

## WHY THIS PROGRAM?

Select Delivery Date after January 15, 2024

- Flagship Category: 60% Gross Profit with cost out and adjusted retails.
- Reduced offering of OPP and MPP SKUs to drive consumers into more appropriate premium quality levels to fit their expectations.
- Updated ACE Brand Packaging in Sprinklers, Nozzle and Fittings shows differentiation within product groups for quality levels.

### MERCHANDISING IMPACT

- \* SKU Change: 20% (32 added/28 removed)
- \* Reflow POG to lead w/Dramm expanded items: 50% margin
- \* Hose fittings, destination items in last section. 72% margin with low avg. retail of \$7.84

## WHAT'S NEW WHAT'S NEW WHAT'S NEW

### WHAT?

Dramm Brand Blocking and offering expanded items

### WHY?

- Expanded Offering from 9 to 18 SKUs.
- Eye Catching Colors! Leads off Planogram.
- Dramm not offered in big box retailers.



Ace Stock Numbers:  
7165723, 7201577

### WHAT?

NEW ACE Brand Heavy Duty Nozzles

### WHY?

- Innovation with an easy turn on/turn off feature
- 3 SKU offering in New Adjustable pattern, Multi Pattern and Fireman Nozzle



Ace Stock Numbers:  
7028856, 7028857, 7028858

### WHAT?

Ace Brand Packaging Updated

### WHY?

- Clear step up in product features and bold duty callout.
- Universal card size on all nozzles
- New Sprinkler, Nozzle and Fittings packaging matches Ace Brand Hose strategy creating similar shopping experience between product groups.



Ace Stock Numbers (nozzles only):  
7435316, 7029246, 7165723

Hoses shown for purpose of complete packing strategy. Items are merchandised in hoses and not part of the set or eligible for discounts.

## PLANOGRAM VIEW & INCENTIVES



**CONV/CORE/SUPER:** Change in # of SKUs: 32 added/28 removed

FORMAT	SKU Count		Avg. 12 Mo. Sales \$/Store		Avg. 12 Mo. GP\$/Store		Avg. 12 Mo. Units\$/Store		GP%		Sales \$/Sq. ft.			GP\$/Sq. ft.		
	Old	New	Old	New	Old	New	Old	New	Old	New	Old	New	% Change	Old	New	% Change
<b>CONV/CORE/SUPER - 12 FT.</b>	157	161	\$31,679	\$34,509	\$17,546	\$20,351	\$2,622	\$2,691	55.4%	59%	\$793	\$864	9%	\$439	\$509	16%

Data is based on stores with +80% acceptance

### Program Incentives

**25% OFF**  
product to complete  
Discovery Planogram  
Early Adopter savings  
estimated at \$1,642 per store.

13 equal installment or defer total to August 2024 Discovery dating.  
Funded merchandising elements will be purchased full price, and credit will be issued via quarterly credit process.