

KOHL'S

HOME CARDBOARD DISPLAY (CDU) & PDQ DISPLAY PROCESS & GUIDELINES 2026

Purpose:

The purpose of this document is to outline the requirements and approval required for vendor supplied Cardboard Display Units (CDUs) & PDQ Displays.

No production of CDUs/PDQ should begin until the vendor has received approval from the Merchandise Presentation (MP) team member.

Any questions regarding this process should be directed to your Merchandise Presentation partner **(NEW for 2026)**

Note: Merchandise Presentation was formally called Store Experience & Design (SED)

Process:

- Merchant Office must work with their MP partner to determine the following prior to any review of CDU and then complete the [CDU Review Form](#)
 - Size of CDU
 - Placement of CDU on salesfloor
 - # of units CDU will hold
 - Set date on salesfloor
- **Merchant Office: CDU must be accounted for within your linear footage and communicated via floorplanning tool (NEW for 2026)**
 - **Note: No fixtures will be removed from sales floor and replaced with CDU(s)**
 - **Entering CDU info into the floorplanning tool does not replace a fixture but helps alert the MP partner**
 - **Merchandise Presentation will work with office on visibility of placement of the CDU without removing fixtures**

- In general, CDU/PDQ may only stay on floor for 60-days. Holiday season CDU/PDQ may be extended. Coordinate with your MP Partner.
- Vendor to send prototype CDU to MP partner following the CDU requirements guidelines listed in this document
 - Note: MP requires 7-10 business days from receiving the CDU to provide feedback.
- Merchant office & Vendor to work with Marketing on approval of any graphics on the CDU. **(See ISM requirements at the end of this document)**
- Merchant office & Vendor to work with Logistics regarding shipping and labeling requirements
- Merchant office to work with Loss Prevention & Environmental Compliance on approval for any CDU containing any electronics and/or environmentals/components (if applicable)

CDU Requirements:

All CDUs must be submitted to MP for review prior to any production

All CDUs must arrive preassembled and with product to the store.

- **CDU Dimensions:**
 - Width and depth must not exceed the size of a full size pallet (40" x 48")
 - Height cannot be below 45" or exceed 60" (including pallet and header if applicable)

Required Labels:

In addition to required GS1-128 carton labels, all CDU's should arrive with two 5x7 labels.

1. [Yellow label](#) (preferred) on the outer packaging carton (NOT on CDU) denoting what the CDU is containing and set date (To be coordinated with Merchandise Presentation). This label is required to ensure easy store execution. **(NEW for 2026)**

CDU DESCRIPTION
—
SET DATE: Cordinate with Merchandise Presentation
—

2. [White label](#) (preferred) on the outer packaging carton (NOT on CDU) denoting information for the distribution centers. **(NEW for 2026 - added 6/15)**

**Attn: Kohl's DC
Do Not Open
Do Not Audit
Floor Ready Display**

Example of label placement:



All CDU's should also

- All CDUs must meet the specific requirements listed below
 - All CDUs have a minimum material requirement of the below
 - Double-wall 5 layer BE-Flute white corrugate (125GM +125GM +125GM), adhered 300GM coated bright white top art paper, adhered 100GM white backing paper

- Kohl's standard red: PMS 200C with UV gloss finish (Note: For the 4th quarter or Holiday timeframe only)
 - National Brands are permitted to print branding/imagery on CDU. Graphic elements must be approved by Kohls ISM Department
 - Non-Branded CDUs should have a flood of all over color with UV gloss finish. (Preferably Gray)
- All CDUs must have rolled/folded edges. No raw or exposed edges are permitted (**Figure 1**)
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- CDU Pallet Requirements:
 - Pre-Packed CDUs that requires pallet on the sales floor must ship on black plastic pallets (**See Figure 2 & 3**)
 - Grade 1 or 2 wooden pallets are permitted for shipping, but may not be placed on the sales floor, unless a fold skirt is provided.
 - Wood pallet is permissible if a fold down skirt is attached to the CDU for stores to cover the pallet once it sets in stores. (See Figure 4)
- **All CDUs must arrive preassembled and with product prepacked in the CDU**
 - All CDUs will be restricted to three sizes
 - ¼ Pallets will have a footprint size of 24" x 24"-Single sided
 - ½ Pallets will have a footprint of 48" x 24"-Single sided
 - Full Pallets will have a footprint of 40" x 48"- Double sided
 - Quarter-sized CDUs not shipped on a pallet must be packaged in cardboard boxes that fully enclose the CDU
 - All CDUs must have a bottom base/shelf that is attached to the body of CDU
 - Attach base with plastic rivets or create a solid one piece CDU body
- E-Sign (**NEW for 2026**)
 - CDU must have location for Esign to be attached. Placement must Be approved by Merchandise Presentation (**NEW for 2026**)



- **CDU HANGING (PEGGED) PRODUCT**

- Due to safety concerns, peg hooks should be made of plastic material (NO METAL) with no sharp points. Use shelf label holder in front of peg holder shown on the front of peg hook for safety (See Image)
- Plastic peg hook should NOT protrude out from the CDU and should be reset inside the CDU
- No metal peg hooks will be allowed
- Note: Images shown are for reference only. Alternate plastic peg hooks options can be forwarded for approval.

Plastic Option



Metal Option: Not allowed



If your CDU requires metal peg hooks, please work with your MP Partner for approval. MP will reach out to Kohls Risk Management to determine feasibility of the request.

PDQ Display Requirements (Shelf point of purchase fixture):

- **Process:** Same as CDUs
- **PDQ Requirements:**
 - Max Depth: 14"
 - Max Height: 18" (including header)
 - Width: Width will be based on type of fixture that PDQ will be merchandised on (Coordinate with MP partner)

Note: For PDQs for Queue Line/Impulse dimensions will differ. Please work with MP Partner for correct dimensions.

- **Marketing:**
 - Merchant office & Vendor to work with Marketing Dept. (ISM) on approval of any graphics/wording on the PDQ

- All PDQs must meet the specific requirements listed below
 - All PDQs have a minimum material requirement of the below
 - Double-wall 5 layer BE-Flute white corrugate (125GM +125GM +125GM), adhered 300GM coated bright white top art paper, adhered 100GM white backing paper
 - Kohl's standard red: PMS 200C with UV gloss finish
 - All PDQs must have rolled/folded edges. No raw or exposed edges are permitted
 - Full color over to include back of CDU. Backside can not be unfinished cardboard. **(NEW for 2026)**
- No Metal peghooks are permitted on PDQ. (Refer to CDU requirements for peghooks)
- All PDQ's must be packaged in cardboard boxes that fully enclose and arrive preassembled and with product prepacked in PDQ.

PDQ Example:



CDU/PDQ Marketing/Graphics:

- All marketing elements (in pdf format) must be provided for review by Kohls Marketing Department (ISM)
- National Brands are permitted to print branding/imagery on CDU. Graphic elements must be approved by Kohls ISM Department
- Non-Branded CDUs should have a flood of all over color with UV glass finish

CDU/PDQ Prototype:

- Send prototype of the CDU to the MP team partner at the Kohls's Corporate Office (address below) in final production quality unless specified otherwise
- Prototype should be sent as if it were to be executed in store that day (include any assembly instructions if applicable)
- Coordinate with MP team partner to determine if prototype CDU/PDQ needs to be sent with product. In some cases, products are not needed to be sent with prototype CDU/PDQ.

Please use the address below to send the CDU. It will be routed to the Mock Shop from the Corporate Office:

Kohl's Corporate Office

Ship to South Dock

Attn: Mock Shop-DMM (#) Note: Contact buying office or MP for DMM #

N56 W17000 Ridgewood Dr

Menomonee Falls, WI 53051

NOTE: DO NOT SEND CDU TO BROOKFIELD LAB (STUDIO)

-Provide tracking information to ensure MP partner is aware of prototype's arrival

- Note: MP requires 7-10 business days from receiving the CDU/PDQ to provide feedback.

LOGISTICS:

- Questions regarding logistics, D.C. specifications/requirements should be referred to Merchant Office or vendor services at vendor.services@Kohls.com

Figure 1:



Figure 2 (40x48 CICS LDS)



Figure 3 (24x48 MODULAR POP)



Figure 4: Pull down skirt on CDU to cover pallet after placement on salesfloor



LIFESTYLE.

to be the hero, not the CDU. CDUs should speak to BRAND and

2. **Branding:** One logo/Brand Copy per side of the CDU. If a CDU has a logo/brand copy on the header this should be the only logo on the front of the CDU. Each side panel of the CDU can have one logo/brand copy.
3. **Lifestyle:** If a brand chooses to include lifestyle images on the CDU, the images should be lifestyle/inspiration shots. Again this is to help the product be the hero and inspire customers to add the product to their cart. Lifestyle images should be limited to one per side of the CDU.

4. **Flood of Color:** If lifestyle images are not use, a flood of color to fill the space, is the next most preferred. Shelves should always be a flood of color when possible.

Review process

Similar to vendor artwork process, vendor (or merchant) should send all CDUs to ISM Coordinator to review the creative layout. ISM may send to Marketing Creative leadership for alignment.

1. **Any QR codes need to lead to a Kohls landing page. It can not lead to any external websites**
2. **Pricing messages can not be included in the CDU creative**
3. **When possible/If Necessary leave a 11x8.5" horizontal opening on the header of the CDU where a pricepoint graphic could be included (ATS and Ad Leak Time only)**
 - a. **Plastic Sleeve Requirements-** 8 mil vinyl, clear sleeve, full back adhesive.
 - b. [Sleeve Option](#)
 - c. If you are going to include this on your pallet please apply it to your sample CDU, or send a copy with your CDU to be approved by the ISM team.

CDU Creative Examples - The CDUs below show some great examples of CDUs to fit the Kohl's strategy



Branding - One logo per side of the CDU. Clean and simple, allowing for the product to be the hero.



Branding + Lifestyle - One logo per side of the CDU in conjunction with a simple lifestyle image that helps to show the product in an inspiring way.



Flood of Color - Strong of flood of color to help the product stand out in the CDU.