



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

September 10, 2018

NOTICE TO THE TRADE – DECA NOTICE 18 - 66

SUBJECT: New Item / Gladson Process – Effective October 1, 2018

DeCA is currently in the process of enhancing our new item process, which will modernize store and consumer initiatives that are reliant upon accurate product level data and images. These initiatives include store level assortments and planogramming (Space Management), as well as online ordering (eCommerce).

Accurate, consistent, and current data and images for all products is vital for DeCA to properly merchandise your products. Gladson is DeCA's chosen source for product data and images relating to the initiatives above. As such, DeCA will require that ALL current and new products are updated and maintained in Gladson's Space Management and eCommerce databases.

Beginning October 1, 2018, new items presented to DeCA and current items with package updates (dimensions, graphics, package content) must be processed through Gladson, after acceptance via a DeCA Form 40-15. Items that have not been processed by Gladson will not be added into our system for sale.

For products not updated or available in the Gladson database, there are three options available:

Standard Compliance:

- Your products will be processed and made available specifically for DeCA's initiatives.
- After receiving acceptance via a DeCA Form 40-15, products may be dropped off or sent directly to DeCA headquarters, 1300 E Avenue, Fort Lee, VA 23801-1800 (Attn: Gladson Remote Capture). If the items are perishable, please pack accordingly and indicate 'Perishable' on the package.
- A completed Gladson Product Request form (attached) should be included IN EACH BOX of products to be processed.
- All boxes must also include an approval code from the online payment which can be made via the payment portal at <http://deca.gladson.com/>. The cost is \$50.00 per item.
- The fee covers the capture of both Space Management and Ecommerce images and content/attributes/dimensions from the physical package submitted. This data will be supplied to DeCA for its planogram and online sales programs. It includes all elements of capture, editing, and quality assurance.
- The fee will be paid directly to Gladson by the participating Vendor when they log into the payment portal to schedule products for capture.

Gladson myBrands Program:

- Under this option, not only will your products be processed and made available specifically for DeCA's initiatives, but Gladson will also
 - Deliver all data and images back to your attention for your entire company's internal and external needs;
 - Include your data and images in the Gladson universal product library accessed by its vast network of retail, vendor, and distributor customers for a wide range of uses including space planning, eCommerce, advertising, mobile applications and more.
 - Under this program, you can submit new items and package changes at no additional cost during the term of your agreement.
- A completed myBrands agreement will need to be signed with Gladson for processing. ***Please contact Mr. Greg Gates (Gladson) at 312-766-4708 to discuss the program and associated investment in greater detail.***
- Once in place, you will follow the same steps as noted above to get your products processed.

Already a Gladson Customer:

- If a Vendor is already a Gladson customer, anything they submit under their current program with Gladson would be made available to DeCA at no charge. However, they would need to have both a Space and Ecommerce program with Gladson. If they only have Space, then the product will still need to be submitted for capture of the Ecommerce images/attributes. An option for just the Ecommerce portion will be available for \$35.

If you have your own existing images and data that you'd like Gladson to host for this purpose, Gladson can evaluate the content to confirm if it meets DeCA's digital content specifications.

Questions regarding the Gladson initiative should be submitted by email to Deca@gladson.com. Thank you for your support and compliance with this process.

Tracie L. Russ

Tracie L. Russ
Director, Sales

Attachment
As stated

DeCA CMP Request Form

1 About You	Today's Date: _____ Your Company Name: _____ On Behalf of: DeCA_CMP Your Name: _____ E-mail: _____ Phone: _____ Address: _____
2 Processing	Products will be processed according to DeCA requirements
3 Payment	If you have not already utilized the online payment portal, please complete the portal at http://deca.gladson.com/ and include your approval code before shipping items. <u>Approval Code:</u> _____
4 Shipping Instructions	Drop off or ship products to: DeCA Headquarters Attn: Gladson Remote Capture 1300 E Avenue Fort Lee, VA 23801-1800 Fill out this form, print and include a copy with your shipment. <ul style="list-style-type: none"> When product is visible through the packaging and for all bags and soft containers and packages with shrink wraps and outer sleeves, please send a complete, filled package. When packaging holds its shape without the product and the product is not visible or when boxes, bottles, cans, and jugs where the product is not visible, empty packages are acceptable. Please take care when packaging products. If they are breakable, please package them in bubble wrap, peanuts, shredded paper, etc.
5 Special Instructions	

FOR GLADSON USE ONLY	Initials	#	Date	Notes
Shipping & Receiving:				
GEM:				
Scheduling:				
Photography:				
Warehouse:				



If you have any questions regarding this form, or sending product samples, please contact Gladson Client Services:
Deca@Gladson.com
 Phone: 866-594-0777
 Business Hours: Monday–Friday
 7:00am-5:00pm CST



Please use this sheet to list all the UPCs in your shipment (UPCs MUST be on products):

