

Tag Request Process & Timeline

Consumer Demand submits email request
(according to Tag Release Schedule)

Pricing gathers promotion details and brings request to tag committee meeting

Approved tags are scheduled for next tag release
(according to Tag Release Schedule)

Pricing Submits IRF for new tag
(according to Tag Release Schedule)

IT creates new tag format and sends to pricing lab for testing

Pricing sends new tag id to consumer demand

IT deploys new tag format to stores in tag release
(according to Tag Release Schedule)

New tag prints in store on first assigned promo date
(according to Tag Release Schedule)

Item	New Tag Request Deadlines	Testing	Ecert	Pilot	Extended Pilot	Deployment	Tag Rollout to Stores Complete	1st Promo Date
Tag Release T1	N/A	11/6/2012	12/19/2012	1/2/2013	1/7/2013	1/14/2013	1/21/2013	1/25/13
Tag Release T2	1/10/2013	1/20/2013	1/31/2013	2/4/2013	2/11/2013	2/18/2013	2/22/2013	2/27/2013
Tag Release T3	2/8/2013	2/27/2013	3/5/2013	3/7/2013	3/11/2012	3/18/2012	3/22/2013	4/3/2013
Easter Moratorium	3/24-3/31							
TV8	3/29/2013	4/15/2013	4/18/2013	4/22/2013	4/29/2013	5/6/2013	5/10/2013	5/15/2013
Tag Release T4	5/3/2013	5/6/2013	5/13/2013	5/15/2013	5/20/2013	5/27/2013	6/5/2013	6/5/2013
Canada Day /4th of July	6/27-7/4							
Tag Release T5	6/14/2013	6/17/2013	6/25/2013	7/8/2013	7/15/2013	7/22/2013	7/26/2013	7/31/2013
Tag Release T6	7/8/2013	7/22/2013	8/7/2013	8/12/2013	8/19/2013	9/3/2013	9/13/2013	9/18/2013
Tag Release T7	8/23/2013	9/3/2013	9/5/2013	9/9/2013	9/16/2013	9/23/2013	9/27/2013	10/2/2013
Canada Thanksgiving	10/7-10/14							
US Thanksgiving	11/14-11/28							
Tag Release T8	9/27/2013	10/14/2013	10/17/2012	10/22/2013	10/29/2013	11/5/2013	12/10/2013	12/11/2013

If you have a promotion between these weeks...

Then you need to have your request in by.....

- Week 23- Week 30.....March 29th
- Week 31- Week 37.....June 14th
- Week 38- Week 39.....July 8th
- Week 40- Week 49.....August 23rd
- Week 50- Week 52.....September 27th