

# Merchandising/POS Solutions

- Available to Royal Buying Group Member Stores
- To inquire about POS or Merchandising solutions contact your Local Altria Group Distribution Company Sales Rep. or Royal Buying Group HQ

## USSTC Merchandising Solutions



# JMC Cigar Merchandising Solutions

## MODULAR DISPLAYS

OPEN ORDER



- Boxes can be stacked horizontally and vertically
- Comes with equity strips and header graphics
- Black & Mild Jazzy Modular Unit Header Graphic included with all Modular Unit Header orders from Black & Mild Jazzy stores
- Black & Mild Linerup Taste & Aroma Unit Header Graphic included with all Modular Unit Header orders from Black & Mild Linerup Taste & Aroma stores



Add-On Modular Display  
POS# B3140



Security Glass Display - 4 wide  
Kit# F2516  
Kitted with 4-wide EFI Insert: F2391  
Order tolerance of 5



Security Glass Display - 6 wide  
Kit# F2517  
Kitted with 6-wide EFI Insert: F2392  
Order tolerance of 5



Flat Shelf Adhesive Track and Tray  
Kit# B6159  
Order tolerance of 10  
Kitted with EFI Insert: POS# B6968

## JMC MERCHANDISER



10-SKU JMC Merchandiser  
POS# MM044

## LEGACY WIRE RACK

OPEN ORDER



Rotating Rack  
POS# 7K270

## JMC MERCHANDISING UNITS

ALLOCATED



JMC Merchandising Unit  
Tray Single Extender  
POS# 6J590

# UTP POS Items

UTP Requirements – PM USA, USSTC and JMC trade program participants must display at least one piece of UTP material.

## “It’s Illegal” POS

For use in AK, AL, AZ, AR, CA, CO, CT, DC, FL, HI, ID, IL, IN, IA, KS, LA, ME, MD, MI, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WY, WY.



“It’s Illegal” Door Decal  
POS# 96351  
6.25”W x 8.25”H



“It’s Illegal” Flange  
POS# 5F367

## “It’s Your ID” POS

For use in DE, GA, KY, MA, MN, MO, NY, OH, WI.



“It’s Your ID” Door Decal  
POS# 29115  
6.25”W x 8.25”H



“It’s Your ID” Flange  
POS# 5F368

We Card Requirements – PM USA, USSTC and JMC trade program participants must display at least two We Card signs or equivalent signs. These signs are used to communicate the minimum age to purchase tobacco in each state or locality. Please discuss with your retailer and provide them the POS that meets their state and local requirements.

## We Card Under 18 POS



We Card Under 18  
Alcohol & Tobacco  
“Born Before” Door Decal  
POS# 51311



We Card Under 18  
“Born Before” Door Decal  
POS# 51307



We Card Under 18  
Door Decal  
POS# 51309

## We Card Under 19 POS



We Card Under 19  
Alcohol & Tobacco  
“Born Before” Door Decal  
POS# 51312



We Card Under 19  
“Born Before” Door Decal  
POS# 51308



We Card Under 19  
Door Decal  
POS# 51310

## We Card Under 21 POS



We Card Under 21  
“Born Before” Door Decal  
POS# B9474



We Card Under 21  
Door Decal  
POS# B9475

# UTP POS Items

## Fixture Headers and Counter Mats

### “It’s Illegal” / Under 18 States

For use in AR, AZ, CA, CO, CT, DC, FL, HI, IA, ID, IL, IN, KS, LA, MD, ME, MI, MS, MT, NC, ND, NE, NH, NM, NV, OK, OR, PA, RI, SC, SD, TN, TX, VA, VT, WA, WV, WY.



3' Enhanced Header - POS# 96354  
4' Enhanced Header - POS# 96353



Counter Mat - POS# B5260

### “It’s Illegal” / Under 19 States

For use in AK, AL, UT.



2' Enhanced Header - POS# 29112  
3' Enhanced Header - POS# 29113  
4' Enhanced Header - POS# 29114



Counter Mat - POS# 36039

### “It’s Your ID” / Under 18 States

For use in DE, GA, KY, MA, MN, MO, NJ, OH, WI.



2' Enhanced Header - POS# 29106  
3' Enhanced Header - POS# 29107  
4' Enhanced Header - POS# 29108



Counter Mat - POS# B5262

### “It’s Your ID” / Under 21 States

For use in NJ & NY.



Counter Mat - POS# B9476

## Miscellaneous We Card Items

Please discuss with your retailer and provide them the POS that meets their state and local requirements.

### We Card Under 18 POS



We Card Illuminated OPM Under 18

2' - POS# 40559



We Card Non-Illuminated OPM Under 18

4' - POS# 40563  
8' - POS# 40565



We Card Unifix Header Under 18

2' - POS# 40583  
3/4' - POS# 40586

### We Card Under 19 POS



We Card Illuminated OPM Under 19

2' - POS# 40560  
4/16/18' - POS# 40562  
6' - POS# 95209  
8' - POS# 95270



We Card Unifix Header Under 19

3/4' - POS# 40590