

Electronics - Display Pallet Guidelines

1.1 TTR (Take To Register) Pallet Display

8 Trays x 10TTR's per Tray x 2 Layers = 160 TTRs per Pallet

Card

Each TTR Card is 10"W x 15"H; 1"R corners
Material must be corrugate, printed two sides

Construction must be able to withstand minimum load requirements in distribution as well as hold up to in-store use.

Tray

Every Tray is identical & Modular-

- 12"W and 14"L
- One piece construction is required
- 2" front lip, 4" sides with integrated slots
- must be printed, plain white is not allowed

Skirt

Butterfly skirt construction
4 Panels - 22"/55.8 cm high.

Fillers

Three Fillers are required between trays

- Filler A (x1) - 14" d x 24" w x 15.375" h
- Filler B (x 2) - 12" d x 20" w x 15.375" h
- must be tuck, RSC or sealed end boxes without exposed fluting
- must be printed, plain white is not allowed
- no other dividers or additional corrugate structural elements

Notes

No Slip Sheets or Grip Sheets between layers
No 40 x 48 Layers Trays
All Pallets must comply with
Costco's Structural Packaging Specifications

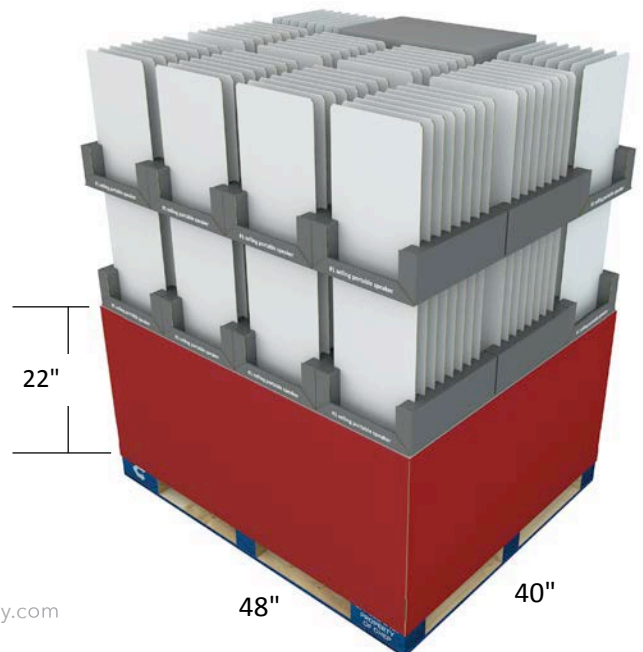
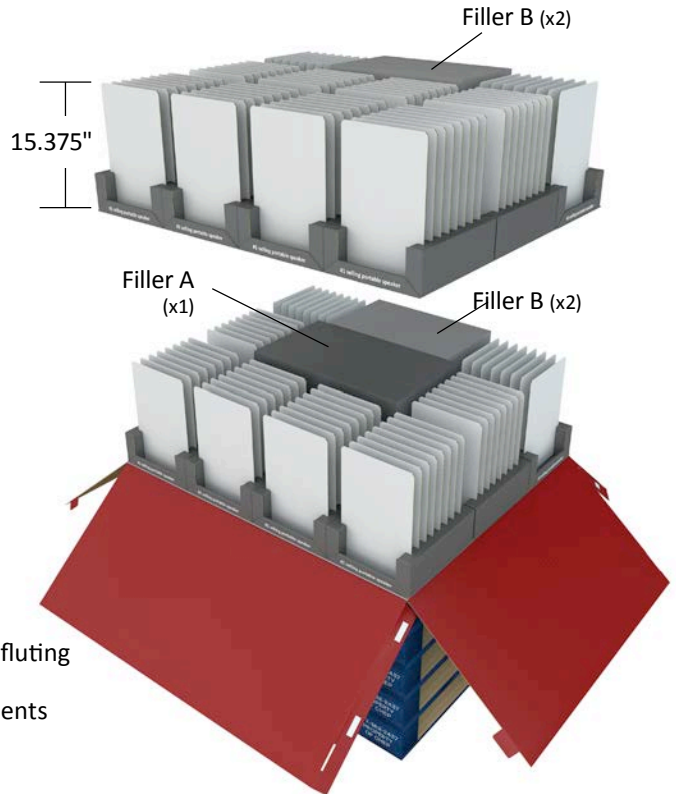
Consistency Drives Program Success

Berkley LLC created this guideline

Berkley can design, build, test,
and produce your corrugated displays.
They will project manage your display while ensuring color
consistency and structural integrity.

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1.2 TTR (Take To Register) Pallet Display with Demo Unit

8 Trays x 10TTR's per Tray x 2 Layers = 160 TTRs per Pallet

Card

Each TTR Card is 10"W x 15"H; 1"R corners
Material must be corrugate, printed two sides

Construction must be able to withstand minimum load requirements in distribution as well as hold up to in-store use.

Tray

Follow 1.1 for instruction

Skirt

Follow 1.1 for instruction

Fillers

Follow 1.1 for instruction
Note location changes vs. 1.1

Interactive Demo

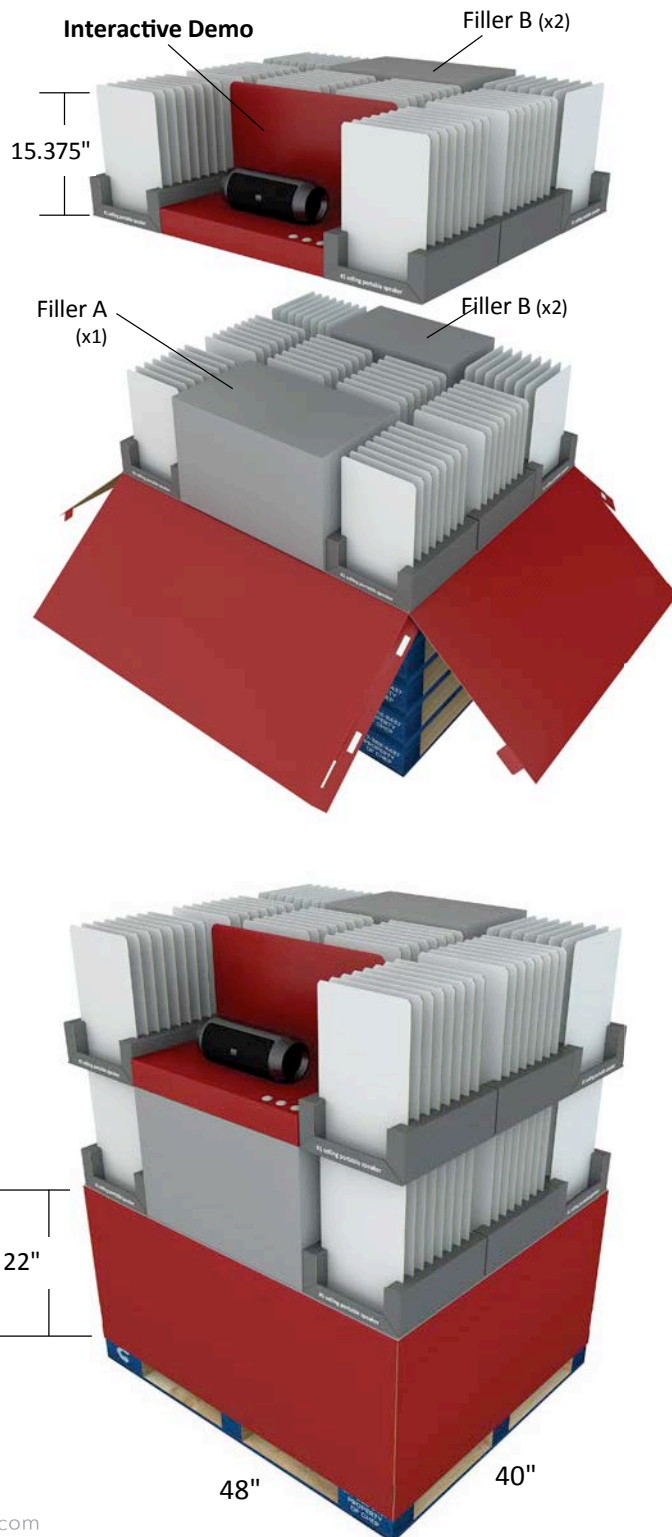
Must ship in an enclosed case no bigger than 14" d x 24" w x 15.375" h

Must be packed in shipper box with protective packaging and labeled with placard marked DEMO UNIT

Demo Shipper box needs to be designed to accomodate single parcel (ex. Fedex) shipping environment

Notes

No Slip Sheets or Grip Sheets between layers
No 40 x 48 Layers Trays
All Pallets must comply with Costco's Structural Packaging Specification



1.3 Examples of Non Acceptable Displays

Please read below if demo units and/or merchandising needs prevent vendor from following the guidelines outlined in sections 1.1 and 1.2

Will require buyer approval

Displays need to be three side shoppable and contain minimum 160 TTR cards (Fig 1 and Fig 2 both have less than required amount of cards per display)

Do not place cards in Stadium Trays (Fig 1)
Pallets must be two(2) Layers of pull cards at minimum but dont offset Trays (Fig 2)

Cards must be presented to front edge of pallet (Fig 1)

No false bottom Risers are allowed (Fig 1 & 2) to raise up cards. Only the 22" butterfly skirt.

All marketing billboards behind Demo units must be built into the Demo so it can be moved to the steel and not lose its effectiveness(Fig 3).

