



# Field Communication - D23 Flooring Update

July 23, 2013

## D23 Carpet Pad Update Promo – Specific US Markets

1,3,4,5,6,8,9,12,14,16,17,18,19,23,26,27,28,36,42,44,47,50,57,58,60,63,64,66,72,73,76,77,86,87,89,93,94,97,102,111,112,113,115,122,127,129,134,139,143,147,148,152,156,158,160,163,164,173,176,177,190,195,196,204,207,211,212,226,230,231,237,249,262,272,276,302,303,304,307,310,312,314,316,318,324,327,335,342,349,364,371,383,392,405,414,416,418,419,421,425,445,447,461,465,466,477,481,505,508,513,518,531,532,533,537,540,541,542,544,548,550,551,553,558

### Audience

DSDs, RSMs, DSMs, SMs, SASMs, D23 Associates, Special Services Desk Associates, COS Associates

### Summary

Starting 7/25, we are excited to announce that we will be offering customers a **FREE PAD UPGRADE promotion!** For all carpet installation purchases (carpet + pad + installation) of \$999 or more, we offer our customers a **FREE PAD UPGRADE** from their initial pad choice. For example:

- If a customer selects the TrafficMaster pad, they can upgrade to Nike for FREE.
- If a customer selects the Nike pad, they can upgrade to the Memory Foam pad for FREE.
- If a customer selects the Memory Foam pad, they can upgrade to the Scotchguard pad for FREE.

**VERY IMPORTANT:** To process this promotion correctly, the associate must enter the **UPGRADED PAD in the quote** – when the barcode is scanned it will discount that pad to the price of the lower pad – giving the customer a Free Pad Upgrade.

Two barcodes (one for regular installs and another for F&I installs) will be added to the Weekly Promo Sheet on My Apron: My Apron / My Store > Promotions – Weekly Promo Barcode Sheet

\*\*Notes: Whole house installation cost is for basic installation only. Rip up and haul away, furniture moving, and other optional charges are not included. Promotional offer cannot be combined with other offers except THD Credit.

### Change Impact

Effective 7/25/13 the following changes will occur:

- \$37 Installation Promo will end on 7/25/2013 (barcode will be active for 2 weeks to process quoted orders)
- New offer will be processed thru a Barcode located on the Weekly Promotion Sheet and HDMS (MeasureComp) Website.
- A new “Free Pad Upgrade” sign package PE4686 will be shipped to your store to arrive by 7/24/2013

### Actions Required

#### SM / SASM

- Print and distribute this information to all relevant associates
- Remove \$37 Promo signage
- Install new sign package by start date of 7/25/2013

### Processing Instructions

#### Existing Orders with the \$37 Promo

- New orders dated 7/25 or after do not qualify for the prior \$37 promotion
- Any quotes in process that include the \$37 promotion will be honored for a two week period using the coupon barcode
- After 8/8, markdowns will be required to honor any quote with promo pricing created prior to 8/09

**Note:** Only one carpet promotion can be applied to an order – you cannot combine the \$37 promo with the Free Pad Upgrade promo.

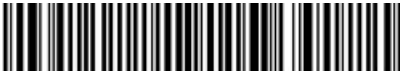
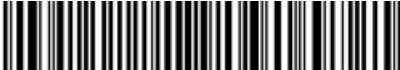


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## New Orders for Promo

For all orders 7/25 – 8/28, a barcode will be used for the \$off amount. Special Service agreements should have the coupon applied either at the register or through SPOS

STEP	ACTION
1	Enter the upgraded pad SKU into the quote (the barcodes will discount back to the lower pad retail)
2	Enter job square yards under “Basic Install” Option as normal to pay provider correctly
3	Select the EDLP line option for \$97 Install
4 (F&I Only)	Enter the job square yards of carpet on the option line for the color selection desired
5	Scan or enter the barcode to apply the discount
<b>Then Use the barcode (actual barcode will be on Weekly Promo Sheet on My Apron) (Scan or Manually Key in 26 digits)</b>	
<b>If the Product is</b>	
Instock or S/O (Not F&I)	 98153000001248172877708328
F&I	 98153000001248245697599307

**NOTE:** Markdowns should **NOT** be taken in Special Services

## Store Signage

- Sign Kits will arrive by 7/24/13. PE4686
- If signage is missing:
  - Contact Store Receiving for receipt
- If signage is to be re-ordered, please contact IMS directly:
  - Customer Service Account Reps are available from 8 -5 EST
  - Phone - IMS at (888) 566-4663
  - E-mail - [THDorders@imsfastpak.com](mailto:THDorders@imsfastpak.com)

## Questions

Vickie Isham, 770-433-8211 ext. 18200, [Vickie\\_isham@homedepot.com](mailto:Vickie_isham@homedepot.com)

Michelle Cox, 770.384.3468, [michelle\\_cox@homedepot.com](mailto:michelle_cox@homedepot.com)



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## D23 Carpet Pad Update Promo – Specific US Markets

2,15,20,21,34,39,43,45,48,67,68,75,101,106,116,186,202,234,260,268,282,300,340,344,357,373,374,403,471,479,503

### Audience

DSDs, RSMs, DSMs, SMs, SASMs, D23 Associates, Special Services Desk Associates, COS Associates

### Summary

Starting 7/25, we are excited to announce that we will be offering customers a **FREE PAD UPGRADE** promotion! For all carpet installation purchases (carpet + pad + installation) of \$999 or more, we offer our customers a **FREE PAD UPGRADE** from their initial pad choice. For example:

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**VERY IMPORTANT:** To process this promotion correctly, the associate must enter the **UPGRADED PAD in the quote** – when the barcode is scanned it will discount that pad to the price of the lower pad – giving the customer a Free Pad Upgrade.

Two barcodes (one for regular installs and another for F&I installs) will be added to the Weekly Promo Sheet on My Apron: My Apron / My Store > Promotions – Weekly Promo Barcode Sheet

In addition, beginning on all new orders created on 7/25, these markets will move from \$97 whole home basic carpet installation to \$137 whole home basic carpet installation. This change will impact all carpet install programs including Quick Install, Rapid Install, F&I 72 hour program and In-Stock Installation. A temporary option has been created that will allow associates to sell orders created prior to 7/25 with the old basic install pricing to prevent a store markdown.

Associates should use Temp Option **1184 \*TEMP OPTION BASIC CARPET 7/25/13-8/8/13\* HDMS USE ONLY \$97** when selling an existing order. This option will only be available for two weeks (7/25 to 8/8) to sell through any old quotes.

\*\*Notes: Whole house installation cost is for basic installation only. Rip up and haul away, furniture moving, and other optional charges are not included. Promotional offer cannot be combined with other offers except THD Credit.

### Change Impact

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- \$37 Installation Promo will end on 7/25/2013 (barcode will be active for 2 weeks to process quoted orders)
- New offer will be processed thru a Barcode located on the Weekly Promotion Sheet and HDMS (MeasureComp) Website.
- A new “Free Pad Upgrade” sign package PE4686 will be shipped to your store to arrive by 7/24/2013
- Specific markets listed will move from \$97 EDLP to \$137 EDLP on 7/25/13
- Temporary option 1184 will be available for 2 weeks to process any orders quoted at \$97 – Note if the job was quoted with the \$37 to avoid a markdown use the temp option and the \$37 barcode to process those quotes.

### Actions Required

#### SM / SASM

- Print and distribute this information to all relevant associates
- Remove \$37 Promo signage
- Install new sign package by start date of 7/25/2013



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## Processing Instructions



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**Note:** Only one carpet promotion can be applied to an order – you cannot combine the \$37 promo with the Free Pad Upgrade promo.

### New Orders for Promo

For all orders 7/25 – 8/28, a barcode will be used for the \$off amount. Special Service agreements should have the coupon applied either at the register or through SPOS

STEP	ACTION
1	Enter the upgraded pad SKU into the quote (the barcodes will discount back to the lower pad retail)
2	Enter job square yards under “Basic Install” Option as normal to pay provider correctly
3	Select the EDLP line option for \$137 Install
4 (F&I Only)	Enter the job square yards of carpet on the option line for the color selection desired
5	Scan or enter the barcode to apply the discount
<b>Then Use the barcode (actual barcode will be on Weekly Promo Sheet on My Apron) (Scan or Manually Key in 26 digits)</b>	
<b>If the Product is</b>	
Instock or S/O (Not F&I)	 98153000001248172877708328
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Michelle Cox, 770.384.3468, [michelle\\_cox@homedepot.com](mailto:michelle_cox@homedepot.com)

Markets going to \$137	
Market Number	Market Name
2	MIAMI/FTL/WPALM
15	NEW JERSEY
20	LONG ISLAND
21	SAN FRANCISCO BAY
34	PHIL/PA/NJ/DE
39	BOSTON/MA/NH
43	WASHINGTON DC
45	CHARLOTTE
48	LA
67	GRAND RAPIDS
68	PENNSYLVANIA
75	CHICAGO
101	MINNESOTA
106	PITTSBURGH
116	NEW YORK CITY
145	OAHU
186	ANCHORAGE,ALASKA
202	VILLAGER'S HARDWARE
234	METRO CHICAGO
260	NEW HAMPSHIRE
266	OUTER ISLANDS
268	NY - URBAN
282	DURHAM/RALEIGH
300	BENTON CHARTER
340	MILL BASIN
344	KEY WEST MKT
357	HYANNIS
373	W 23RD STREET
374	59TH STREET
403	DELAWARE SHORES
467	GUAM
471	SMALL LAYOUT
479	SUPERSTORE
503	HOLLAND TUNNEL