

Contents

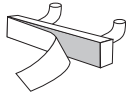
HP digital photography endcap—Staples (Canada) Holiday 2003 merchandising instructions



(1) Header sign



(1) Backwall sign



(5) Pegboard adapter clips



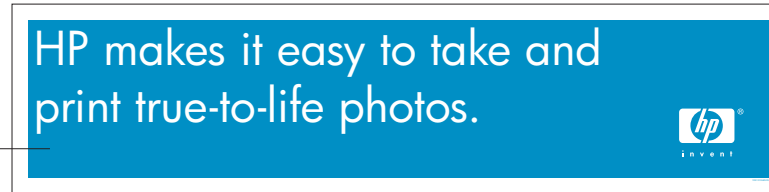
(1) HP Photosmart 7960/945 tent card



(1) HP Photosmart 245/435 tent card



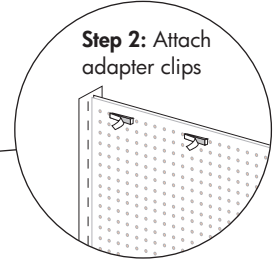
(1) C-channel strip



Header sign ●



Backwall sign ●



Step 2: Attach adapter clips

- HP Photosmart 7960 photo printer
- HP Photosmart 435 digital camera
- HP Photosmart 245/435 tent card
- C-channel strip
- HP Photosmart 245 printer
- HP Photosmart 945 digital camera
- HP Photosmart 7960/935 tent card

Instructions

1. Locate where the HP Photosmart digital photography endcap will be displayed and ensure products are arranged as shown in illustration above. Clear existing merchandising as needed.
2. Slide the header sign into the top fixture just above the gondola.
3. Attach (5) pegboard adapter clips on the top of the endcap. Ensure the adapters are evenly spaced.
4. Peel adhesive from the clips and adhere backwall sign to the clips, ensuring the sign is flush with the top and sides of the gondola.
5. Fold tent card along the creases and adhere together. Place the appropriate tent card in front of products listed on the card (see illustration above).
6. Slide the c-channel strip into the c-channel of the gondola.

Note:

The illustration above shows merchandising for English stores. French stores will have the **same components** in French.

Key dates:

Merchandising installation.....November 3, 2003