

Merchandising Plan

INDOOR/OUTDOOR RUGS



Why merchandise to the plan? Accessories & Add-On items complete our presentation to the customer, increase foot traffic in our stores, create repeat customers and & increase our average sale. We are doing ourselves and our customers a disservice if we don't present the product in the best way possible, merchandising like items and pairing styles together appropriately to maximize our selling opportunity and enhance the customer's experience.

What did we buy? We have added an additional rug supplier to our product mix to marry with our existing suppliers, Kaleen (KALE-).

Why did we buy?

- Kaleen offers a fabulous assortment of handmade, high quality rugs with a luxury feel.
- Kaleen offers the best fashion-forward design with trending designs.
- Kaleen offers a variety of timeless classics or high fashion décor for all needs.
- Kaleen offers a variety of vivid colors & patterns to complement our product.

What will I receive on my floor?

- Each store will receive 4 rugs racks that hold 6 rugs each.
- Each store will receive a total of 24 rugs in the bestselling size (approximately 8x10 foot rectangle) to merchandise in their Rug Racks.
- Each store will receive additional natural color pallet rugs as back stock. When a rug sells out of your Rug Rack, please replace it with a neutral back stock rug until the keep is refilled. This will keep your racks looking full & merchandised, while reducing the quantity you need to keep on hand.
- If you would like to show an additional rug on your floor, underneath a collection, please add an additional rug manually to your transfer waiting list so not to interfere with the rug rack display. If you choose, we can update your keeps to correspond if you email us with your plan.

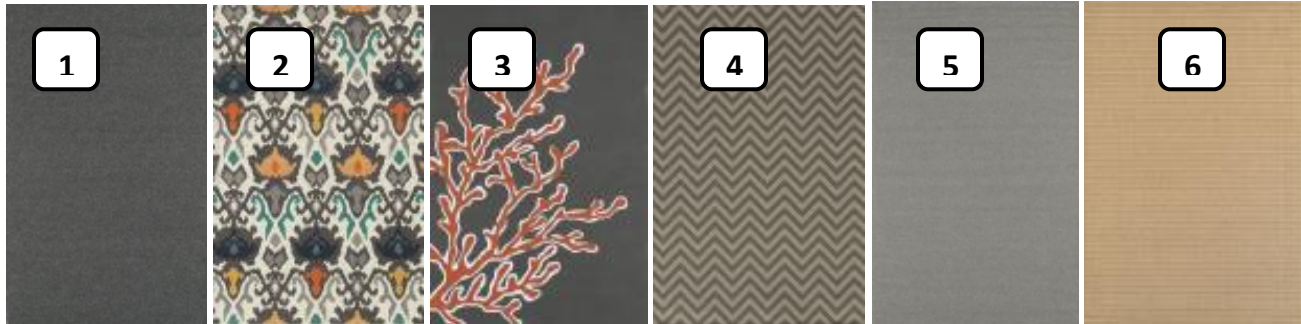
How should I Show? Following is the Merchandising Plan for each Rug Rack, along with suggestions on what collections to merchandise each rack with or near. Please be sure that your Rug Racks match this plan, as inventory has been ordered & keeps have been entered to correspond. **Remove any exterior wrapping from your rugs so that customers are able to feel the texture and weight.**

Merchandising Plan

INDOOR/OUTDOOR RUGS



Grey & Charcoal



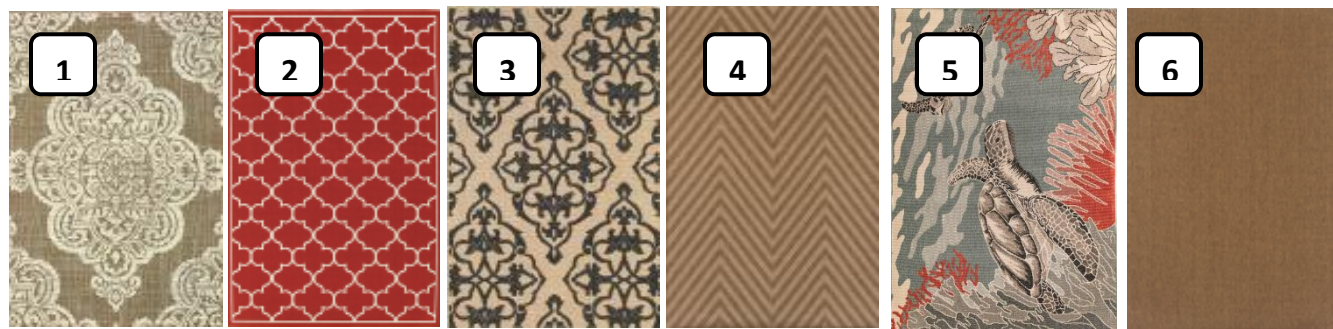
Sku Number	Short Description	Our Low
1. KALE-3020-38,60X96	Bikini Corduroy Braid Charcoal	\$279.99
2. SPHI-530W,63x90	Hampton Multi-Color IKAT	\$189.99
3. KALE-MAT01-32,60x90	Matira Tangerine Coral Grey	\$339.99
4. SPHI-4593E,63X96	Riviera Chevron Grey	\$129.99
5. KALE-3020-73,60X96	Bikini Corduroy Braid Pewter	\$279.99
6. SPHI-501D	Santa Rose Light Neutral	\$189.99

Merchandise With or Near

- ❖ Jensen® Dockside Collection
- ❖ Tropitone's® Kenzo Collection
- ❖ Sanibel Collection , Peppercorn Finish



Neutral & Red



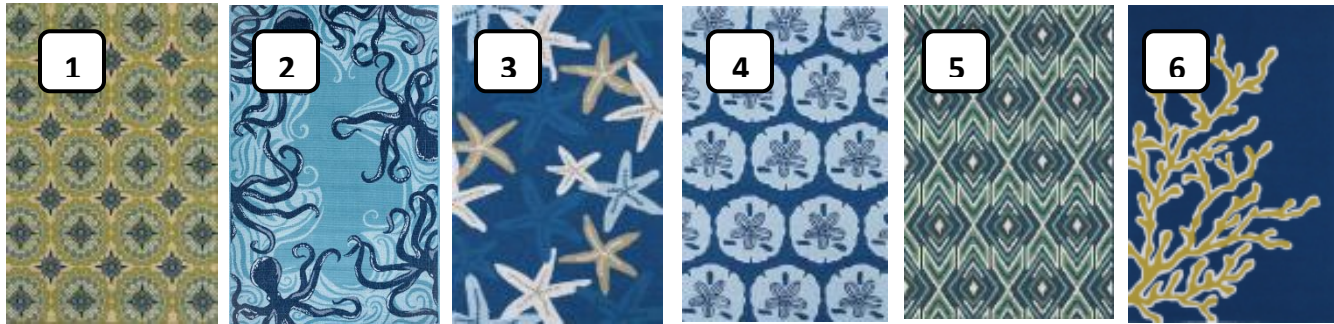
Sku Number	Short Description	Our Low
1. SPHI-5929J	Marina Medallion Center Neutral	\$129.99
2. SPHI-1295R,63X90	Meridian Moroccan Tile Red	\$129.99
3. SPHI-1B,63X90	Cayman Cast Black & Neutral	\$129.99
4. SPHI-1330X	Karavia Chevron Neutral	\$109.99
5. TRNS-7634,04,60X90	Seaturtles Ocean	\$119.99
6. SPHI-2061N	Karavia Chevron Dark Neutral	\$109.99

Merchandise With or Near

- ❖ Charleston Collection
- ❖ Coquina Key Collection, Driftwood Finish
- ❖ Tropitone® Torino Collection



Navy & Lime



	Sku Number	Short Description	Our Low
1.	SPHI-8328W	Caspian Floral Aqua & Lime	\$109.99
2.	TRNS-7647,33,60X90,60X90	Tako Octopus Navy	\$119.99
3.	KALE-MAT04-17,60X90	Matira Starfish Navy	\$339.99
4.	KALE-MAT06-17	Matira Sanddollar	\$339.99
5.	SPHI-2209B,63X90	Meridian Ikat Blue Teal	\$129.99
6.	KALE-MAT01-17,60X90	Matira Coral Green Blue	\$339.99

Merchandise With or Near

- ❖ Windward's® Hatteras Collection
- ❖ Sanibel Collection, Nutmeg Finish
- ❖ Coquina Key Collection, White Sand Finish

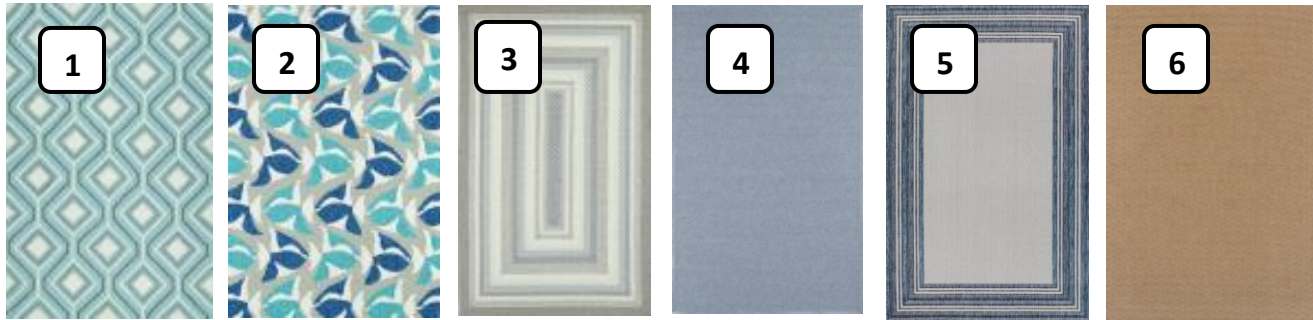


Merchandising Plan

INDOOR/OUTDOOR RUGS



Aqua & Grey



Sku Number	Short Description	Our Low
1. KALE-ESC04-17,60X90	Escape Geometric Sky Blue Grey	\$339.99
2. KALE-SEA10-17,60X93	Sea Isle Fish Blue Teal Grey	\$339.99
3. KALE-3010-68,60X96	Bimini Corduroy Border Grey	\$279.99
4. KALE-3020-66,60X96	Bikini Corduroy Braid Azure	\$279.99
5. TRNS-8425,33,60X90	Carmel Multi Border Navy	\$119.99
6. SPHI-2160X,63X90	Karavia Light Neutral	\$109.99

Merchandise With or Near

- ❖ Maui Collection, Finish Weathered Teak
- ❖ Tropitone® Corisca Collection
- ❖ Jensen® Dockside Collection
- ❖ Windward® Sand Key Collection

