



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

MSN

March 24, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-91

SUBJECT: Category Review Notification – Household Cleaners

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Household Cleaners in April of 2026. In accordance with Notice to the Trade 26-91 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: OSCWEBCO  
Validator Broker: EURPAC

Appointments/Presentations will be held on April 21-30, 2026. Appointment requests must be submitted no later than April 10, 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 information.

Questions regarding this review and appointment requests may be directed to Patricia Sykes, Merchandising Specialist, at [patricia.sykes@deca.mil](mailto:patricia.sykes@deca.mil) or 804-734-8000 extension 48260.

**Robert  
Culbreth**  
Robert B. Culbreth  
Director of Sales, Non-Fresh

Digitally signed by Robert  
Culbreth  
Date: 2026.03.24  
08:50:01 -04'00'

Attachments:  
As stated

## CATEGORY PLAN

<b>Category:</b>	05950
Universe of Items Included (e.g. D/C/G codes) :	05950
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Exclude
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>April 2026</b>
Date Last Completed (MM/YYYY):	
<b>Category Manager:</b>	Darrell Clary
<b>Implementation / Scorecard to be Managed by:</b>	Patricia Sykes/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 for the category by using retail best practice, and optimize variety while meeting customer needs.
<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining the top sellers, discuss base cost concerns ad margin
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	40FT
K4 (e.g. 12ft)	32FT
K3 (e.g. 12ft)	20ft
K2 (e.g. 12ft)	16ft
K1 (e.g. 8ft)	12ft
Preferred Period Ending for Data (MM/YYYY):	March 2026
Preferred Timeframe for Data (e.g 26 Weeks)	13 and 52 weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS including AK/HI
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>	March, 2026
Vendor Presentations	April 21-30, 2026
Results Published	May 31, 2026
New Item Start Date	June 15, 2026
New Items in Distributor by	June 15, 2026
POG's Published	June 20, 2026
Store Resets Start	June 27, 2026
Comments:	Dates are flexible