



Merchandising/POS Material

These Boxes Include:

- 1 – “Doggy Chew Bar” Header
- 1 – “Munch Meter” Fold-able Shelf Display Sign (Top Shelf)
- 1 - “Why Rabbit” Fold-able Shelf Display Sign (Bottom Shelf)
- 1 – “5 For \$10” Wing Sign
- 1 - “Pick The Protein” Wing Sign
- 1 – Mega Chew “Select” Sign Card
- 1 – Mega Chew “Premium Crunchy” Sign Card
- 2 – Mega Chew Sign Card Clips
- 4 – Wing Sign Clips
- 4 – Labeled 3 Section Wood Cadies (For 7 inch Chews)
- 2 - Labeled 3 Section Wood Cadies (For Mega Chews)
- 2 – Labeled Yumm Stick Wood Caddies
- 2 – Labeled Hare Of The Dog Wood Caddies



“Doggy Chew Bar” HEADER



“Munch Meter” SHELF SIGN



“Why Rabbit” SHELF SIGN



5 For \$10 & Pick Your Protein Wings

Mega Chew Card Clips & Wing Sign Clips



Mega Chew Cards



Instructions

Assembly Instructions:

1. Remove all Point Of Sale items from both boxes.
2. Remove double stick tape and place “Doggy Chew” header on or above top shelf, (See Picture on Page 4).
3. Fold, attach and place cardboard “Munch Meter” sign on the top shelf in the center section. (See Picture on Page 4)
4. Fold, attach and place cardboard “Why Rabbit” sign on the bottom shelf in the center section. (See Picture on Page 4)
5. Use clear plastic clips to attach “5 For \$10” and “Pick The Protein” Wing Signs. (See Picture Below)



6. Use clear plastic sign/card holders and attached them to the appropriate wood “Mega Chew” caddies. Then add corresponding cards (See Picture Below). Confirm “SELECT” & “PREMIUM” Cards, Products and Caddies.



7. Place all wood caddies as pictured on page 4 of the completed end cap. The correct product and caddy order is on Page 3.



Set Up Instructions and Breakdown

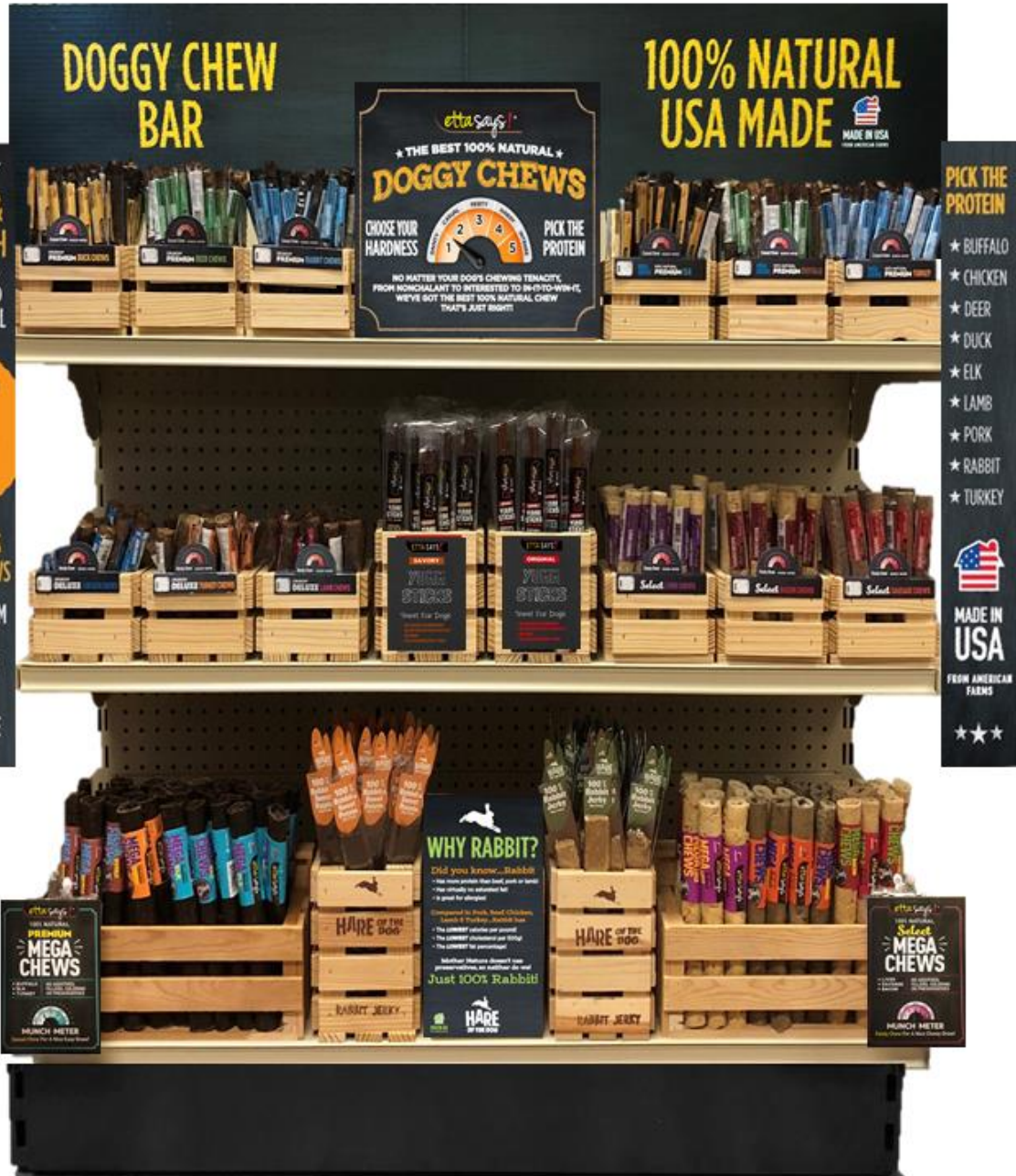
Shelf	SKU	TP Selling Unit UPC Number	Product Name
Top Shelf (Left to Right)	RCH-Duck-7INWRx20	853994001917	7 Inch Crunchy Duck Chews
	RCH-Deer-7INWRx20	853994001337	7 Inch Crunchy Deer Chews
	RCH-Rabbit-7INWRx20	853994001344	7 Inch Crunchy Rabbit Chews
	RCH-Buffalo-7INWRx20	856595005650	7 Inch Crunchy Buffalo Chews
	RCH-Elk-7INWRx20	856595005667	7 Inch Crunchy Elk Chews
	RCH-Turkey-7INWRx20	856595005674	7 Inch Crunchy Turkey Chews
Middle Shelf (Left to Right)	BCH-TURKEY-BLK7IN	853662006350	7 Inch Deluxe Bully Turkey Chews
	BCH-CHICKEN-BLK7IN	853662006329	7 Inch Deluxe Bully Chicken Chews
	BCH-LAMB-BLK7IN	853662006299	7 Inch Deluxe Bully Lamb Chews
	JRKSTK-Savory	856595005889	Etta Says Savory Snack Sticks
	JRKSTK-Bold	856595005858	Etta Says Original Snack Sticks
	SCH-LIVER-BLK7IN	853662006381	7 Inch Select Liver Chews
	SCH-SAUSAGE-BLK7IN	853662006411	7 Inch Select Sausage Chews
	SCH-BACON-BLK7IN	853662006442	7 Inch Select Bacon Chews
Bottom Shelf (Left to Right)	RCH-Buffalo-10in	853994001030	MEGA Crunchy Buffalo Chews
	RCH-Turkey-10in	853994001047	MEGA Crunchy Turkey Chews
	RCH-Elk-10in	853994001023	MEGA Crunchy Elk Chews
	HTDJerkySP	856595005827	100% Rabbit Jerky w/Sweet Potato Stick
	HTDJerky	853994001085	100% Rabbit Jerky Stick
	SCH-LIVER-10IN	853662006473	MEGA Select Liver Chews
	SCH-SAUSAGE-10IN	853662006497	MEGA Select Sausage Chews
	SCH-BACON-10IN	853662006510	MEGA Select Bacon Chews

If you have any questions or concerns during the setup, please don't hesitate to reach out.

info@treatplanet.com

1-866-439-3882

Set Up Instructions and Breakdown



DOGGY CHEW BAR

100% NATURAL USA MADE

etta says!
 ★ THE BEST 100% NATURAL ★
DOGGY CHEWS
 CHOOSE YOUR HARDNESS  PICK THE PROTEIN
 NO MATTER YOUR DOG'S CHEWING TENACITY, FROM MUNCHALANT TO INTERESTED TO IN-FO-FO-WHY-IT, WE'VE GOT THE BEST 100% NATURAL CHEW THAT'S JUST RIGHT!

★★★
MIX & MATCH
 100% NATURAL

5 FOR \$10

3 TYPES OF CHEWS
 PREMIUM
 ★ SELECT
 ★ DELUXE

PICK THE PROTEIN

- ★ BUFFALO
- ★ CHICKEN
- ★ DEER
- ★ DUCK
- ★ ELK
- ★ LAMB
- ★ PORK
- ★ RABBIT
- ★ TURKEY


MADE IN USA
 FROM AMERICAN FARMS

★★★

WHY RABBIT?
 Did you know...Rabbit
 • Has more protein than beef, pork or lamb
 • Has naturally low saturated fat
 • Is great for digestion!

Compared to Pork, Beef, Chicken, Lamb & Turkey, Rabbit has:
 • The LOWEST calorie and animal
 • The LOWEST cholesterol and fat
 • The LOWEST fat percentage!

Multiple studies showed the protein-rich, low-saturated fat rabbit is a great source of protein!

Just 100x Rabbit!

HARE OF THE DOG
 RABBIT JELLY

etta says!
 100% NATURAL
PREMIUM MEGA CHEWS
 MUNCH METER

etta says!
 100% NATURAL
Select MEGA CHEWS
 MUNCH METER