

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 confirmation 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 2)		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 3)		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
 • Confirm and communicate the method for inbound and outbound processes.
 • Publish a temporary image in Tradesolutions Mediastore*
 13.12.25 1)
 07.03.25 2)
 20.06.25 3)



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

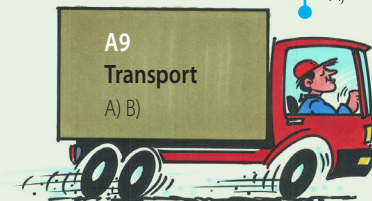
A8.1
Submission of product images in Tradesolution's MediaStore
 • Friday U-3

A11
Sales start
 B)



A7.1
Decide launch time for unannounced delays

A10 / A10
Delivery to Retailer
 A)



Footnotes

- * By week U-8 and when the first listing is received. (New, effective from 2025)
- 1) Advanced by 2 weeks due to Christmas.
- 2) Advanced by approximately 5 weeks to adjust for summer holidays.
- 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