



JYSK STANDARD

Sales Displays - SDP

Scope

This standard describes JYSK requirements for Sales Displays - SDP.

Change-log

| Section | Changes |
|-----------------------|--|
| 3.1.1 | SDP label requirement updated with batch number. |

Contents

| | | |
|-------|--|---|
| 1 | Definition..... | 2 |
| 2 | Technical description of SDP..... | 2 |
| 2.1 | General requirements..... | 2 |
| 2.2 | Example of an unfolded SDP / construction | 2 |
| 2.2.1 | Inclined display | 3 |
| 2.2.2 | Tray display | 3 |
| 2.3 | SDP Mockup examples..... | 3 |
| 2.3.1 | Fixers..... | 3 |
| 2.3.2 | Dividers..... | 4 |
| 2.3.3 | Cut out grooves..... | 4 |
| 3 | Packing | 4 |
| 3.1.1 | Labeling | 5 |
| 4 | Store shelf dimensions (EA) - Display dimensions | 6 |
| 4.1 | General information | 6 |
| 4.1.1 | Trays | 6 |
| 4.1.2 | Inclined | 6 |
| 4.2 | Measurement examples | 7 |

1 Definition

A Sales Display is used to make the articles “ready for the shelves”. The idea of the SDP is to make it easier and faster to expose the article, make it possible to stack the articles, present the article better, and to increase sale.

The SDP must be designed to show as much of the products as possible without compromising on quality or functionality.

2 Technical description of SDP

2.1 General requirements

- SDP and fixing of products inside the SDP must be approved by [CAM](#).
- An SDP contains one product type or more, but always with the same product number and the same custom tariff number.
- SDP material must be minimum JYSK CB20 and must comply with [JYSK 6001](#). Further it must be with clean edges and without rip off edges.
- Generally series must have the same SDP Width to secure vertical structure. Front height should be level/identical within same product group.
- Products must be protected by “fixing” and “dividers” when necessary.
- 1 SDP = 1 collie.
- Unopened SDP acts as a *handling unit* and must comply with the physical requirements for handling units (see [General Requirements](#) for handling units requirements).
- Product specific SDP measurements are described in the relevant JYSK standards.

Note: There must always be room for 2 displays on the shelves either in the depth, the height (if it is a low article/SDP) or in the width (if the article/SDP is narrow).

2.2 Example of an unfolded SDP / construction

JYSK strives to use FEFCO codes to ensure a uniform understanding of packaging methods, see [FEFCO](#) for more information.

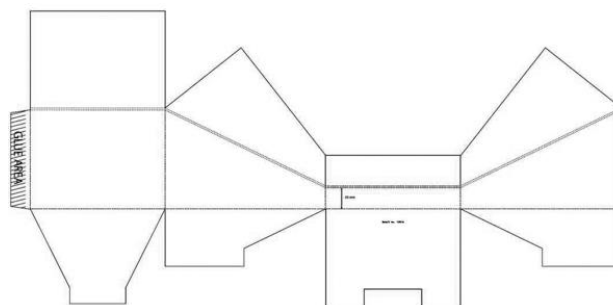


Figure 1 - Example of an unfolded SDP

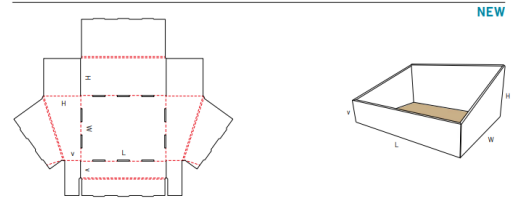
2.2.1 Inclined display

SDP with inclined sides is recommended to follow FEFCO code 0802 or 0804.
 0802 uses less cardboard and have less cut off.

0802 M/A



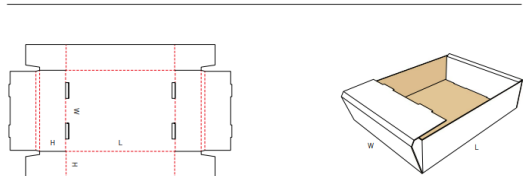
0804 M



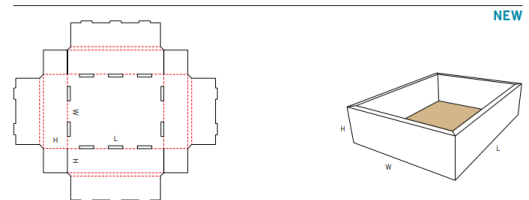
2.2.2 Tray display

Trays are recommended to follow FEFCO code 0422 or 0425.1.
 0422 uses less cardboard and have less cut off.

0422 M/A



0425.1 M/A



2.3 SDP Mockup examples

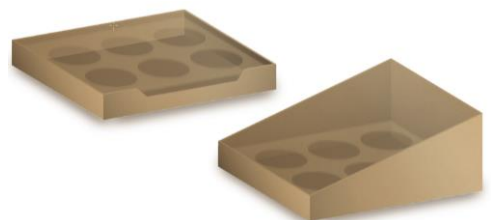
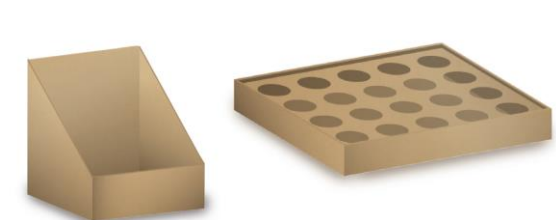
These packaging mockups are for viewing purposes only and should not be used as source file for printing. The Punch/Dielines here are exposed on purpose. Facing wall carries actual colors, other sides are tinted to give a sense of dimension.

2.3.1 Fixers

Display with fixers to fasten products which cannot stand without fixation.

The base is recommended to follow [2.2.1](#) or [2.2.2](#).

Currently no recommended FEFCO code for fixation as the type of fixer depends on the product.

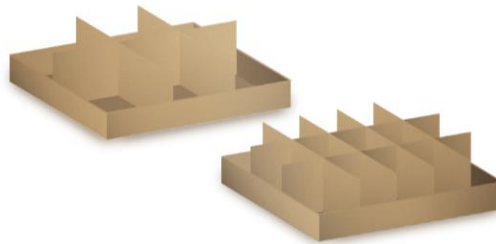


2.3.2 Dividers

Display tray with dividers to separate and protect the products.

The base is recommended to follow [2.2.2](#).

Currently no recommended FEFCO code for fixation as the type of divider depends on the product.



2.3.3 Cut out grooves

Display with cut out grooves to fasten products which cannot stand without fixation.

The base is recommended to follow [2.2.1](#) or [2.2.2](#).

Currently no recommended FEFCO code for cut out grooves as the type of cut out groove depends on the product.



Example of SDP with cut out grooves

3 Packing

The amount of SDPs per box/master box depends on the size of the SDP.

The topbox on the SDP must be taped to the SDP to make use of vacuum lift possible. Only tape on the sides of the box. NOT on the back and front.

If the SDPs are small and delivered with more than 1 unit per box, a topbox is not needed (only allowed if the articles in the SDP cannot be damaged).



Example of topbox for inclined and tray SDP




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3.1.1 Labeling

Labelling of SDP must comply with [JYSK 6101](#), the display must clearly be marked "SDP".

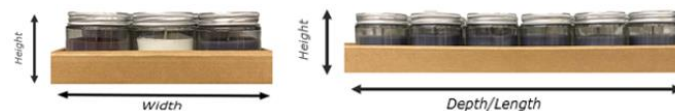
| | |
|---------------------------|---|
| JYSK order number | 450011235662 |
| JYSK batch number | 0624 |
| JYSK product number | 1990106 |
| JYSK product text | Oil |
| Size/model/type | Ocean |
| Colour | Blue |
| Quantity in cardboard box | 24 pcs. |
| Barcode | 5714561780121 |
| Gross weight | 1 kg |
| Net weight | 0,9 kg |
| Cardboard box size | W15 x L22 x H7 |
| SDP |  |

Example of shipping marks for SDP

4 Store shelf dimensions (EA) - Display dimensions

4.1 General information

For articles in SDP both the SDP measure and the EA measure must be stated in the PIF. The SDP measure must be stated under '*Display dimensions*' and the measure for the article must be stated under '*Store shelf dimensions*'.
 'EA' measures are the same as '*store shelf dimensions*' in the PIF and is a unit measure of a single article.
 The '*Display dimensions*' are the SDP measure including both the article and the SDP, meaning if the article is higher than the display it must be the total height.
 If changes in the measurements of an article including the SDP, [CAM](#) must be informed.
 If the articles are assorted, the front/width is always the side showing all different articles.



Examples of assorted articles in SDP

The following measurements must be stated in the PIF:

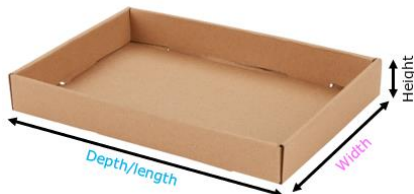
- Height: the height of the SDP (if the article is higher than the SDP, the height includes the article)
- Width: the width of the SDP (the side facing front)
- Depth: the depth of the SDP

Note: Depth = length.

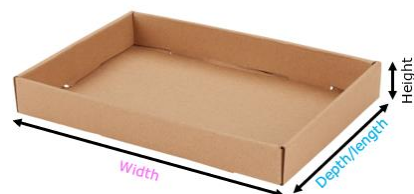
4.1.1 Trays

Trays can be faced two ways, either the widest or the shortest side facing front.

Note: The depth and width depend on which side is to be the front.



Example A – The short side facing front

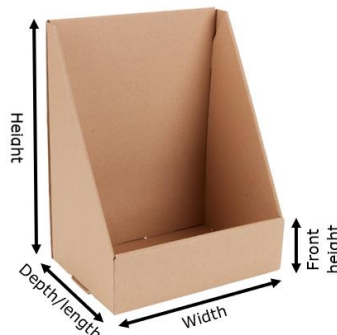


Example B – the long side facing front

4.1.2 Inclined

Inclined displays can only be placed with the low end/side as front.

Note: Front height of the inclined SDP must not be stated in PIF unless specified.



4.2 Measurement examples

Examples of dimensions with different products and shapes in SDP.

Note: The examples are only to provide an understanding of how to measure different articles and shapes in SDP, and **not** as a guideline to which products that must be in SDP. The use of SDP must be confirmed by [CAM](#).

| | | |
|--|--|---|
| <p>Table cloths:</p>  | <p>Solar lamps:</p>  | <p>Picture frames:</p>  |
| <p>Brushes:</p>  | <p>LED lights in packs:</p>  | <p>Decorations:</p>  |
| <p>Place mats:</p>  | <p>Soap dispensers:</p>  | <p>Scented bags(special SDP):</p>  |