



DEFENSE COMMISSARY AGENCY  
HEADQUARTERS AND SUPPORT CENTER  
1300 EISENHOWER AVENUE  
FORT GREGG-ADAMS, VIRGINIA 23801-1800

MPS

January 3, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-27

SUBJECT: Category Review Notification – Diapers and Training Pants

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Diapers and Training Pants in February 2025. Appointments / presentations will be held February 17-28th. Appointments must be submitted no later than February 1, 2025.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. This review is open to current and potential vendors seeking business opportunities with DeCA. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Rebekah Fine, Merchandising Specialist, at [rebekah.fine@deca.mil](mailto:rebekah.fine@deca.mil) or 804-734-8000 extension 48736.

Todd Heasley  
Acting Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

### Category:

Universe of Items Included (e.g. D/C/G codes) :

Planogram Name / Number\*:

\*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

Category Segmentation (if different than D/C/G codes identified above):

Diapers and Training Pants

3550

Include

Include

Include

Include

### Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

### Category Manager:

### Implementation / Scorecard to be Managed by:

Category Role (e.g. Destination, Routine, Convenience) :

### Marketing Strategy:

To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

Seasonal Promotions?:

Theme Event?

Method (i.e. Mandate):

Darrell Clary

Rebekah Fine / Darrell Clary

Flagship

Promoted monthly

Yes

Yes

Mandated

### Category Objectives:

Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).

### Special Factors/Notes:

Focus on key market drivers while integrating new innovations.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

### Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

Comments

28-48

16-24

4-12

12/31/24

52 Weeks

Worldwide

Dollars/Units

Patron Savings/Margin

AOC

January 10, 2025

February 17-28 2025

March 31, 2025

April 30, 2025

May 15, 2025

May 15, 2025

May 26, 2025