



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

MPS

January 6, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-36

SUBJECT: Category Review Notification – Facial Tissue

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Facial Tissue on February, 2026. In accordance with Notice to the Trade 26-05 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: KIMBERLY CLARK/OSCWEBCO
Category Validator Broker: S&K

Appointments/presentations will be held February 16 through 20, 2026. Appointment requests must be submitted to Audrey Callen no later than January 30, 2026.

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 for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories to be reviewed, category review objectives, and relevant inform

Questions regarding this evaluation may be directed to Ms. Audrey Callen, Merchandising Specialist, at audrey.callen@deca.mil or 804-734-8000 extension 86026.

Robert
Culbreth

Robert B. Culbreth
Director of Sales, Non-Fresh

Digitally signed by Robert
Culbreth
Date: 2026.01.06
16:11:38 -05'00'

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

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):

FACIAL TISSUE

09850

09850

Include

Include

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

February 2026

January 2025

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Audrey Callen / Darrell Clary

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

Destination

Marketing Strategy:

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

Number of Promotions Per Year:

Seasonal Promotions:

Theme Event?

Method (i.e., Mandate):

Category Objectives:

Increase sales for the category by using retail best practice, and optimize variety while meeting customer needs.

Special Factors/Notes:

Focus on new innovation while maintaining top core sellers.

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g., 12ft)

K4 (e.g., 12ft)

K3 (e.g., 12ft)

K2 (e.g., 12ft)

K1 (e.g., 8ft)

Preferred Period Ending for (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)

RACK

12,16,20,24FT

4,8FT

JAN 2026

52 Weeks

Worldwide

Patron Savings/Dollars/Units

ACV

Remaining Market and xAOC

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by POG's

Published

Store Resets Start

JANUARY 2026

FEBRUARY 16 – 20, 2026

MARCH 16, 2026

APRIL 16, 2026

MAY 1, 2026

MAY 1, 2026

MAY 16, 2026

Comments

Dates are flexible