

GLOSSARY OF TERMS

Please read the glossary of terms below to determine which position matches the location of the heaters in your warehouse. These terms are used in questions #6-#8 on the Heater Activity Report. Note the labeled sketch of the warehouse on **page 16** of this booklet. It illustrates the various warehouse sections and floor positions described in the glossary.

Glossary of Terms

A. Sections of the warehouse - The warehouse is usually divided vertically into thirds, and each third can be somewhat defined by the types of goods carried.

1. **FOOD** – where the food is located and other consumable items (e.g., paper towels)
2. **HARDLINES** – where durable goods are located (hardware, automotive, jewelry, appliances, electronics, etc.)
3. **CENTER** – soft goods and miscellaneous items (clothing, holiday items, lawn and garden, books, etc.)

B. Location in the warehouse - The warehouse is also divided horizontally into thirds.

1. **FRONT** - portion closest to the front door and cash registers
2. **MIDDLE** – portion in the center of the warehouse
3. **BACK** - portion which usually includes the freezers, meat, and bakery and is closest to receiving area

C. Positioning of the heaters in the warehouse

1. **Main aisle endcap** - There are two main aisles; one is between Hardlines and Center and the other one is between Food and Center. Products located on the end of a hardlines, food or center aisle that *face a main aisle* are on a Main Aisle Endcap. This is a desirable position.
2. **Side Aisle Endcap** - Products located at the end of an aisle between the side wall and hardlines, or the side wall and food, are on a Side Aisle Endcap. Products located at the end of a short aisle in the middle of the hardlines or center sections are also on a side aisle endcap.
3. **Front Fence** - Products positioned in a line as one enters the warehouse. The position is determined by counting the number of items from the door. Typically the closer to the front door, the better the position.
4. **Front Door Arrangement** – Products positioned on the opposite side of the checker just inside the front door that are not attached to the front fence. This is **NOT** a desirable position and if the heaters are there, ask if they can be moved elsewhere.

5. **Main Aisle Island** - A grouping of free-standing pallets that are in the middle of one of the main aisles (in the large aisle between the center and hardlines sections, or between the center and food sections). You should state the number of pallets of Presto heaters on the island and the total number of pallets that make up the island (including ALL products).
6. **In the run** - Products located in the Hardlines, Center or Food aisles (often in the steel shelving) that are in a row and do not face a main or side aisle. You will be indicating the number of pallets from the main aisle endcap from the hardlines main aisle.

D. Other terms

1. **HIGH/LOW TRAFFIC SIDE** - The high traffic side would be the side of the endcap or island seen first by people following the general direction of traffic in the warehouse. The low traffic side would be opposite side.
2. **AISLE/STEEL SIDE** - On an endcap, a pallet may be described as high traffic or low traffic side. On an endcap with four or more pallets, the heater pallet should also be identified as AISLE SIDE (pallets closest to the main aisle) or STEEL SIDE (pallets closest to the steel shelving or behind the first row). The aisle, high traffic side is the most desirable location because product positioned there is more noticeable.