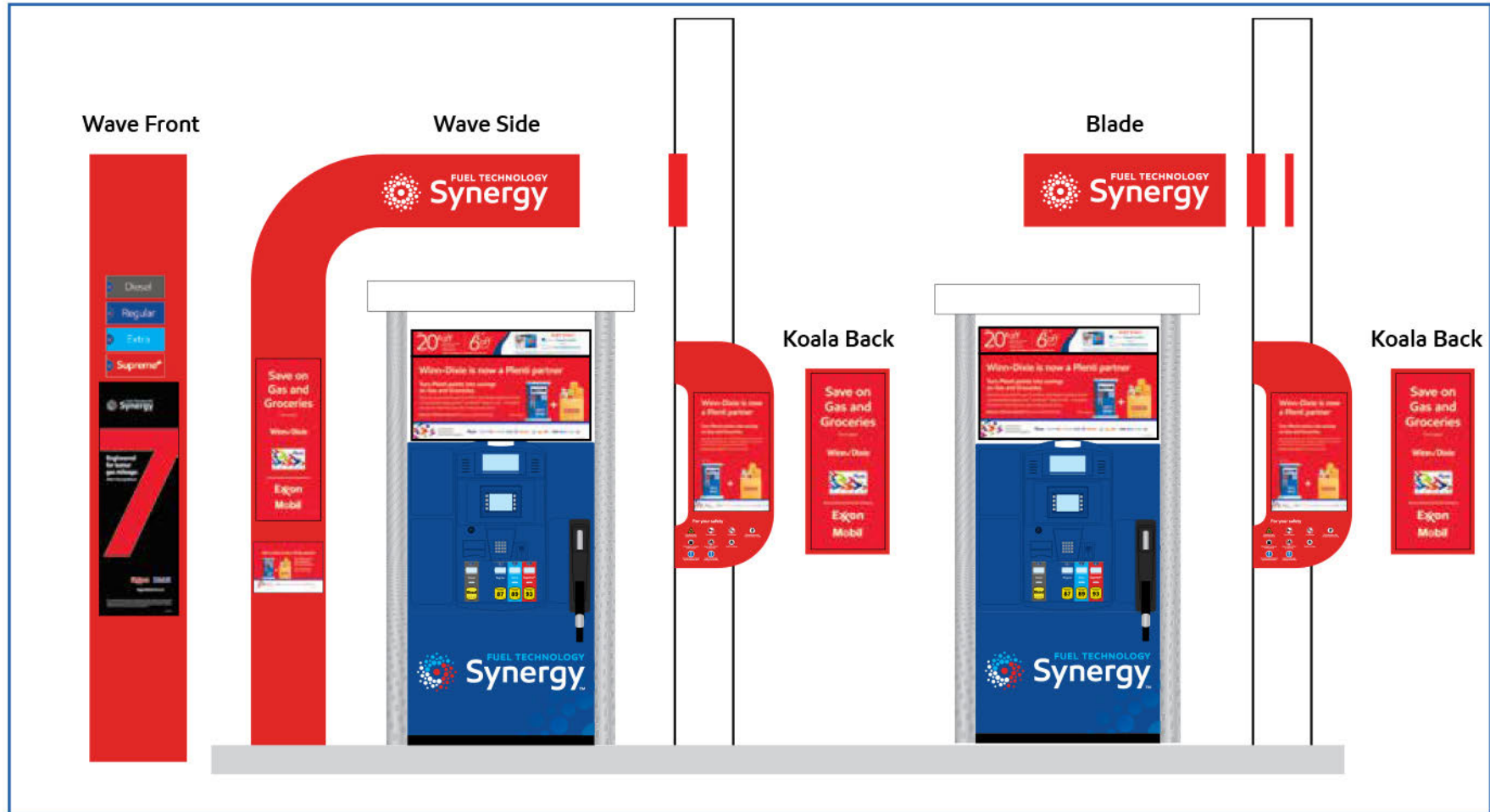


Winn-Dixie, BI-LO/Harveys Plenti Campaign Launch: April 5, 2017



Winn-Dixie, BI-LO/Harveys Plenti Campaign Launch: April 5, 2017

IMPORTANT INFORMATION

1. Post all OSA on April 5, 2017.
2. This placement guide is for sites that DO NOT have the new Synergy™ Site Image.
3. **NOTE: Effective January 1, 2017, sites should no longer display pump ears, Smart Card and Plenti Application Holders at the pump.**

REORDER INFORMATION

- Signage and Plenti Welcome Kits (boxes of 250 card carriers) are available in the RPM catalog for reorder.
- Should you have questions or issues with shipments, please email RPM Customer Support at **support@emrpm.com** or call **1-800-636-4767**.
 - **Note:** Additional signage available for purchase, while supplies last.
- To reorder Smart Card Brochures, please call R. R. Donnelley at **1-800-416-8151**.
- Please allow up to two weeks for delivery of your order.

Site Perimeter



Put Up

A EZ Mount/Snaplock Pole Sign



B Sandwich Pole Sign



Destroy

EZ Mount/Snaplock Pole Sign



Sandwich Pole Sign



At the Pump



Put Up

C Grocer Pump Topper



D Smart Card Pump Top Extenders



Destroy

Reminder: ALL pump ears and acrylic application holders for Plenti and Smart Card should have been removed from the pump by January 1, 2017.

Plenti Pump Top Extender



Plenti Pump Application Holder



Smart Card Pump Top Application and Acrylic Holders



Waves: For ALL Locations



E XL Wave



F Large Wave



G Small Wave



XL Wave



Large Wave



Large Wave

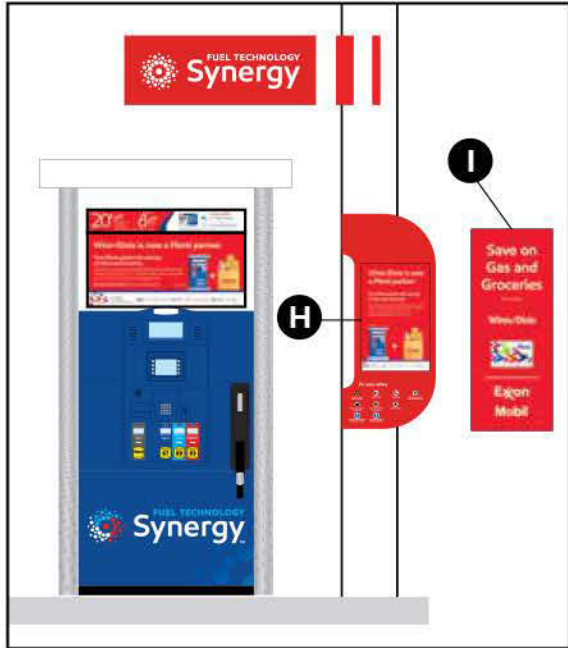


Small Wave



ExxonMobil

Koalas: For ALL Locations



H Medium Koala



I Large Koala



Medium Koala



Large Koala



Large Koala—
Speedpass+™ locations only



ExxonMobil

In Store



J Wobbler



L Ceiling Dangler



M Cooler Cling



O Plenti Register Card Topper



P Easel Back



Q Counter Mat



Destroy

Cooler Cling



Counter Mat



ExxonMobil



Keep Up

K Educational Alliance Poster




N In-store Poster
Note: Place on a wall in a common area



Applications



1



New
Wallet Card

2



New
ExxonMobil
Smart Card
Brochures

3



New
ExxonMobil
Smart Card
Brochures

4



New
2017
Business Card
Applications

7



New
Smart Card
Riser Card



Destroy



Wallet Card

ExxonMobil
Smart Card
Brochures

ExxonMobil
Smart Card
Brochures

Business
Card
Applications

2016
Business
Card
Applications

Smart Card
Riser Card



Keep Up

5



Synergy™/
Program Offer
Brochures

6



Business Fleet
and Fleet
National Card
Applications

Winn-Dixie, BI-LO/Harveys Plenti Campaign Launch: April 5, 2017

Signage reorder information on RPM

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Please allow up to two weeks for delivery of your order.



Site Perimeter

Winn-Dixie EZ Mount/Snaplock Pole Sign
Winn-Dixie Sandwich Pole Sign
BI-LO/Harveys EZ Mount/Snaplock Pole Sign
BI-LO/Harveys Sandwich Pole Sign

W217WDEZM, W217WDSNP
W217WDSPTS
W217BHEZM, W217BHSN
W217BHSPS

Pump Area

Winn-Dixie Large Pump Topper
Winn-Dixie Small Pump Topper
Winn-Dixie Narrow Pump Topper
Winn-Dixie Gilbarco Pump Topper
BI-LO/Harveys Large Pump Topper
BI-LO/Harveys Small Pump Topper
BI-LO/Harveys Narrow Pump Topper
BI-LO/Harveys Gilbarco Pump Topper
Synergy Large Pump Top Extender
Synergy Small Pump Top Extender
Synergy Narrow Pump Top Extender
Synergy Gilbarco Pump Top Extender
Synergy Hose Flag

W217WDLPT
W217WDSPT
W217WDNPT
W217WDGPT
W217BHLPT
W217BHSPT
W217BHNPT
W217BHGPT
W217SYNLPTE
W217SYNSPTE
W217SYNNPTE
W217SYNGPTE
W217SYNHSF

Wave Signs

Winn-Dixie Large Wave
Winn-Dixie Small Wave
BI-LO/Harveys Large Wave
BI-LO/Harveys Small Wave
Synergy Extra Large Wave

W217WDWSL
W217WDWSS
W217BHWSL
W217BHWSS
W317SYNWXL

Canopy Signs

Winn-Dixie Medium Koala
Winn-Dixie Large Koala
BI-LO/Harveys Medium Koala
BI-LO/Harveys Large Koala

W217WDKBM
W217WDKBL
W217BHKBM
W217BHKBL

Checklist for April 5, 2017

- Put up all required/primary Winn-Dixie and BI-LO/Harveys OSA for April 5, 2017.
- Replace indoor Smart Card applications with new Smart Card brochures provided in this kit.
- Replace Business Card brochures with new version provided in this kit.

Effective January 1, 2017, all items below should have been removed:

- Removed pump ears.
- Removed Smart Card application holders from pump.
- Removed Plenti application holders from pump.
- Removed residual adhesive from pump as a result of removal of the above.