

Sainsbury's  
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## PRODUCT PROTECTION GUIDE TO P&G PRODUCTS



To help reduce shrinkage whilst maintaining great product availability. High value products should be security protected.

P&G are working with Sainsbury's to ensure that all of our high value products can be easily protected by secure fixturation, button tags or safer cases.

This guide will show you which products should be protected and how to ensure the relevant protection methods have the maximum effect.

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## GILLETTE PRODUCTS

All Gillette blades & razors should be made available to customers from the new push feed shelving installed in stores.

The new fixture will include retention cards to show when a product is out of stock and enable a smooth replenishment process.



- All Gillette blades should be merchandised in safer cases.
- P&G have supplied all stores with new cases for the implementation of the new displays.
- Further cases can be ordered by stores if necessary.
- Code - ACM346BORRFL.



- Gillette razors should be tagged in the top left hand corner of the product as shown in the picture.



- The larger side of the tag should be on the back of the product.



- On Fusion razors the pin should be placed through the top of the perforated opening in the back of the packaging to make the packs tamper proof.



- The new fixture has specially designed pegs to ensure only 1 razor can be removed from the peg at a time.

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## ORAL B PRODUCTS

All Oral B electric toothbrushes and brush heads should be button tagged. The packaging on Oral B brush heads has recently been updated to make the packs more secure and easier to protect.



- P&G have supplied all stores with new push feed anti sweep shelving units to further protect the Oral B brush heads.



- Oral B Vitality toothbrushes should be tagged on the right hand side of the product.



- Please ensure that the larger side of the tag is placed on the outside of the product as shown in the pictures to ensure the tags can be removed at the checkouts.



- Oral B brush heads should be tagged as close to the product as possible. The tag will need to be placed higher up on the 4 pack than the 2 pack as shown.



- The larger side of the tag should be on the front of the product as shown in the pictures.

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## OLAY PRODUCTS

All Olay products £10 or above are now clam packed so that they can be pin tagged. This packaging has recently been further reinforced with an additional layer of plastic to ensure the tags are even more secure.



- The Olay clam packs have a hole already punctured in the top where the pin tag should be placed.
- The larger side of the tag should be placed at the front of the packaging.

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## WHY VULNERABLE PRODUCTS SHOULD NOT BE BEHIND THE COUNTER

P&G consumers are hugely brand loyal especially on our core Health & Beauty ranges. Research shows that as far as a customer is concerned, if the product is not available for them to pick up and put in their trolley themselves they consider it to be unavailable regardless of whether they can make the purchase at a counter or collect from customer services.

