



For BURLEY at REI

Burley Bike Trailer and
Accessory Display

Merchandising Initiatives

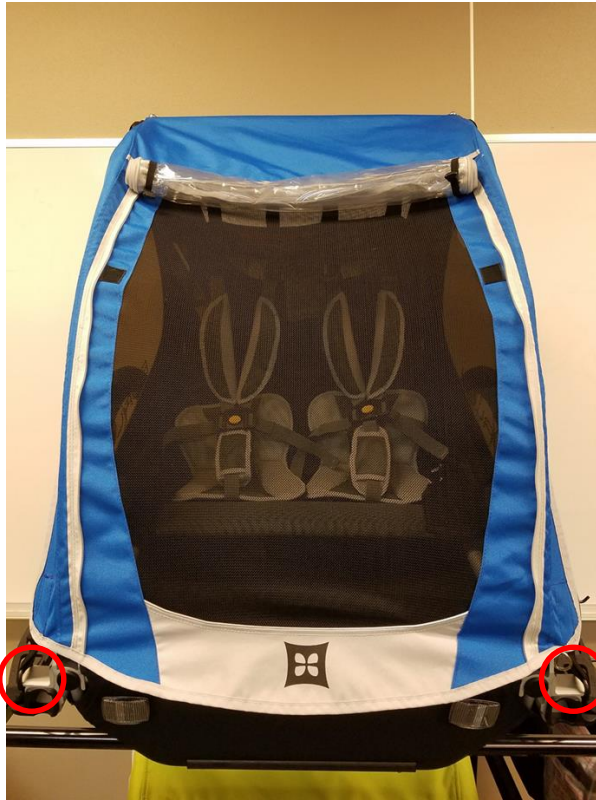
- REI is to have a Burley display for their bike trailers and accessories. The display should already be set up upon your arrival.
 - If the display is already set up, please make sure that it is set up correctly according to the photos.
 - Please also make sure that the accessory panel on the side is full of product and organized properly
 - Restock or initiate restocking if needed, note any out of stock items on your service report
- If the display is not already set up upon arrival, please make the manager aware of this and include an alert stating this when submitting your survey.



This is what the Burley display should look like at REI.

This display should be set up upon arrival and should only need merchandising and filling.

Kids Bike Trailers – Same instructions for both trailers

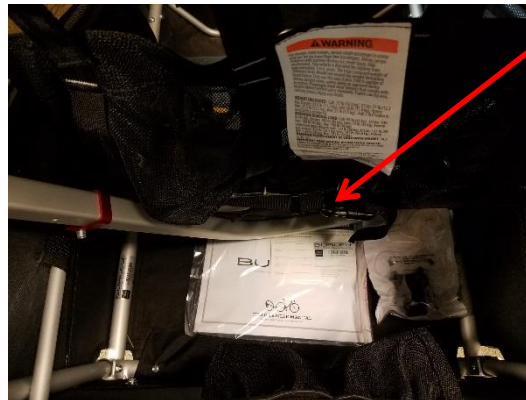


ENCORE (942305)



D'LITE (948304)

- Rain covers neatly rolled up and secured by elastic loops
- 5-point harnesses buckled
- Covers pulled taught and latched secure
- Wheel Guards installed
- Clean out any miscellaneous items from the passenger area so that everything looks neat and presentable
- Place tow bar, manual/parts bag in the rear cargo area behind the seat



NOMAD (945203)



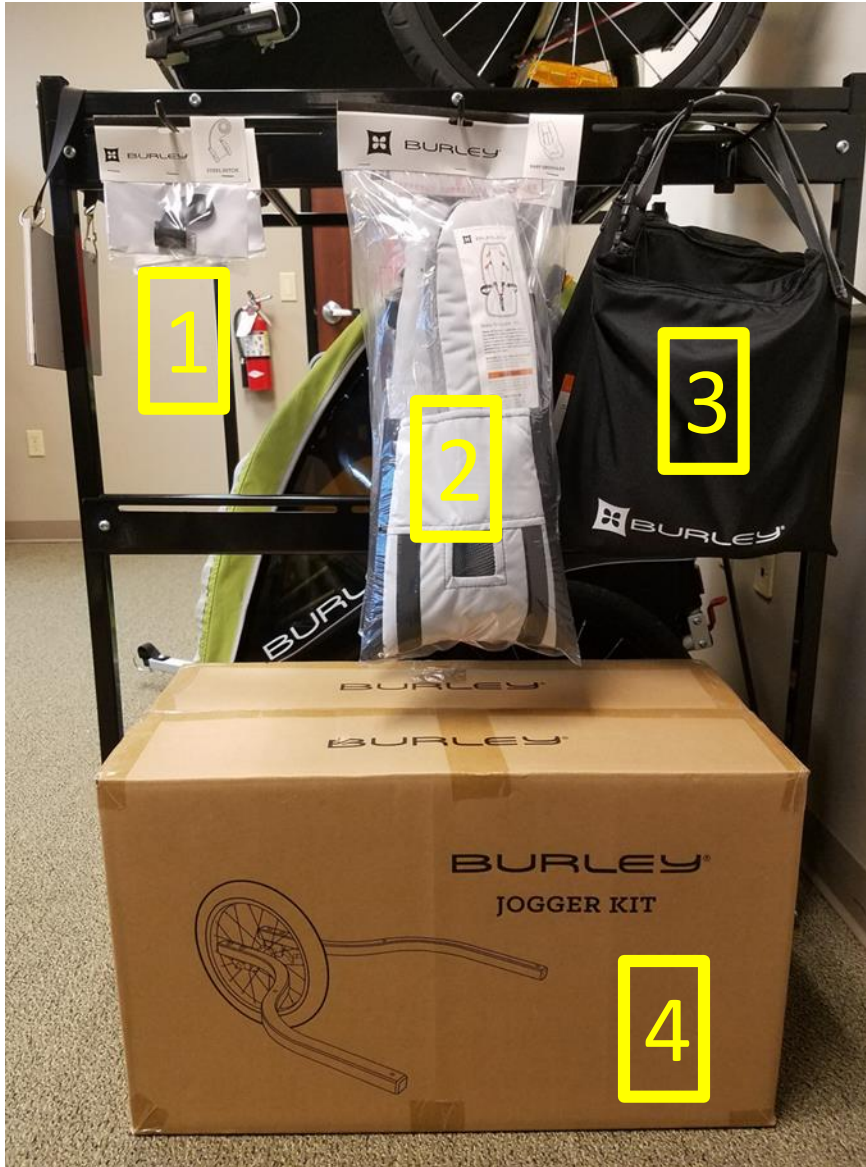
- There should be 1 Nomad (945203) unit on the floor when you arrive.
- It should be completely assembled with flag inserted in flag holder, the tow bar installed, and the cover fully latched.
- **IF POSSIBLE**, ask the Action Sports Manager or a manager on duty if the Nomad can be attached to a bike and displayed in the cycling section

POP Booklet

- Loop Product Booklet around the corner of the stand and make sure it's facing the proper direction.



Accessories



Ensure all of the following accessories are stocked and displayed as shown:

1. Steel Hitch (960116)
2. Baby Snuggler (960158)
3. 2-Wheel Stroller Kit (960093)
4. Double Jogger Kit (960118)

SNAPSHOT (slide 1 of 2)

1



2



3



1-3. These photos show the final results of a properly merchandised stand.

- **Nomad – 945203** (yellow trailer on the left)
 - Ensure flag is inserted into the fabric flag holder sleeve
 - Make sure the yellow tarpaulin cover is neatly secured as shown
 - **IF POSSIBLE**, ask the Action Sports Manager or a manager on duty if the Nomad can be attached to a bike and displayed in the cycling section
- **Encore – 942305** (blue trailer on top of stand)
 - See display instructions below (Photo 5)
- **D'Lite – 948304** (green trailer on the bottom portion of stand)
 - See display instructions below (Photo 6)
- **Product Booklet**
 - See Photo 4
- **Steel Hitch – 960116**
 - See Photo 7
- **Baby Snuggler – 960158**
 - See Photo 7
- **2-Wheel Stroller Kit – 960093**
 - See Photo 7
- **Double Jogger Kit – 960118**
 - See Photo 7

SNAPSHOT (slide 2 of 2)

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4. Loop Product Booklet around the corner of the stand as shown above. Make sure it's facing the proper direction.

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5. Encore - 942305

- On top of stand with flag inserted into flag holder
- Blue cover pulled down and secured as shown above
- Plastic rain cover should be unzipped, neatly rolled up, and secured with the elastic loops on the zipper tabs as shown above
- Buckle the 5-point harness system as shown above
- Clean out any miscellaneous items from the passenger area
- Make sure the trailer tow bar and manual/parts bag is stored in the rear cargo area behind the seat (Photo 8)
- Make sure the Wheel Guards are installed (Photo 9)

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6. D'Lite - 948304

- On bottom of stand
- Green cover pulled down and secured as shown above
- Plastic rain cover should be unzipped, neatly rolled up, and secured with the elastic loops on the zipper tabs as shown above
- Buckle the 5-point harness system as shown above
- Clean out any miscellaneous items from the passenger area
- Make sure the trailer tow bar, flag, and manual/parts bag is stored in the rear cargo area behind the seat (Photo 8)
- Make sure the Wheel Guards are installed (Photo 9)

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7. Accessory Slats

- Steel Hitch - 960116 - hang on top left
- Baby Snuggler - 960158 - hang on top middle
- 2-Wheel Stroller Kit - 960047 - hang on top right
- Double Jogger Kit - 960118 - place on floor directly underneath items that are hanging

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This is what the display **SHOULD NOT** look like



This is a Burley stand with another brand's products on it



This is a Burley stand that is cluttered so you can't see the bottom trailer