

# Kinedyne Planogram Guidelines and Terms & Conditions

Ideal placement of Kinedyne product is important to maximize sales and minimize wasted space and allows for visual monitoring of inventory. The guidelines should be followed, and these terms and conditions will apply when displaying Kinedyne product in a retail environment:

## Guidelines:

1. Kinedyne product should never be displayed in the original packaging in a retail environment (ie plain boxes, etc.). This does not include Kinedyne preprinted PDQ Displays, or other Kinedyne packaging created specifically for retail environments.
2. Heavier Kinedyne product must be placed into aesthetically pleasing containers, carts, barrels, or bins and should never be placed directly on the floor.
3. Shelving should **always** take into consideration the weight of the product being displayed.
4. Caution or warning notices should be displayed in retail locations whenever Kinedyne product contains sharp edges indicating same.
5. The Kinedyne product section should clearly be delineated from all other manufacturers' product sections.
6. Kinedyne branded banners **must** be placed directly above displays of Kinedyne product in every location they are displayed in the retail environment.

## Kinedyne Branded Supplied Materials

1. Fabric branded banner(s) featuring the Kinedyne Logo & Website Address
2. Window Decal(s) featuring the Kinedyne Logo
3. Counter Mat(s) featuring the Kinedyne Logo and selected Product Segments
4. Vinyl Graphics for Pegboards, or alternate locations, featuring the Kinedyne Logo

Additional Kinedyne branded vinyl graphics may be provided upon request for barrels, containers, carts, and more.

*Please note, should you wish to produce your own Kinedyne branded graphics, Kinedyne Marketing must approve them before use.*

Contact Kinedyne Marketing to discuss branded materials at [marketing@kinedyne.com](mailto:marketing@kinedyne.com)

## Terms & Conditions

1. These are guidelines only, please use your best judgement when displaying Kinedyne product in your retail locations.
2. Kinedyne cannot be held liable for any retail display damages, injuries incurred during display setup, or thereafter.
3. Company displaying Kinedyne product must send imagery to Kinedyne Marketing before and after the first retail display is completed.

Contact Kinedyne Marketing with any questions at [marketing@kinedyne.com](mailto:marketing@kinedyne.com)

Thank you for your support of our brand and product!



# Shelving Display



# Chain Display

