

# Deadlines 2026

**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 2026	24.10.25 1)	31.10.25 1)						11.12.25 1)		08.01.26		23.01.26	27.01.26 - 28.01.26 - 30.01.26		13.02.26	16.02.26
L2 – May 2026	14.01.26 2)	21.01.26 2)						03.03.26 2)		18.03.26 2)		01.04.26 2)	07.04.26 - 08.04.26 - 10.04.26		24.04.26	27.04.26
L3 – Sep 2026	30.04.26 3) 4)	08.05.26 3)						18.06.26 3)		07.08.26		21.08.26	25.08.26 - 26.08.26 - 28.08.26		11.09.26	14.09.26



**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 \*  
 12.12.25 1)  
 04.03.26 2)  
 19.06.26 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

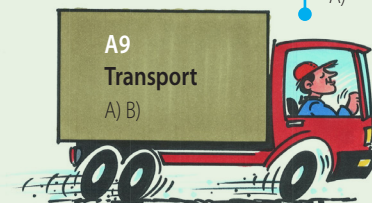
**A8.1**  
**Submission of product images in Tradesolution's MediaStore**  
 • Friday U-3

**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. (Effective from 2025)
  - 1) Advanced by 2 weeks due to Christmas.
  - 2) Advanced by 2 days due to Easter.
  - 3) Advanced by approximately 5 weeks to adjust for summer holidays.
  - 4) Advanced by one day due to May 1st, a public holiday.
  - A) Applies to stock items and cross-dock; deviations apply to direct deliveries and perishable goods with a short shelf life.
  - B) As a general rule, new products should be available for consumer sale from Monday in week 0. Some chains may require additional time to position the product.
- For further details, please refer to the STAND Assortment and the associated 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