

IMPORTANT!

CONTINUE TO DISPLAY the following POP elements.



WINDOW SIGN



HOSE FLAG INSERT



L-BENT or LUG-ON



DISPENSER DECAL



BROCHURES



REGISTER TOPPER



ROOFTOP BALLOON BANNER
(if applicable)

Your POP kit does not contain the Nitrogen Enriched HOSE FLAG INSERTS shown in this planogram. Please continue to display the Kroger Fuel Discount HOSE FLAG INSERTS at the dispenser.

See the reverse side for additional POP installation instructions.

COUNTER AREA P.O.P.



Remove and discard.
Shell Saver Card
REGISTER TOPPER

*(T-Channel is
already attached)*

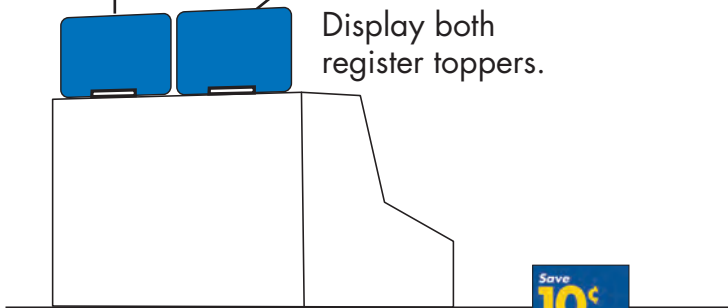


Continue to display.
Shell & Kroger
Fuel Discount
REGISTER TOPPER



**NEW Shell Nitrogen
Enriched Gasolines
REGISTER TOPPER**

Display both
register toppers.



Keep the Shell and Kroger Fuel Discount Promotion brochures on or near the counter area for easy customer access.



REGISTER TOPPER

1. Determine position on register with highest customer visibility (left, right or center).
2. Clean area where T-channel will be applied.
3. Peel off tape liner and attach T-channel to register in desired position.

SHELL SAVER CARD BROCHURES & HEADER CARD

IMPORTANT: Keep the acrylic brochure holder! Remove and discard the promotional 5¢ Shell Saver Card Brochures and Header Card. Place the everyday 2¢ Header Card and 2¢ Brochures (with card attached) in the brochure holder.



**Shell Saver Card
BROCHURE
HEADER CARD**
(with Save 5¢)



**Old Shell
Saver Card
BROCHURES**
*(with Save 5¢
on cover)*



VALVE DISPLAY

ENSURE that the valve display you received during the 2007 "Stop Gunky Build-up" campaign is near the transaction area and visible to your customers.



REVISED SHELL NITROGEN ENRICHED GASOLINES BROCHURES

Place the enclosed brochures in the Passionate Expert Stand-up display, if applicable, or at the counter area.



POP is shipped based on **your store profile**. Please make sure your profile is correct by visiting www.shellsource.com/Advertising/Point-of-Purchase. If your location did NOT receive the correct quantity, please contact POINTSMITH at 1-800-762-5213.