

**SAFE**  
ESSENTIALS



Safe Essentials Signage Manual  
Always On Promotion

# Dear Store Managers and Team

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## SAFE ESSENTIALS

We are going through the most trying time as South Africans, and we need to let the Game shoppers know that we have all the essentials they need to keep themselves and their families safe and secure.

The merchandise team have sourced various safety items such as face masks, shields and sanitizers to help fight the spread of the virus.

It is now up to us to display these products in a way that it is highly visible and easily shoppable for the customer.

Please use this guide on how to place the POS and display the product effectively.

This campaign has no end date and will continue until marketing sends out comms to remove the POS.

Keep Safe, both you and your customers.



Thank you,  
The Marketing Team

# V Shaped GE Headers

I love the  
space  
between  
me & you.



**SAFE**  
ESSENTIALS *We've got you*



Place the header on one side of the V shape per GE.

DIMENSION | 530x770mm

3 per store

# Flat GE Headers

I love the space  
between me & you.



Place on the top of the flat GE's.

DIMENSION | 350x710mm

3 per store

# PI Strips

SAFE ESSENTIALS We've got you SAFE ESSENTIALS We've got you SAFE ESSENTIALS We've got you SAFE ESSENTIALS We've got you

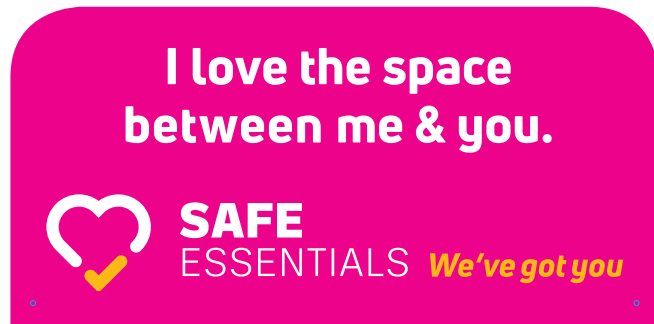


Place PI strips on GE's and shelves with Easter products.

DIMENSION | 30x1330mm

60 per store

# Medium Bulk Stack Headers

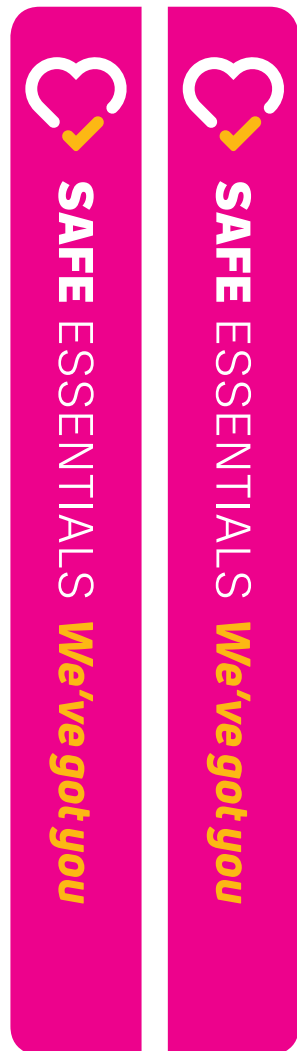


Attached to the top part of the Medium Bulk Stack  
Price book frame.

DIMENSION | 205x415mm

4 per store

# D Wings

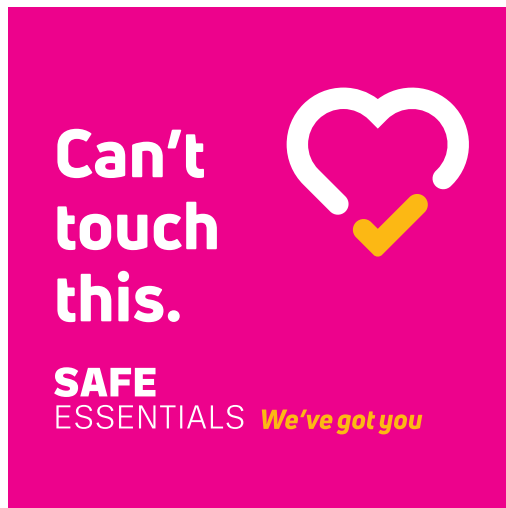


GE D-wings to be placed on both sides of each GE.

DIMENSION | 200x1600mm

6 per store

# Dumpbin 1 Posters



Make 4 single dumpbins using two of each of the poster types per bin.

DIMENSION | 760 x 760mm

16 posters per store

Thank you.

YOU'VE GOT  
**game**