



Merchandiser Training

Welcome to The Hampshire Farms Family in your new position as Merchandiser!

In the following manual you will find lots of information regarding your position. You can reference this document over and over and save it for future reference. Much of the information is "Clickable" so be sure to follow the links provided. This is meant to be a guideline for your training. Your Field Sales Supervisor, among others, will be by your side each step of the way.

We are very excited you are here and look forward to watching you grow!

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UKG

An account has been created for you within the Hampshire Holdings, L.L.C.'s employee self-service portal. If you have already logged into UKG, no need to do the following instructions. Your employee information is in the **My info** tab. Click the link below for Instructions on Logging in and out.

Setting UKG up on your phone





ROLLING OUT UKG READY MOBILE INSTRUCTIONS
EASY AS 1.2.3



1

INSTALL THE APP

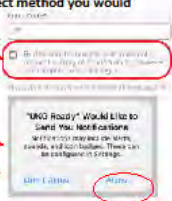
- Via the App Store search for "UKG Ready Mobile"
- Or use QR Codes to install:
[UKG Ready Mobile for iPhone](#)

- [UKG Ready Mobile for Android](#)


2

SIGN-IN WITH YOUR CREDENTIALS WITHIN MOBILE APP

- Open the application on your device. Select "North America" as your region from the list
- Type in company shortname: **6183543** and select Continue
- Enter your username and password
 - Username is your first name initial and last name. (Example: John Smith is JSmith)
 - Temporary Password: **UKGtemppassword1!**
- Select Login Please note you will be prompted to change password after your first login and be sure to meet new Password requirements.
- Next, you will be asked to configure virtual code settings. Select method you would like to receive code. (text, voice call, e-mail)
 - ❖ **Important:** please be sure to select the box, so that your credentials are saved on device.
- Select Continue after entering code.
 - ❖ **Important:** Please be sure to allow notifications from UKG App, so we can ensure you receive notifications that may be time sensitive.

Contact your supervisor or company administrator if you get error messages with login. (Contact information below)




3

WATCH TRAINING VIDEOS

- ❖ Available training videos will be provided by your direct manager/supervisors.
- Available Videos upon request:
 - Initial UKG Login
 - How to clock in and out
 - How to select labor allocations (if applicable)
 - How to login after being locked out

Any "How To" videos you'd like to see, please request with your direct manager/supervisors.

Questions or Issues with UKG, please reach out to your supervisor first or any of the following:



- UKG ADMINISTRATOR: ANDRES PIEDRAHITA (847) 975-4897
- HR GENERAL EMAIL INBOX: HR@HAMPSHIREFARMS.COM

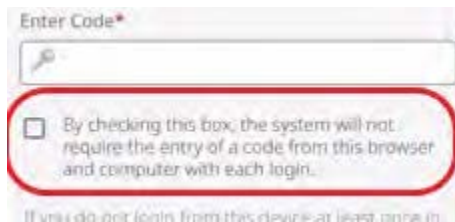
How to clock in AND out



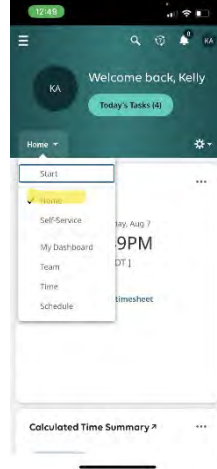
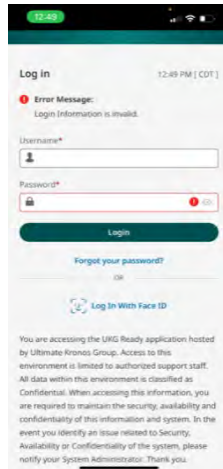
UKG - Clocking In
and Out

[UKG Champs - Log In and Out Job Aid.pdf - All Documents \(sharepoint.com\)](#)

Please be sure to select this box, so that your credentials are saved on your device and be sure to record in a safe place for future use.



The login information is valid for 30 days or an administrator will have to unlock your account!



General Information for UKG

- **What Allocation to use**- the allocation you use depends on the location you are at. For example, if you are Working at the Valparaiso Store your allocation will be Store 2030/Admin
- **When to take a break**- Salaried employees do not need to clock out for their lunch break. You are entitled to a 20-minute break per 5 hours worked as well as a 30 minute lunch break.

How to Check Schedule in UKG

1. Log into UKG with your username and password.
2. At the top left of the page click on the 3 lines
3. Scroll down to My Schedule
4. Click on Schedule
5. From there you will be able to review your schedule by day.

How to Request Time Off

1. Log into UKG with your username and password.
2. At the top left of the page click on the 3 lines
3. Under My Info select Time
4. Click on Time Off
5. Click on Request
6. Select Days off and number of hours on the calendar
7. Select Request Type (Typically, full or half day)
8. Click on submit request

Picas App

- How to complete a store Visit
 1. Enter username and password. Click Sign In.
 2. Click on the 3 lines next to Favorites
 3. Click on Deliveries.
 4. Click on the funnel in the lower right corner
 5. On the “Deliveries Filter” screen, use the Calander icon to enter the End Date and click the box for Include Expected Deliveries. Click on the green arrow.
 6. Click on the store you are entering markdowns for.
 7. At the bottom of the screen, click on Open Store Visit. Click Yes to confirm.
 8. At the top right, click the 3 dots.
 9. Click on Markdown. Enter the amount to be thrown away or marked as clearance.
 10. Click on the green check mark at the bottom of the screen. Near the top of the screen, it should say Save Complete and bring you back to the markdown screen.
 11. When you are done entering that store, click on the back arrow in the top right corner.
 12. Scroll to the bottom and click on Close Store Visit. You can also enter notes on why items are being marked down on this screen.
 13. Click on the 3 lines in the upper right corner and Sign Out when you are finished with that Picas Session.
- **Markdown requirements**
 - When referring to product that is no longer selling it is called a markdown. All markdowns are to be recorded in Picas. (See step by step guide for using Picas).
 - All departments must have markdowns entered every week. If a merchandiser does not have access to Picas then it is the supervisor's responsibility to manually enter the markdowns.
 - Markdowns must be entered by Thursday evening.
 - Once product has been deemed a markdown it is to be removed from the sales floor and tossed down the compactor.
- **Factors which determine which plants should be considered a Markdown/disposed of:**
 - All plants with pests
 - Plants that show signs of rot
 - Floral plants that are no longer in bloom
 - Plants in chipped or cracked pots
 - More than 50% dead or yellowing leaves, or leaf drop
- **How to complete a Markdown**
 - With correct store visit open
 - At the top right, click the 3 dots.
 - Click on Markdown. Enter the amount to be thrown away or marked as clearance.
 - Click on the green check mark at the bottom of the screen. Near the top of the screen, it should say Save Complete and bring you back to the markdown screen.
 - When you are done entering that store, click on the back arrow in the top right corner.
 - Scroll to the bottom and click on Close Store Visit.

- Click on the 3 lines in the upper right corner and Sign Out when you are finished with that Picas Session.
- **Reviewing Transactions**
 1. Enter username and password. Click Sign In.
 2. Click on the 3 lines next to Favorites
 3. Click on Recent Visits
 4. Click on Transaction you want to review
 5. At the top right, click the 3 dots.
 6. Click review Transaction

Inventory Control

As a Merchandiser you are the eyes and ears of the store. Inventory needs and emergencies must be reported immediately to your Field Sales Supervisor. We use a grading system to place orders, but it is not always accurate. Knowing your grading system is essential to maintaining the appropriate amount of inventory.

- Tables should always be full.
- Depending on the time of year you should have surplus racks to fill holes on tables.

Working with your Field Sales Supervisor to maintain product levels is an essential and important part of the Merchandiser position.

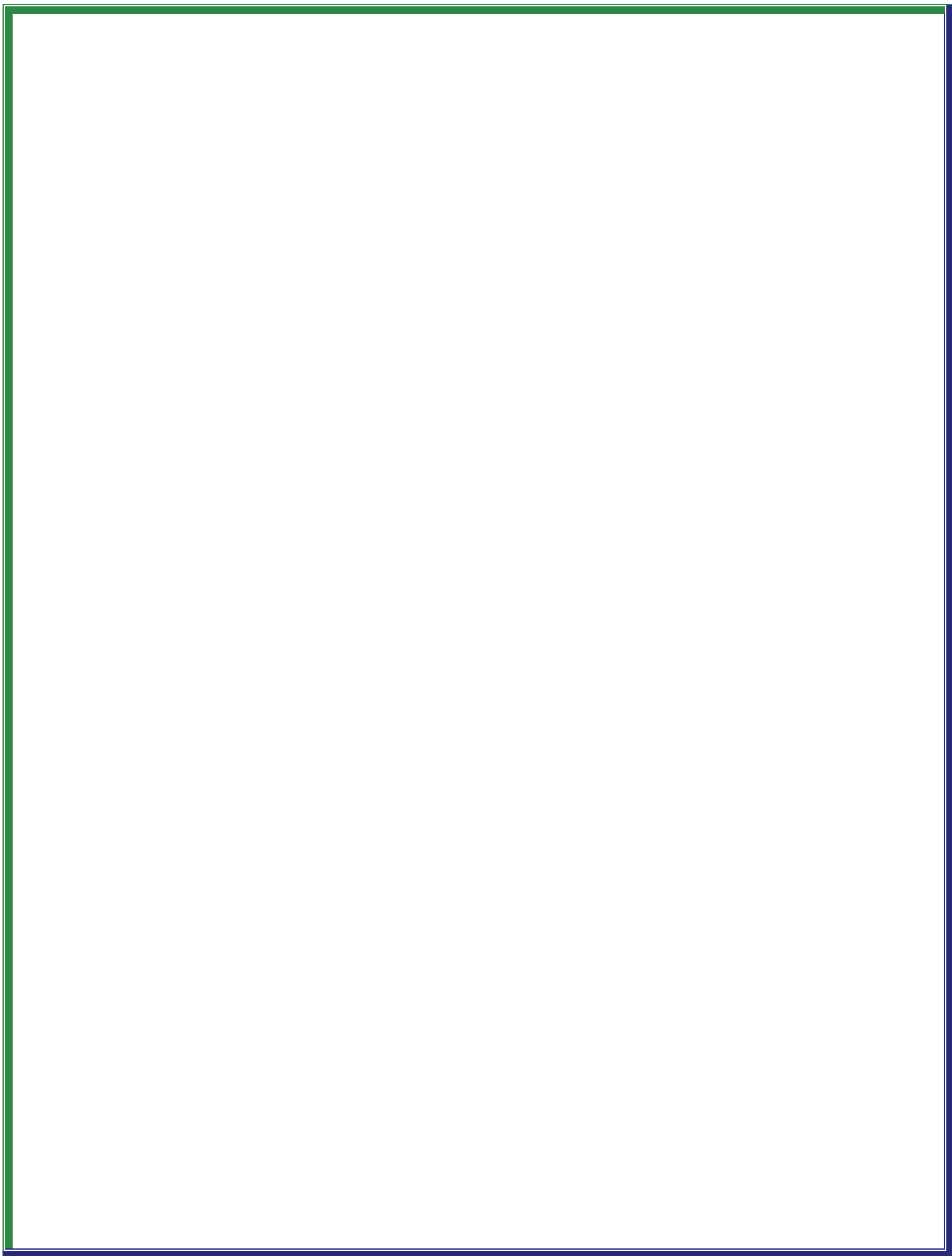
Safety – Essentials to Safety

Staying Safe is of utmost importance at Hampshire Farms. We want our employees, customers and others working around us to go home safe everyday. Working safely is a group effort. If you see something, say something.

Why is safety important?

- **Preventing accidents and protecting lives:** Safety measures reduce injuries, illnesses, and fatalities.
- **Compliance with legal regulations:** Employers avoid penalties and liability.
- **Enhancing company reputation:** Prioritizing safety builds trust with our customers and other vendors
- **Boosting employee productivity:** A safe workplace improves morale and well-being.
- **Cost reduction and legal mandate:** Workplace safety is essential for everyone's health and well-being

The following Safety Manual goes over Safety topics that will help you and others stay safe. Please review the document below with your supervisor. Sign and date once complete and all of your safety questions and concerns have been answered. This will be completed in orientation of the merchandising position.





HAMPSHIRE FARMS FIELD TRAINING SAFETY MANUAL

CC Rack Maintenance and General Information

Hampshire Farms product will arrive at the store on CC Racks. These racks are not owned by Hampshire Farms and we pay a daily rental fee for their use. Therefore, it is vitally important that the racks are returned to the farm as soon as possible.

- Racks are to be cleared of debris including any third party banners, garbage and plastic trays that are not recycled by the farm. (See pictures below for examples)
- Empty racks should be placed in the designated pickup area specifically for the store.
- If an abundant number of racks remain at the store let your supervisor know an additional pick up is required.
- Use of CC racks rented by Hampshire Farms is prohibited by other vendors. When in doubt, we have an app to scan the rack to see who the rack is assigned to. Communication with other vendors on this is key. If it becomes a problem, let your supervisor know.

Merchandising

As a merchandiser you are an important piece to the puzzle. We rely on our merchandisers to merchandise, care for our product, and assist customers in their purchases. As we dive into the merchandising portion of our training, please know that we value your work as a Hampshire Farms merchandiser.

We will go over each product line, signage, and placement of product in the following section of our training.

Perennial Merchandising

Apron Merchandising

Apron table 1 - Proven Winner

- ❑ Table closest to the Garden Gates.
- ❑ Table will be striped short to tall year-round.
- ❑ Varieties will vary weekly based on the Apron Garden Plans.
- ❑ Depending on the time of year it can be one, two, or three-gallon product.
- ❑ Endcap will vary weekly based on the Apron Garden Plans.
- ❑ 12x24 signage will be BMSM or Proven Winner Perennials.
- ❑ 5x8 signage will be BMSM or Proven Winner Perennials.
- ❑ One 5x8 Proven Winner sign in the center of each eight-foot section.
- ❑ One 5x8 BMSM sign on each side of the table run.
- ❑ One 5x8 sign in the center of the endcap.



Apron Merchandising

Apron Table 2 – Vigoro

- ❑ Second Table closest to the Garden Gates.
- ❑ Table will be striped short to tall year-round.
- ❑ Varieties will vary weekly based on the Apron Garden Plans.
- ❑ One gallon product the entire year.
- ❑ Endcap will vary weekly based on the Apron Garden Plans.
- ❑ 12x24 signage will be BMSM or Vigoro Perennials
- ❑ 5x8 signage will be BMSM or Vigoro Perennials.
- ❑ One 5x8 Vigoro sign in the center of each eight-foot section.
- ❑ One 5x8 BMSM sign on each side of the table run.
- ❑ One 5x8 sign in the center of the endcap.



Apron Merchandising

Apron Table 3 – Opening Price Point

- ❑ Third table closest to the Garden Gates.
- ❑ Table will be striped year-round.
- ❑ Varieties will vary weekly based on the Apron Garden Plans.
- ❑ One gallon product the entire year.
- ❑ Endcap will vary weekly based on the Apron Garden Plans.
- ❑ 12x24 signage will be Local Favorite.
- ❑ 5x8 signage will be 1G Perennial.
- ❑ One 5x8 1G Perennial sign in the center of each eight-foot section.
- ❑ One 5x8 sign in the center of the endcap.



Apron Merchandising

Pallets

- ❑ Pallets are typically placed in front of Apron Endcaps and closed off driveways.
- ❑ Metal tables one block high are also an option.
- ❑ Pallets can be striped or blocked depending on the amount of product.
- ❑ 2G Perennials, 3G Perennials, 10in Pots, Combo Pots, and Daylilies are the best options for displays.
- ❑ One 5x8 sign in the center of every two pallets or eight-foot section.



Apron Merchandising

Garden Gates

- ❑ Perennial racks should be set along open Garden Gates to capture impulse sales.
- ❑ The racks can be sale items or fresh product worthy of a quick sale.
- ❑ Sale items should have extra 5x8, 12x24, or BFS signs.
- ❑ Non-sale items should have one 5x8 sign.



Apron Merchandising

Staged Racks

- ❑ Every apron should have a designated rack staging area.
- ❑ Racks need to be staged together by brand near the table destination.
- ❑ Product needs to be rotated onto tables when space is available.
- ❑ Nonpeak season racks should be staged along closed Garden Gates.
- ❑ Every rack should have one 5x8 sign.
- ❑ PW and Vigoro racks need additional 5x8 BMSM signs.



IGC Merchandising

AD Section (Spotlight Area)

- ❑ First eight feet on the perennial table closest to the registers.
- ❑ No Hanging Basket Fixture in the table.
- ❑ AD Section will be striped short to tall year-round.
- ❑ Varieties will vary weekly based on the IGC Garden Plans.
- ❑ Section will be used for Home Depot Ads, HF sale items, or weekly planogrammed product.
- ❑ 12x24 signage will vary based on the IGC Garden Plans.
- ❑ 5X8 signage will vary based on the IGC Garden Plans.



IGC Merchandising

Garden Center Tables 1&2

- ❑ All Garden Center tables except the AD section and Grass Table will be blocked.
- ❑ Varieties will vary weekly based on the IGC Garden Plans.
- ❑ IGC merchandising is a guideline, make sure your shade perennials are protected, and sun perennials are not under shade cover.
- ❑ Endcaps will vary weekly based on the IGC Garden Plans.
- ❑ 12x24 signage will vary based on the IGC Garden Plans.
- ❑ 5x8 signage will vary based on the IGC Garden Plans.
- ❑ One 5x8 sign in the center of every eight each eight-foot section.
- ❑ One 5x8 sign in the center of the endcap.



IGC Merchandising

Grass Table

- ❑ Grass tables will be in the back of the IGC or in the Parking Lot Corral.
- ❑ Table will be blocked short to tall. (NEW IN 2025)
- ❑ Depending on the time of year it can be one, two, or three-gallon product.
- ❑ Endcap will vary weekly based on the IGC Garden Plans.
- ❑ 12x24 signage will be Grasses.
- ❑ 5x8 signage will vary depending on the size of the grass.
- ❑ One 5x8 sign in the center of every eight each eight-foot section.
- ❑ One 5x8 sign in the center of the endcap.



IGC Merchandising

Groundcover Table

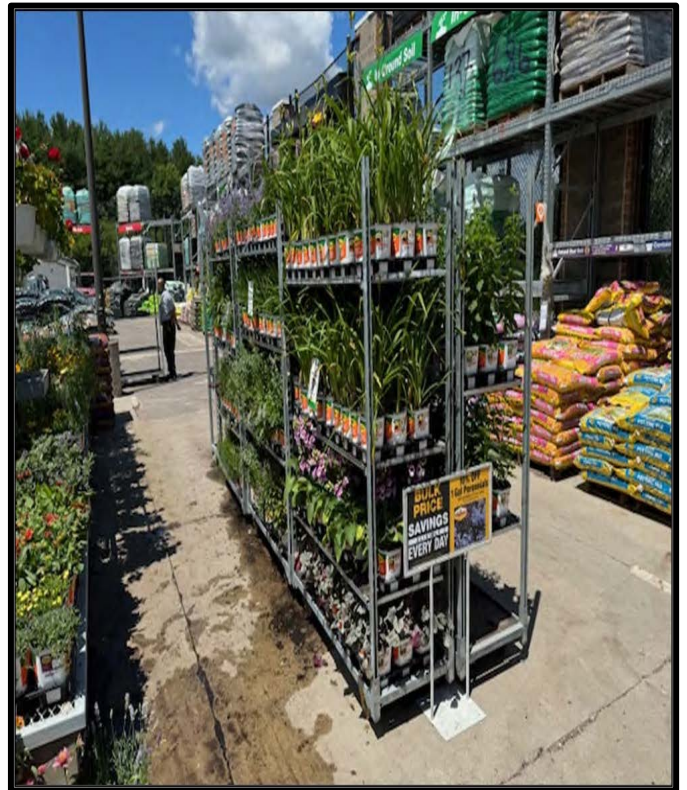
- ❑ Groundcover tables will be under the shade canopy in the laydown area or on IGC Table 1 or 2.
- ❑ If the table is exposed to the sun, it will need lattice built on the Hanging Basket Fixtures.
- ❑ Tiers can be added to the table if metal is available.
- ❑ Tables will be blocked year- round.
- ❑ Varieties will vary weekly based on the IGC Garden Plans.
- ❑ Sun varieties should be merchandised on the back IGC table.
- ❑ Endcap will vary weekly based on the IGC Garden Plans.
- ❑ 12x24 signage will be Ground Cover
- ❑ 5x8 signage will vary based on pot size.



IGC Merchandising

Staged Racks

- ❑ Every IGC should have a designated rack staging area.
- ❑ Racks need to be staged together by brand.
- ❑ Product needs to be rotated onto tables when space is available.
- ❑ Every rack should have one 5x8 sign.
- ❑ PW and Vigoro racks need additional 5x8 BMSM signs.



Corral Merchandising

Perennials

- ❑ Stores that are tight on Apron and IGC space will have perennial tables built at the front of the corral.
- ❑ Tables in corrals will need lattice built on Hanging Basket Fixtures.
- ❑ Tables will be striped short to tall year-round.
- ❑ Varieties will vary based on Apron and IGC space.
- ❑ Endcaps will be YC based on the best product available.
- ❑ 12x24 and 5x8 signage will vary based on product.
- ❑ One 5x8 sign in the center of each eight-foot section.
- ❑ One 5x8 sign in the center of the endcap.



Corral Merchandising

PW Shrubs

- ❑ Shrubs will be merchandised on tables or pallets. (Stuff with Stuff)
- ❑ PW shrubs should be merchandised on tables. (work with your shrub partners on space)
- ❑ Overflow PW shrubs should be merchandised on pallets.
- ❑ Endcaps will vary based on product flow.
- ❑ 12x24 signage will be Proven Winner Shrubs.
- ❑ 5x8 signage will be PW shrubs.
- ❑ One 5x8 sign in the center of each eight-foot section or every three pallets.
- ❑ One 5x8 sign in the center of the endcap.



Corral Merchandising

OPP Shrubs

- ❑ Shrubs will be merchandised on tables or pallets. (Stuff with Stuff)
- ❑ Overflow OPP shrubs should be merchandised on pallets.
- ❑ Endcaps will vary based on product flow.
- ❑ 12x24 signage will vary based on variety.
- ❑ 5x8 signage will be Shrubs.
- ❑ One 5x8 sign in the center of each eight-foot section or every three pallets.
- ❑ One 5x8 sign in the center of the endcap.



Outdoor Pictures

Apron

When to take pictures?

- ❑ After your tables have been merchandised to the Garden Plans.
- ❑ Overflow racks are organized and signed.
- ❑ All your 12x24 and 5x8 signs are in order.
- ❑ Tables have been swept underneath and around.
- ❑ All shopping carts and flatbeds have been removed from the area.
- ❑ Pictures need to be taken before watering.

Picture Protocol

- ❑ Pictures need to be taken at an angle so that the endcaps, table runs, and pallets are captured in one photo.
- ❑ Picture Order
 1. PW Table
 2. Vigoro Table
 3. OPP Table
 4. Pallets
 5. Overflow Racks
 6. Picture of the entire Apron
- ❑ Depending on the time of year, do your best to capture pictures without any people in the background.
- ❑ Make sure your shadow is not in the picture!



Outdoor Pictures

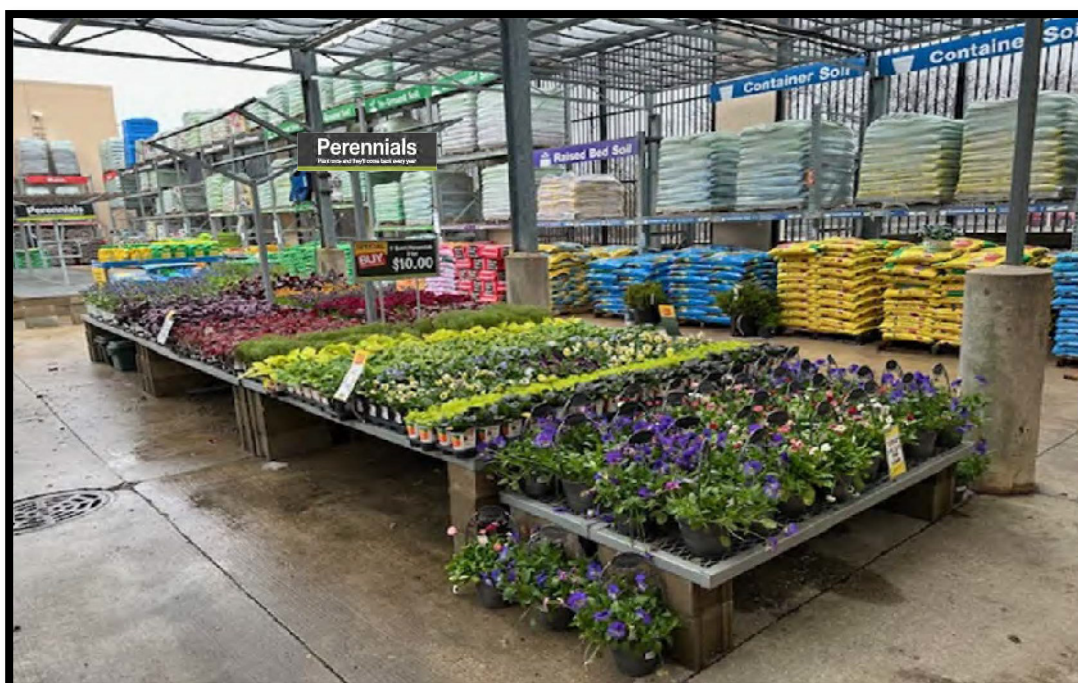
IGC

When to take pictures?

- ☐ After your tables have been merchandised to the Garden Plans.
- ☐ Overflow racks are organized and signed.
- ☐ All your 12x24 and 5x8 signs are in order.
- ☐ Tables have been swept underneath and around.
- ☐ All shopping carts and flatbeds have been removed from the area.
- ☐ Pictures need to be taken before watering.

Picture Protocol

- ☐ Pictures need to be taken at an angle so that the endcaps and table runs are captured in one photo.
- ☐ Picture Order
 1. IGC Table 1
 2. AD Section
 3. IGC Table 2
 4. Grass Table
 5. Ground Cover Table
 6. Overflow Racks
- ☐ Depending on the time of year, do your best to capture pictures without any people in the background.
- ☐ Make sure your shadow is not in the picture!



Outdoor Pictures

Corral

When to take pictures?

- ❑ After your tables and pallets have been merchandised to the Garden Plans.
- ❑ All your 12x24 and 5x8 signs are in order.
- ❑ Tables have been swept underneath and around.
- ❑ All shopping carts and flatbeds have been removed from the area.
- ❑ Pictures need to be taken before watering.

Picture Protocol

- ❑ Pictures need to be taken at an angle so that the endcaps and table runs are captured in one photo.
- ❑ Picture Order
 1. Perennial Tables
 2. PW Product
 3. OPP Product
- ❑ Depending on the time of year, do your best to capture pictures without any people in the background.
- ❑ Make sure your shadow is not in the picture!



Outdoor Checklist

Store Walk

1. Readiness

- ☐ Check our shopping areas to make sure our tables, pallets, and overflow racks are shoppable on the Apron, in the IGC, and in the Parking Lot Corral.
- ☐ Emergency spot water any product that is dry or wilted.
- ☐ Remove and markdown unsellable product from our displays.
- ☐ If you think product might have a chance to bounce back, water it and put it off to the side or on an empty rack.

2. Delivery Check

- ☐ If you have a perennial shipment scheduled walk the Garden Center to locate your delivery.
- ☐ Check receiving, the back of the Garden Center, and the side of the building for Third Party deliveries.

3. HF APP

- ☐ Open your HF App to view the Outdoor Guidelines, Apron Garden Plans, and IGC Garden Plans for the week.
- ☐ Walk your area again to ensure all weekly play calls are being executed.

Apron Merchandising

1. Restock

- ☐ Ensure your Endcaps are filled based on the Apron Garden Plans.
- ☐ Restock your pallet displays with fresh product from your delivery or overflow racks.
- ☐ Restock your PW table first with fresh product from your delivery or overflow racks based on your Garden Plans.
- ☐ Restock your Vigoro table second with fresh product from your delivery or overflow racks based on your Garden Plans.
- ☐ Restock your OPP table third with fresh product from your delivery or overflow racks based on your Garden Plans.

2. Racks

- ☐ Condense and stage your racks that will stay on the apron.
- ☐ Every rack should have one 5x8 sign.
- ☐ Gather all unsellable plants and wheel them into the IGC to an area that is not visible to customers.
- ☐ Overflow racks that will be used to restock IGC tables should be wheeled in and staged near our perennial tables.
- ☐ Empty racks should be cleaned up and placed in your designated pick-up location.

3. Signage

- ☐ Sign your Endcaps.
- ☐ Sign your table runs with one sign in the middle of each eight-foot section.
- ☐ Check your HF App to make sure the correct 12x24 signage is in place.

4. Clean Up/Water

- ☐ Sweep around and under tables, pallets, and racks after everything is merchandised.
- ☐ Water all product on the apron.

5. Pictures

- ☐ Take pictures of your PW table, Vigoro table, OPP table, pallet drops, overflow racks, and one of the entire Apron.

IGC Merchandising

1. Restock

- ☐ Ensure your Endcaps are filled based on the IGC Garden Plans
- ☐ Restock your AD Section with fresh product from your delivery or overflow racks based on your Garden Plans.
- ☐ Restock your IGC Tables including Groundcover and Grass with fresh product from your delivery or overflow racks based on your Garden Plans.

2. Racks

- ☐ Condense and stage your racks that will stay in the IGC.
- ☐ Every rack should have one 5x8 sign.
- ☐ Empty racks should be cleaned up and placed in your designated pick-up location.

3. Signage

- ☐ Sign your Endcaps.
- ☐ Sign your table runs with one sign in the middle of each eight-foot section.
- ☐ Check your HF App to make sure the correct 12x24 signage is in place.

4. Clean Up/Water

- ☐ Sweep around and under tables and racks after everything is merchandised.
- ☐ Water all product in the IGC.

5. Markdowns

- ☐ All unsellable plants that are gathered on CC racks need to be entered into Picas.
- ☐ The racks need to be wheeled to receiving and garbage needs to be thrown in the compactor.

6. Pictures

- ☐ Take pictures of your IGC tables, Groundcover table, Grass Table, and overflow racks.
- ☐ Send Apron and IGC pictures to your manager.

Corral Merchandising

1. Restock

- ☐ Restock your shrub tables and pallets by brand and variety. (Stuff With Stuff)
- ☐ Condense your tree pallets if necessary.

2. Racks

- ☐ No shrubs should be left on racks.
- ☐ Empty racks should be cleaned up and placed in your designated pick-up location.

3. Signage

- ☐ Sign your table runs with one sign in the middle of each eight-foot section.
- ☐ Sign your pallet runs (one sign for every three pallets)
- ☐ Make sure your 12x24 Accelerator Tree sign is in place.

4. Clean Up/Water

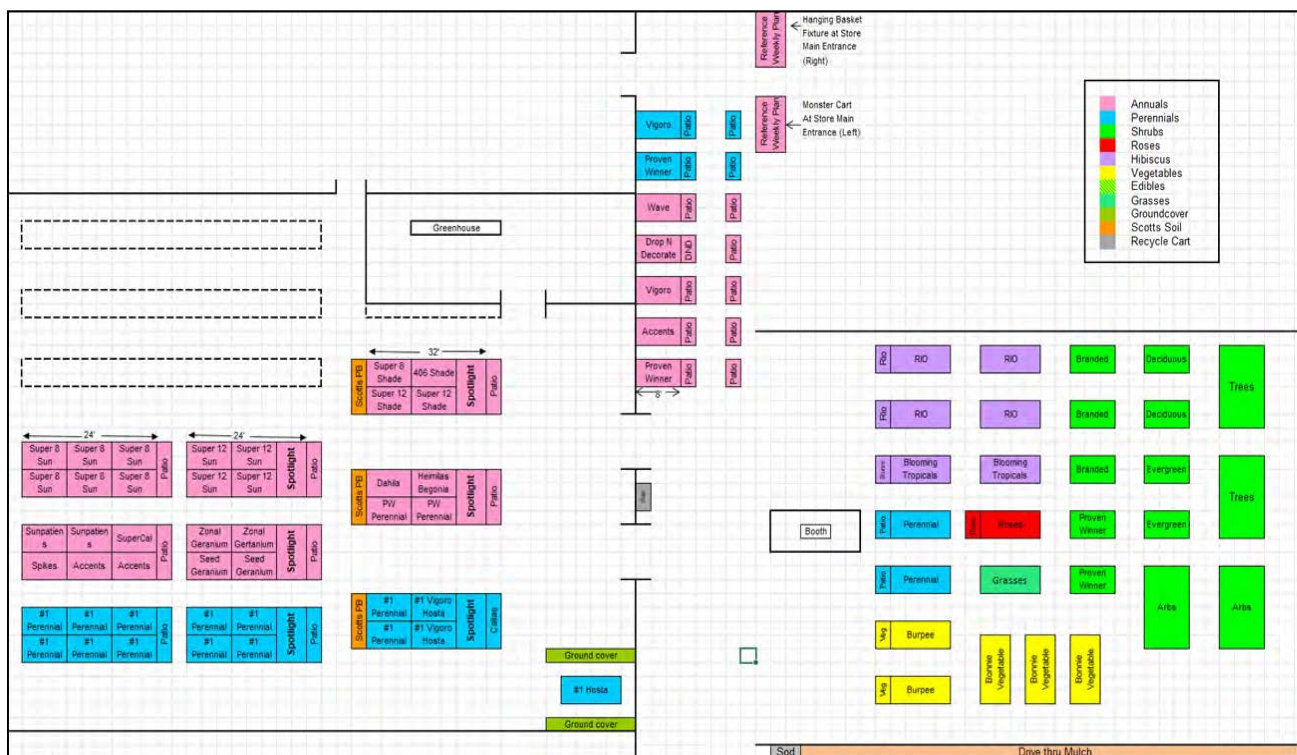
- ☐ Sweep around and under tables and pallets after everything is merchandised.

5. Pictures

- ☐ Take pictures of your Corral Tables and pallets.
- ☐ Send pictures to your manager.

Third Party Merchandising

1. Restock
 - ☐ Restock your tables and islands based on your Third-Party merchandising notes.
2. Racks
 - ☐ Condense and stage your racks in their designated area.
 - ☐ Cut off and dispose of any rack banners.
 - ☐ Empty racks should be cleaned up and placed in your designated pick-up location.
3. Signage
 - ☐ Sign your table runs, islands, and racks.
4. Clean Up/Water
 - ☐ Sweep around and under tables and pallets after everything is merchandised.
 - ☐ Water if needed.
5. Pictures
 - ☐ Take pictures of your Corral Tables and pallets.
 - ☐ Send pictures to your manager.



HF APP Guide

Garden Plans Apron

- ❑ Every Monday the Apron Garden Plans are updated based on inbound perennial shipments.
- ❑ Weekly notes and sale items will be highlighted at the top of the page.
- ❑ Endcaps will always be green.
- ❑ Options for Apron Table 1, 2, and 3 will be selected based on the order info sent out weekly.
- ❑ 12x24 and 5x8 signage will be updated weekly.



HF APP Guide

Garden Plans IGC

- ❑ Every Monday the IGC Plans are updated based on inbound perennial shipments.
- ❑ Weekly notes and sale items will be highlighted at the top of the page.
- ❑ Endcaps will be green.
- ❑ AD section will be blue.
- ❑ Options for All IGC tables will be selected based on the order info sent out weekly.
- ❑ 12x24 and 5x8 signage will be updated weekly.

ENDCAPS GREEN

AD SECTION BLUE

IGC Table 1

BULK PRICE SAVINGS EVERY DAY
10% OFF
VIGORO 1 GALLON PERENNIAL
With purchase of 10 or more, any combination.

BULK PRICE SAVINGS EVERY DAY | **10% OFF 1 Gal Perennials**
With purchase of 10 or more

PW SIDE	VIGORO SIDE
1G PW Sun	Astilbe
	Lamlastrum
8in PW Hosta	Plumbago
	Conat Betis
1G PW Ferns	Ferns
	Hosta
1G Vigoro Allium	
1G Vigoro Heuchera	
7in Calla Planter or 1G Vigoro Coneflower	

HF APP Guide

Outdoor Guidelines

- ❑ Every Monday the Outdoor Guidelines will be updated on the app.
- ❑ Merchant Notes section will highlight Home Depots focuses for the week.
- ❑ The Weekly Notes section will highlight our focuses for the week.
- ❑ The Sale Item section will provide all current sale items as well as upcoming sale items for the week.
- ❑ The Shipping section will provide dates when perennials will be delivered.
- ❑ The Garden Plans section will provide verbiage of our weekly Apron and IGC maps.

Outdoor Guidelines

Merchant Notes

- Trees & Shrubs go 50% OFF Thursday October 3rd. Work with stores to create large signage.
- Revisit all SALE items to make sure we are shouting out the great values we have in stores.
- Minimum garden hours are 9am to 6pm. (if gates are not open during these times call Travis)
- Take all Perennial headers down and leave the hardware in place for Holiday signage.

Weekly Notes

- HF Perennials are 50% OFF EVERYWHERE!!!
- Condense and get rid of IGC tables where we can.
- If we are condensing tables communicate with your stores and shrub/annual partners. Do not leave tables empty without letting someone know.
- If you are unsure about what product needs to be tossed send pictures to your District Manager for approval.
- Remove totes that are in plain view under perennial tables. Work with stores to get them in racking.

Garden Plans-Pull your best product to the apron

Apron Table 1 – Local Favorite 12x24

Endcap: 2G Mum

Table Run: 2G Mum, 2G Aster, 2G Hibiscus

Outdoor Watering

When to water

- The best time to water outdoor product is in the morning or evening.
- During hot days the foliage of the plant can burn up if watered in the afternoon.
- Late April through June we should not be watering from 10am to 4pm due to the number of customers in stores.

3 Tests

- The key to knowing when product needs to be watered is the weight, soil, and wilt.

Weight Test

- If you pick up the container and there is no weight to it that is a sign that the plant needs water. If the soil is moist on top that doesn't always mean the plant is properly watered.

Soil Test

- If you dig your finger into the soil and there is no moisture that is a sign that the plant needs water.

Eye Test

- If you see the plant wilting or hunched over that is a sign that the plants need water. Plants will let you know when they are thirsty!

Proper Watering

- The key to watering is making sure the soil gets watered not the foliage.
- The bigger the container the more water it will need.
- You want to see water coming out of the drainage in container and then you know the plant has enough water.

Watering Equipment

- Watering is a lot easier if you have the right equipment!
- Work with stores to get new hoses and wands every spring.
- Never water without a wand or soil will get washed out of the container.
- If a hose is leaking find a store manager and get it fixed.
- Always reel up your hoses and use wet floor signs

Merchandising HPA

POD Merchandising

PW Pod

- Pod closest to the Main Entrance on the racetrack.
- Premium houseplant varieties in upgraded pots and bowls.
- Pod will be striped short to tall year-round by plant variety and pot size.
- Pot styles should be kept together as much as possible.
- The top of the pod and the highlight area should always have fresh product.
- The bottom of the pod should be merchandised two rows deep.
- Tags should always be facing the customer.
- 12x24 signage will be Proven Winner Leafjoy.



POD Merchandising

Blooming POD

- Pod next to the PW pod on the racetrack in a four-pod set.
- Can be shared with orchids at lower volume stores.
- Keep plant colors and pot colors together as much as possible.
- Pod will be striped short to tall year-round by plant variety and pot size.
- The top of the pod and the highlight area should always have fresh product.
- The bottom of the pod should be merchandised two rows deep.
- Anthuriums and peace lilies are also an option.
- Tags should always be facing the customer.
- 12x24 signage will be Blooming Plants.



POD Merchandising

Orchid Pod

- Pod next to the PW pod on the racetrack.
- If you have a six pod set orchids should be on the racetrack between Blooming and PW pods.
- Keep plant colors and pot colors together as much as possible.
- Pod will be striped short to tall year-round by plant colors and pot sizes.
- The top of the pod and the highlight area should always have fresh product.
- The bottom of the pod should be merchandised two rows deep with overflow product not orchids.
- The highlight area should be smaller orchid sizes.
- 12x24 signage will be Orchids.



POD Merchandising

Vigoro Pod

- Pod should be placed behind the PW pod in the back row.
- Vigoro product is exclusive to Home Depot.
- Pod will be striped short to tall year-round by variety.
- Pot styles should be kept together as much as possible.
- The top of the pod and the highlight area should always have fresh product.
- The bottom of the pod should be merchandised two rows deep.
- Tags should always be facing the customer.
- 12x24 signage will be Vigoro.



POD Merchandising

Home Decor Pod

- Pod should be placed behind the Blooming pod in the back row.
- Product will be bamboo, bonsai, and other specialty items in premium pots.
- Pod will be striped short to tall year-round by variety.
- Flanking product short to tall is also an option.
- Pot styles should be kept together as much as possible.
- The top of the pod and the highlight area should always have fresh product.
- The bottom of the pod should be merchandised two rows deep.
- Tags should be facing the customer if possible.
- 12x24 signage will be Home Decor.



POD Merchandising

Breathe Easy Pod

- Pod is only in stores if you have a six-pod set.
- Should be placed in the back row furthest from the Main Entrance.
- Product will be a mix of non-branded foliage and 4in foliage.
- Pod will be striped short to tall year-round by variety.
- Pot styles should be kept together as much as possible.
- The top of the pod and the highlight area should always have fresh product.
- The bottom of the pod should be merchandised two rows deep.
- Tags should always be facing the customer.
- 12x24 signage will be Breathe Easy.



POD Merchandising

Hanging Basket Pod

- Pod should always be placed in the back row in the center of the HPA set.
- Depending on the store volume it could be a full pod or a pod with a shelf.
- Product will be a mix of Vigoro and specialty baskets.
- Baskets will be striped on bars by variety year-round.
- No product or storage should be placed on the bottom of the pod.
- Tags should be facing out as much as possible.
- No 12x24 for this pod.



Tropical Tables

- Every store should have one Tropical Table.
- High volume stores should have two tables.
- Overflow product should be merchandised on pallets in the laydown area or racetrack.
- Tables will be striped short to tall year-round.
- Pot sizes and varieties should be kept together as much as possible.
- Plant of the Month will be highlighted at the front of the tables throughout the year.
- Labels should always be facing out.
- 12x24 signs should be Floor Plants.



Tropical Events

- Events typically take place October-February.
- Playbook will be sent out for space allocation.
- Location should be in the racetrack or in the garden drive isle.
- Live goods focus will include Tropicals, PW racks, Cactus racks, and bulbs.
- Depending on the volume of the store 2-6 pallets of Tropicals should be displayed.
- Soils, planters, and other garden attachments should be included in the displays.
- Tropical Event BFS signs can be added.



Patio Tropicals

- Select stores will receive Patio Tropicals.
- Product will be merchandised outside not in the HPA.
- Pot sizes will be 12/14in.
- Merchandising locations will vary depending on store layouts and varieties.
- Product should be displayed on pallets or one block high metal tables.
- Shade varieties should be merchandised under the Hard Canopy on the Apron or in the IGC.
- Sun varieties should be merchandised on the apron or in the parking lot corral.
- BFS signs can be added to the displays.
- Will look to create 5x8 and 12x24 signage for 2025.



HPA Racks

PW Rack

- Racks can be shipped for Holidays or stores can have permanent displays.
- PW racks should always be in the racetrack or leading off cactus runs.
- When setting Holiday Tables racks should flank the table.
- Product should be cleaned up and rotated weekly.

4in Rack

- Permanent racks that should be in a visible area if possible.
- Preferred racks are old PW racks.
- 4in product should not be displayed on cactus racks.
- Product should be cleaned up and rotated weekly.
- New 12x24 signs will be coming in 2025.

CC Racks

- Overflow product staged in the racetrack or HPA area.
- Racks need to be organized by category on each rack or shelf.
- Product on racks should be worked onto pods when space is available.



Holiday Display Tables

- Tables built in the racetrack for Valentines Day, Mother's Day, and Easter.
- All tables should be flat and built with pressure treated lumber and cinder block.
- Décor and signage should be added to the displays.
- Location should be in front of the paint desk or in the racetrack towards registers.
- The secondary location is the garden drive isle.
- Product will be seasonal based on the Holiday.
- Table should be striped short to tall from the main entrance.
- PW and cactus ranks should flank the table.



HPA Pictures

When to take pictures?

- After your pods and tables have been merchandised to the guidelines.
- 4in and overflow racks are organized.
- Pods and tables have been swept underneath and around.
- All shopping carts, flatbeds, and ladders have been removed from the area.
- Pictures need to be taken before watering.

Picture Protocol

- ❑ Pictures need to be taken at an angle so that pods and tables are captured in one photo.
- ❑ Picture Order – what is going here?
 7. PW Pod
 8. Blooming/Orchid Pod
 9. Vigoro Pod
 10. Specialty Pod
 11. Breathe Easy Pod
 12. Hanging Basket Pod
 13. Tropical Tables
 14. PW, 4in, and Overflow Racks
- ❑ Depending on the time of year, do your best to capture pictures without any people in the background.



Indoor Checklist

Store Walk

1. Readiness

- ☐ Check our shopping areas to make sure our pods, tables, and overflow racks are shoppable in the HPA.
- ☐ Emergency spot water any product that is dry or wilted.
- ☐ Remove and markdown unsellable product from our displays.
- ☐ If you think product might have a chance to bounce back, water it and put it in the corner or on an empty rack.

2. Delivery Check

- ☐ If you have a houseplant shipment scheduled walk the inside of the store and receiving to locate your delivery.
- ☐ Unwrap your delivery and stage racks in the racetrack so they are shoppable.
- ☐ Check all product for damage and pests.
- ☐ Check receiving, the back of the Garden Center, and the side of the building for Third party deliveries.

3. HF APP

- ☐ Open your HF App to view the Houseplant Guidelines for the week.

Pod Merchandising- In Order

1. PW POD

- ☐ Remove any unsellable product and place on an empty CC rack at the back of the HPA.
- ☐ Remove any yellowing/dead leaves on all plants.
- ☐ Sweep off your pod.
- ☐ Restock your pod short to tall with fresh product from your delivery or overflow racks.
- ☐ Older product should be moved to the bottom of the pods, not the highlight area.
- ☐ Restock your highlight area based on the HPA Guidelines.
- ☐ Restock the bottom of the pod two deep.
- ☐ Make sure all labels are facing out.

2. Blooming/Orchid Pod

- ☐ Remove any unsellable product and place on an empty CC rack at the back of the HPA.
- ☐ Remove any yellowing/dead leaves and spent blooms on all plants.
- ☐ Sweep off your pod.
- ☐ Restock your pod short to tall with fresh product from your delivery or overflow racks. Keep colors together
- ☐ Older product should be moved to the bottom of the pods, not the highlight area.
- ☐ Restock your highlight area based on the HPA Guidelines.
- ☐ Restock the bottom of the pod two deep.
- ☐ Make sure all labels are facing out.

3. Vigoro Pod

- ☐ Remove any unsellable product and place on an empty CC rack at the back of the HPA.
- ☐ Remove any yellowing/dead leaves on all plants.
- ☐ Sweep off your pod.
- ☐ Restock your pod short to tall with fresh product from your delivery or overflow racks.
- ☐ Older product should be moved to the bottom of the pods, not the highlight area.
- ☐ Restock your highlight area based on the HPA Guidelines.

- ☐ Restock the bottom of the pod two deep.
- ☐ Make sure all labels are facing out.
- 4. Specialty Pod
 - ☐ Remove any unsellable product and place on an empty CC rack at the back of the HPA.
 - ☐ Remove any yellowing/dead leaves on all plants.
 - ☐ Sweep off your pod.
 - ☐ Restock your pod short to tall with fresh product from your delivery or overflow racks.
 - ☐ Older product should be moved to the bottom of the pods, not the highlight area.
 - ☐ Restock your highlight area based on the HPA Guidelines.
 - ☐ Restock the bottom of the pod two deep.
 - ☐ Make sure all labels are facing out.
- 5. Hanging Basket Pod
 - ☐ Remove any unsellable product and place on an empty CC rack at the back of the HPA.
 - ☐ Remove any yellowing/dead leaves on all plants.
 - ☐ Restock your pod with the same variety on each bar with fresh product from your delivery or overflow racks.
 - ☐ Rotate baskets on the inside of the pod weekly.
- 6. Tropical Table(s)
 - ☐ Remove any unsellable product and place on an empty CC rack at the back of the HPA.
 - ☐ Remove any yellowing/dead leaves on all plants.
 - ☐ Sweep off your table.
 - ☐ Restock your table short to tall with fresh product from your delivery or overflow racks.
 - ☐ Make sure all labels are facing out.
- 7. PW/4in Racks
 - ☐ Remove any unsellable product and place on an empty CC rack at the back of the HPA.
 - ☐ Remove any yellowing/dead leaves on all plants.
 - ☐ Restock your table short to tall with fresh product from your delivery or overflow racks.
 - ☐ Rotate product from the back to the front weekly.
- 8. Racks
 - ☐ Condense and stage your racks that will stay in the HPA
 - ☐ Empty racks should be cleaned up and placed in your designated pickup location.
- 9. Clean Up/Water
 - ☐ Sweep around and under all tables and pods.
 - ☐ Water all product in the HPA.
- 10. Markdowns
 - ☐ All unsellable plants that are gathered on CC racks need to be entered into Picas.
 - ☐ The racks need to be wheeled to receiving and garbage needs to be thrown in the compactor.
- 11. Pictures
 - ☐ Take pictures of your Pods, Tropical Tables, and Racks.
 - ☐ Send HPA pictures to your manager.

Third Party Merchandising

- 6. Restock
 - ☐ Restock your displays based on your Third-Party merchandising notes.
- 7. Racks
 - ☐ Condense and stage your racks in their designated area.

- ☐ Cut off and dispose of any rack banners.
- ☐ Empty racks should be cleaned up and placed in your designated pick-up location.

8. Signage

- ☐ Sign your displays if there is signage provided.

9. Clean Up/Water

- ☐ Sweep around and under your displays
- ☐ Water if needed.

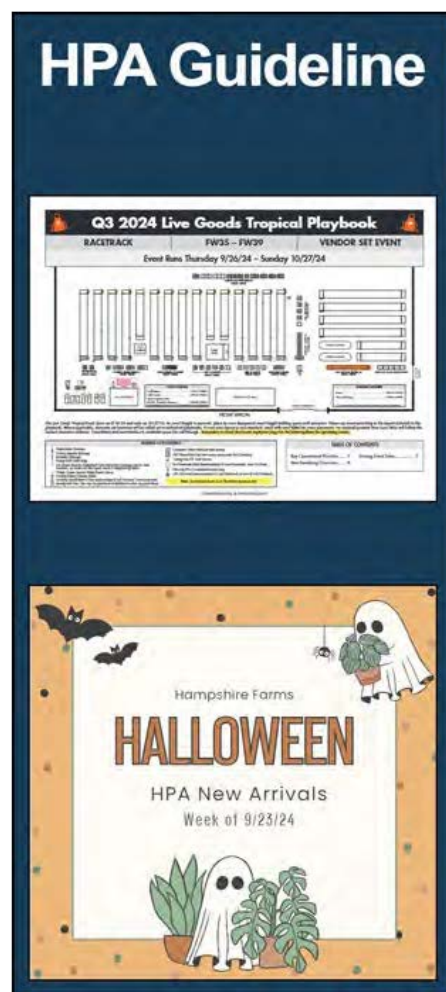
10. Pictures

- ☐ Take pictures of your Corral Tables and pallets.
- ☐ Send pictures to your manager.

HPA APP Guide

HPA Guidelines

- Every Monday the HPA guidelines will be updated on the app.
- PowerPoint to Highlight items shipping will be located at the top of the page.
- The second section will update any events going on with Best Practice Photos.
- The Shipping section will be provided for the current and upcoming weeks.
- The sales items section for the week will be updated.
- Highlight area for all pods will be updated weekly.
- Plant of the Month and where to merchandise product will be added monthly.
- Lastly any product updates including wrong stickers, bugs, etc



HPA Watering

When to Water

- The best time to water indoor product is in the morning or evening.
- Late April through June we should not be watering from 10am to 4pm due to the number of customers in stores.
- If plants are very dry, they will need a drink immediately.
- Sometimes the stores will water our product. We will ask nicely they refrain from doing this is the HPA area. It leads to overwatering in many cases as the pots do not have drainage.
- Always use Caution signs when floors are wet. It is best practice to place before you start watering and place around the hose while it is stretched out and being used.

2 Tests

- The key to knowing when product needs to be watered is soil and wilt.

Soil Test

- If you touch the soil and there is no moisture on top that is a sign that the plant needs water.

Eye Test

- If you see the plant wilting or hunched over that is a sign that the plants need water. Plants will let you know when they are thirsty!

Proper Watering

- The key to watering is making sure the soil gets watered not the foliage.
- The bigger the pot the more water it will need.
- You want to see water coming out of the drainage in the pot and then you know the plant has enough water.
- Anything that is watered with a pot cover/pot needs to be done carefully.
- If there is excess water in the cover/pot it needs to be poured out.
- Watering inside the store can be tricky because of customers shopping in the area.
- After product is watered it is very important to use a squeegee and push water down the drains.
- LOOK TO PUT UP SEVERAL CAUTION SIGNS IN THE HPA BEFORE YOU WATER.

Watering Equipment

- Watering is a lot easier if you have the right equipment!
- Work with stores to get new hoses and wands every spring.
- Never water without a wand or soil will get washed out of the container.
- If a hose is leaking find a store manager and get it fixed.
- Use a water buffalo if the store has one to avoid dragging hoses through the HPA.
- Always reel up your hoses and use wet floor signs.

HPA Pests

Pests are a common issue in the plant industry. It is not a question of whether it will happen but when. Prevention measures, knowing what to look for, and acting quickly when you do see a problem will determine the severity of the problem.

Tips to prevent Pests:

- In general, hanging baskets are the most prone to acquiring pests. Conducting regular inspections of product to keep a pest from spreading.
- Rotating product- product that is under the pods, high up on the hanging basket pod, or in the back of free-standing shelf is more prone to pests. Keeping a good rotation of old and new products can help prevent pests.
- Environment awareness- stores with a greenhouse tend to be more humid in the summer months creating the perfect environment for pests.
- Inspections of new deliveries- From time-to-time product may come from the grower with pests. They are inspected before they leave the facility but often enough the pest may not become visible until after the product has shipped and reached the store. If you see a pest, report it to your supervisor with pictures and a count of how many plants are affected. The supervisor will then instruct what to do next. If it is determined to be a pest the product will need to be destroyed, and the farm will ask for credit from the grower.

Below are examples of common pests we come across in our industry.

Aphids



Signs of infestation:

- Sticky areas on undersides of leaves, stunted/deformed new growth, mature leaves yellowing or curling.
- Aphids hide on the undersides of leaves and on main stems.

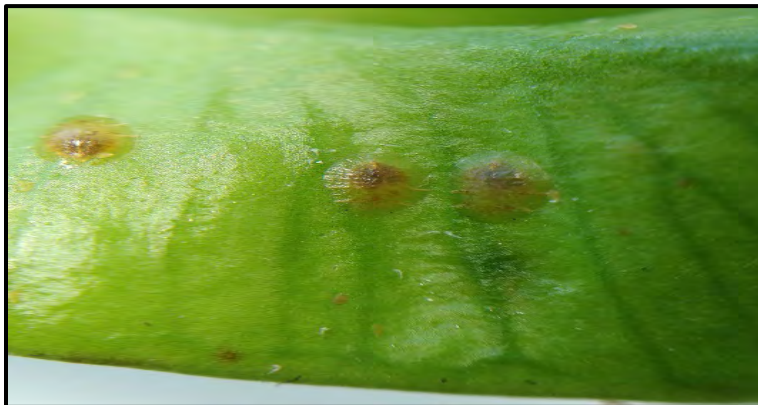
Mealy Bugs



Signs of infestation:

- Leaf loss or wilting, yellow spots on leaves, stunted growth, cotton-like tufts on leaves/stems (mealy nests).
- Infestation can spread by water or contact with other plants.
- Where to look: Points of growth (Where the leaves grow off the main stem) and underside of leaves.

Scale



Signs of infestation:

- Sticky sap or black fungus on leaves and stems, yellowing leaves with brown dots, lack of new growth, tiny shell-like bumps.
- Where to look: Adult scale are more visible and feed mainly on stems and leaf venation as shown in the picture above.

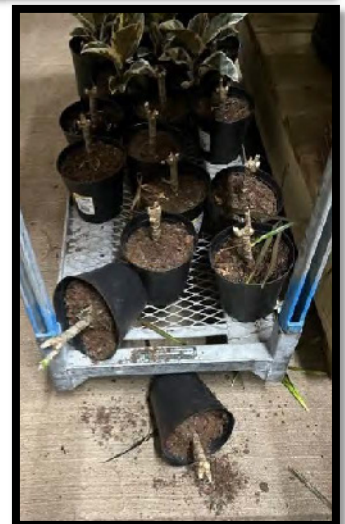
Spider Mites



Signs of infestation:

- Heavily infested plants will have a “faded” coloring or sunburned appearance to the foliage along with webbing on leaves near the main stem.
- Where to look: Stems and tops of leaves towards the bottom of the plant

Rodents



Signs of Infestation:

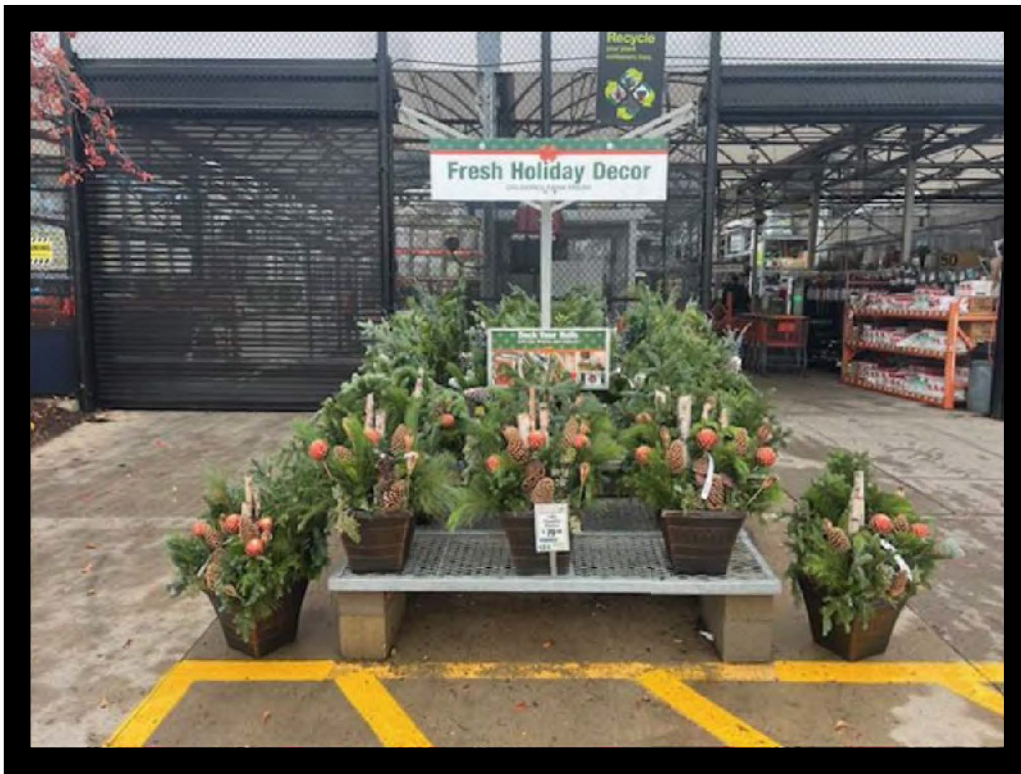
- Tunneling of plants through the plastic pots
- Physically seeing the animal
- Damage to plants-Usually looks “Knawed down”
- Piles of dirt and bags of dirt with tunneling

Rodents can be a major problem once they are established. They can destroy a lot of product overnight. They are hard to eradicate and can be resilient to pest solutions. If you suspect a rodent problem, please proceed with the following steps:

- *Contact your supervisor right away and wait for their instruction on next steps*
- *Take pictures of damages*
- *Assess if product needs to be relocated*

If ever you have a question on identifying a potential pest problem reach out to your supervisor and they will guide you to the correct course of action.

Holiday Merchandising



Holiday 12x24 Signage

Apron Setup

- Apron signage should be mirrored on each side of the garden gates.
- If Apron tables are all on one side of the gate, we will alternate signage starting with Holiday Décor, Don't Forget, and Real Christmas Tree Benefits.
- These signs will only go on The Apron.
- Each store gets six signs, if you have more apron tables you can use the generic signage provided in the sign kit.
- If you have more than six tables use Generic Holiday Décor Signage.
- Shrub providers will provide signage.

Apron Table 1



Apron Table 2

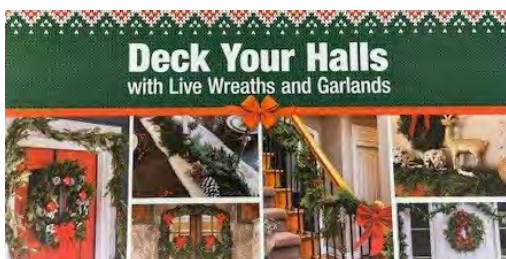


Apron Table 3



Additional Signage

- Any signage Leftover will go in the IGC.
- Signs below will be shipped in the store sign kit.
- Deck Your Halls sign should be used on the IGC greens table.



Holiday Merchandising

Apron Preparation for Holiday

- At most stores we will use our Perennial tables to Merchandise Holiday.
- All tables need to be flat.
- Tables, endcaps, and cinder blocks all need to be fixed before we merchandise our Holiday product.
- If tables are beyond repair, they will need to be taken down and rebuilt completely.
- Deep clean under and around tables needs to be done before we start merchandising.
- Communicate with stores and vendor partners to take over pumpkin displays under the hard canopy for spruce tops and greens bunches.
- Headers need to be put up with bolts. Do not use zip ties!
- Headers need to go on all Apron tables first and whatever is leftover will go on IGC tables.
- You will need 1in bolts, ¼ nuts, ¼ lock washers, ¼ fender washers, ¼ flat washers all found in the Hardware Dept.
- The hardware needs to be marked down by a manager.
- Make sure all 12x24 signs are in place.



Holiday Merchandising

Apron

Apron Table 1 (Late Season)

- Table closest to the Garden Gates.
- Table will be striped short to tall.
- 12/14in containers will be merchandised on endcaps.
- 12/14in containers will be merchandised on table runs.
- Space out containers to show off the décor.
- Flank urns around Apron endcaps and cinder blocks.
- 12in Kissing Balls should be hung above the table.
- Hang them on the lower bars so customers can see them.
- 12x24 signage will be Holiday Décor.
- 5x8 signage will vary.
- One 5x8 sign in the center of each eight-foot section.
- One 5x8 sign in the center of the endcap.



Holiday Merchandising

Apron Table 2

- Second table closest to the Garden Gates.
- Table will be striped short to tall.
- 12/14in containers will be merchandised on endcaps.
- 10/12in containers will be merchandised on table runs.
- Space out containers to show off the décor.
- Flank urns around Apron endcaps and cinder blocks.
- 12in Coco Basket should be hung above the table.
- Hang them on the lower bars so customers can see them.
- 12x24 signage will be Don't Forget.
- 5x8 signage will vary.
- One 5x8 sign in the center of each eight-foot section.
- One 5x8 sign in the center of the endcap.



Holiday Merchandising

Apron Table 3

- Third table closest to the Garden Gates.
- Table will be striped short to tall.
- 10/12in containers will be merchandised on endcaps.
- 10/12in containers will be merchandised on table runs.
- In Minnesota this table can also be spruce tops.
- Space out containers to show off the décor.
- Napa Basket should be hung above the table.
- Hang them on the lower bars so customers can see them.
- 12x24 signage will be Real Xmas Tree Benefits.
- 5x8 signage will vary.
- One 5x8 sign in the center of each eight-foot section.
- One 5x8 sign in the center of the endcap



Holiday Merchandising

Additional Apron Space

- Work with stores to get additional space under the Hard Canopy or by the Main Entrance.
- Look to build additional metal tables if needed.
- Great opportunity to drive excess containers, greens bunches, birch logs, and spruce tops in Minnesota.
- Work with your shrub vendors to take over pumpkin displays and fall harvest displays to repurpose for Holiday product.



IGC Preparation for Holiday

- At most stores we will take over annual tables closest to the Garden Doors leading to HPA.
- All tables need to be flat.
- Tables, endcaps, and cinder blocks all need to be fixed before we merchandise our Holiday product.
- Only rebuild tables/AD sections we are using in the IGC, the rest of the tables will be flipped up for Christmas trees.
- Look to build displays near the registers for impulse purchases.
- Headers need to be put up with bolts. Do not use zip ties!
- Leftover Headers will go in the IGC.
- You will need 1in bolts, ¼ nuts, ¼ lock washers, ¼ fender washers, ¼ flat washers all found in the Hardware Dept.
- The hardware needs to be marked down by a manager.
- Make sure all 12x24 signs are in place.



Holiday Merchandising

IGC

AD section

- The first eight feet on all IGC tables will be kept up for Holiday product.
- The rest of the tables will be flipped up for Christmas Trees.
- Section will be striped short to tall.
- 12in Kenny Pots will be merchandised on endcaps.
- 10in containers will be merchandised on the AD section.
- Space out containers to show off the décor.
- Flank pots of pinecones around endcaps.
- 12x24 signage will be Holiday Décor.
- 5x8 signage will vary
- One 5x8 sign in the center of each eight-foot section.
- One 5x8 sign in the center of the endcap.



Holiday Merchandising

IGC Tables

- IGC tables will be used for wreaths, garland, spruce tops, greens bundles, and greens bunches.
- Product should be stacked to preserve the greenery from drying out.
- Greens bunches should be merchandised feet out.
- Birch logs and pinecone pots should be used to separate greens varieties.
- 6/8in Birdcages should be hung above the tables.
- Hang them on the lower bars so customers can see them.
- Use annual hanging basket hooks to lower cages.
- 12x24 signage will be Holiday Décor.
- 5x8 signage will vary. NO SIGN POLLUTION.
- One 5x8 sign in the center of each eight-foot section.
- One 5x8 sign in the center of the endcap.



Holiday Merchandising

Display Box

- The Display Box will be used to merchandise branch bundles, pinecones sticks, and birch logs.
- Materials will be sent in on the bottom shelf of a CC rack.
- Display Boxes will be sent in with HPA orders.
- You will receive one display box, one header, and four stick bundle boxes.
- The display box will need to be built at store level.
- They need to be displayed under the Hard Canopy near registers.
- Boxes cannot be exposed to the weather, or they will get destroyed.

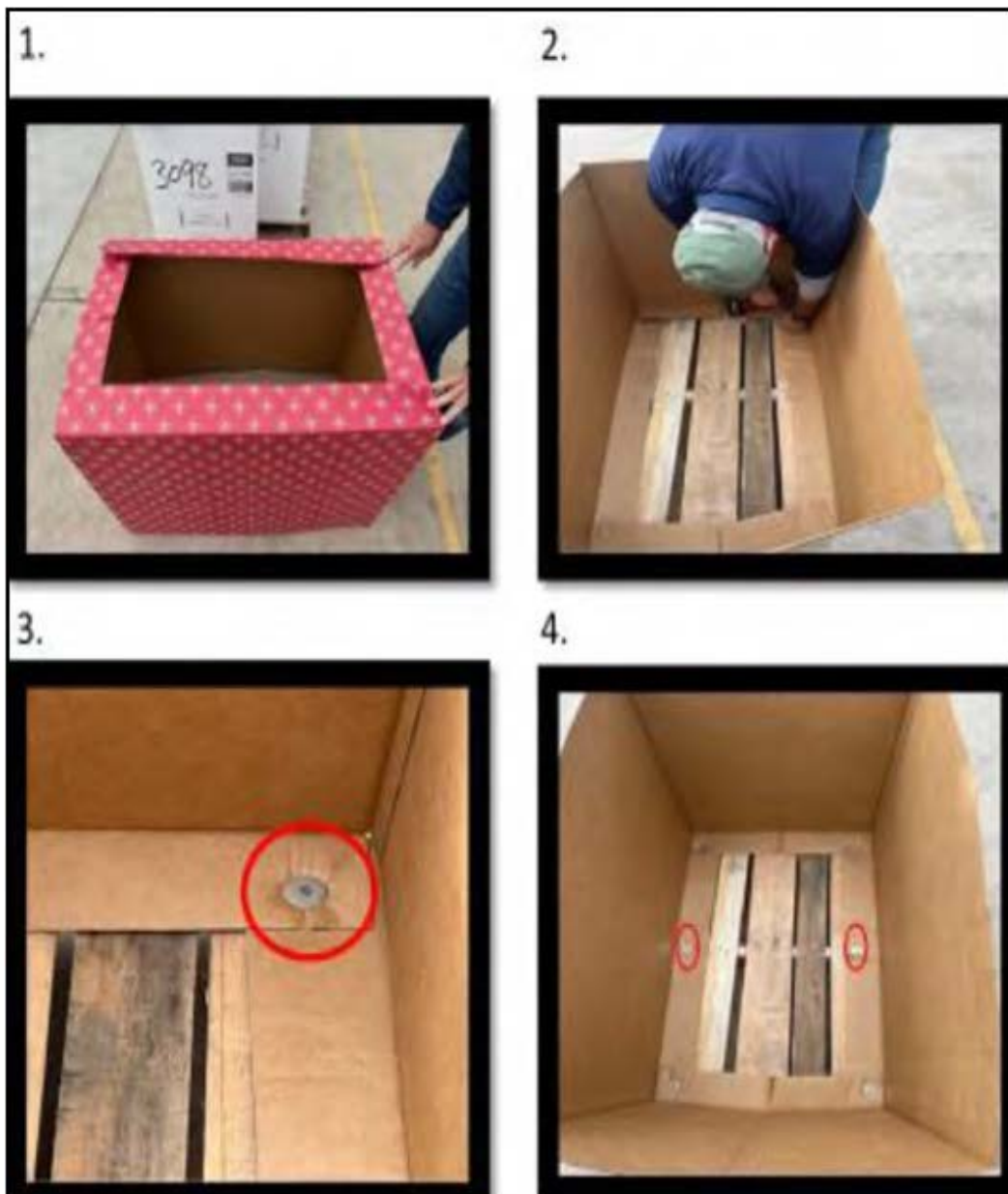


Display Box Materials

- Drill (1)
- Deckmate drill bit (1)
- ¼ fender washer (6)
- 1-1/4 Deckmate screws (6)
- Half Pallet (1)
- Screws and washers will need to be marked down by a manager.

Display Box Setup

1. Flip the Display Box upside down with the flaps turned inward.
2. Place it on a half pallet evenly so the corners are not hanging over.
3. Each corner will need a fender washer and screw drilled through the cardboard into the pallet.
4. Two extra setups will be drilled into the side of the pallet for support.



Display Box Setup

1. Flip the small flaps inward first.
2. Followed by the large flaps. Tape can be used to secure the stick bundle box.
3. The stick bundle box is ready to be inserted into the display box.
4. Four stick bundle boxes go in each display.

1.



2.



3.



4.



Display Box Setup

- Last you will need to insert the header piece into the slits in the side and the back of the Display Box.
- You are ready for your stick bundles!



Holiday Merchandising

Wreaths

- Wreaths should be merchandised in the IGC to protect them.
- Wreaths should not be hung on Garden Gates or on Hanging Basket Fixtures as they will dry out.
- 48" wreaths can be staged on racks by the Garden Gates.
- Work with stores to create wreath bays at high volume stores.
- Wreath bays are repurposed racking used to display Holiday product.
- Another option is repurposing fall harvest displays to display wreaths.
- The last option is to merchandise wreaths on IGC tables.
- They can be stacked on table runs or AD sections.
- One 5x8 sign for each size.



Holiday Pictures

Apron

When to take pictures?

- ☐ After your tables have been merchandised to the Garden Plans.
- ☐ Overflow racks are organized and signed.
- ☐ All your 12x24 and 5x8 signs are in order.
- ☐ Tables have been swept underneath and around.
- ☐ All shopping carts and flatbeds have been removed from the area.
- ☐ Pictures need to be taken after snow is cleaned off containers.

Picture Protocol

- ☐ Pictures need to be taken at an angle so that the endcaps, table runs, and pallets are captured in one photo.
- ☐ Picture Order
 1. Apron Table 1
 2. Apron Table 2
 3. Apron Table 3
 4. Pallets
 5. Overflow Racks
 6. Picture of the entire Apron
- ☐ Depending on the time of year, do your best to capture pictures without any people in the background.
- ☐ Make sure your shadow is not in the picture!



Holiday Pictures

IGC

When to take pictures?

- ☐ After your tables have been merchandised to the Garden Plans.
- ☐ Overflow racks are organized and signed.
- ☐ All your 12x24 and 5x8 signs are in order.
- ☐ Tables have been swept underneath and around.
- ☐ All shopping carts and flatbeds have been removed from the area.
- ☐ Pictures need to be taken after snow is cleaned off containers.

Picture Protocol

- ☐ Pictures need to be taken at an angle so that the endcaps and table runs are captured in one photo.
- ☐ Picture Order
 1. IGC Table 1
 2. AD Section
 3. IGC Table 2
 4. Extra Greens tables
 5. Overflow Racks
- ☐ Depending on the time of year, do your best to capture pictures without any people in the background.
- ☐ Make sure your shadow is not in the picture!



Holiday Checklist

Store Walk

4. Readiness

- ☐ Check our shopping areas to make sure our tables, pallets, and overflow racks are shoppable on the Apron and IGC.
- ☐ Walkways around tables need to be cleared of snow and ice.
- ☐ Containers on the Apron need to be cleared of snow build up.
- ☐ Check for any urgent priorities. Empty Endcaps, Tables Runs, etc.

5. Check In

- ☐ If you have a Holiday shipment scheduled walk the Garden Center to locate your delivery.
- ☐ Check receiving, the back of the Garden Center, and the side of the building for direct shipments of greens and Clesen product.
- ☐ Check in with the Garden DH or Store Manager to put a plan in place.

6. HF APP

- ☐ Open your HF App to view the Holiday Guidelines for the week.
- ☐ Walk your area again to ensure all weekly play calls are being executed.

Apron Merchandising

7. Restock

- ☐ Ensure your Endcaps are filled based on the Apron Garden Plans.
- ☐ Restock your pallet displays with fresh product from your delivery or overflow racks.
- ☐ Restock your Apron tables first with fresh product from your delivery or overflow racks based on your Garden Plans.

8. Racks

- ☐ Condense and stage your racks that will stay on the apron.
- ☐ Every rack should have one 5x8 sign.
- ☐ Overflow racks that will be used to restock IGC tables should be wheeled in and staged near our IGC tables.
- ☐ Empty racks should be cleaned up and placed in your designated pick-up location.

9. Signage

- ☐ Sign your Endcaps.
- ☐ Sign your table runs with one sign in the middle of each eight-foot section.
- ☐ Check your HF App to make sure the correct 12x24 signage is in place.

10. Clean Up/Water

- ☐ Sweep around and under tables, pallets, and racks after everything is merchandised.
- ☐ Holiday containers need to be watered when needed.
- ☐ Outside water will be shut off. Product will need to be watered with hoses connected from the HPA or water buffalos.

11. Pictures

- ☐ Take pictures of your Apron tables and the entire Apron.

IGC Merchandising

1. Restock

- ☐ Ensure your Endcaps are filled based on the IGC Garden Plans.

- ❑ Restock your AD Section with fresh product from your delivery or overflow racks based on your Garden Plans.
- ❑ Restock your Apron tables first with fresh product from your delivery or overflow racks based on your Garden Plans.

2. Racks

- ❑ Condense and stage your racks that will stay in the IGC.
- ❑ Every rack should have one 5x8 sign.
- ❑ Empty racks should be cleaned up and placed in your designated pick-up location.

3. Signage

- ❑ Sign your Endcaps.
- ❑ Sign your table runs with one sign in the middle of each eight-foot section.
- ❑ Check your HF App to make sure the correct 12x24 signage is in place.

4. Clean Up/Water

- ❑ Sweep around and under tables and racks after everything is merchandised.
- ❑ Holiday containers need to be watered when needed.
- ❑ Outside water will be shut. Product will need to be watered with hoses connected from the HPA or water buffaloes.
- ❑ Water under greens tables to preserve greens if needed.

5. Pictures

- ❑ Take pictures of your IGC tables.
- ❑ Send Apron and IGC pictures to your manager.

Third Party Merchandising-Clesen

11. Restock

- ❑ Restock your tables and pallets as needed.

12. Racks

- ❑ Condense EZ shippers and restock product on tables.

13. Signage

- ❑ Sign your table runs and pallets.

14. Clean Up/Water

- ❑ Sweep around and under tables, pallets, and racks after everything is merchandised.
- ❑ Holiday containers need to be watered when needed.
- ❑ Outside water will be shut. Product will need to be watered with hoses connected from the HPA or water buffaloes.

15. Pictures

- ❑ Take pictures of your Apron tables and pallets.
- ❑ Send pictures to your manager.

Holiday HF APP Guide

Garden Plans Apron

- ❑ Every Monday the Apron Garden Plans are updated based on inbound Holiday shipments.
- ❑ Weekly notes and sale items will be highlighted at the top of the page.
- ❑ Endcaps will always be green.
- ❑ Options for Apron Table 1, 2, and 3 will be selected based on the order info sent out weekly.
- ❑ 12x24 and 5x8 signage will be updated weekly.



HF APP Guide

Garden Plans IGC

- ❑ Every Monday the IGC Plans are updated based on inbound Holiday shipments.
- ❑ Weekly notes and sale items will be highlighted at the top of the page.
- ❑ Endcaps will be green.
- ❑ AD section will be blue.
- ❑ Options for All IGC tables will be selected based on the order info sent out weekly.
- ❑ 12x24 and 5x8 signage will be updated weekly.



HF APP Guide

Holiday Guidelines

- ❑ Every Monday the Outdoor Guidelines will be updated on the app.
- ❑ The Weekly Notes section will highlight our focuses for the week.
- ❑ The Sale Item section will provide all current sale items as well as upcoming sale items for the week.
- ❑ The Shipping section will provide dates when Holiday will be delivered.
- ❑ The Garden Plans section will provide verbiage of our weekly Apron and IGC maps.



Holiday Merchandising

Clesen

- Third Party Holiday containers we service in the Chicagoland area.
- Product is shipped on EZ shippers.
- Product will be displayed on available Apron tables and pallet displays.
- One block high tables are also a good option.
- Space out containers to show off décor.
- 5x8 signage will be provided in the Holiday sign kit.
- Pictures will need to be sent to Troy Clesen (troy@clesen.com)



Third Party Merchandising

As Hampshire Farms employees, we are also responsible for merchandising select other companies' product. This is called third party merchandising. Below you will find information regarding our third party merchandising contracts and instructional information for those companies.

- Altman

Home Depot

2024 CACTUS & SUCCULENT MERCHANDISING



Delivery Information

The Delivery Information screen lists all routes and associated orders of the default distribution location of the logged in user.

Refresh button

The Refresh button downloads the current list from the Evolution server and stores it in local storage on the device for offline use.

Date Selector

The calendar control shows days with at least one route/order in bold. All other days are disabled. Tapping a bold date displays all orders with matching Ship Dates grouped by route.

Routes

The Route header show the following data:

- Route Number, Route Description
- Truck, Number of racks, Amount
- Route Start Date and Time
- Driver Name

Tapping a route expands the route header and lists all orders on this route.

Orders

Each order shows the following data:

- Route Stop Number
- Name of the Store
- City, Number of racks
- Route Stop Time, Order Number, Order Amount

Delivery Information

Last refresh: 01/06/2024 03:05 PM

January 2024

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

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28

29

30

31

1102: LAS VEGAS, NV

ST P-SEMI, 40 Racks, \$20,018.98

01/03/2024 07:00 PM

Francisco Ortiz

1103: LAS VEGAS, NV

ST P-SEMI, 41 Racks, \$20,206.72

01/03/2024 07:00 PM

Carriel Nieto

01

HOME DEPOT PBS 3318

LAS VEGAS, 2 Racks

01:00 AM, 18013325, \$1,763.62

01

HOME DEPOT PBS 3318

LAS VEGAS, 7 Racks

01:00 AM, 18015468, \$5,413.76

HOME DEPOT 3318

Installation

Released Version

Unlike the previous version, the new Pocket Evo has been created as a regular "App". The current release version is available to users in the following App Stores:

- Google Play Store
- Apple App Store

Supported Devices

The following devices are supported:

- Any Android phone and tablet with Android 6+ (12+ recommended)
- Apple iPhones and iPads with iOS and iPad OS 12+ (17+ recommended)

Downloading the App

To install Pocket Evo, go to the specific app store and download:

- Google Play Store:
<https://play.google.com/store/apps/details?id=com.altmanplants.pocketevo>
- Apple App Store:
<https://apps.apple.com/us/app/pocket-evolution/id5471892747>

Login, Sessions & Menu

Existing Evolution 4 users can log into Pocket Evo with the same username and password. Menu items are based on access rights per user defined in Evolution 4. Users only see menu items they are assigned to. Menu items are organized in logical menu groups.

The login screen requires a username and password the first time a user logs in. If the device supports biometrics (face id or fingerprint), the Enable Biometric switch is displayed. Turning it on will	Initial login:
---	----------------

Order Inquiry

The Order Inquiry screen lists all customers/Ship-To's assigned to the salesperson logged into the app. This is downloaded and stored locally the first time the user logs in. It can be refreshed with the refresh button.

Filters

The following filters can be applied:

Order Inquiry Filters

Customer

Ord Nbr

Inv Nbr

PO Nbr

Sql Batch

Doc Desc

Apply

Clear All

Note: Use and asterisk (*) for incomplete search parts.

Order Details

Tapping an order opens the same Order Summary/Details screen as on the Delivery Information screen. This only works in online mode.

Order Inquiry

Last refresh: 01/04/2024 01:01 PM

HOME DEPOT PBS 1028

Dist Loc: 01

Type: DM

Cust Id: 25004

Ship To Id: 1028

Ord Date: 12/24/2023

Ship Date: 12/30/2023

EDI Link:

Sql Batch: 2002195329

PO Nbr: 10283249

Inv Nbr: 4309704

Ord By: gvanquez

Status: Closed

Doc Desc: CONSIGNMENT

Ord Nbr: 18015752

Amount: \$5.47

HOME DEPOT PBS 1028

Dist Loc: 01

Type: CM

Cust Id: 25004

Ship To Id: 1028

Ord Date: 01/01/2024

Ship Date: 12/30/2023

EDI Link:

Sql Batch: ImEmXNBK3Ajl

PO Nbr: 10283376

Inv Nbr: 4307614

Ord By: *E4_EDI

Status: Closed

Doc Desc: CONSIGNMENT MERCH

Ord Nbr: 18029442

Amount: \$8.26

HOME DEPOT PBS 1028

Dist Loc: 01

Type: CM

Cust Id: 25004

Ship To Id: 1028

Ord Date: 01/01/2024

Ship Date: 12/29/

EDI Link:

Sql Batch: ImEmX

PO Nbr: 10283364

Inv Nbr: 4307613

Ord By: *E4_EDI

Status: Closed


Doc Desc: CONSIGNMENT MERCH

Ord Nbr: 18029441

Amount: \$2.12

Evo Mobile RepConnect Quick Start Guide

The Menu group RepConnect has the following screens:

 RepConnect
PBS Cycle Count
PBS Scrap
PBS Upload
PBS Store Inventory Analysis
Delivery Information
Order Inquiry

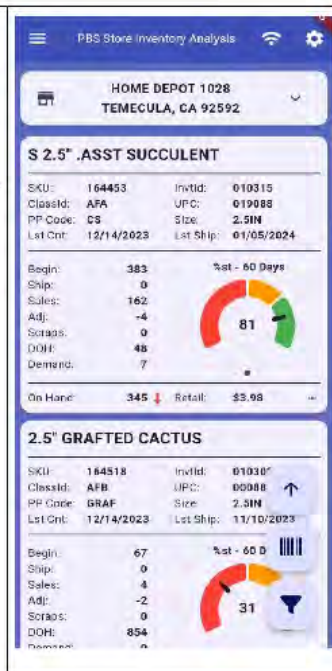
PBS Store Inventory Analysis

The PBS Store Items Analysis screen lists all items at the current store filtered by current filters. It shows the following values for each item:

- **Begin:** OnHand 30 days ago.
- **Ship:** Shipped quantity in the last 30 days.
- **Sales:** Sales in the last 30 days.
- **Adj:** Total adjustments made in the last 30 days.
- **Scraps:** Total scraps made in the last 30 days
- **DOH:** Days on Hand. Number of days items are on hand.
- **Demand:** Average sale quantity.
- **OnHand:** Current On Hand quantity.
- **Retail:** Retail price.

Sell Thru Percentages

3 gauges display the sell thru percentages over 30, 60 and 90 days. Swiping the gauge left and right scrolls through the 3 values:



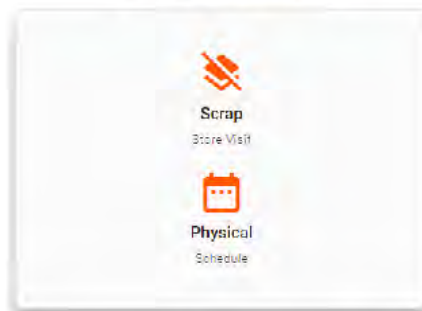
- Natural Creations



Physical Inventory: <https://vnhdapp.verasnurseries.com/Login>

Log in screen, enter your E-mail, Password and click Login

Main screen, click on Physical



www.trynaturalcreations.com / 800-606-1532

- Rio/Fernlea

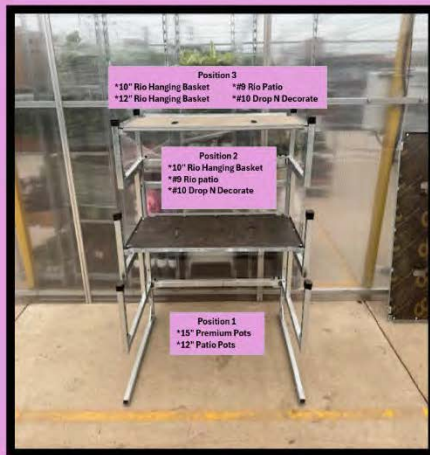


Rio

RIO POP INSTRUCTIONS AND EXPECTATIONS

Fernlea

Core Season- Display A



Shelf Placement Display A

- *Top Shelf Top Top Hole
- *Middle Shelf Bottom Hole

Core Season- Display B



Shelf Placement Display B

- *Top Shelf Top Top Hole
- *Middle Shelf Top Hole
- *Bottom Shelf third hole from top

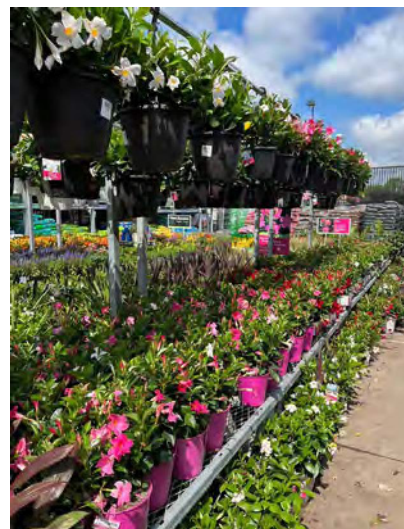
MERCHANDISING

MERCHANDISING BEST PRACTICES

Rio
Dipladenia

TABLES

- ✓ Price points together and ascending front to back.
- ✓ Color blocked and striped
- ✓ Signed



fernlea.com/Rio

PRODUCT SHIPPING

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

Rio
Dipladenia

Step 1 of 2

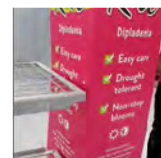
Small holes to zip-tie triangle closed
(3 holes on outer panels)



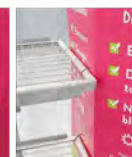
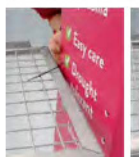
Step 2 of 2



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)

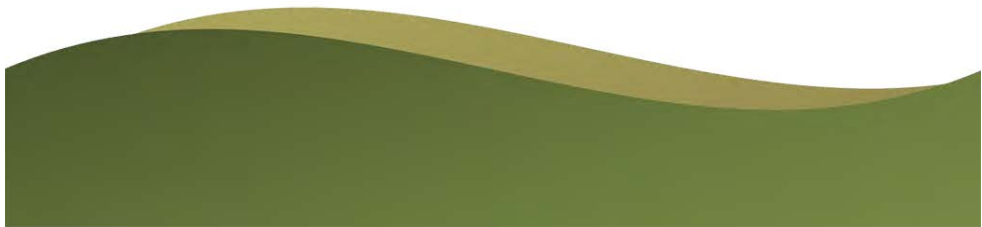


PRODUCTS AVAILABLE



MORE BRANDS IN STORE

RACK PROGRAMS





AVAILABLE COLORS



Merchandiser Expectations & Daily To Dos

The following are the requirements of the merchandiser position. Now that you have reviewed the training manual please read through the expectations with your supervisor. At the end, after all your questions have been answered, there is a place for you to sign acknowledging that you understand the Hampshire Farms expectations and are able to perform the tasks associated with the merchandiser position.

Merchandiser Expectations

- Our Mandatory start time is 08:00.

If there is any reason you are not able to make it in on time, let your supervisor know. Frequent late occurrences will be noted in UKG.

**Weekends and holidays are mandatory. (Mother's Day, Memorial Day, 4th of July, and Labor Day.)*

UKG

- UKG is where you will be clocking in and out.
**If you need to adjust your time, you need to put in a request through UKG. This can be done under "change request" on your timesheet. For more information about time change requests reach out to your supervisor.*
- Requesting time off is also done on UKG. This can be done under "time off request" on your timesheet. For more information about putting in a time off request reach out to your supervisor.
**You need to give your supervisor notice 2 weeks in advance when taking time off.*

Lunch Break

- If you are planning on working a 7hour or longer day you must clock out for 30 minutes by the 5th hour. Travel does not count as your break, and you must clock in for travel.

Dress Code: - P.P.E

Remember you will be the one representing Hampshire Farms in your store(s) most of the time, so make sure you are looking presentable for our company.

- Hampshire Shirt. Do not cut shirts into crop tops, v necks or tank tops.
- Pants or capris. Do not wear ripped jeans, leggings, or short shorts.
- Shoes must be close toed, no flip-flops, crocs, or heels.
- Work gloves.
- Hampshire Hat (optional but recommended)

Safety First.

- Wear work gloves to protect your hands.
- Make sure you are lifting with your legs not with your back. Do not bend over to pick something up, make sure you are bending with your legs.
- Pull do not push racks. It is hard to see around racks when pushing so you may run into someone or something.
- When staging racks, make sure you put something in front of the wheels to prevent it from rolling away.
- Before watering make sure you put up wet floor signs around your area to prevent slips and falls.
- Make sure to remove any empty pallets in the area as they are trip hazards.

Tidiness/Organization

- Keeping the area clean is your responsibility.
- You are not only responsible for watering but you are also responsible to squeegee access water to the drains, so puddles do not form.
- Sweeping under and around the tables/pods.
- Keeping the top and bottom of pods swept and free of excess dirt.
- Make sure the sign bins are up to date and organized. Keeping the sign box organized by prices will make it quick and easy to find the signs you need.
- Sign bins should not be on Hanging Basket Pod or on the bottom of a pod. Have a designated area for sign bin that is not visible to customers or in photos.
- Make sure signage on tables is visible and correct.
- The area should be always shoppable. Meaning, there is enough space to easily fit a shopping cart in between each table/pod without anything being in the way.

Daily Recaps

Send your supervisor a brief daily recap and pictures before clocking out at the end of your day. Below, you will find example information needed on the daily recap.

Example:

Staged Rack counts:

2 HPA (1HB&1of 6" foliage), 4HF.

Did you water? Yes or No

Markdowns:

358533-2

Comments:

I did not have time to water the pallets of tropes in the racetrack. SM wants us to take down the holiday table.

Pictures

- After each delivery pictures need to be taken and sent in on the same day. If your store is not getting a delivery for the week Pictures still need to be taken and sent in before E.O.B Thursday.

*Picture Requirements

- Must have a picture of each individual table/Pod and pictures that have a view of the whole area. (Take a step back so that the floor and everything around the sides of the tables/pod are visible)
- All pot labels should be facing out in pictures.
- Make sure that you have all the correct signage up.
- Pictures should be taken after sweeping but before watering!
- There should be no carts, garbage, wet floor signs, or boxes in pictures.
- Any staged racks, vigoro stands, and pw stands should be included in your pictures.

Markdowns/Tosses = Inventory

- Everything that is getting tossed needs to be recorded so that it is adjusted in the store's inventory.
- You or your supervisor must input all tossed products into picas.
- If you do not have access to Picas, you will have to make a toss list that states the Sku and quantity of each item tossed. These lists must be sent to your supervisor after every visit.
- Each store needs to have Markdowns in by Wednesday every week!

- Make sure you are marking down only what you have physically tossed. DO NOT try and adjust or fix store inventory.
- Keep your markdown limit between 50-125 per month.
- Keep the markdown limit per sku under 10 per visit. If you come into a situation where you must toss more than 10 you need approval from your supervisor.
- If you run into any pests or damages on plants (bugs, bird damage, cold/heat damage, or damages straight off the truck) you need to take counts and send pictures to your supervisor immediately.

Please see attached Expectations document at the top of this section for the printable version of this expectations agreement. It will need to be signed by you and your supervisor during orientation of the merchandiser position.