



**DEFENSE COMMISSARY AGENCY
HEADQUARTERS AND SUPPORT CENTER
1300 EISENHOWER AVENUE
FORT LEE, VIRGINIA 23801-1800**

MSN

May 11, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 119

SUBJECT: Category Review Notification – Tape/Wrap

This notice advises Industry that the Sales Directorate will begin the category review for Tape/Wrap in May 2026. In accordance with Notice to The Trade 26 – 119 – Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: S&K
Category Validator Broker: EURPAC

Appointments/Presentations will be held on June 15 – 18, 2026. Appointment requests must be submitted no later than June 1st, 2026.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. This review is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Ms. Audrey Callen, Merchandising Specialist, at audrey.callen@deca.mil or 804-734-8000 extension 86026.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	09690 TAPE WRAP
Universe of Items Included (e.g. D/C/G codes) :	09690
Planogram Name / Number*:	09690
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
Optional items (Include / Exclude):	Include
One-time buy/seasonal items (Include / Exclude):	Include
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	

Category Review Month (MM/YYYY):	MAY 2026
Date Last Completed (MM/YYYY):	OCTOBER 2025

Category Manager:	Darrell Clary
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Implementation / Scorecard to be Managed by:	Audrey Callen / Darrell Clary
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Category Role (e.g. Destination, Routine, Convenience) :	DESTINATION
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Marketing Strategy:

To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:	
Seasonal Promotions?	
Theme Event?	
Method (i.e. Mandate):	

Category Objectives:	Increase sales for the category by using retail best practice, and optimize variety while meeting customer needs.
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Special Factors/Notes:	Focus on new innovation while maintaining top core sellers.
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(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):	RACK
K5 (e.g. 12ft)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	
K2 (e.g. 12ft)	
K1 (e.g. 8ft)	4FT
Preferred Period Ending for (MM/YYYY):	April 2026
Preferred Timeframe for Data (e.g 26 Weeks)	52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Worldwide
Primary Ranking of Data (Packages, Dollars)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Remaining Market and xAOC

Review Milestones

NTT Release	MAY 2026
Vendor Presentations	JUNE 15 - 18 2026
Results Published	JULY 20, 2026
New Item Start	AUG 15, 2026
Date	SEP 15, 2026
New Items in Distributor by	SEP 15, 2026
POG's Published	SEP 21, 2026
Store Resets Start	

Comments	Dates are flexible
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