



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

MSN

May 15, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 126

SUBJECT: Category Review Notification – Air Freshener and Carpet

The purpose of this notice is to advise Industry the Sales Directorate will begin the category reviews for Air Freshener and Carpet in June 2026. In accordance with Notice to the Trade 26 – 126 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

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

Appointments/Presentations will be held on June 22 – 26, 2026. Appointment requests must be submitted no later than June 10, 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 these reviews and appointment requests may be directed to Patricia Sykes, Merchandising Specialist, at patricia.sykes@deca.mil or 804-734-8000 extension 48260.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated,

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

Universe of Items Included (e.g. D/C/G codes):
Planogram Name / Number*:

Air Freshener and Carpet

00100
00100

*Category definition based on current and previous published planograms (to include items that have been phased out).

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):

June 2026

Date Last Completed (MM/YYYY):

September 2025

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Patricia Sykes / Darrell Clary

Category Role (e.g. Destination, Routine, Convenience) :

Destination

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 and units for the category by using retail best practices and optimize variety while meeting pack out.

Special Factors/Notes:

Focus on new innovation while maintaining the top sellers, discuss base cost concerns and margin.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

16ft,20ft,24ft

12ft

4ft,8ft

Preferred Period Ending for (MM/YYYY):

5/31/26

Preferred Timeframe for Data (e.g 26 Weeks)

13 and 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 22-28 2026

Results Published

July 27, 2026

New Item Start Date

August 24, 2026

New Items in Distributor by

September 8, 2026

POG's Published

September 21,2026

Store Resets Start

September 28 ,2026

Comments

Dates are flexible