICE SCHEDULE

The below schedule is a snapshot of what occurs each day of the project. It is only a guide, as the process can be affected by late deliveries, weather, etc.

All projects start at 8am and end at 5pm. Times are based on location and time zone. The store will be open throughout the **entire** project.

[Click here for a high-level journey map of this process](#)

STORE LAYOUT REVIEW - PRIOR TO THE CALL WITH THE STORE MANAGER AND SDC

Each store receives a new layout from the SSC five weeks prior to the project's start date. The store's leadership teams should have reviewed the store layout and called out any discrepancies that deviate from the layout. (i.e., columns in the wrong aisle, 3ft sections, missing sections, etc.).

The SDC will discuss any discrepancies with the store manager on the pre-project kickoff call.

2 WEEKS BEFORE KICKOFF – STORE PREPAREDNESS CALLS WITH STORE

The SDC will set up a conference call with the SM, DM, SDM, and RD. Topics that will be discussed include Project timeline, Project responsibilities, Delivery date for fixtures/merchandise, Store preparedness, Initial and Final store walk with DM. ***Both floor walk should be scheduled on a calendar to ensure agreement with date/time.***

[Click here to see ALL talking points for the Store Preparedness Call](#)

MONDAY: TRAVEL DAY FOR SDC, OFFICIAL PROJECT KICKOFF

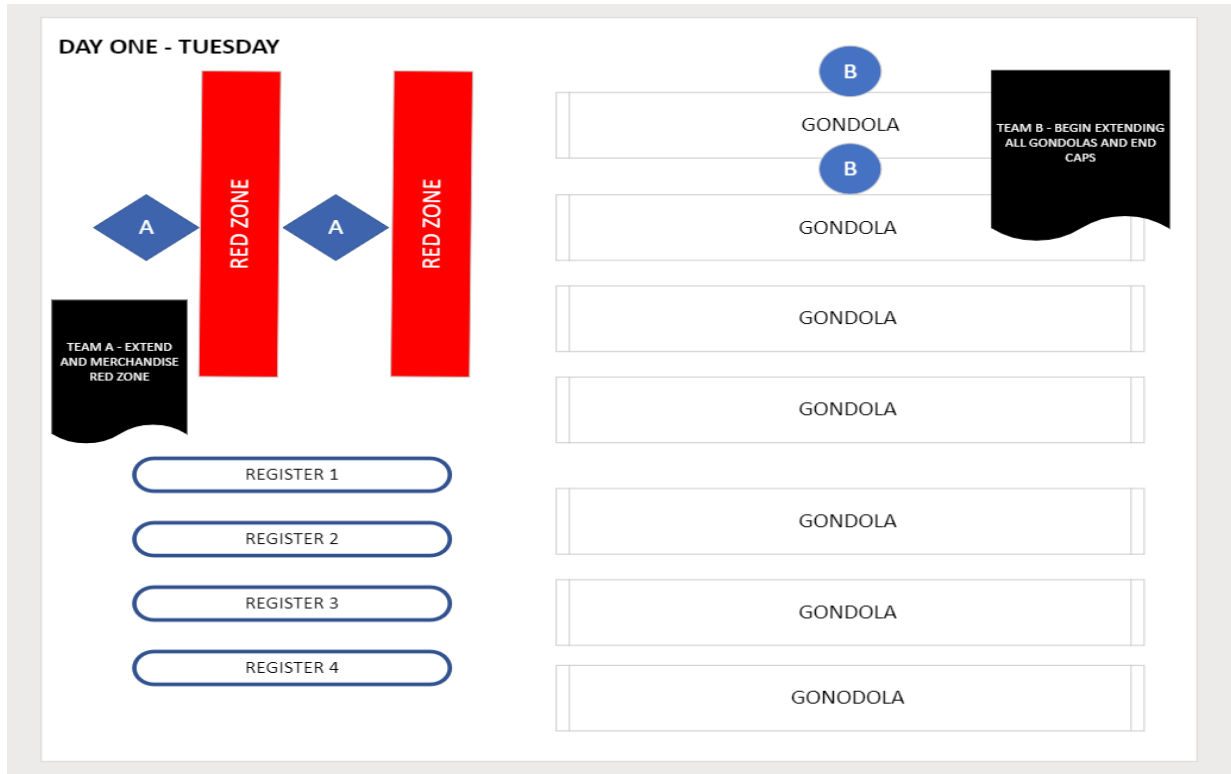
TRAVEL DAY Checklist	
Task	Done?
Arrive to Store between 1PM and 2PM (Preferred unless travel schedule won't allow)	
Confirm fixture delivery	
Confirm map kit delivery	
Meet and Greet with Store Manager and DM -Discuss new layout and renovation process in detail to include the MP impacted areas -Cover Transfer of Ownership process with DM and SM	
Verify the delivery of the Lozier order to ensure there are no missing fixtures (including expense fixtures)	
Submit Daily Needs Survey to report any missing fixtures/expense by end of day -Lozier ordered on Day 1 (Day 2 at the absolute latest) -Expenses – provide list to SM/DM to submit order	
Walk the store with the layout to ensure there are no discrepancies in the way the store was drawn	
Validate aisles have the correct number of sections	
Verify any 3ft sections (if applicable)	
Verify column placement (if applicable)	
Review DC delivery schedule for planning purposes	
Create Sequential Action Plan for extending the counters to 78" and for the flow of remerchandising	
Work Clean/ S.P.E.E.D.	
Search for areas that are being condensed into a smaller space	
Build a plan to create openings for moving other departments!!!	
Check the map for areas that are swapping places, or for aisles that are flipping (swapping left side of the aisle with the right side)	
Partner with SDM on the necessity of aisle flips – All MUST be submitted to your SDM	
Review Dumpster Best Practices with SM	
Create Daily Action Plan for Tuesday	

MULTI-PRICE APPROACH AND ASSIGNMENTS

- The team will be divided into 2 equally sized teams (A&B).Team A will begin merchandising and extending the Red Zone.
- Team B will begin extending the rest of the store.
- Once Red Zone is complete, Team A will move to assist Team B with extending the store 1 gondola at a time.
- The shared gondola process will also be used to merchandise the store once extending is complete.

- ✓ Store walks complete
- ✓ Fixtures Validated
- ✓ Layout confirmed
- ✓ Sequential action plan for extension and merchandising created

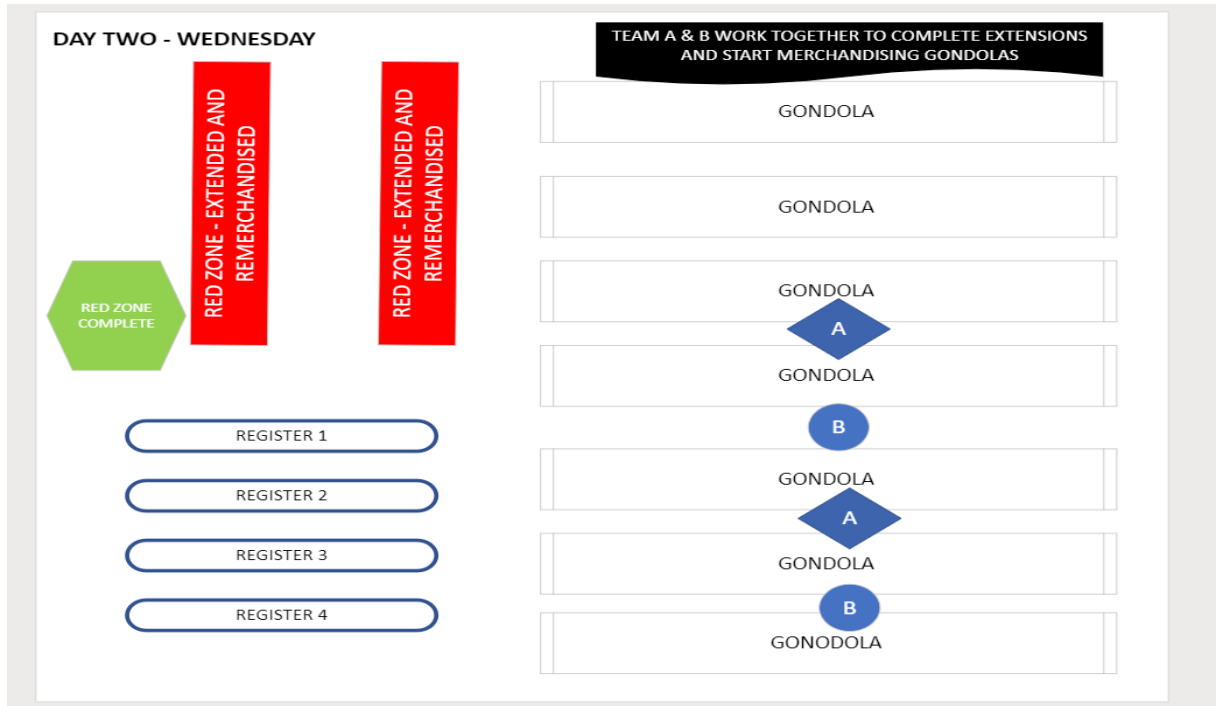
TUESDAY DAY 1: EXTEND COUNTERS STARTING WITH THE SEASONAL AREA



DAY 1 Checklist - Store Open

Task	Done?
SDC / Team Members start at 8	
Daily meeting to discuss daily plan, goals, and expectations. Discuss S.P.E.E.D.	
Meet with Lead 3P to discuss expectations	
Work with the Team to complete daily tasks	
Divide Team into groups to complete all tasks per day	
Begin extending counters starting with the Seasonal area	
Reset endcaps with new fixtures as areas are extended	
Begin reflowing Seasonal (Red Zone) to the monthly planner	
Follow map in the back of the planner for seasonal merchandise placement	
Use picture guidelines to pack seasonal full based on ownership	
Daily Clean-up prior to departure	
Perform Transfer of Ownership Process with SM daily for sections completed	
Create Daily Action Plan for Wednesday	

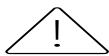
WEDNESDAY DAY 2: FINISH EXTENDING AISLES AND ENDCAPS, REFLOW AND MP SET



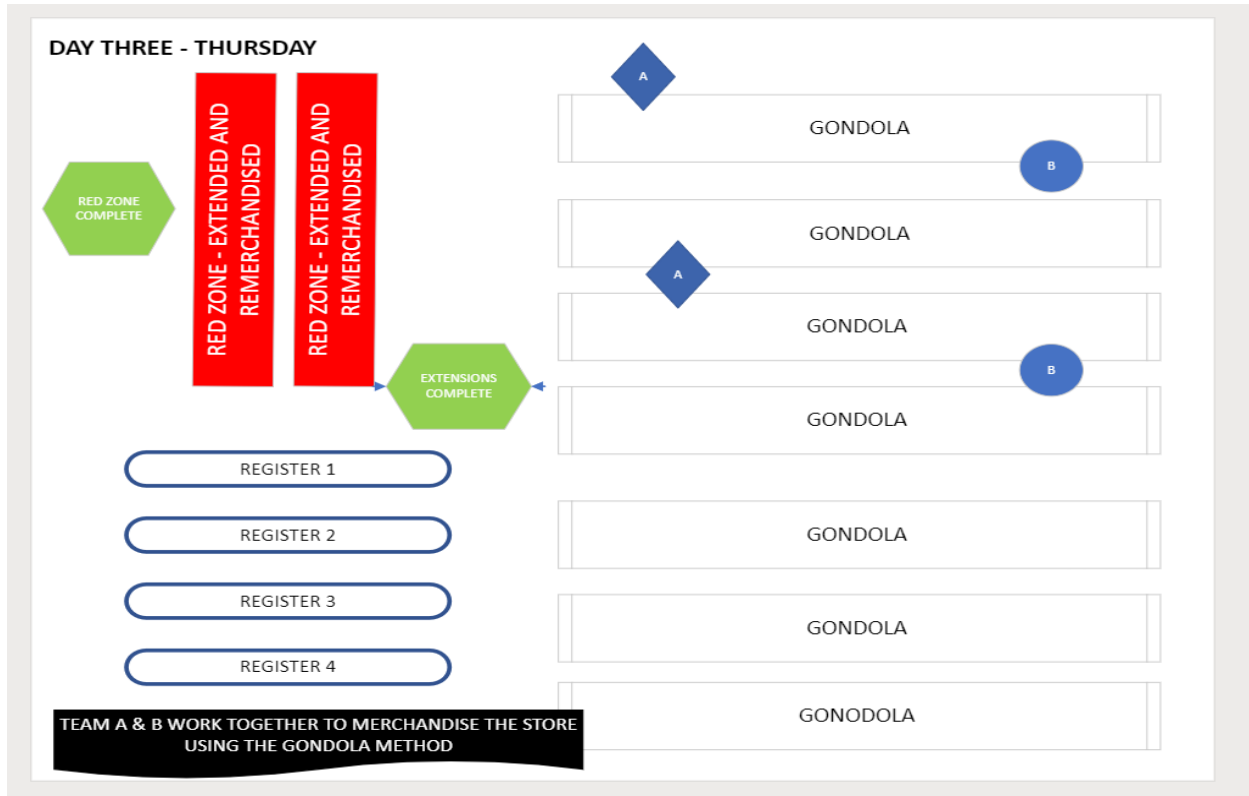
DAY 2 Checklist - Store Open

Task	Done?
SDC / Team Members start at 8 AM (Times may vary)	
Daily meeting to discuss daily plan, goals, and expectations. Discuss S.P.E.E.D.	
Submit Daily Tracking Report to SDM	
Work with the crew to complete daily tasks	
Finish extending aisles (if not completed on Tuesday)	
Finish building or extending endcaps	
Continue to reflow the store to the updated map	
Merchandise per Flow Guides	
Pull stock from the stockroom to reset sections for correct shelf placement (store team will fill)	
Set Multi-Price locations as we reflow and fully stock	
Set signage for MP sections	
Daily Clean-up prior to departure	
Perform Transfer of Ownership Process with SM for sections completed	
Create Daily Action Plan for Thursday	

✓ Store 100% extended



THURSDAY DAY 3: MP/DT PLUS TRUCK DELIVERY DAY



DAY 3 Checklist - Store Open

Task	Done?
SDC / Team Members start at 8 AM (Times may vary)	
Daily meeting to discuss daily plan, goals, and expectations Discuss S.P.E.E.D.	
Submit Daily Tracking Report to SDM	
Have a plan in place for DT Plus/MP product that is delivering today.	
Work with the crew to complete daily tasks	
Continue to reflow the store to the updated map	
Merchandise per Flow Guides	
Pull stock from the stockroom to reset sections for correct shelf placement (store team will fill)	
Set Multi-Price locations as we reflow and fully stock	
Set signage for MP sections	
Daily Clean-up prior to departure	
Perform Transfer of Ownership Process with SM for the sections completed	
Create Daily Action Plan for Friday	

This is product arrival day for MP (563) and/or DT Plus (463). Both will land at the same time.

FRIDAY DAY 4: CONTINUE TO MERCHANDISE AND REFLOW

DAY 4 Checklist - Store Open



Task	Done?
SDC / Team Members start at 8 AM (Times may vary)	
Daily meeting to discuss daily plan, goals, and expectations Discuss S.P.E.E.D.	
Submit Daily Tracking Report to SDM	
Work with the crew to complete daily tasks	
Continue to reflow the store to the updated map	
Merchandise per Flow Guides	
Pull stock from the stockroom to reset sections for correct shelf placement (store team will fill)	
Set Multi-Price locations as we reflow and fully stock	
Set signage for MP sections	
Daily Clean-up prior to departure	
Perform Transfer of Ownership Process with SM for the sections completed	
Create Daily Action Plan for Saturday	

SATURDAY DAY 5: CONTINUE TO MERCHANDISE AND REFLOW

DAY 5 Checklist - Store Open



Task	Done?
SDC / Team Members start at 8 AM (Times may vary)	
Daily meeting to discuss daily plan, goals, and expectations. Discuss S.P.E.E.D.	
Submit Daily Tracking Report to SDM	
Work with the crew to complete daily tasks	
Continue to reflow the store to the updated map	
Merchandise per Flow Guides	
Pull stock from the stockroom to reset sections for correct shelf placement (store team will fill)	
Set Multi-Price locations as we reflow and fully stock	
Set signage for MP sections	
Daily Clean-up prior to departure	
Perform Transfer of Ownership Process with SM for the sections completed	
Create Daily Action Plan for Sunday	

SUNDAY DAY 6: CONTINUE TO MERCHANDISE AND REFLOW

DAY 6 Checklist - Store Open



Task	Done?
SDC / Team Members start at 8 AM (Times may vary)	
Daily meeting to discuss daily plan, goals, and expectations. Discuss S.P.E.E.D.	
Submit Daily Tracking Report to SDM	
Work with the crew to complete daily tasks	
Continue to reflow the store to the updated map	
Merchandise per Flow Guides	
Pull stock from the stockroom to reset sections for correct shelf placement (store team will fill)	
Set Multi-Price locations as we reflow and full stock	
Set signage for MP sections	
Daily Clean-up prior to departure	
Perform Transfer of Ownership Process with SM for the sections as completed	
Create Daily Action Plan for Monday	

2ND MONDAY DAY 7: CONTINUE TO MERCHANDISE AND REFLOW

DAY 7 Checklist - Store Open



Task	Done?
SDC / Team Members start at 8 AM (Times may vary)	
Daily meeting to discuss daily plan, goals, and expectations. Discuss S.P.E.E.D.	
Submit Daily Tracking Report to SDM	
Work with the crew to complete daily tasks	
Continue to reflow the store to the updated map	
Merchandise per Flow Guides	
Pull stock from the stockroom to reset sections for correct shelf placement (store team will fill)	
Set Multi-Price locations as we reflow and fully stock	
Set signage for MP sections	
Daily Clean-up prior to departure	
Perform Transfer of Ownership Process with SM for the sections completed	
Create Daily Action Plan for Tuesday	

DAY 8 Checklist - Store Open



Task	Done?
SDC / Team Members Start at 8 AM (Times may vary)	
Daily meeting to discuss daily plan, goals, and expectations. Discuss S.P.E.E.D.	
Submit Daily Tracking Report to SDM	
Work with the crew to complete daily tasks	
Continue to reflow the store to the updated map	
Merchandise per Flow Guides	
Pull stock from the stockroom to reset sections for correct shelf placement (store team will fill)	
Set Multi-Price locations as we reflow and fully stock	
Set signage for MP sections	
Create punch list of remaining tasks	
Clear out excess steel fixtures in the stock room	
Daily Clean-up prior to departure	
Perform Transfer of Ownership Process with SM for sections completed	
Create Daily Action Plan for Wednesday	

- ✓ Wall Merchandising Complete
- ✓ All necessary restocking done
- ✓ Complete 4x4 walk with DM a

2ND WEDNESDAY DAY 9: LAST DAY: FINISH STORE

DAY 9 Checklist - Store Open	
Task	Done?
SDC / Team Members Start at 8 AM (Times may vary)	
Daily meeting to discuss daily plan, goals, and expectations. Discuss S.P.E.E.D.	
Submit Daily Tracking Report to SDM	
Work with the crew to complete daily tasks	
Finish Merchandising work. If time allows help to stock the store	
Complete punch list of remaining tasks	
Ensure all flows are posted at the front of each aisle in plastic sleeves	
Perform final Transfer of Ownership Process with SM	
Project Punch Walk is executed by SDC, DM, and SM	
SDC completes the SDC to DM Turnover form and gets the project signed off by DM	
Project will be complete by the end of Day 9	

- ✓ Address any open issues
- ✓ Fluff, refill, and complete project
- ✓ Release 3rd party employees
- ✓ Sign off at end of Day

**Great Job Implementing Multi-Price to
G.O.L.D. Standards**

APPENDIX

STORE PREPAREDNESS TALKING POINTS

Dollar Tree Multi-Price Talking Points

Introduction/Overview:

- Project must be completed within 10 days.
- **Multi-Price information locations:**
 - Display Guides: **Ops Center > Application Links > Display Guides.**
- Fixtures have been ordered.
- A Store Display Coordinator (SDC) will lead your project.

Staffing and Scheduling for the Project:

- A 3rd party team will staff the project. The team will report to the SDC on site each day until project completion.
- A Manager (SM or ASM) must be in the store for each shift.
- The project will take up to 10 straight days and includes working Friday, Saturday, and Sunday.
- The SM and store team are responsible for daily store operations including running the registers, stocking the store, and recovery. The 3rd party team will assist with stocking and recovery during the project as they reset sections. Store will be responsible to maintain these areas after they have been signed off as completed.
- Stores must do Daily Recovery and maintain a “Brand Standard” store throughout the install.
- Continue to process freight daily! This is a great opportunity to purge your stockrooms! Partner with the SDC regarding back filling completed sections.
- Communication is CRITICAL!

Project Turnover:

- SDC will schedule an initial walk with the SM and DM on their travel day.
- SDC will schedule 4x4 Completion Walk with DM prior to completion of the project.

Surveys

- SDC will complete an Opening Day Survey including pictures of the store at completion.
- The survey will go to the DM, RD, ZVP, ZSD, and all members of development associated with the project.
- Nightly Updates will be sent to the DM, RD, SDM. Updates will include Store Map with completed sections highlighted and initialed transferring ownership of those sections to Store Team.

Fixtures

- Store will receive fixtures and signage, sometimes these will be on pallets and arrive before the SDC arrives. You can find this date on your Construction Timetable under Lozier and Clarity. It is important that these fixtures and signage be kept together in one location and NEVER put outside to be damaged by weather or stolen. These fixtures are company assets and should be treated as such.
- The fixtures the store receives are allocated for the project. If the store needs other fixtures, the SDC will communicate with DM, RD and ZSD to order these.
- All counters and end caps will be extended up to the 78" gondola height, including seasonal. This involves adding extenders to the counters/endcaps to get to the desired height. In select stores, there may have been a need to tear down existing counters and replace them with new uprights to meet the 78" height requirement. Communication on the existing format of the gondola to the SDC is vital to ensure we have the correct parts for the project.
- In select stores, SDC will be moving or connecting runs in the store. Notify your SDC if the flooring under the base decks is different from the rest of the salesfloor. This will affect the project.
- Your initial Multi-Price merchandise order will arrive 3-4 days after the beginning of the project.

Expense Items

- The "Pardon Our Dust" sign kit will arrive 1 week prior to start of project and contain laminated Floor Maps, the DT Multi-Price Expectations Guide, and the window banner. This should arrive via UPS and needs to be kept in the Office, until Day 1 of the project.
- **EMS** - Override will automatically occur. No action is necessary by the Store.
- **Waste Support** – The SM may be required to submit an Officetrax ticket for additional pick-ups during install.
- DMs will need to review any additional Expense items as a part of the MP reset (i.e.: Party Dividers, etc.).
- These are not expensed to the project. The SDC will partner with the DM on any missing fixtures to be ordered by DM.

IMPORTANT PREPARATION NOTES:

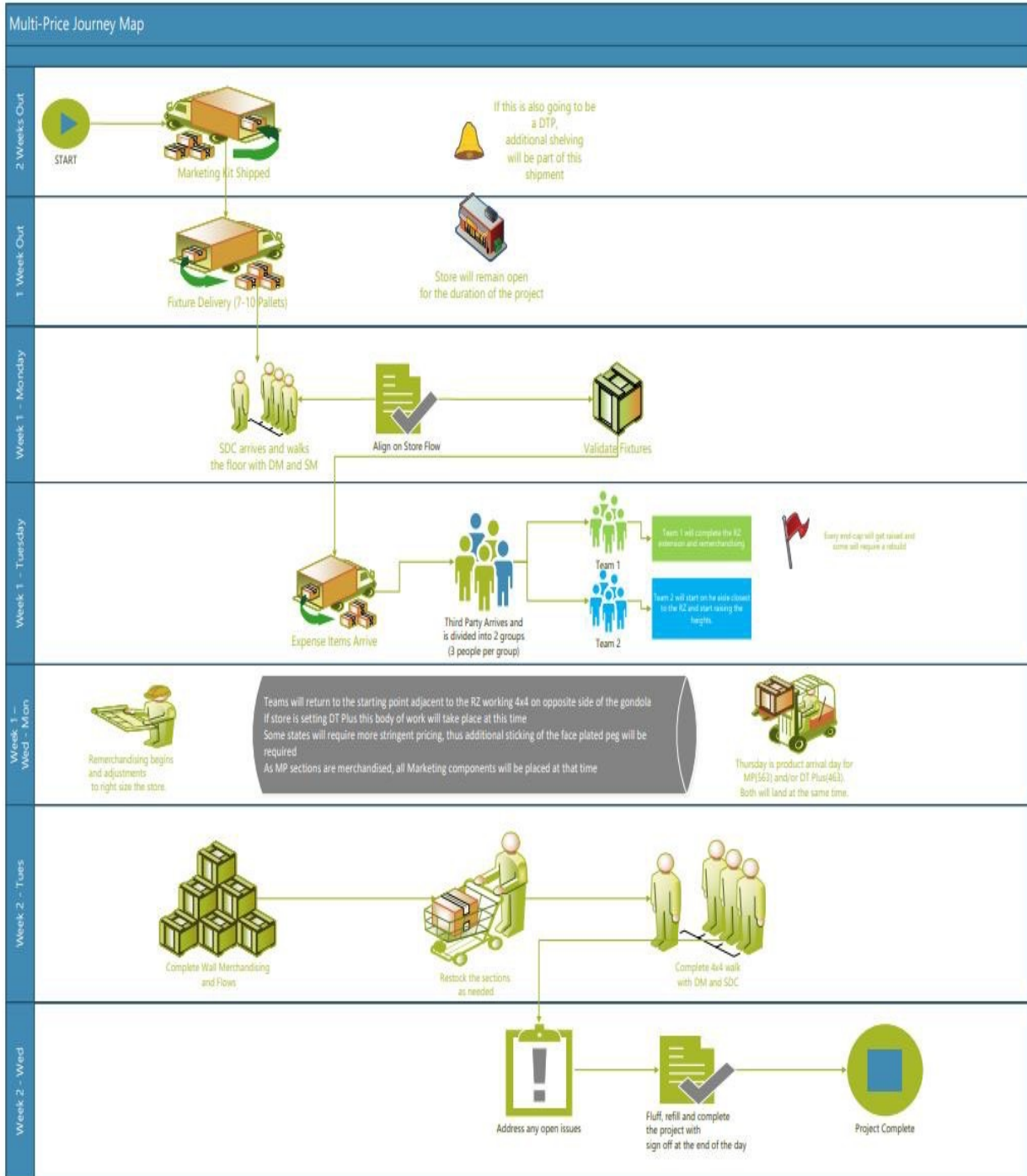
- DO NOT refuse any materials that are delivered to your store.
- You will be receiving boxes that contain materials for your MP set up. Please DO NOT open those boxes. Set them aside in a safe place and give them to the SDC when they arrive.
- It is important that none of that information or material be misplaced or lost.
- Stockroom Prep - plan a location for the MP in the stockroom. The initial MP order will temporarily require about 3-4 pallets of space and pallets of fixtures can be up 5-6 pallets.

- Plan on a minimum two (2) permanent pallet positions required for Multi-Price and/or DTP Merchandise.
- Are there any issues that would prevent us from starting or completing the project to Brand Standards? If so, have they been reported? If yes, provide the Work Order Number.
- Waste Services- Are the pickups current? More pickups might be needed during project.
- Restrooms-Are they both in working order?
- HVAC-Are your units working properly?
- Pest Control Issues-Are there any signs of pest activity?

Open Discussion

- SDC Conference Call Recap – send to SDM, DM, RD, and ZSD.

JOURNEY MAP



FIXTURE DETAIL

EXPENSE

Item	New/Existing	Vendor	Pick	DT sku
Aisle Violator Hooks - 1pk	existing	Kinter	singles	303858
4' Fencing (RC 3&4 only) - 18pk	existing	G+B	18pk	183618
Hip Printer Labels (white)	FD	RRD	single rolls	384761
Hip Printer Labels (Mass Only)	FD	RRD	single rolls	384759
35-up labels	FD	RRD	25pk	384760
Bin Clips	new	Kinter	50/bag	385100
Shelf Clips	new	Kinter	25/bag	385102
Azar Bin strip holder	new	Azar	1 kit/store	385645
6" peg hook w/ scan	new	Siffron	50pk	385097
6" grid hook w/ scan	new	Siffron	50pk	385099
6" grid(1") hook w/ scan	new	Nashville	50pk	385912
3" grid hook w/ scan - 40pk	new	CAP & Assoc.	40pk	385096
Gift rounder sign holder	new	IDX	single	385018
9" peg hook w/ scan	FD	Siffron	50pk	379097
9" grid hook w/ scan	new	Siffron	50pk	385098
Base deck adhesive strip holder	existing	Kinter	100pk	379804
9" curlback bar hook w/ scan	new			tbd
Shelf strip holder w/ lens	existing	Kinter	50pk	222371
L magnetic dividers	new	Kinter	100pk	385699

PRICE GRID

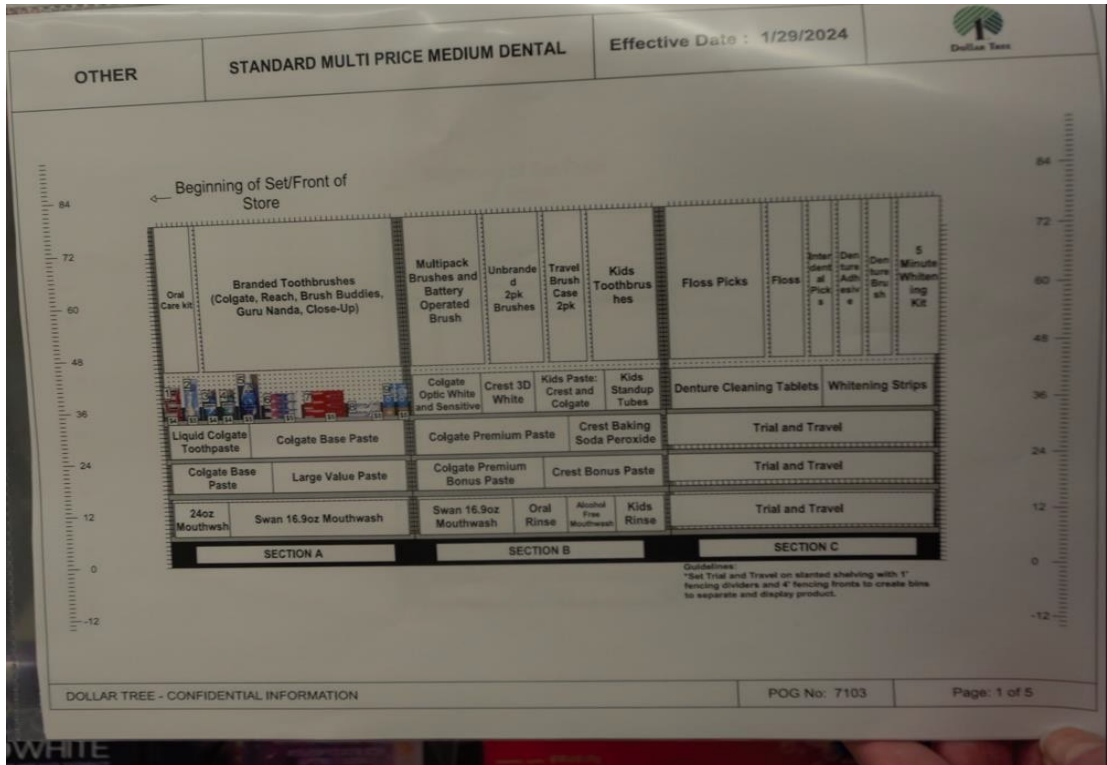
	Element	Size	Where is this used?	How is this used?
1	Shelf Strips	47.75" x 1.25"	MP Shelves	by the price point for that shelf
2	Peg & Bin Clip	2.125" x 1.375"	MP Pegs	by the price point for that item
3	Clip Strip Labels	1.875" x 1.0625"	MP Clipstrips	by the price point for that clip st
4	Aisle Intruders	5.3" x 5"	MP Shelves	use 1 per 4 ft section that doesn't have a blade sign
5	Blade Signs	5" x 24"	At MP sections	use at the top left of a section for the MP with multiple shelves
6	Blade Signs	5" x 24"	At \$1.25 sections	use at the top left of a section for the \$1.25 pp
7	Ceiling Suspended Sign	35.75" x 33.25"	down the MP aisle	Use 3 in the MP aisle and 1 over the checkout
8	Gift Rounder	22" x 8.375"	Gift Rounder Fixture	Use on the fixture
9	Bin Strips	46" x 4"	Toy Bins	Use with zip ties on the bins
10	Bin Strips	34" x 4"	Plus Bins	Use with zip ties on the bins
11	Spline Graphics	48" x 10.125	down the MP aisle	Use on top of the gondolas in the spline fixtures
12	Freezer Door Decals	26.5" x 5"	Freezer doors	Use at the top of the door in the appropriate pp
13	Freezer Shelf Strips	29" x 1.25"	Freezer shelves	by the price point for that shelf
14	Cashier Sign	11" x 8.5"	at the checkout	install on the pole at the check
15	Sticker Rack Header	48" x 6"	Craft Section	Use one at the top of each sect.

PICTORIAL GUIDE – EXPENSE ITEMS

Item	Vendor	Pick	FD skt	DT skt	SKU for	Image	Use in Store
Aisle Violator Hooks - 1pk	Kinter	singles	NA	303858	303858		In-line to call out multi-prices sections as indicated on the Flow Guide and/or marketing direction
4' Fencing (RC 3&4 only) - 18pk	G+B	18pk	NA	183618	183618		High theft multi-price areas in RC 3 and 4 stores as directed by asset protection
Hip Printer Labels (white)	RRD	single rolls	8082116	384761	8082116	NOT YET BEING SHIPPED	(FUTURE) Store in known location to be used in hip printer to reprint pricing labels. Non-high required states
Hip Printer Labels (Mass Only)	RRD	single rolls	8080217	384759	8080217	NOT YET BEING SHIPPED	(FUTURE) Store in known location to be used in hip printer to reprint pricing labels. High required states
35-up labels	RRD	25pk	8080994	384760	8080994		Store in a known location to be used in the store printer to reprint pricing label
Bin Clips	Kinter	50/bag		385100	385100		Pricing of wire bins and baskets for multi-price product.
Shelf Clips	Kinter	25/bag		385102	385102		Multi-price items on white melamine shelving
Azar Bin strip holder	Azar	1 kit/store		385645	385645		Affix to the front of the acrylic bins in check lane for lip balm
6" peg hook w/ scan	Siffron	50pk		385097	385097		All peg board check lane items (select stores)
6" grid hook w/ scan	Siffron	50pk		385099	385099		All grid panel check lane items (select stores)
6" grid(1") hook w/ scan	Nashville	50pk		385912	385912		All Nashville wire queuing lanes (select stores)
3" grid hook w/ scan - 40pk	CAP & Assoc.	40pk		385096	385096		RT and XO stores with the HBA facemasks displayed on the waterfall rack
Gift rounder sign holder	IDX	single	NA	385018	385018		Sign the old model of the gift rounder
9" peg hook w/ scan	Siffron	50pk	8082046	379097	8082046		In-line/endcap for all consumable pegged merchandise
9" grid hook w/ scan	Siffron	50pk		385098	385098		AA and H-grid units for multi-price
Base deck adhesive strip holder	Kinter	100pk	NA	379804	379804		Every base deck in the store.
Shelf strip holder w/ lens	Kinter	50pk	NA	222371	222371		Replenishment only for in-line shelves that may have gotten damaged
L magnetic dividers	Kinter	100pk		385699	385699		Left and Right of all multi-price shelf sections. In between each item in the schematic sections only (HBA)
36" shelf strip holder w/ lens	Kinter	25pk		389799	389799	NOT YET BEING SHIPPED	Multi-price endcap shelves
30" shelf strip holder w/lens	Kinter	25pk			TBD	NOT YET BEING SHIPPED	4-way

HOW TO PLACE THE SHEET PROTECTORS

Merchandising documents (Zonogram/Schematics) are placed in a sheet protector and zip tied to a regular peg behind the merchandise.



MULTI-PRICE SIGNAGE LAUNCH KIT

MULTI-PRICE SIGN KIT VSS – SUPER STORES

Multi-Price Sign Kit VSS -- SUPER STORES --> In-Store Date 1/20/2024

1 4-ft. Shelf Strips
47.75" x 1.25" - 100 Gloss Cover - 4/0

*18 versions - Abbreviated Examples Shown
See List for Exact Quantities

0.75 -- 2	3.50 -- 12
1.50 -- 20	3.75 -- 8
1.75 -- 10	4.00 -- 8
2.00 -- 2	4.25 -- 4
2.25 -- 10	4.50 -- 4
2.50 -- 4	4.75 -- 4
2.75 -- 6	5.00 -- 42
3.00 -- 44	5.25 -- 4
3.25 -- 6	6.00 -- 2

#: 192

2 Peg & Bin Clip Labels
2" x 1.1875"
white semi-gloss w/
permanent adhesive -
gloss laminate - 4/0

#: 4,441

3 Clip Strip Labels
1.875" x 1.0625"
white semi-gloss w/
permanent adhesive -
gloss laminate
4/0

#: 5

4 \$1.25 - 4-ft. Shelf Strips
47.75" x 1.25" - 100 Gloss Cover - 4/0

#: 480

5 \$3 to \$5 - 4-ft. Shelf Strips
47.75" x 1.25" - 100 Gloss Cover - 4/0

#: 35

6 Aisle Intruder
5.3" x 5"
0.020 Styrene
4/4
Custom Dieline

FRONT: MORE CHOICES • GREAT VALUE
BACK: NEW ITEMS • GREAT VALUE

K#106801 X54

#: 54

7 Blade Signs
5" x 24"
.020 Styrene - 4/4
Rounded Corners
Drill Holes @ Top

MORE CHOICES • NEW ITEMS • GREAT VALUE
NEW ITEMS • MORE CHOICES • GREAT VALUE

K# 20" Arm 107700B X12

#: 12

8 Blade Signs
5" x 24"
.020 Styrene - 4/4
Rounded Corners
Drill Holes @ Top

Extreme Value

K# 20" Arm 107700B X32

#: 32

9 End Cap Signs
22" x 8.375"
18 pt C1S - 4/0

NEW ITEMS • MORE CHOICES • GREAT VALUE

#: 4

10 Bin Strips - 46" x 4"
.020 Styrene - 4/0

NEW ITEMS • MORE CHOICES • GREAT VALUE

K# 108755 X15

#: 5

11 Gift Rounder Header
22" x 8.375"
18pt C2S - 4/4

\$3 TO \$5

#: 2

12 Gift Rounder Header
22" x 9.2"
18pt C2S - 4/4

\$3 TO \$5

#: 2

13 Sticker Rack Header
48" x 6"
.020 Dead White Styrene
4/0

STICKERS • Crafts SQUARE • STICKERS

#: 2

14 Expectations Guide
8.5"x11" - 16 pages
70# Uncoated Offset
Saddle Stitch
3 Hole Drilled

FPO

#: 1

15 Flow Guide
8.5"x11" - 24 pages
70# Uncoated Offset
Saddle Stitch
3 Hole Drilled

FPO

#: 1

MULTI-PRICE SIGN KITS VSS – LARGE STORES

Multi-Price Sign Kit VSS -- LARGE STORES --> In-Store Date 1/20/2024

<p>1 4-ft. Shelf Strips 47.75" x 1.25" - 100 Gloss Cover - 4/0</p> <p>*18 versions - Abbreviated Examples Shown See List for Exact Quantities</p> <p>#: 192</p>	<p>0.75 -- 2 3.50 -- 12 1.50 -- 20 3.75 -- 8 1.75 -- 10 4.00 -- 8 2.00 -- 2 4.25 -- 4 2.25 -- 10 4.50 -- 4 2.50 -- 4 4.75 -- 4 2.75 -- 6 5.00 -- 42 3.00 -- 44 5.25 -- 4 3.25 -- 6 6.00 -- 2</p> <p>#: 3,266</p>	<p>2 Peg & Bin Clip Labels 2" x 1.1875" white semi-gloss w/ permanent adhesive - gloss laminate - 4/0</p> <p>#: 120</p>	<p>3 Clip Strip Labels 1.875" x 1.0625" white semi-gloss w/ permanent adhesive - gloss laminate 4/0</p> <p>#: 5</p>
<p>4 \$1.25 - 4-ft. Shelf Strips 47.75" x 1.25" - 100 Gloss Cover - 4/0</p> <p>#: 375</p>		<p>5 \$3 to \$5 - 4-ft. Shelf Strips 47.75" x 1.25" - 100 Gloss Cover - 4/0</p> <p>#: 20</p>	
<p>6 Aisle Intruder 5.3" x 5" 0.020 Styrene 4/4 Custom Dieline</p> <p>FRONT K#106801 X54</p> <p>BACK</p> <p>#: 54</p>	<p>7 Blade Signs 5" x 24" .020 Styrene - 4/4 Rounded Corners Drill Holes @ Top</p> <p>K# 20" Arm 107700B X10</p> <p>#: 10</p>	<p>8 Blade Signs 5" x 24" .020 Styrene - 4/4 Rounded Corners Drill Holes @ Top</p> <p>K# 20" Arm 107700B X24</p> <p>#: 24</p>	
<p>9 End Cap Signs 22" x 8.375" 18 pt C1S - 4/0</p> <p>#: 4</p>	<p>10 Bin Strips - 46" x 4" .020 Styrene - 4/0</p> <p>K# 108765 X15</p> <p>#: 5</p>	<p>11 Gift Rounder Header 22" x 8.375" 18pt C2S - 4/4</p> <p>#: 2</p>	<p>12 Gift Rounder Header 22" x 9.2" 18pt C2S - 4/4</p> <p>#: 2</p>
<p>13 Sticker Rack Header 48" x 6" .020 Dead White Styrene 4/0</p> <p>#: 2</p>	<p>14 Expectations Guide 8.5"x11" - 16 pages 70# Uncoated Offset Saddle Stitch 3 Hole Drilled</p> <p>FPO</p> <p>#: 1</p>	<p>15 Flow Guide 8.5"x11" - 24 pages 70# Uncoated Offset Saddle Stitch 3 Hole Drilled</p> <p>FPO</p> <p>#: 1</p>	

MULTI-PRICE SIGN KIT VSS – MEDIUM STORES

Multi-Price Sign Kit VSS -- MEDIUM STORES --> In-Store Date 1/20/2024

<p>1 4-ft. Shelf Strips 47.75" x 1.25" - 100 Gloss Cover - 4/0</p> <p>*18 versions - Abbreviated Examples Shown See List for Exact Quantities</p> <p>#: 152</p>	<table border="0"> <tr><td>0.75 -- 2</td><td>3.50 -- 10</td></tr> <tr><td>1.50 -- 14</td><td>3.75 -- 5</td></tr> <tr><td>1.75 -- 7</td><td>4.00 -- 6</td></tr> <tr><td>2.00 -- 2</td><td>4.25 -- 2</td></tr> <tr><td>2.25 -- 7</td><td>4.50 -- 2</td></tr> <tr><td>2.50 -- 2</td><td>4.75 -- 2</td></tr> <tr><td>2.75 -- 3</td><td>5.00 -- 38</td></tr> <tr><td>3.00 -- 42</td><td>5.25 -- 2</td></tr> <tr><td>3.25 -- 4</td><td>6.00 -- 2</td></tr> </table> <p>#: 2,734</p>	0.75 -- 2	3.50 -- 10	1.50 -- 14	3.75 -- 5	1.75 -- 7	4.00 -- 6	2.00 -- 2	4.25 -- 2	2.25 -- 7	4.50 -- 2	2.50 -- 2	4.75 -- 2	2.75 -- 3	5.00 -- 38	3.00 -- 42	5.25 -- 2	3.25 -- 4	6.00 -- 2	<p>2 Peg & Bin Clip Labels 2" x 1.1875" white semi-gloss w/ permanent adhesive - gloss laminate - 4/0</p> <p>#: 100</p>	<p>3 Clip Strip Labels 1.875" x 1.0625" white semi-gloss w/ permanent adhesive - gloss laminate 4/0</p> <p>#: 5</p>
0.75 -- 2	3.50 -- 10																				
1.50 -- 14	3.75 -- 5																				
1.75 -- 7	4.00 -- 6																				
2.00 -- 2	4.25 -- 2																				
2.25 -- 7	4.50 -- 2																				
2.50 -- 2	4.75 -- 2																				
2.75 -- 3	5.00 -- 38																				
3.00 -- 42	5.25 -- 2																				
3.25 -- 4	6.00 -- 2																				
<p>Extreme Value Everyday New Items Weekly! Grab It Before It's Gone!</p>																					
<p>4 \$1.25 - 4-ft. Shelf Strips 47.75" x 1.25" - 100 Gloss Cover - 4/0</p> <p>#: 325</p>																					
<p>5 Aisle Intruder 5.3" x 5" .020 Styrene 4/4 Custom Dieline</p> <p>FRONT NEW ITEMS MORE CHOICES GREAT VALUE</p> <p>BACK NEW ITEMS GREAT VALUE MORE CHOICES</p> <p>K#106801 X48</p> <p>#: 48</p>	<p>6 Blade Signs 5" x 24" .020 Styrene - 4/4 Rounded Corners Drill Holes @ Top</p> <p>NEW ITEMS MORE CHOICES • GREAT VALUE</p> <p>K# 20" Arm 107700B X6</p> <p>#: 6</p>	<p>7 Blade Signs 5" x 24" .020 Styrene - 4/4 Rounded Corners Drill Holes @ Top</p> <p>Extreme Value</p> <p>K# 20" Arm 107700B X20</p> <p>#: 20</p>																			
<p>8 End Cap Signs 22" x 8.375" 18 pt C1S - 4/0</p> <p>NEW ITEMS MORE CHOICES GREAT VALUE</p> <p>#: 4</p>	<p>9 Bin Strips - 46" x 4" .020 Styrene - 4/0</p> <p>NEW ITEMS • MORE CHOICES • GREAT VALUE \$5</p> <p>K#108755 X15</p> <p>#: 5</p>	<p>10 Gift Rounder Header 22" x 8.375" 18pt C2S - 4/4</p> <p>\$3 TO \$5</p> <p>#: 2</p>	<p>11 Gift Rounder Header 22" x 9.2" 18pt C2S - 4/4</p> <p>\$3 TO \$5</p> <p>#: 2</p>																		
<p>12 Sticker Rack Header 48" x 6" .020 Dead White Styrene 4/0</p> <p>STICKERS Crafts & SQUARE STICKERS</p> <p>#: 2</p>	<p>13 Expectations Guide 8.5"x11" - 16 pages 70# Uncoated Offset Saddle Stitch 3 Hole Drilled</p> <p>FPO</p> <p>#: 1</p>	<p>14 Flow Guide 8.5"x11" - 24 pages 70# Uncoated Offset Saddle Stitch 3 Hole Drilled</p> <p>FPO</p> <p>#: 1</p>																			

READING THE NEW DT CASE LABEL



Reading the New Case Label

The diagram illustrates the layout of a Dollar Tree case label with two views: a top-down view and a rotated view. Callouts identify key information:

- Store #:** 02773
- PK- # of pieces in the case:** 4
- CTN: # of cases received of this product from this delivery:** 02773
- Merch Code:** LN 104
- Order Billing Date:** 05/15/23
- Department & Sub Department:** ZZ-AA BBB-LPP
- Item Description:** 20oz Cocoa butter lotion
- SKU#:** 117460
- Last 5 Digits of the UPC:** 85525
- Pack size:** PB 05/22
- Price Point \$:** \$11.65
- Unit of Measure Price per unit:** \$0.46 PER EA

Additional label details include: PK: 999, #CTN: 999, CTL# 00001; SZ HOUSEHO, SI PLASTIC; #CM09880572; WAVE 204; and a barcode with the number 4322925726 204 02773.

MULTI-PRICE IMPACTED AREAS

ZONAGRAM ITEMS

- ❖ Snacks
 - Chips
 - Canister
 - Cookie & Cracker
- ❖ Beverage
- ❖ Food
- ❖ Candy
 - Chocolate
- ❖ Personal Care
 - Deodorant
 - Hair Care
 - Feminine Hygiene
- ❖ Pet
 - Canned Cat
 - Other Pet Food
- ❖ Air Freshener
- ❖ Floral
 - Vases
- ❖ Crafts
 - Craft Kits
- ❖ Home Décor
 - Gift Rounder (super/large)
- ❖ Stationary
 - Crayola Activity
 - Office (Super/Large)
- ❖ Toys (RT/XO)
- ❖ Hardware (RT)

SCHEMATIC ITEMS

- ❖ Over the Counter
 - Oral Care
 - First Aid
 - Medicine
 - Baby

MANDATORY UNIT PRICING JURISDICTIONS

PRIVILEGED & CONFIDENTIAL
ATTORNEY WORK PRODUCT

MEMORANDUM

To: File

From: Keith Zanni, Deputy General Counsel, Merchandise and Operations
Alvin Liu, Assistant General Counsel, Merchandise

Date: August 28, 2023

Re: Unit Pricing Overview

This Memorandum was drafted based on legal research by the Legal Department to provide legal advice to the business for general direction on unit pricing.

Mandatory Unit Pricing Jurisdictions

- A. The following jurisdictions¹ require unit pricing:
1. Connecticut
 2. District of Columbia
 3. Maryland
 4. Massachusetts
 5. New Hampshire
 6. New Jersey
 7. New York
 8. Oregon
 9. Rhode Island
 10. Vermont
 11. Chicago, IL

Products Requiring Unit Pricing

- A. Products requiring unit pricing are generally consumables, including but not limited to:
1. Food & beverages
 2. Sanitary paper products
 3. Disposable plates and cups
 4. Toiletries (e.g., deodorants, mouthwash, toothpaste, shampoos, shaving creams, feminine hygiene products)
 5. Household cleaners, soaps and detergents
 6. Plastic and foil wrapping, wax paper, paper and plastic bags (including sandwich, lunch, trash and freezer bags)
 7. OTC drugs, vitamins, and cosmetics

¹ There was a full review of state laws done, but municipal, county and local jurisdictions were not reviewed for the memo.

8. Pet food and kitty litter

Unit Pricing Product Exemptions

- A. Exemptions from unit pricing requirements exist in most of the mandatory unit pricing states for small snack foods but the standards vary:
1. NH, OR - Exempt if packaged in individual sizes and designed for immediate consumption
 2. NY, NJ, CT, RI - Exempt if 5 oz or less
 3. MA - Exempt if 3 oz or less
 4. VT - Exempt only for candy bars that are 2 oz or less
 5. DC - Exempt if packaged in quantities of less than 1 oz/fl oz or when the total retail price is 50 cents or less
 6. Chicago – Exempt for individual items under 3 cubic inches, weighing less than 3 oz or priced under 50 cents.
 7. MD - No exemption, but the state only requires 90% of price tags to comply with its unit pricing regulations
- B. Exemptions potentially exist for seasonal products but standards also vary:
1. NJ, CT, OR, Chicago - Exempt if offered for sale in one size only, and not comparable in form to any other product
 2. DC - Exempt if only one brand of a particular commodity in only one size is offered for sale
 3. NY - Exempt if it is a food item for which there is no like or similar product to which it might be compared within the store, provided that such food item is segregated and displayed as a gourmet or specialty food
 4. VT - Exempt if all brands of a commodity are sold in one size only and have a retail price plainly marked on the products. An exemption also exists for cups, plates, wrapping paper, candy, etc., which are intended for holiday use and are not carried or sold during non-holiday periods
 5. MD - No exemption exists, but the state only requires 90% of price tags to comply with its unit pricing regulations
 6. MA, NH, RI - No exemption exists
- C. Other Unit Pricing Exemptions
1. Food
 - i. Food products with physical divisions separating different food types
 1. Required: NH, OR, Chicago
 2. Not Required: CT, DC, MA, MD, NY, NJ, RI, VT
 - ii. Milk
 1. Required: DC, MA, MD, OR, Chicago
 2. Not Required: CT, NH, NY, NJ, RI, VT
 - iii. Spices, flavor extracts, imitation flavorings, and bouillon cubes
 1. Required: DC, MD, NH, OR, Chicago
 2. Not Required: CT, RI, VT
 3. Not Required if 3 oz or less: MA, NY
 4. Not Required if 5 oz or less: NJ
 - iv. Frozen Desserts:

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ATTORNEY WORK PRODUCT

1. Required: DC, MA, MD, OR, Chicago
2. Required except for ice cream: NH
3. Required except for products sold in net quantities of one half pint, one pint, one half quart, one quart, one half gallon, one gallon, or multiples of quarts or gallons: NY
4. Not Required: CT, NJ, RI, VT
- v. Other Frozen Foods
 1. Required: DC, MA, MD, NH, NY, OR, Chicago
 2. Required for frozen fruits, vegetables and juices only: CT, RI
 3. Required for frozen fruits, vegetables, juices, pastry products, meats and seafood only: VT
 4. Not Required: NJ
2. Disposable Plates
 - i. Required: CT, DC, NY, VT, OR (only paper plates), Chicago
 - ii. Not Required: MA, MD, NH, NJ, RI
3. Disposable Cups
 - i. Required: CT, DC, VT, OR (only paper cups), Chicago
 - ii. Not Required: MA, MD, NH, NY, NJ, RI
4. OTC Drugs & Vitamins
 - i. Required: DC, NY, OR, VT, Chicago
 - ii. Not Required: CT, MA, MD, NH, NJ, RI
5. Cosmetics
 - i. Required: DC, VT, Chicago
 - ii. Not Required: CT, MA, MD, NH, NY, NJ, OR, RI
6. Feminine Hygiene Products
 - i. Required: DC, VT (tampons only), Chicago
 - ii. Not Required: CT, MA, MD, NH, NY, NJ, OR, RI
7. Plastic Utensils, Disposable Diapers, Bandages, Light Bulbs, Batteries, Candles, Tape/Adhesives
 - i. Required: DC, Chicago
 - ii. Not Required: CT, MA, MD, NH, NY, NJ, OR, RI, VT

Units of Measures for Unit Pricing

- A. Required units of measure for unit prices depends on how the net quantity is expressed on the product's label:
 1. If net quantity expressed in weight (e.g., oz or lb) = **per lb**
 2. If net quantity expressed in liquid measure (e.g., fl oz, pt, qt or gal) = **per qt**
 3. If net quantity expressed in count = **per 100**
 - i. Examples: tea bags, laundry pods, dishwashing pods, paper napkins, tissues & towels, plastic/paper bags
 4. If net quantity expressed in area (e.g., sq ft) = **per 100 sq ft**
 - i. Examples: aluminum foil, plastic wrap, wax paper
 5. Exceptions:
 - i. Dry Baby Formula = **per reconstituted oz**
 - ii. Seasonings and spices, flavoring extracts, imitation flavorings where net quantity is expressed in liquid measure = **per pt**

- iii. Shampoo, hair conditioner, creme rinses & deodorants where net quantity is expressed in liquid measure = **per pt**

DTP INSTALL GUIDE



DTP.EXISTINST - Existing DTP Install Guide



Dollar Tree Plus Endcap Replacement Guidelines

1

front
back

Locate old Dollar Tree Plus Endcap and remove them.

2

22 1/16"

TOP VIEW

22 1/16"

13 1/2"

13 1/2"

13 1/2"

13 1/2"

extrusion

MAGNETS

Locate DT.AIEC green endcap extrusion. Replace old end cap topper with this extrusion.

3

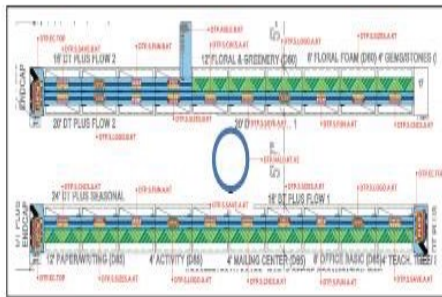
Place DT.AIEC green extrusion on the top of the endcap. Pre-installed magnets will hold this in place.

4

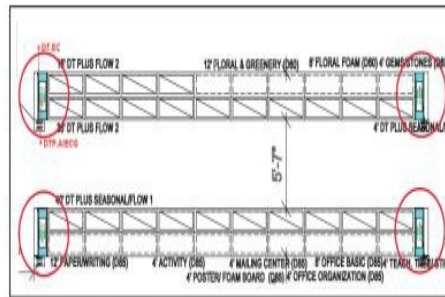
DTRAIECG - new insert

NEW ITEMS
MORE CHOICES
GREAT VALUE

Slide graphic into the face of the extrusion.



example plan of existing DTP endcaps



example plan of new endcap extrusion with graphic insert

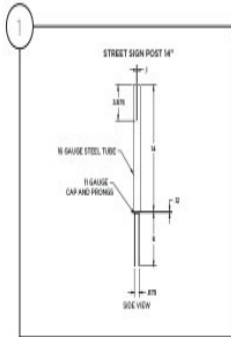
PRIMARY CONTACT: Kyle Sears 513-652-5997 kyle@clarity-retail.com

SECONDARY CONTACT: dt_team@clarity-retail.com

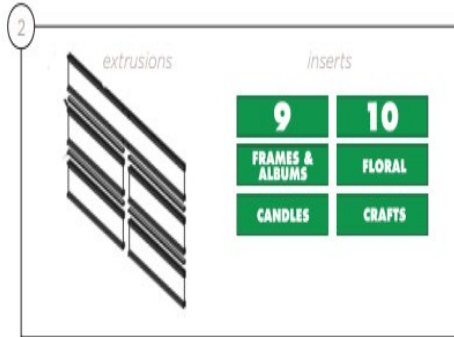


Dollar Tree Street Sign Post

Please be advised that if the scope of work includes extending the height of the gondola the current style of street sign post will no longer be compatible with the gondola uprights. In this event please follow the below instructions.



Locate all Dollar Tree street sign posts in the store and remove them from the gondola.



Separate the extrusions and inserts from the street sign posts. Discard the street posts. Keep the extrusions and inserts in a safe place until they are reused at a later date.

Full height gondola without extenders can use existing street sign posts. There is no need replace or move them.

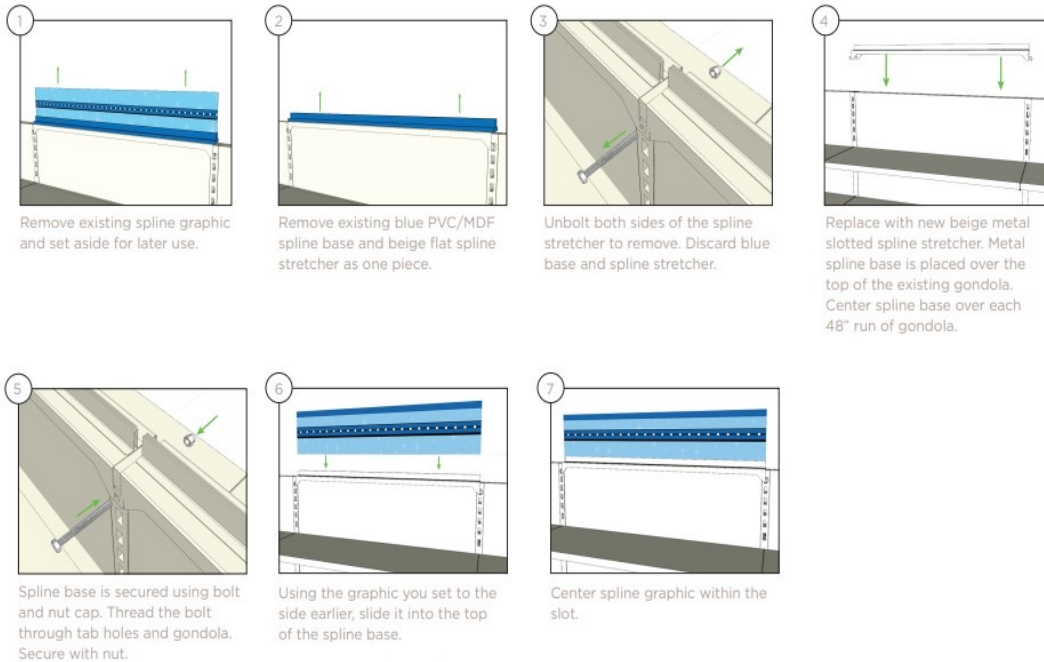
PRIMARY CONTACT: Kyle Sears 513-652-5997 kyle@clarity-retail.com
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dt spline bases

Dollar Tree Spline Bases

If your store currently has a beige flat spline stretcher with a blue MDF/PVC spline base, it must be removed, and a new beige metal slotted spline stretcher needs to be installed.



PRIMARY CONTACT: Kyle Sears 513-652-5997 kyle@clarity-retail.com
SECONDARY CONTACT: dt_team@clarity-retail.com

MISCELLANEOUS Q&A

Q: What happens to the cap shelf in the red zone now that we are going to 78"?

A: The shelf in question will be phased out in the Easter Planner. It is recommended that we remove the high shelf and peg from the top down. The shelf can be added below the peg merchandise if needed based on ownership.

Q: What are the different pegs used for on the Grids?

A: 4" is for face masks in HBA on the waterfall. 6" is for the check lane. 9" is for AA, seasonal and H-grid.