

Rio[™]

**RIO POP INSTRUCTIONS
AND EXPECTATIONS**

RIO™ IN-STORE BRAND SUPPORT



- All Rio carts come with banners attached.
- Once a cart has been emptied, please remove all banners before placing the cart in designated area for pick up by CC.



CART BANNERS



More sun, more blooms!

Rio™

Dipladenia

Relax...it's Rio™

- ✓ Easy care
- ✓ Drought tolerant
- ✓ Non-stop blooms

Perleca
Sign up for our FRESH SHIPMENT ALERT!
perleca.com

HOME DEPOT GARDEN CLUB
Join Now!
homedepot.com/gardenclub

More sun, more blooms!

Rio™

Dipladenia

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More sun, more blooms!

Rio™

Dipladenia

Perfect for landscapes!

Relax...it's Rio™

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- ✓ Drought tolerant
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P.O.P. SIGNAGE – SET ON INITIAL DELIVERY



TRIANGLE TOWER



MONSTER RACK HEADER



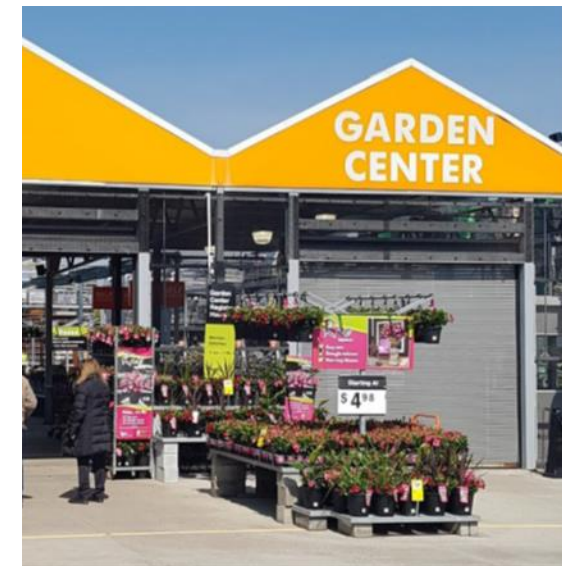
POSTCARDS



APRON HEADER
(47 x 12)



A-FRAME



P.O.P. INSTRUCTIONS – MONSTER RACK OVERHEAD SIGN



Step 1 of 4

Small holes to zip-tie sign closed
(4 holes on outer panels)



BACK

FRONT

BOTTOM

Larger holes for hanging baskets
(Holes on bottom of front panel)

Small holes to zip-tie sign around front pole
(4 sets of holes on middle & bottom panel)

Step 2 of 4



Fold at heat bends (2) creating 3 panels



P.O.P. INSTRUCTIONS – MONSTER RACK OVERHEAD SIGN

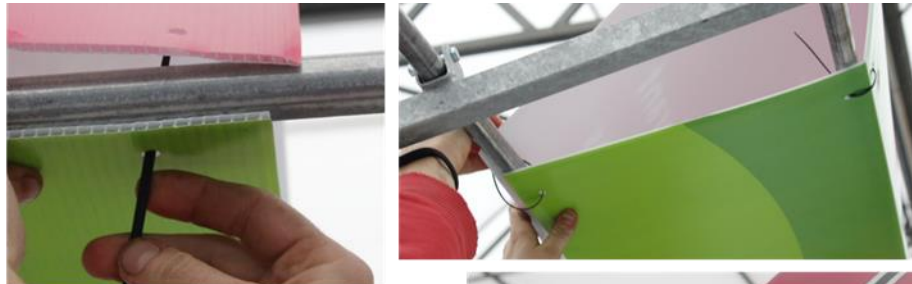


Step 3 of 4



Connect sign to front pole, zip-tying sign around pole through holes

NOTE: tighten zip ties by hand, not pliers



Connect back panel to base, wrapping zip-tie around rear pole



Step 4 of 4



Front



Back

Trim excess zip-ties



NOTE: IF A STORE HAS A MONSTER RACK WITHOUT A REAR POLE, USE 2 LARGE ZIP TIES TO ATTACH BACK OF SIGN TO SIDE POSTS



P.O.P. INSTRUCTIONS – MONSTER RACK TRIANGLE TOWER



Step 1 of 2

Small holes to zip-tie triangle closed
(3 holes on outer panels)



Holes to zip-tie triangle to monster rack
(Holes on outer panels)

Scored twice at 14"
Note: one score is less pronounced. If necessary, measure 14" from edge and you'll find the bend.

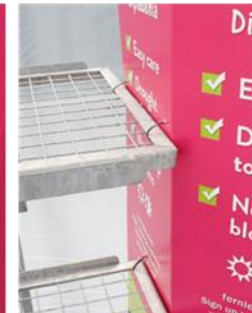
Step 2 of 2



Fold at heat bends (2)
creating 3 panels



Then, line up holes against side of rack



Zip-tie upper holes to top shelf of rack, zip tie lower holes to middle rack

Zip tie triangle closed (top, middle, bottom) with seam at the back



MONSTER RACK - COMPLETE

This is an example of the signage on the rack only.
(Rio product placement will vary)

P.O.P. INSTRUCTIONS – BENCH / A-FRAME



A-FRAME



6 holes to zip-tie sign to A-Frame



BENCH SIGNAGE



Note: Header dimensions are 47" x 12".

Bench Poster (4 holes in each poster can be zip tied to post) Use up inventory – new ones not produced in 2023



Apron Header
6 holes

IDEAL STANDARD TABLE SET UP (IF TABLE HAS Y-FRAME)

FRONT VIEW

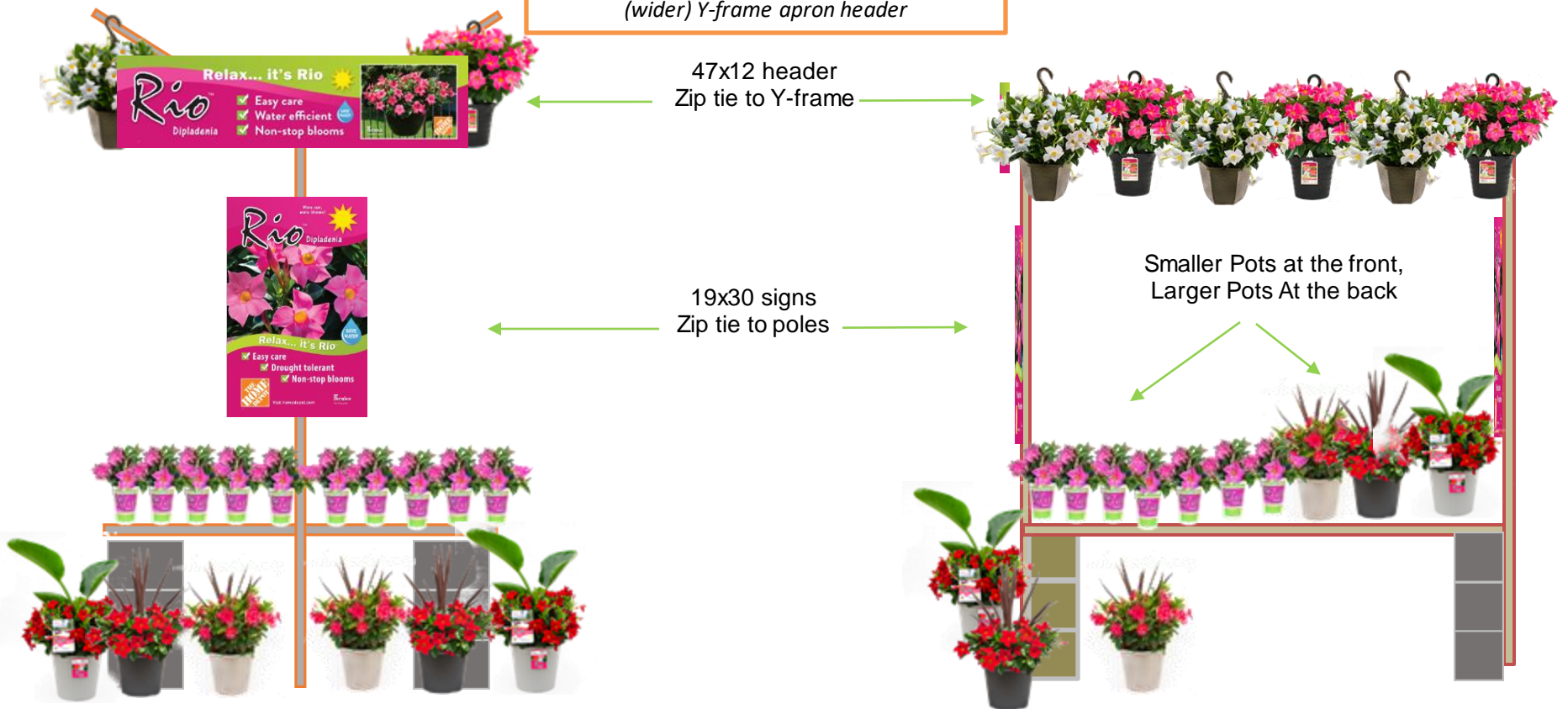
SIDE VIEW

This would be the ideal set up with the larger (wider) Y-frame apron header

47x12 header
Zip tie to Y-frame

19x30 signs
Zip tie to poles

Smaller Pots at the front,
Larger Pots At the back



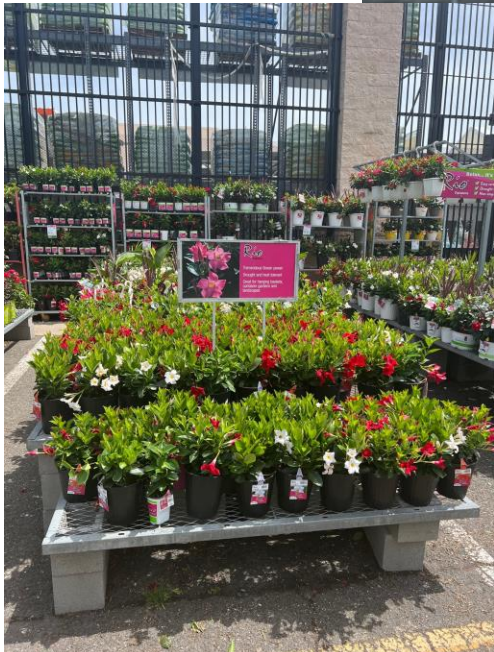
A-FRAME



MONSTER RACK

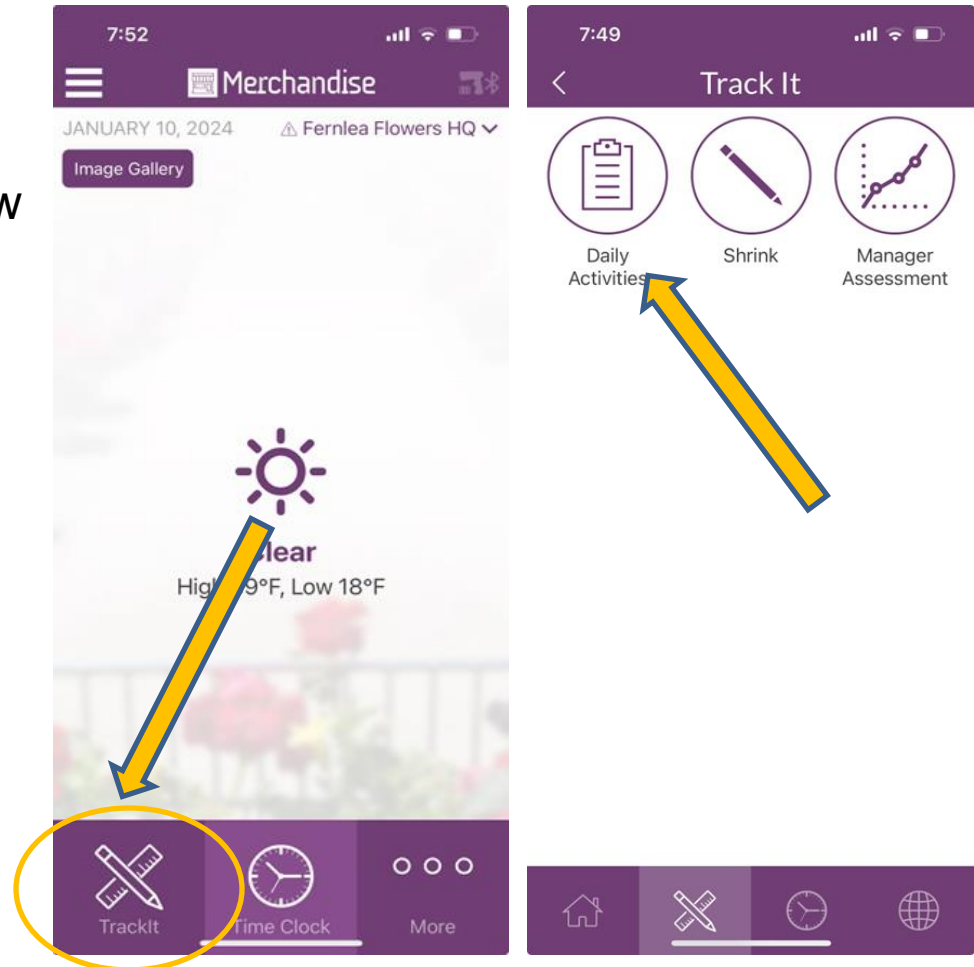


**APRON TABLE
(without Y-Frame)**



When POP Is Received

Please complete question(s) in the “**Daily Activity List**” letting us know that a POP Kit was Received successfully.

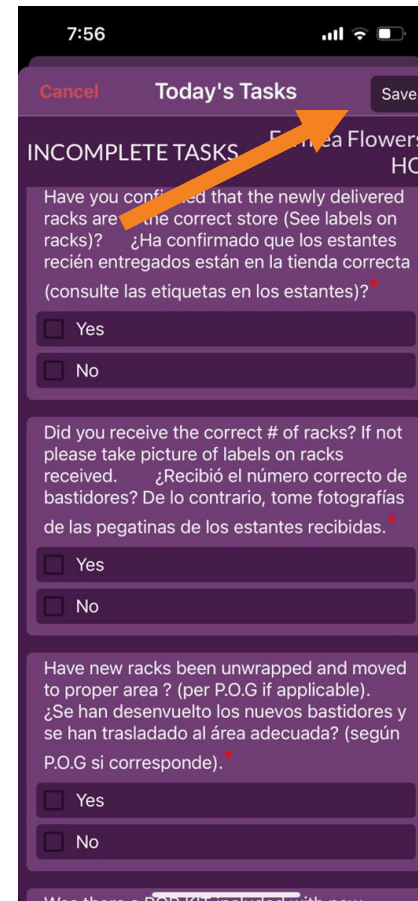
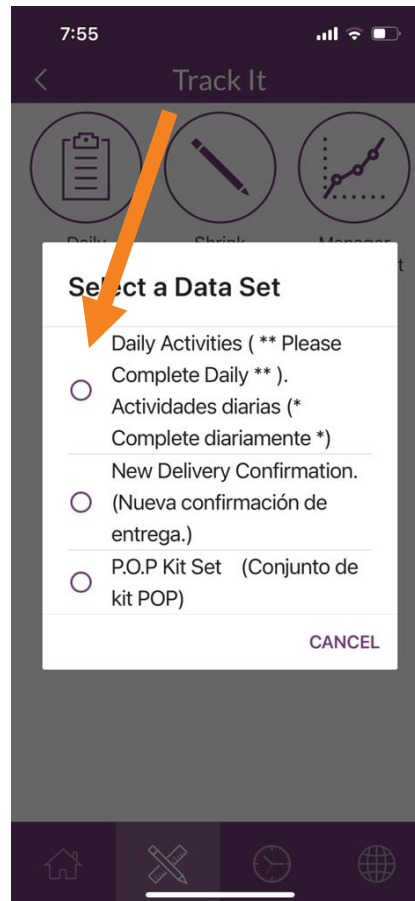
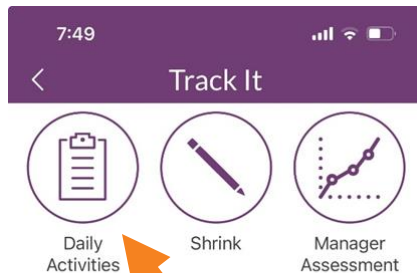


NEW DELIVERY ACTIVITY LIST



STEPS TO COMPLETE ACTIVITY LIST

- ✿ To achieve this, we ask that your team complete the “New Delivery” activity list twice a week (at minimum) and every time a new delivery is received.





We appreciate your support.

Thank you!