

Kalan Merchandising Survey Example Photos

White BMF Rack Store Checklist of Photos Needed

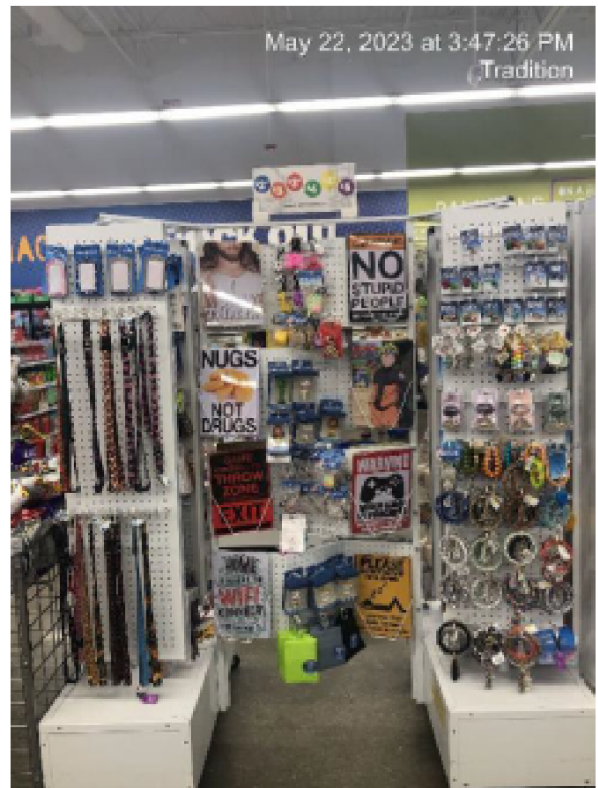
- 2x Before Service Pictures of the BMF Rack (1 of each side)
- 4x After Service Pictures of the BMF Rack (2 of Each Side with spinning panels turned so we can see all sides of each panel – see below for sample photos)
- 1x After Service Picture of the Magnet Panel
- 1x After Service Picture of the Wildberry Incense Endcap
- 1x After Service Picture of the Gag Toy Area
- 1x Picture of Damaged Product (if needed)
- 2x Pictures of your Backstock (1 of the location of the boxes in the backroom; 1 of the inside of the box to see the product. You can do multiple boxes for photos and there are extra photo spaces if needed depending on how much backstock you have.)

Grey/Black BMF Rack Store Checklist of Photos Needed

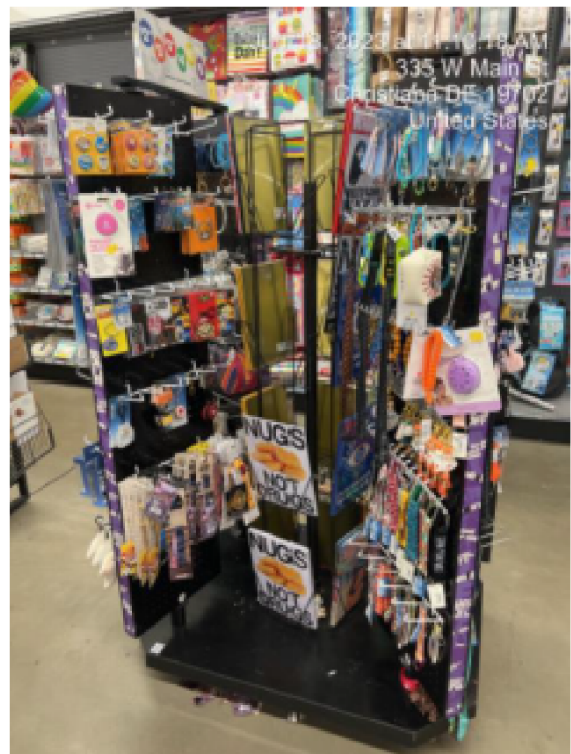
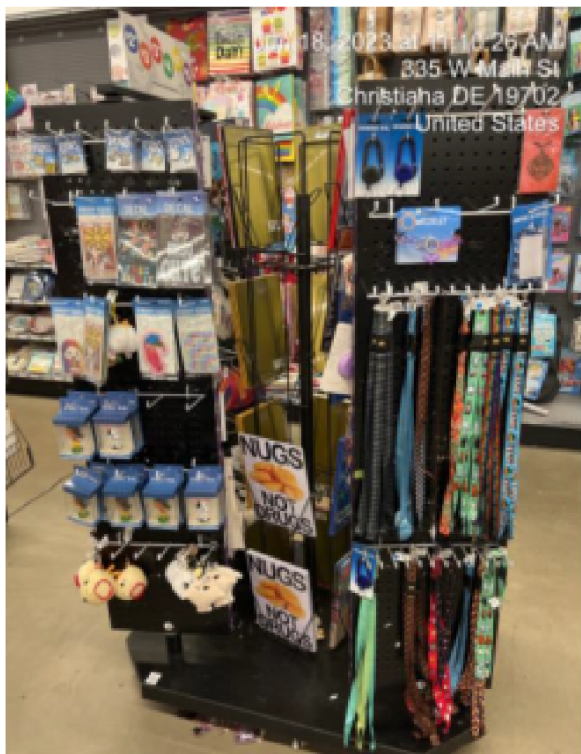
- 2x Before Service Pictures of the BMF Rack (1 of each side)
- 4x After Service Pictures of the BMF Rack (2 of Each Side with spinning panels turned so we can see all sides of each panel – see below for sample photos)
- 2x After Service Pictures of the Magnet Locker Fixture (1 of each side)
- 2x After Service Trends Center Rack – Select Locations Only (1 of each side)
- 1x After Service Picture of the Wildberry Incense Endcap
- 1x After Service Picture of the Gag Toy Area
- 1x Picture of Damaged Product (if needed)
- 2x Pictures of your Backstock (1 of the location of the boxes in the backroom; 1 of the inside of the box to see the product. You can do multiple boxes for photos and there are extra photo spaces if needed depending on how much backstock you have.)

All photos MUST be date-stamped. See end of document for information on downloading date stamp app for your photos.

SAMPLE PHOTOS



2x Before White BMF Rack Pictures – One of Each Side of the Rack

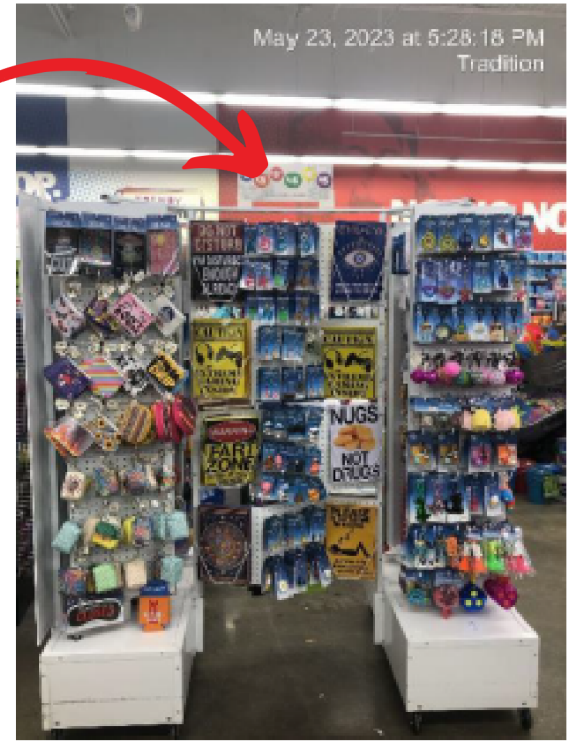
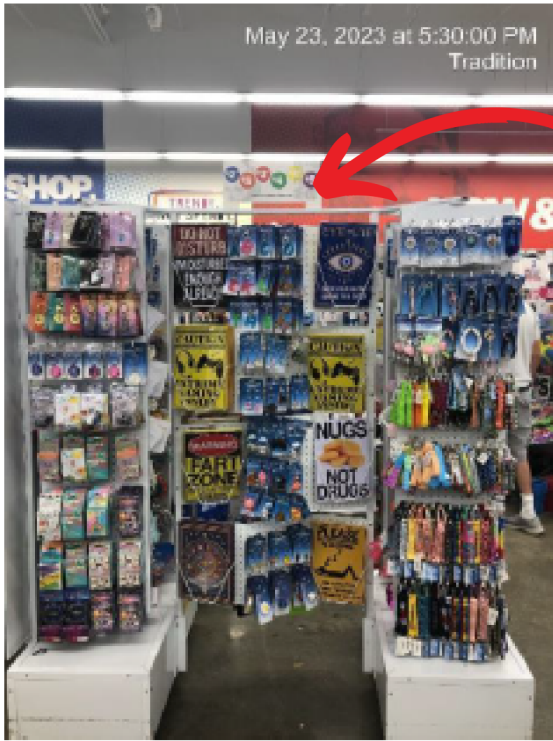


2x Before Grey/Black BMF Rack Pictures – One of Each Side of the Rack

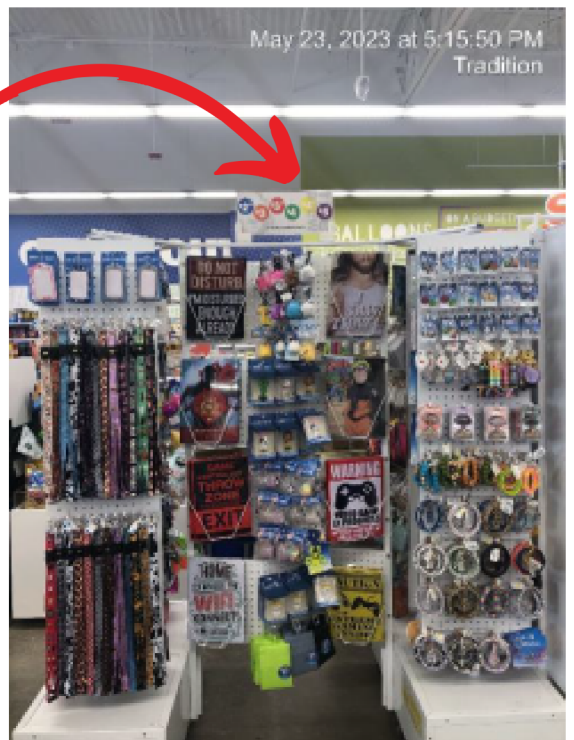
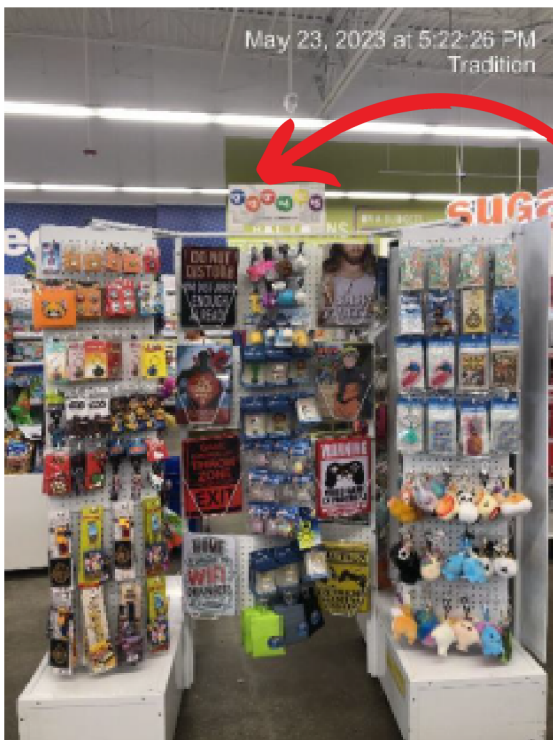
4x After White BMF Rack Pictures – Two of Each Side of the Rack

The large white or grey BMF rack has many panels that require photos. To get the spinning panels, stand on one side of the rack and take your photo so we can see a front view of the two spinning panels. Then stay on the same side but spin the two panels to the reverse side and take a second photo. Do the same on the other side of the rack. If you do this on both the front and back side of the BMF rack, all 4 photos should be sufficient for us to view all of the product on the rack except the magnets.

SPINNING PANELS TURNED ON ONE SIDE OF THE RACK

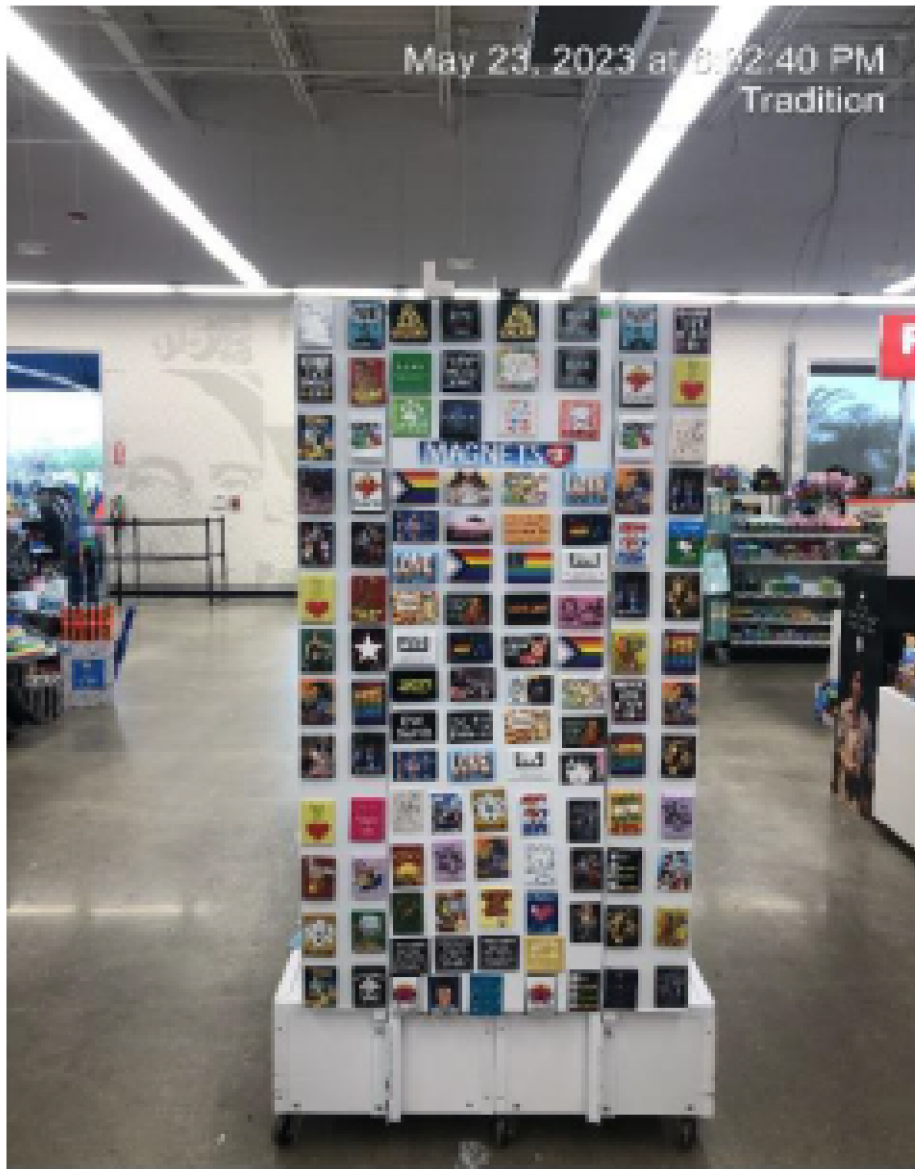


Middle product is the same in two photos; turn outside



panels to get both sides of panels for pictures.

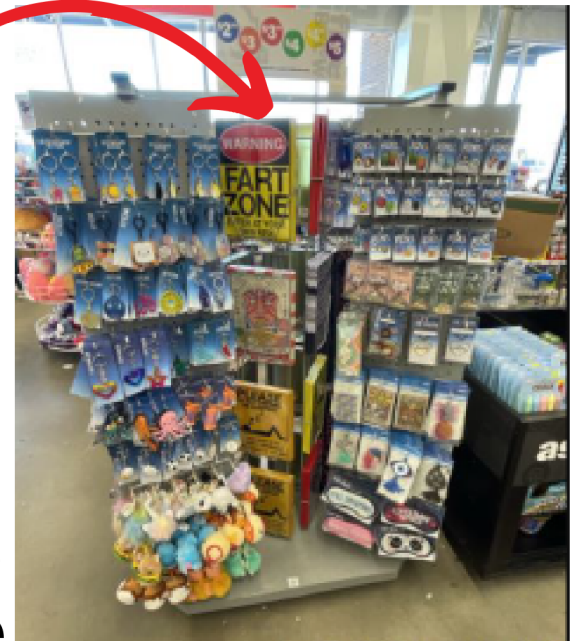
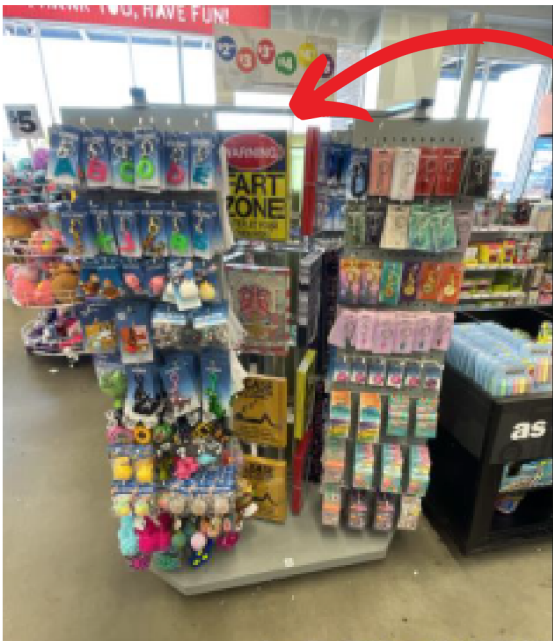
1x After Service Picture of Magnet Panel (White BMF Rack Only)



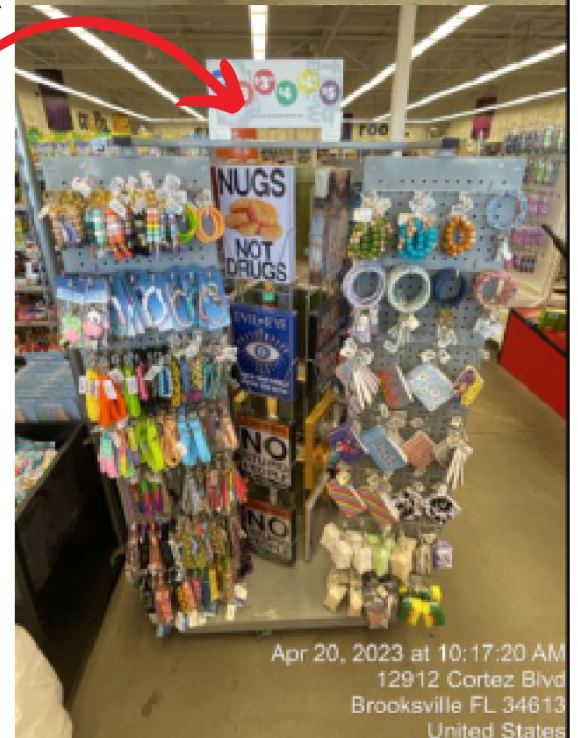
4x After (Grey/Black Rack Stores Only) BMF Rack Pictures

The large white or grey BMF rack has many panels that require photos. To get the spinning panels, stand on one side of the rack and take your photo so we can see a front view of the two spinning panels. Then stay on the same side but spin the two panels to the reverse side and take a second photo. Do the same on the other side of the rack. If you do this on both the front and back side of the BMF rack, all 4 photos should be sufficient for us to view all of the product on the rack except the magnets.

SPINNING PANELS TURNED ON ONE SIDE OF THE RACK



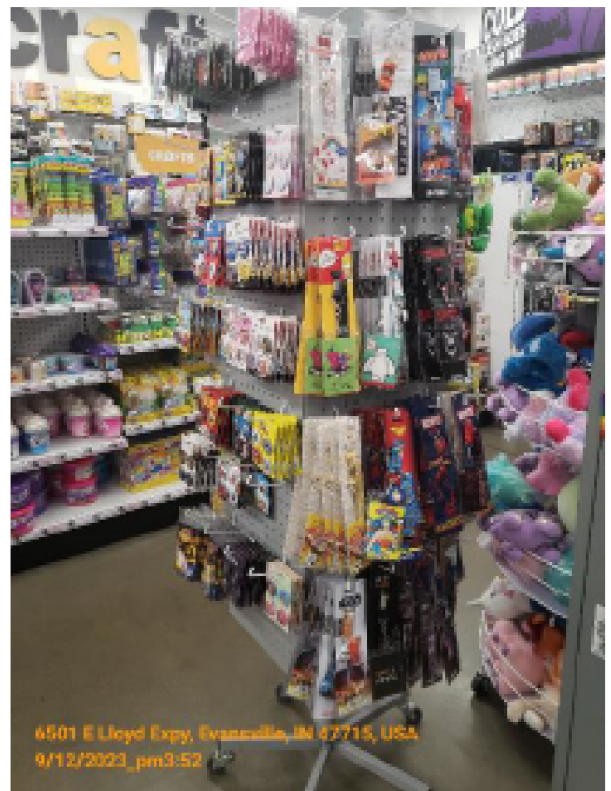
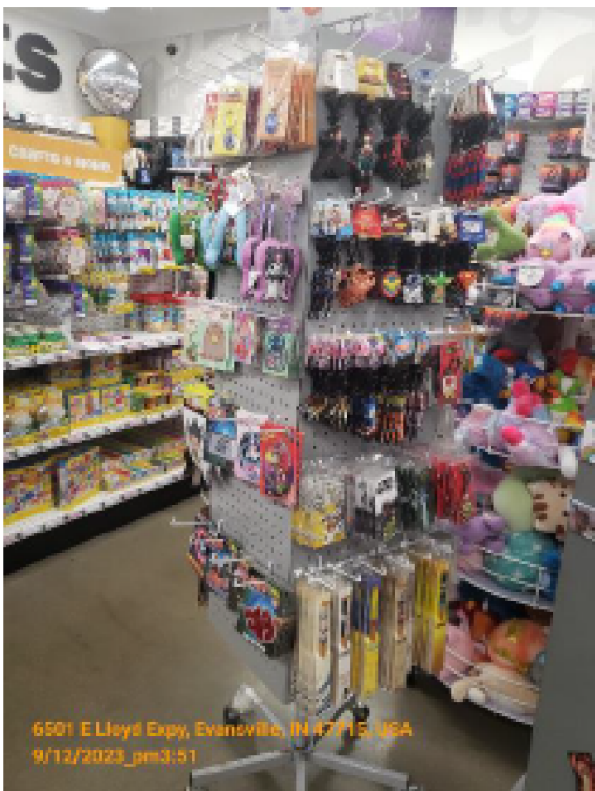
Middle product is the same in two photos; turn outside panels to get both sides of panels for pictures.



2x After Service Pictures of Magnet Locker (Grey/Black BMF Rack Only)



2x After Service Pictures of Separate Trend Center (Select Stores Only)



ADDITIONAL PHOTOS NEEDED FOR ALL STORES

**1x After Picture
of Gag Toy Area
(All Stores)**



**1x After Picture of
Incense End Cap
(All Stores)**



ADDITIONAL PHOTOS NEEDED FOR ALL STORES

**1x After Picture of Auto Area
(monthly shipment only)**

Most Stores have an entire side wing; some have auto on the wall with only 2 hooks for Kalan product. Each hook can hold multiple styles of the Kalan Auto Bumper Sticker and the Kalan Auto Window sign.



AUTO WALL



SIDE WING

EXAMPLE OF SIDE WING

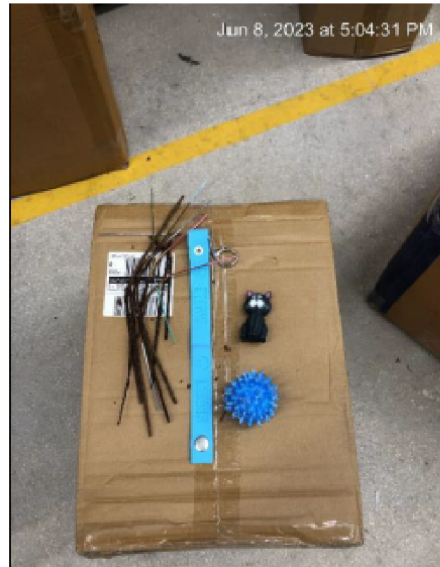
During certain times, Kalan product will be on themed side wings in the store. If Kalan product is on a side wing, a photo will need taken at the end of your service visit.



ADDITIONAL PHOTOS NEEDED FOR ALL STORES

Damaged Product Picture(s)

Only needed if you have
Damages – take photo
and then hand damaged
items to Store
Management



Picture of All Backstock Boxes in Back Room Storage Location



Picture of Inside Backstock Boxes Product View

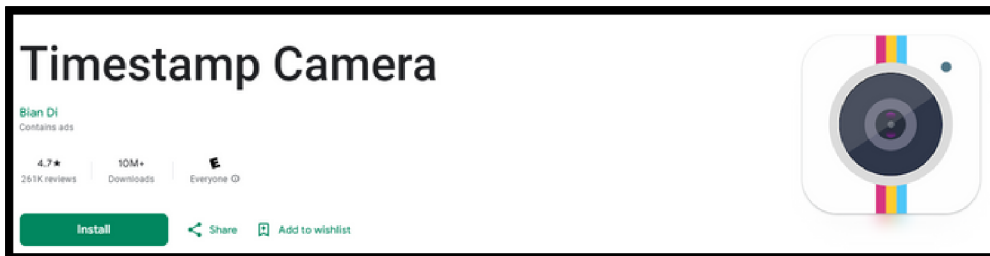
*There are multiple spots on
the survey if you need to take
more than one photo to show
all product inside backstock
boxes*



Time / Date Stamping photos

If your phone/camera won't date stamp the photos, here is a free date stamp app that many of our current merchandisers use. There are plenty of free options available. If you'd like to find your own, just search "date stamp" or "time stamp" in your phone's app store.

All submitted photos must contain the date on each photo that is required for reporting. This is necessary for us to verify the work was completed for the service. Surveys that are submitted without date stamped photos will be unapproved and not submitted for payment.



See Examples Below of good date-stamped photos:



Time/Date Stamp

Time/Date Stamp

