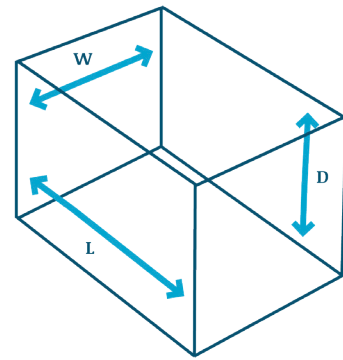


# DM MERCHANDISING

# DIMENSIONS

# GLOSSARY



## ITEM PACKAGED:

The item in its manufacturing packaging or sleeve. Item is consolidated in the form in which it is shipped.

EXAMPLES



## ITEM:

Standalone item outside of packaging. Fully expanded if applicable.

EXAMPLES



## DISPLAY SETUP:

Assortments within their display, and the display is fully opened as if it is ready to display to the consumer.

EXAMPLES



## DISPLAY:

Pre-packs (units) that have a separate display. This is the display only setup and ready to display to the consumer.

EXAMPLES



## INNER (AS SHIPPED):

Sellable inner pack that comes from the manufacturer as shipped.

EXAMPLES



## MASTER:

Master case as packaged directly from the manufacturer and as shipped.

EXAMPLES

