

## Deadlines 2025

A1

## Master Data registration Tradesolution, phase 1

- Sufficient to be assigned an EPD number



A2

## Presentation for retail chain

- Retail chain agreement form
- Finished PRICAT message
- Product samples
- Proposed delisting
- News summary (in some retail chains)
- Proposed phase-in approach
- Proposals for assortment codes

A3.1

## Master Data registration Tradesolution, phase 2

- Completion of data information according to defined information width on listed products

A4

## Forecast

- Pipeline fill
- Consumer purchases
- Campaigns

A4.1

## Confirmation of delivery ability

- Based on assortment conformation by retail chain
- Suppliers delisting based on retail chains assortment decision



A6.1

## Order confirmation

- Wednesday U-3

	U-15	U-14	U-13	U-12	U-11	U-10	U-9	U-8	U-7	U-6	U-5	U-4	U-3	U-2	U-1	U0
L1 – Feb 2025	25.10.24 1)	01.11.24 1)						12.12.24 1)		10.01.25		24.01.25	28.01.25 – 29.01.25 – 31.01.25		14.02.25	17.02.25
L2 – May 2025	17.01.24	24.01.25						06.03.25		21.03.25		04.04.25	08.04.25 – 09.04.25 – 11.04.25		25.04.25	28.04.25
L3 – Sep 2025	02.05.25 2)	09.05.25 2)						19.06.25 2)		08.08.25		22.08.25	26.08.25 – 27.08.25 – 29.08.25		12.09.25	15.09.25



A3

## Feedback listing/main assortment

- Assortment classification per profile chain
- Delisted products
- Confirmed input and phase method



A5

## Develop planogram

- Based on space management tool



A6

## Order from Distributor

- Tuesday U-3

A7

## Decide launch time for notified delays

- Friday U-3



A8

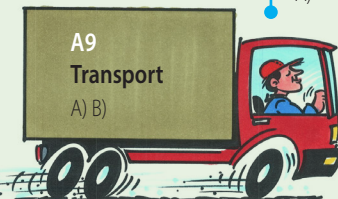
## Submission of products for control measurement at Tradesolution's EPD Checkpoint

- Friday U-3

A8.1

## Submission of product images in Tradesolution's MediaStore

- Friday U-3



A9  
Transport  
A) B)

A11

Sales start  
B)

A7.1

## Decide launch time for unannounced delays

A10 / A10  
Delivery to Retailer  
A)

## Footnotes

- 1) Brought forward two weeks due to Christmas.
  - 2) Brought forward approximately five weeks due to summer holiday.
- A) Applies to stocked goods and cross dock.  
Exception: Direct deliveries and fresh produce with short shelf life.
- B) In general, new products to be exposed to shoppers from Monday week 0. Some retailers will need more time. Reference is made to STAND Assortment and connected timeline.

## Evaluation

- 8 weeks after sales start, the supply of news is evaluated
- The evaluation is seen in conjunction with the previous 2 news windows