



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

MSN

January 21, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-48

SUBJECT: Category Review Notification – Light Bulbs

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Evaluation for Light Bulbs in 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: OSCWEBCO/OSCWEBCO

Category Validator Broker: OSCWEBCO/OSCWEBCO

Appointments/presentations will be held February 17<sup>th</sup> – 20<sup>th</sup>, 2026. Appointment requests must be submitted to Audrey Callen no later than January 30<sup>th</sup>, 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](mailto:audrey.callen@deca.mil) or 804-734-8000 extension 86026.

Darrell J. Clary  
Acting Director of Sales, Non-Fresh

Attachments:  
As stated

## CATEGORY PLAN

<b>Category:</b>	06650 LIGHT BULBS
Universe of Items Included (e.g. D/C/G codes) :	06650
Planogram Name / Number*:	06650
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
Optional items (Include / Exclude):	Include
One-time buy/seasonal items (Include / Exclude):	Include
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	
<b>Category Evaluation Month (MM/YYYY):</b>	<b>February 2026</b>
Date Last Completed (MM/YYYY):	May 2025
<b>Category Manager:</b>	Darrell Clary
<b>Implementation / Scorecard to be Managed by:</b>	Audrey Callen / Darrell Clary
Category Role (e.g. Destination, Routine, Convenience) :	Destination
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
<b>Category Objectives:</b>	Increase sales and units for the category by using retail best practices and optimize variety while meeting customer needs.
<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining the top core sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	RACK
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	16,20,24,28,32,36,40,44FT
K2 (e.g. 12ft)	12ft
K1 (e.g. 8ft)	8ft
Preferred Period Ending for Data (MM/YYYY):	January 2026
Preferred Timeframe for Data (e.g 26 Weeks)	52 weeks
Data - Geography (e.g. Worldwide, ConUS)	Worldwide
Primary Ranking of Data (Packages, Dollars)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	RM and/or xAOC
Review Milestones	
<b>NTT Release</b>	January 21, 2026
Vendor Presentations	FEBRUARY 16 - 20 2026
Results Published	MARCH 16, 2026
New Item Start Date	APRIL 16, 2026
New Items in Distributor by	MAY 1, 2026
POG's Published	MAY 1, 2026
Store Resets Start	May 16, 2026
Comments	Dates are flexible