

Providing habitats for wildlife, protecting birds and fish, and making a stand for green energy are just a few of the ways PSE is making a difference.



2014 FIELD SERVICES POS PLACEMENT GUIDE

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INTRODUCTION

We hope you like our newly designed POS. We have applied extensive research and unique design elements to create all new retail signage. Since the field team is on the front lines of protecting the PSE brand we wanted to support your efforts with an exciting new look. We feel our newly designed POS will create a smarter, more memorable experience for our consumers at retail.

Our goal was to create more visually appealing POS that creates a common thread among the different sections of the store. Whether you are in the light bulb aisle, the refrigerator section or by the showerheads, our goal is to give PSE a consistent look and feel throughout the various sections at retail with our new signage.

Also, we want our PSE consumers to know that we support them by offering valuable rebates and instant savings on certain energy efficient products. By educating and helping our consumers upgrade to more energy efficient products, we hope to not only sell more, but deepen the roots of our brand. By the time people leave the store, they should know – not just be vaguely aware, but know – that this product will save them energy and money and PSE is supporting them to make this important decision.

The purpose of this guide is to explain the application and placement of the Puget Sound Energy Retail Lighting and Appliance Program. This is to be followed by all field representatives in all field visits.



GENERAL PRACTICES

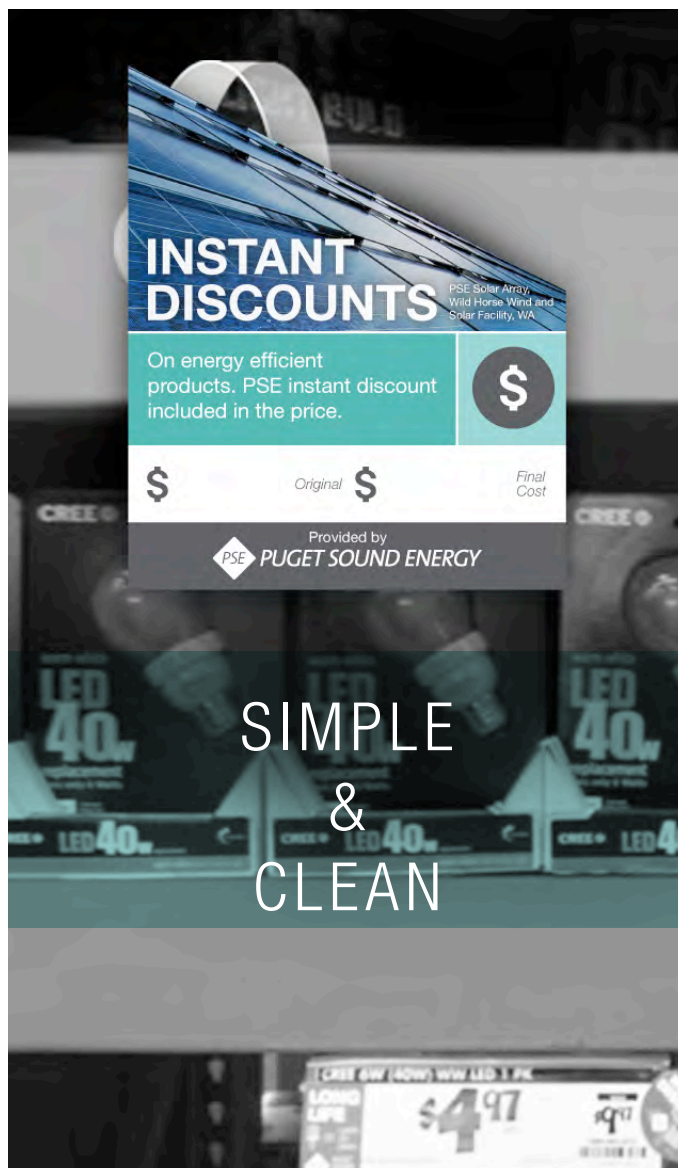
The broad strokes.

Always

- Use Instant Discount (for Lighting) or Rebate (for Appliances) POS as the main focus throughout bays or sections.
- Be consistent in the direction and location for placing POS throughout the section or bay.
- Place lighting POS on right side of price tags; if stickers, wobblers or other POS does not fit on the right side, place it uniformly across the set.
- Place all POS uniformly throughout the set.
- Place signage at eye level where applicable.
- Replace any POS or cling that is scuffed or damaged in any way (e.g. bent corners, peelings, etc.)
- 90° angles at all times, keep it straight, never on an angle.
- Aim to have smaller signage (small vertical and horizontal signs), Angular die cut, or circular instant savings stickers next to every price tag.
- Use wobblers as interrupters since they create movement on shelf and do not take up a lot of space.
- Use write-in “Instant Discount” and “75% Less Energy Used” shelf talker in front of rebated bulbs on shelf.
- Use “Choose How Much You’ll Save” as an additional supporting piece to help educate the consumer near the CFL’s and LED’s.
- Look for relevant places and new ways to hang POS. We rely on YOU to market this program in the store for us. Report any new POS ideas and share ideas on how to be creative.
- Look for end cap, wing stack, and other merchandising opportunities to add PSE signage.
- Use common sense. If a location isn’t relevant or doesn’t seem feasible, it’s better to forgo the POS than place it in a location that’s confusing or doesn’t make sense.
- Report feedback for improvement to PSE and share best practice examples.

Never

- Cover manufacturer or store stickers; if you can move manufacturer stickers, that’s OK.
- Use outdated POS.
- Leave a PSE discounted item without POS unless circumstances dictate otherwise.
- Leave POS with a store associate unless you’ve gotten direct consent from the field manager.



SHEFTALKERS/ CIRCLE STICKERS

These versatile pieces are to be used as our main POS in the light bulb section (CFL's and LED's), and in the fixture section.

Suggested placement

- On product boxes for displays at places such as in Goodwill, Walgreens, Dollar Store, Grocery Outlet and other partner stores products like Greenlite are shipped and displayed in the shipper box. (Where applicable use the large circle POS.)
- Place evenly throughout the section.
- Use supporting pieces to surround it and help education our valued customers!

Tips

- Small horizontal POS should be placed next to every price tag horizontally in c-tracks.
- Use Mini-circular stickers on all applicable beams and pegs next to price tag.
- All small POS is to be placed to the right of every rebated item's price tag. If it cannot be placed on the right, place somewhere it can be uniformly used throughout the set in the same way.



Size: 3.5" Diam. Sticker



Size: 1.5" x 2" Vertical



Size: 1.75" Diam. Sticker



Size: 2" x 1.125" Horizontal

AISLE + SHELF VIOLATOR

These versatile pieces are to be used as our main POS in the light bulb section (CFL's and LED's), and in the fixture section.

Suggested placement

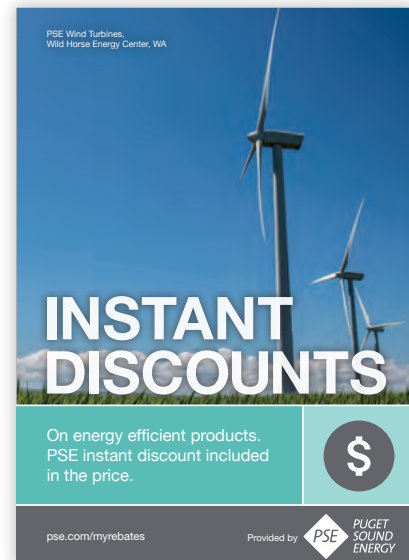
- Aisle violators can be used on a standing beam, side of an end-cap, on a wing stack display, and/or near the entrance of the bulb and fixture department.
- Large Horizontal Shelf Talkers, "Instant Discount" write-in and "75% Less Energy" to be used in front of light bulbs on shelf.
- Can be affixed to the shelf within the set.

Tips

- Attach from edge of the sign itself so it sticks out from a beam or display using a POS clip.
- Hole-punch POS and hang it with zip ties or chain.
- Attach with double-sided tape, foam-tape or magnet tape fixed to the section bay wall.
- Make sure that POS is not in the way of products, staff and customers.
- These can be used as one-sided pieces as well as double sided. Place on a bay wall if there isn't room for it in the set!
- Be creative!



Size: 3" x 5" & 5" x 7"
Aisle Violator



Size: 3" x 5" & 5" x 7"
Aisle Violator



Size: 3.5" x 10.5"
Shelf Violator



Size: 3.5" x 11"
Shelf Violator

WRITE-IN/ WOBBLER

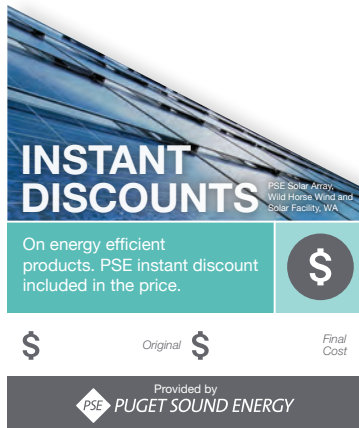
Write-in signs display the original price and the discounted price. This was a popular choice tested among consumers since it clearly defines the savings. The write-in POS can be used to highlight wingstacks, end caps and any type of promotions displayed via shipper box. Pre-printed stickers with the original price point and final cost may be available.
(Original prices and final cost will vary by retailer.)

Suggested placement

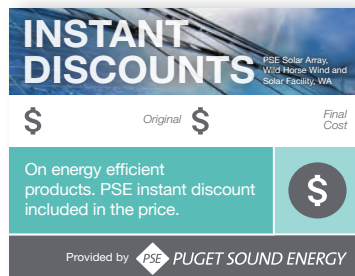
- In independent hardware stores and hard to reach independent grocers.
- Home Depot, Lowes and Walgreens wingstack displays.

Tips

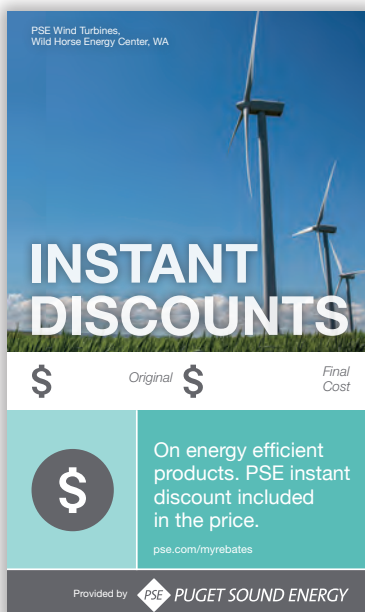
- Use Write-ins often! Remember the consumer loves this type of format due to the clarity of how the savings are highlighted.
- Use to enhance wing stacks at end caps at hardware and big box stores.
- Wobblers create movement and are a fun on shelf interrupter. They do not take up a lot of real estate in the channel strip or on shelf – use often!



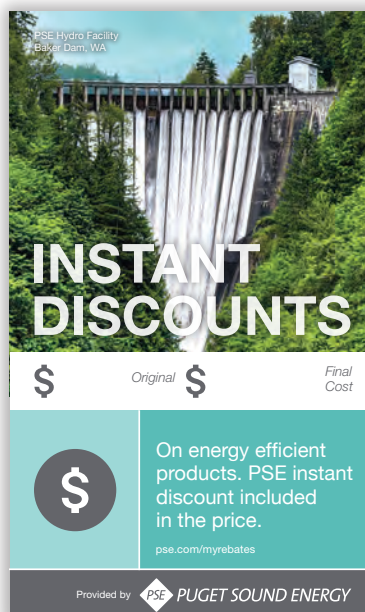
Size: 3.5" x 2" Write-In



Size: 2.5" x 2" Write-In



Size: 3" x 5" & 5" x 7"
Write-In Aisle Violator



Size: 3" x 5" & 5" x 7"
Write-In Aisle Violator

Size: 4" x 3.7" (9" x 3.7")
Write-In Wobbler



SUPPORTING POS-LIGHTING

Here are some educational signage to be used in the lighting and fixture aisle.

Suggested placement

- Use to flank a price tag using the required instant POS round tags and place uniformly throughout the section.
- Bays accompanying instant savings signage.
- Displays & Endcaps.
- Do not use without instant discounts/savings signage!

Tips

- Use these educational pieces near the instant discount POS to be more impactful!

**REPLACE LESS.
SAVE MORE.**
 Instant discounts make energy savings even cooler.


LED
 25 - Year Life

pse.com/myrebates

Provided by  **PUGET SOUND ENERGY**

Size: 3.5" x 1.125" LED Shelf Talker

**75%
LESS ENERGY USED**
 USE LESS ENERGY, SAVE MORE MONEY.





INSTANT DISCOUNTS
 make energy savings even cooler.

pse.com/myrebates


Provided by  **PUGET SOUND ENERGY**

Size: 3.5" x 1.125" Long Horiz. Shelf Talker

CHOOSE
 HOW MUCH YOU'LL
SAVE →

	 Incandescents	 CFLs	 LEDs
Lifetime Savings	—	\$80	\$130
Lifespan	1 Year	7-10 Years	25 Years

pse.com/myrebates

Provided by  **PUGET SOUND ENERGY**

Size: 5" x 7" Choose POP

**REPLACE LESS.
SAVE MORE.**
 Instant discounts make energy savings even cooler.


LED
 25-Year Life

Provided by  **PUGET SOUND ENERGY**

Size: 1.25" x 2"
Vertical LED

Size: 5" x 5" Cling

REFRIGERATORS

Suggested placement

- Refrigerator POS is supposed to be placed on every unit.
- If possible, place on the right of the unit and make sure all are uniform height across all.

Tips

- Do not place on an angle.



\$50 PSE REBATE


For PSE electric customers on this model.


ENERGY STAR
PSE Hydro Facility
Snoqualmie Falls Park, WA

Energy savings of up to \$200 each year on your electric bill. Recycle your old refrigerator or freezer and save on your new one.

See sales associate for mail-in form.



pse.com/myrebates Provided by  **PUGET SOUND ENERGY**

Size: 5" x 5" Cling



\$25 PSE REBATE

For PSE electric customers on this model.


ENERGY STAR
PSE Hydro Facility
Snoqualmie Falls Park, WA

Energy savings of up to \$200 each year on your electric bill. Recycle your old refrigerator or freezer and save on your new one.

See sales associate for mail-in form.



pse.com/myrebates Provided by  **PUGET SOUND ENERGY**

Size: 5" x 5" Cling

SUPPORTING POS APPLIANCES

Suggested placement

- Place on top of washing machines, attached to refrigerator doors or on the wall of a special display.
- These pieces are not required, but an informational tool for customers and sales reps. Please place as many of these as the store allows and as it makes sense in the given space.

Tips

- Try the inside of a fridge for these.
- Get creative.



SAVING MONEY AND ENERGY

Puget Sound Energy offers rebates on efficient appliances. Save on your purchase price and lower your energy bills when you purchase a qualifying model.

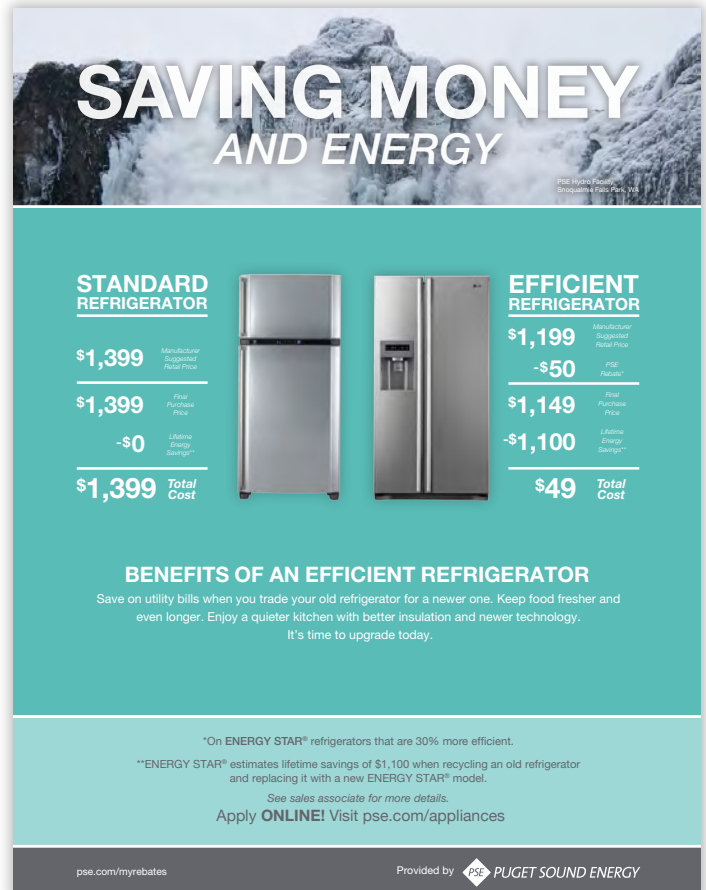
		
\$25 OFF	\$50 OFF	\$50 OFF
qualified Energy Star® freezer	qualified Energy Star® refrigerator 7.75 cu. ft. or larger CEE Tier 3	qualified Energy Star® washer MEF 2.4 or higher WEF 4.0 or lower CEE Tier 3

Valid on qualifying ENERGY STAR® appliances, purchased between X/X/2014 and X/X/2014


See sales associate for more details.
Apply **ONLINE!** Visit pse.com/appliances

pse.com/myrebates Provided by  **PUGET SOUND ENERGY**

Size: 8.5" x 11" Multi Appliance Counter Card



SAVING MONEY AND ENERGY


STANDARD REFRIGERATOR Manufacturer Suggested Retail Price \$1,399 Final Purchase Price \$1,399 Lifetime Energy Savings** -\$0 \$1,399 Total Cost		EFFICIENT REFRIGERATOR Manufacturer Suggested Retail Price \$1,199 PSE Rebate** -\$50 Final Purchase Price \$1,149 Lifetime Energy Savings** -\$1,100 \$49 Total Cost
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BENEFITS OF AN EFFICIENT REFRIGERATOR

Save on utility bills when you trade your old refrigerator for a newer one. Keep food fresher and even longer. Enjoy a quieter kitchen with better insulation and newer technology. It's time to upgrade today.

*On ENERGY STAR® refrigerators that are 30% more efficient.
**ENERGY STAR® estimates lifetime savings of \$1,100 when recycling an old refrigerator and replacing it with a new ENERGY STAR® model.

See sales associate for more details.
Apply **ONLINE!** Visit pse.com/appliances

pse.com/myrebates Provided by  **PUGET SOUND ENERGY**

Size: 8.5" x 11" Refrigerator Counter

SHOWERHEADS

Suggested placement

- On the WaterSense unit itself or in the bay in which the shower head demo models sit.
- Make a display that has all the available rebates in one place.

Tips

- Use double backed tape when the clings won't stick on units.
- Find unique ways to display the information or work with the store (especially Home Depot) in creating custom displays.
- Remember: Lowe's has their own signage! Make sure there are no out of date signs in the bay.

PSE Hydro Facility Snoqualmie Falls Park, WA

\$10 INSTANT DISCOUNT

Choose a high performance **WaterSense** showerhead.

 = **\$100**
SAVINGS PER YEAR

Savings vary based on electricity, water and usage rates.
Residential customers only. Purchase limit - 2 showerheads.

pse.com/myrebates Provided by  **PUGET SOUND ENERGY**

Size: 5" x 4" Sticker

PSE Hydro Facility Snoqualmie Falls Park, WA

HIGH PERFORMANCE LOW COST

Choose a high performance **WaterSense** showerhead to save.

 = **\$100**
SAVINGS PER YEAR

Savings vary based on electricity, water and usage rates.

pse.com/myrebates Additional savings provided by  **PUGET SOUND ENERGY**

Size: 5" x 2.5" Sticker

BARTELL DRUGS

Bartell Drugs Lighting Section

- Use circular stickers next to price tag uniformly throughout the shelf.
- Use smaller shelf talkers along with circular stickers as supporting POS. Never use alone.

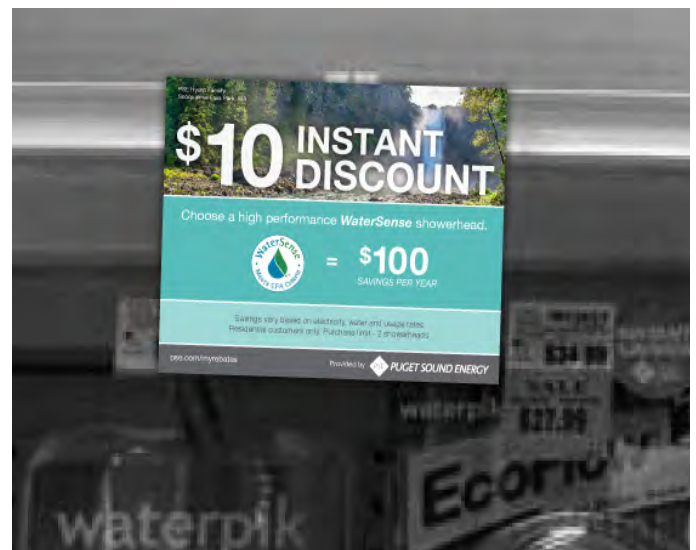


Examples:



Bartell Drugs Showerhead

- Place next to retail price tag on shelf under the showerheads.



DOLLAR TREE

Dollar Tree Lighting

- Place on upper right hand side of display.



- Large Round 3.5" place on unopened box at a 10% angle on the left hand side.
- Use supporting POS on right side.



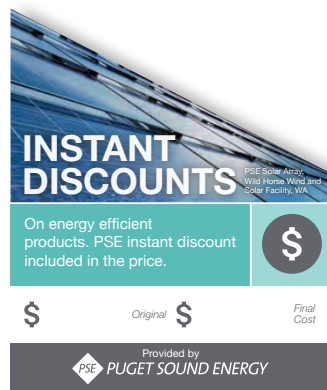
Examples:



FRED MEYER

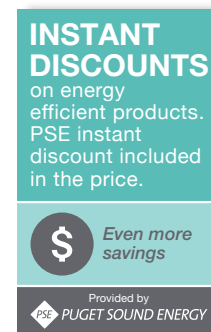
Fred Meyer Lighting

- Use circular or die cut sticker interchangeably.
- Use one or the other, just be consistent.
- If using write-in make sure correct price (original) and final cost are used.

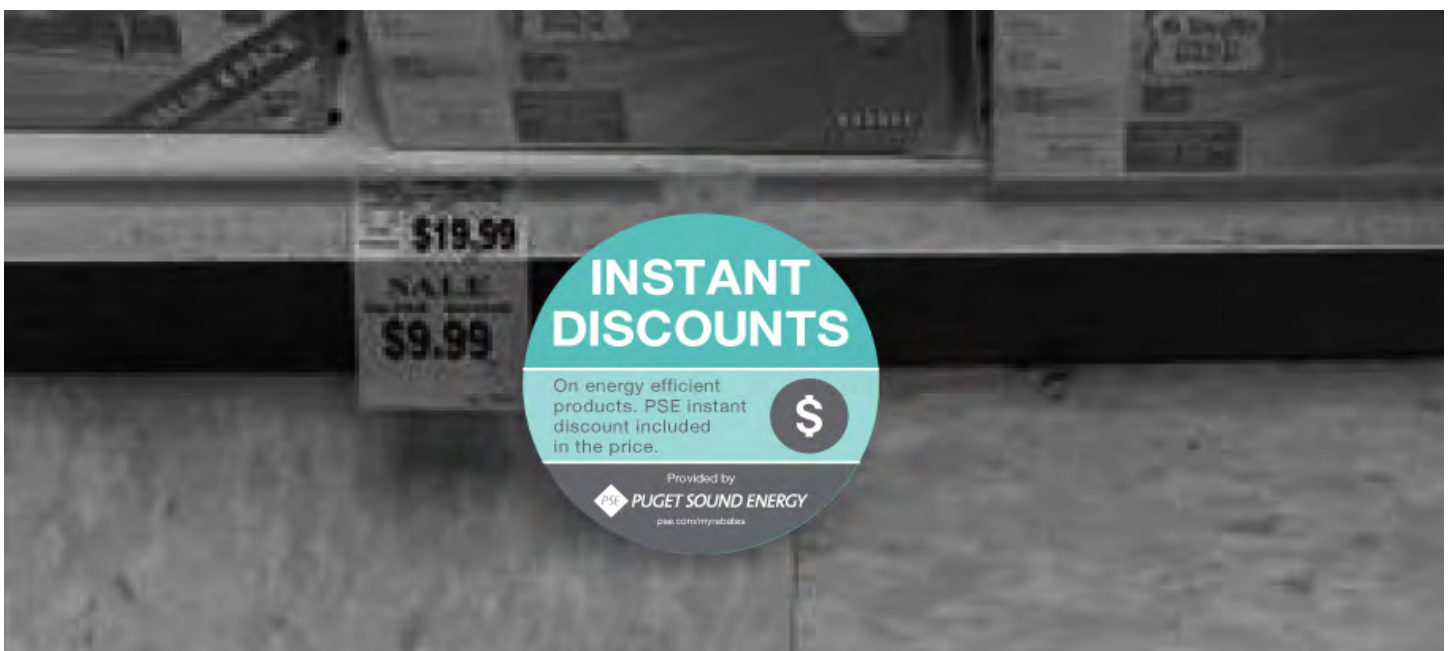


Fred Meyer Lighting

- Place in a uniform way opposite of small rounds on every other peg or in a uniform across the peg set to be consistent.



Examples:



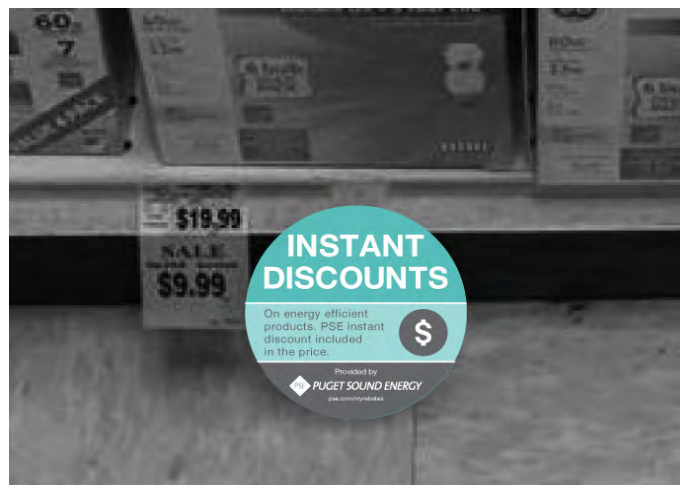
FRED MEYER

Fred Meyer Lighting

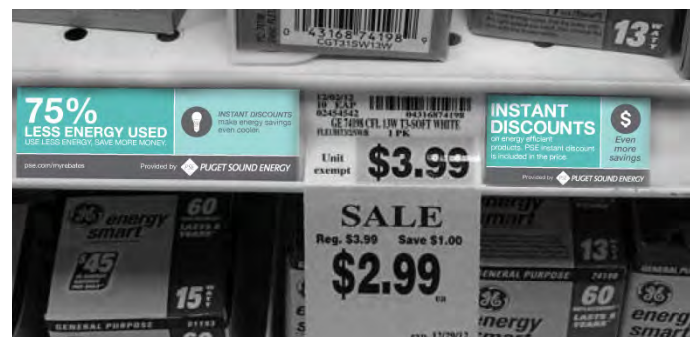
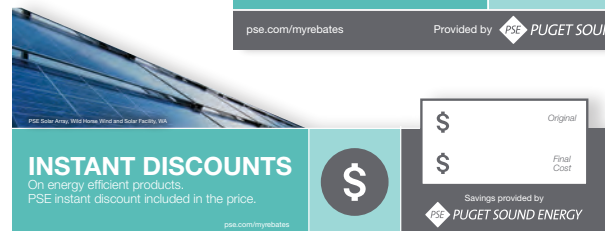
- For Large Round 3.5" place on bottom shelf use plastic C-Track POS holder to hang or use wobbler instead.
- Whether using circular or wobbler just be consistent through the section.
- Make sure correct original cost and final cost are in the write-in section.



Examples:



- Place with instant discount next to price tag in a uniform way on all C-track systems. Small tags should not be used the on bottom shelf if at all possible.
- Another option is to use on shelf talkers that state the original price and the final cost.



FRED MEYER

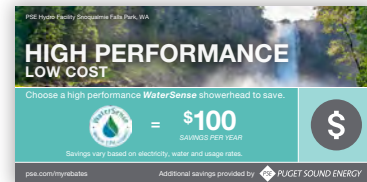
Fred Meyer Lighting

- Place at least one Aisle violator in every set.

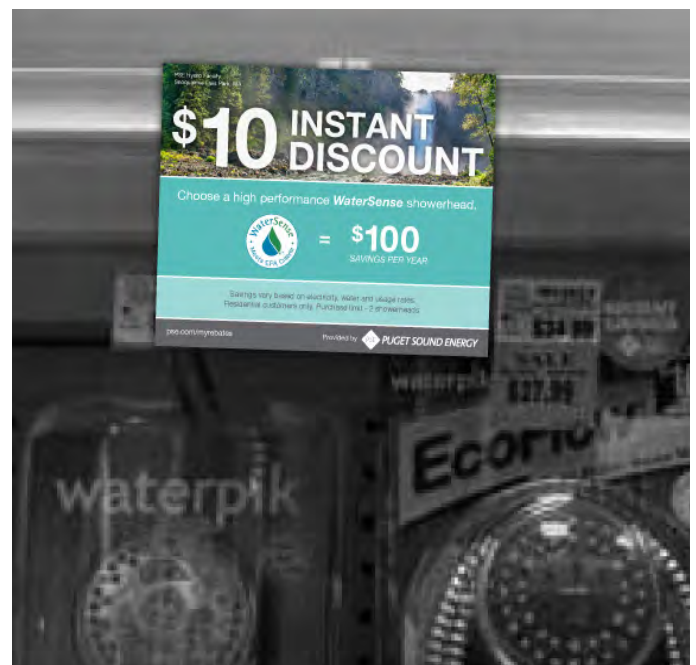


Fred Meyer Showerheads

- Place on upper C-track with multi-use POS holder.



Examples:



WALGREENS

Walgreens Lighting

- Use write-ins interchangeably.
- Use one or the other just be consistent.
- If using write-in make sure correct price (original) and final cost are used.

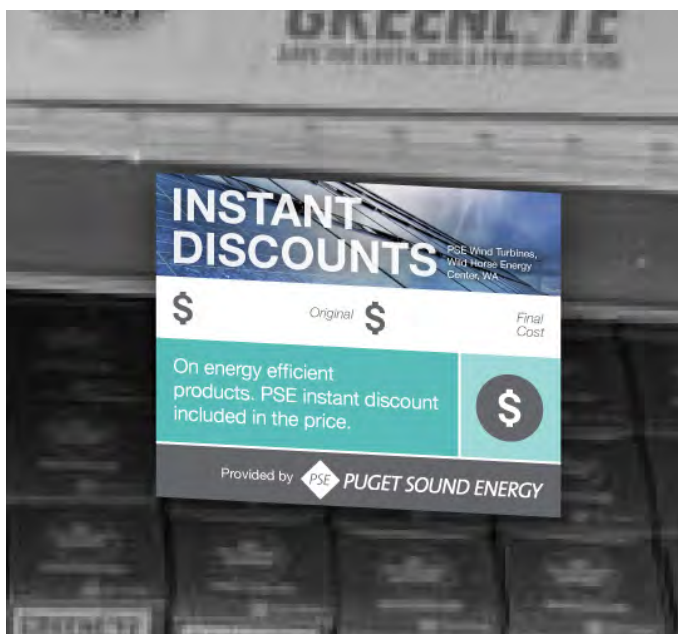


Walgreens Lighting

- Place in a uniform way opposite of small rounds on every other peg or in a uniform across the peg set to be consistent.



Examples:



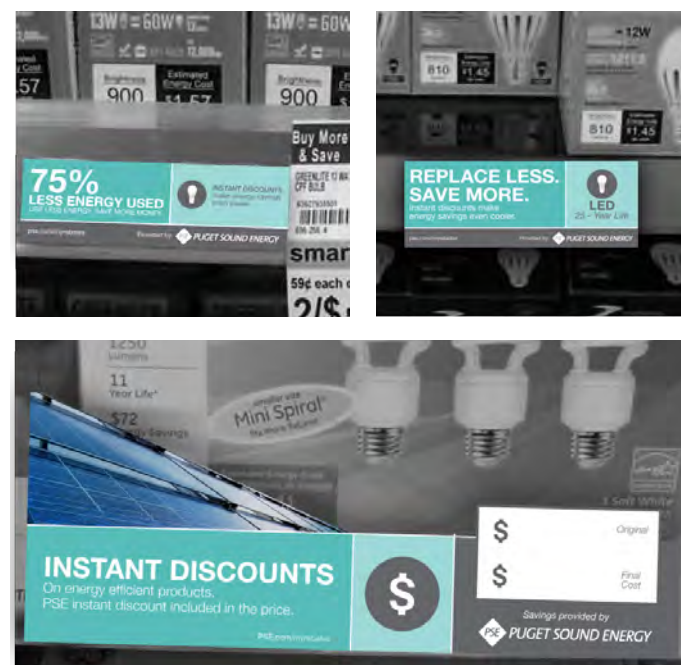
WALGREENS

Walgreens Lighting

- For Large Round 3.5" place on bottom shelf use plastic C-Track POS holder to hang or use wobbler instead.
- Whether using circular or wobbler just be consistent through the section.
- Make sure correct original cost and final cost are in the write-in section.



Examples:



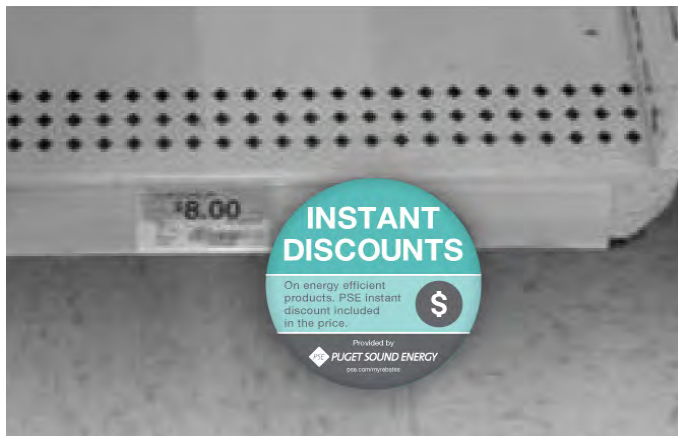
WALMART

Walmart Lighting

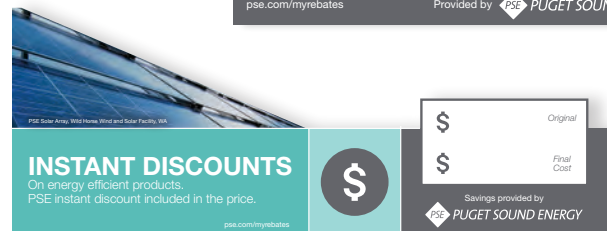
- For Large Round 3.5" place on bottom shelf use plastic C-Track Pop holder to hang or use wobbler instead.
- Whether using circular or wobbler just be consistent through the section.
- Make sure correct original cost and final cost are in the write-in section.



Examples:



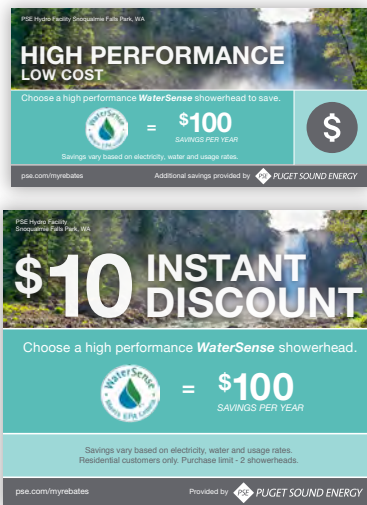
- Place with instant discount next to price tag in a uniform way on all C-track systems. Small tags should not be used the on bottom shelf if at all possible.
- Another option is to use on shelf talkers that state the original price and the final cost.



WALMART

Walmart Showerheads

- Tape to the left side of price tag.
- Tape to bottom track.

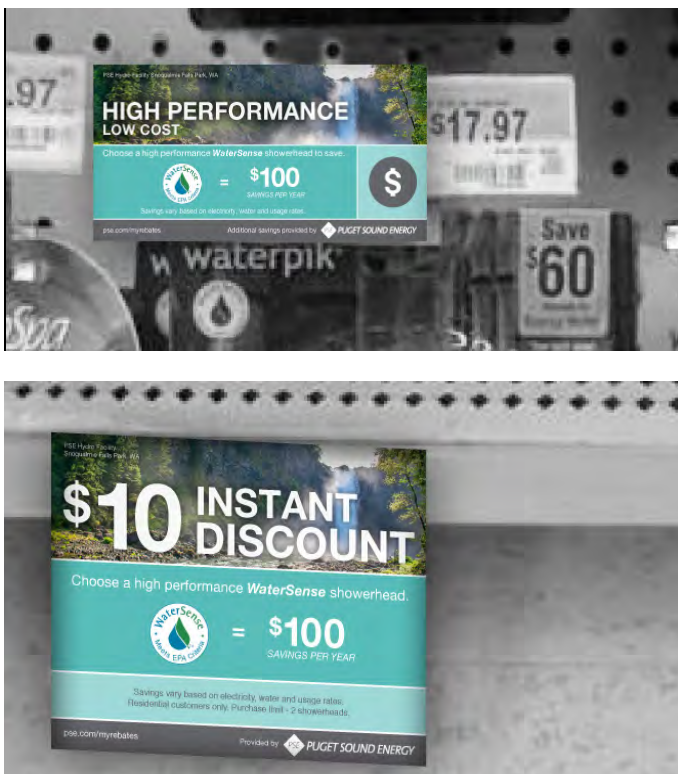


Walmart Lighting

- Place at least one Aisle violator with every set.



Examples:



BATTERIES PLUS

Batteries Plus Lighting

- Use circular stickers on bottom corners of lighting displays.
- Use sticker or write-in on C-track.
- If using write-in make sure correct price (original) and final cost are used.

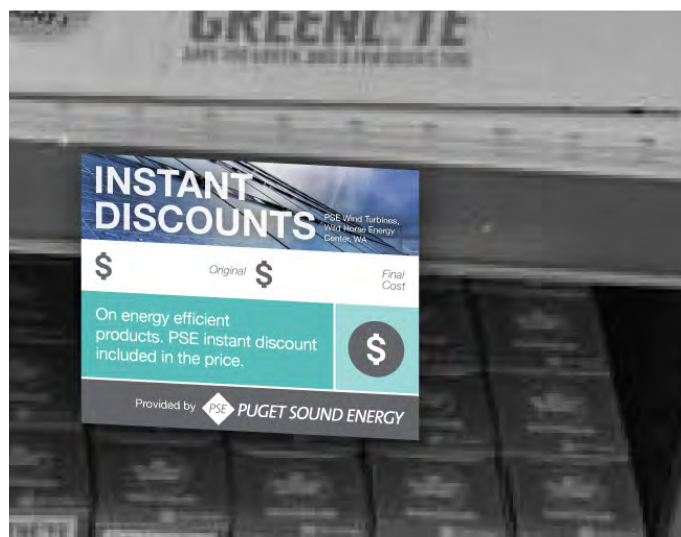


Batteries Plus Lighting

- Place in a uniform way opposite of small rounds on every other peg or in a uniform across the peg set to be consistent.



Examples:



BATTERIES PLUS

Batteries Plus Lighting

- For Large Round 3.5" place on bottom shelf use plastic C-Track POS holder to hang or use wobbler instead.
- Whether using circular or wobbler just be consistent through the section.
- Make sure correct original cost and final cost are in the write-in section.



Examples:



LOWES

Lowes Lighting

- Best practice for larger beams is to use small circular sticker on right hand side of price tag.
- Use supporting POS with circular stickers.



Lowes Lighting

- Large Round 3.5" stickers can be placed back to back and affix to lighting fixtures to the right of the bar code



Examples:



LOWES

Lowes Lighting

- Use uniquely shaped sticker and/or wobblers to grab the consumers attention especially in larger sets.
- Different shapes break up the “squareness” on shelf.



Examples:

Lowes Lighting

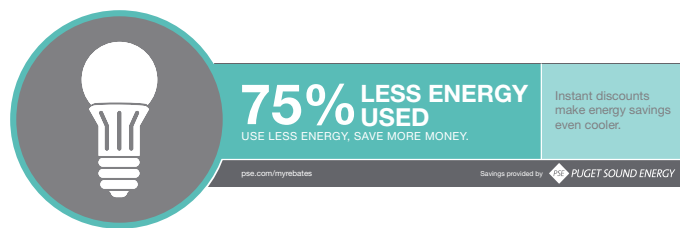
- Place at least one Instant Discount violator and at least one “choose” violator in the set at eye level.



LOWES

Lowes Lighting

- Place shelf talkers on shelf in front of LED's that are rebated.



Examples:

Lowes Lighting Fixture Area

- Place on left hand side of on bottom of beam only on this beam type.
- Use supporting POS rear fixture price tags.



LOWES

Lowes Top Load Washers

- Best practice for top loading washers is to place on back left corner of lid. If manufacturer signage is there place on front left corner uniformly throughout the set.



Lowes Front Load Washers

- Best practices for front loading washers is to place on left corner by door. If manufacturer signage is there place in center of round glass door and lastly on top of machine, front left corner.



Examples:



LOWES

Lowes Refrigerator/ Freezer

- Place in uniform at eye level throughout the section.



Lowes Refrigerator/ Freezer

- For chest freezers place on left side and keep uniform.



Examples:



LOWES

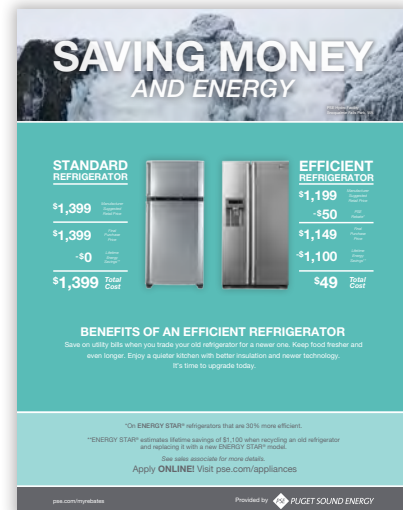
Lowes Appliance

- Use this counter card in as many places as possible-on top of appliances and wherever else is available.
- Get creative!



Lowes Appliance

- Use refrigerator counter card on refrigerators or anywhere else it makes sense.
- Get creative!



Examples:



LOWES

Lowes Showerheads

- Use both signs on each side of the showerhead panel on top beam.

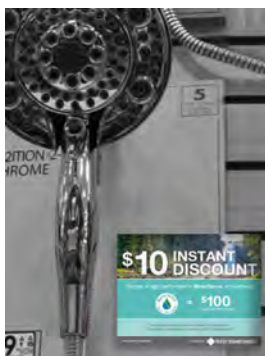


Lowes Showerheads

- Place on product display in lower right corner.



Examples:



HOME DEPOT

Home Depot Lighting

- Best practice for larger beams is to use small circular sticker on right hand side of price tag.
- Use supporting POS with circular stickers.



Home Depot Fixtures

- Large Round 3.5" stickers can be placed back to back and affix to lighting fixtures to the right of the bar code



Examples:



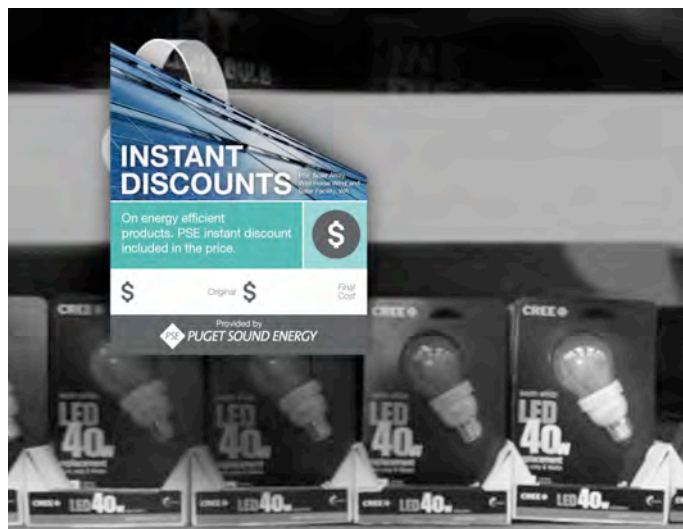
HOME DEPOT

Home Depot Lighting

- Use uniquely shaped sticker and/or wobblers to grab the consumers attention especially in larger sets.
- Different shapes break up the “squareness” on shelf.



Examples:



Home Depot Lighting

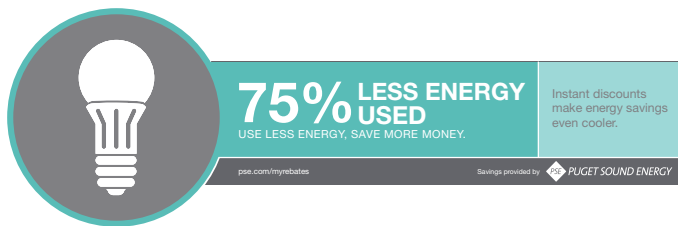
- Place at least one Instant Discount violator and at least one (choose) violator in the set at eye level.



HOME DEPOT

Home Depot Lighting

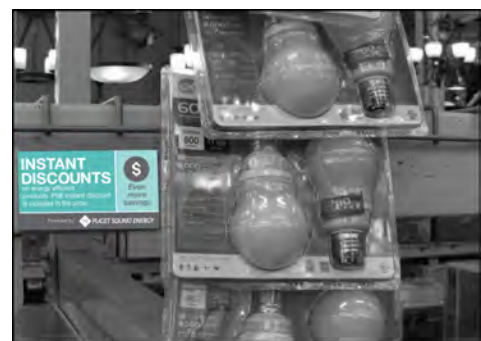
- Place shelf talkers on shelf in front of bulbs that are rebated.



Examples:

Home Depot Lighting Fixture Area

- Place on vertical beam to place cross promotional messaging.
- Use supporting POS rear fixture price tags.



HOME DEPOT

Home Depot Top Load Washers

- Best practice for top loading washers is to place on back left corner of lid. If manufacturer signage is there place on front left corner uniformly throughout the set.



Home Depot Front Load Washers

- Best practices for front loading washers is to place on left corner by door. If manufacturer signage is there place in center of round glass door and lastly on top of machine, front left corner.



Examples:



HOME DEPOT

Home Depot Refrigerator/ Freezer

- Place in uniform at eye level throughout the section.



Home Depot Refrigerator/ Freezer

- For chest freezers place on left side and keep uniform.



Examples:



HOME DEPOT

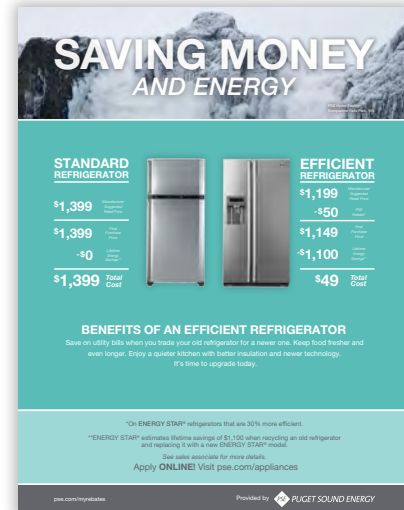
Home Depot Appliance

- Use counter cards in as many places as possible-on top of appliances and wherever else is available.
- Get creative!



Home Depot Appliance

- Use Refrigerator counter cards in as many places as possible-on top of appliances and wherever else is available.
- Get creative!



Examples:



HOME DEPOT

Home Depot Showerheads

- Use both signs on each side of the showerhead panel on top beam.



Home Depot Showerheads

- Place on product display in lower right corner or as an aisle violator.



Examples:

