

Substrates and Signage – North Island

This document outlines the detailed information required for implementation of substrates and signage elements within North Island stores.

Items 1 to 6 – Mandatory scope for all stores (new, major upgrade, existing)

Items 7 to 12 – Mandatory scope for new stores, major upgrades

Items 7 to 12 – Optional scope for existing stores completing New World brand refresh or minor store upgrades

(OP) – OPERATOR COST

(LL) – LANDLORD COST

1. Refrigeration cabinet colour (OP)

NEW STORES

New Store refrigeration cases will be specified with the correct brand colour (Metallic Silver RAL 9006) for all except Produce (Resene Bokara Grey), as specified by Store Development team / consultant team.

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

Store Development team to review at cabinet replacement, review condition of existing plant and possible change over to CO₂ – (review by Services Specialist – Refrigeration & HVAC, Store Development). Any existing refrigeration cases / cabinets should be resprayed colour (Metallic Silver RAL 9006) for all except Produce (Resene Bokara Grey).

EXISTING STORES (mandatory changes required to comply with New World Brand Standards refresh)
Respray refrigeration cases / cabinets colour (Metallic Silver RAL 9006) for all except Produce (Resene Bokara Grey).

Suggested contact for respraying (North Island)

Paul McGrath - AAA Contracting / iSpray Spraypainting Solutions

aaacontracting@xtra.co.nz

021 038 2425

ADDITIONAL NOTE

Existing stores wanting to complete like for like refrigerated cabinets replacement must inform the Services Specialist – Refrigeration & HVAC, Store Development of any like for like cabinet replacements. This will help ensure that the records held by Store Development are current. The Services Specialist – Refrigeration & HVAC will also be able to assist with cabinet model and brand choices to ensure that they meet with current Brand Standards.

2. Ceiling colour to main retail spaces (OP)

NEW STORES

No ceiling – exposed ductwork (Resene Silver Chalice - galvanised silver) / sprinkler pipes (Resene Silver Chalice – galvanised silver) and roof purlin structure (Resene Silver Chalice – galvanised silver). White building paper and exposed safety mesh also visible.

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development Team)

Reviewed on a store by store basis – the most likely outcome is the existing ceiling will remain, repainted and / or cleaned up (proposed Resene Alabaster).

EXISTING STORES (mandatory changes required to comply with New World Brand Standards refresh)
Paint ceilings white (proposed Resene Alabaster).

Black / Grey or non-white ceilings to retail area are **not** acceptable as part of the revised New World Brand Standards and will need to be painted out in white as colour references above.

3. Heating and ventilation ductwork colours (OP)

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

Exposed heating and ventilation ductwork in existing stores **with** suspended ceilings should be painted out Resene Alabaster. Exposed heating and ventilation ductwork in existing stores **without** ceilings should be painted out Resene Silver Chalice – galvanised silver.

EXISTING STORES (mandatory changes required to comply with New World Brand Standards refresh)

Exposed heating and ventilation ductwork in existing stores **with** suspended ceilings should be painted out Resene Alabaster. Exposed heating and ventilation ductwork in existing stores **without** ceilings should be painted out Resene Silver Chalice – galvanised silver.

● 4. Wall colours to main retail spaces (OP)

NEW STORES

Wall colours will be specified with the correct brand colours by Store Development team / consultant team:

Resene Quarter Tea – Primary Wall Colour

Resene Quarter Titania – Colour behind key Department Graphics

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

Reviewed on a store by store basis – the most likely outcome is the existing walls will be painted the same spec / colour as noted above.

Existing exposed precast or honed block walls or other feature wall finishes may be left “as is” following design review by the Store Development team.

EXISTING STORES (mandatory changes required to comply with New World Brand Standards refresh)

Paint GIB walls within retail area in line with Brand Standard colours noted above.

5. Painting behind New World Lozenge and “New World” wordmark on existing stores (OP)

The new background colour behind the New World logo and wordmark is Resene Half Titania. This is a key part of the New World Brand Standards.

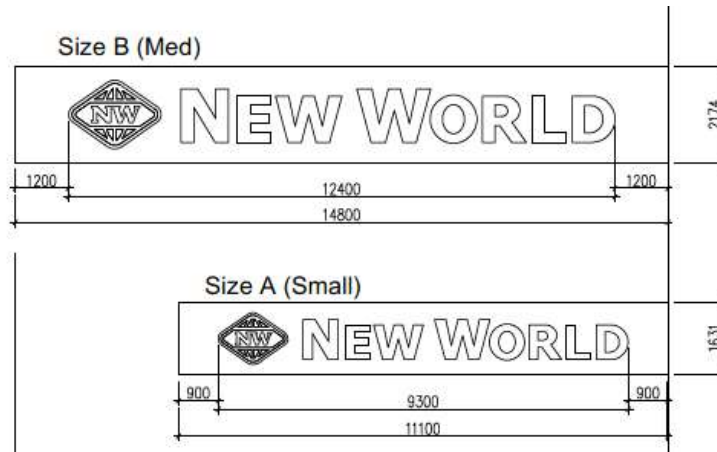
EXISTING STORES (mandatory changes required to comply with New World Brand Standards refresh)

Minimum painted area behind logo / word mark as FIG 1

As part of the signage upgrade works the façade or building elevations should be painted **behind** the New World logo / wordmark. Fig 1 below provides the minimum Resene Half Titania paint colour area required behind the New World logo and wordmark. The façade painting behind the logo / wordmark is part of the operator signage upgrade costs.

The balance of the façade painting will be picked up as landlord cost and will be managed by the Property Asset Management team. Operators should contact the Property Asset Management team to confirm when the next building maintenance repaint is scheduled.

FIG 1



6. Lighting to main retail area (OP)

NEW STORES

High bay pendant lights with 800 lux 1m above floor level as minimum – use approved high bay fitting as nominated by Store Development – detail specification by Store Development team / consultant team.

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

Replace existing light fittings with new fittings when appropriate – specified by Store Development team / consultant team.

EXISTING STORES (optional)

Lamp change out to existing retail lighting system. Change to LED / energy efficient lamp. Final lamp change out specification will have a big impact on final retail store lux levels if the new LED lamps are not specified correctly. It is highly recommended that operators seek technical advice from the Services Specialist – Electrical Systems, Store Development. Target 800 lux 1m above floor level and 85 CRI (Colour Rendering Index) as minimum once lamp change out is complete. It is suggested a test area or part of the store is changed out with new lamps and test lux level readings taken before the spec of LED / energy efficient lamps is confirmed and decided on.

NOTE ON LIGHTING LUX LEVELS

Floor finish, wall and ceiling colour will all have a major impact on final lux level output within the store once LED / energy efficient lamps are swapped out. It is recommended that wall, ceiling and floor finishes are “changed out” as required by New World Brand Standards refresh first, before final spec of LED / energy efficient lamps is confirmed and decided on.

7. Lighting to Wine & Beer Area

NEW STORES

Track Lighting to Wine & Beer area – specified by Store Development team / consultant team.

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

Track Lighting to Wine & Beer area – specified by Store Development team / consultant team.

EXISTING STORES (optional)

Upgrade to “Track Lighting” in Wine & Beer area with average 800 vertical lux level on shelves. Contact the Services Specialist – Electrical Systems, Store Development for technical advice.

8. Sprinkler pipe colours (OP)

NEW STORES

Exposed sprinkler pipes – galvanised silver – specified by Store Development team / consultant team.

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

Existing red sprinkler pipes to be painted out (Resene Silver Chalice – galvanised silver) in existing stores **without** ceilings.

Existing red sprinkler pipes to be painted out (Resene Alabaster) in existing stores **with** suspended ceilings.

EXISTING STORES (optional)

Existing red sprinkler pipes to be painted out (Resene Silver Chalice – galvanised silver) in existing stores **without** ceilings.

Existing red sprinkler pipes to be painted out (Resene Alabaster) in existing stores **with** suspended ceilings.

9. Floor finishes to main retail spaces (OP)

NEW STORES

New VCT floor tiles will be specified with the correct brand colours by Store Development team / consultant team:

Main retail floor: colour and pattern as specified by Store Development team.

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

Reviewed on a store by store basis.

Options available:

- Existing VCT floor tiles remain. Patch, clean and repair as needed.
- Re-lay over the top of existing “old” VCT tiles with new VCT tiles – colour reference as above.
- Rip up existing VCT floor tiles and lay new VCT tiles direct onto cleaned existing concrete floor slab.
- Existing exposed polished concrete floor which is cracked and in poor condition overlaid with VCT tiles after slab is prepared properly – VCT colour reference as above.
- Existing exposed, sealed, polished concrete floor slabs can remain in place if they are in “good condition” with minimal or no cracking.

NOTE – Ripping up existing VCT tiles and replacing with exposed / sealed concrete floor slabs will **not** be specified by the Store Development team.

EXISTING STORES (optional)

Re-lay / repair floor tiles so there is only a **maximum of two colours** within the retail floor area.

- One main dominant colour to at least 70% of retail floor area.
- A second highlight / accent colour to departments. When possible follow colour references above.

10. Retail shelving colour (OP)

NEW STORES

New retail shelving will be specified with the correct brand colours by Store Development team – Dulux Powder Coated Silver Star 7043K.

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

(Optional) – All shelving to be replaced with new Dulux Powder Coated Silver Star 7043K.

EXISTING STORES (optional)

(Optional) – All shelving to be replaced with new Dulux Powder Coated Silver Star 7043K.

NOTE ON SHELVING CHANGE

Some New World operators have already looked into etching and respraying / powder coating existing shelving “offsite” on a one aisle a week rolling change out system. The actual costs of doing this “offsite” powder coating / respray is providing no cost advantage against purchasing new shelving for the entire store once labour / transport and respray costs are taken into account. If some of the smaller format / rural New World stores could get access to some “redundant” shelving at a low cost or no cost option from another New World operator that has recently completed their shelving upgrade then the etching and respray / powder coating “off-site” option may become viable – further investigation needed.

11. Checkouts, Customer Service and Produce bins unit colour (OP)

NEW STORES

New units will be specified with the correct brand colours by Store Development team (Resene Bokara Grey).

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

All existing units to be new or taken offsite and refurbished / resprayed / upgraded in brand colours noted above or will be replaced by new joinery units.

EXISTING STORES (optional)

All units currently not black and grey, to be new or taken offsite and refurbished / resprayed / upgraded in brand colours noted above.

SUGGESTED CONTACT FOR RESPRAYING (NORTH ISLAND)

Paul McGrath - AAA Contracting / iSpray Spraypainting Solutions

aaacontracting@xtra.co.nz

021 038 2425

12. Car parking layouts (LL)

NEW STORES

External car parking layouts will be designed by Store Development team / consultant team and should incorporate Shade Systems covered canopies (where possible), Park Safe signage and shared zones / crossing points around entry / exit areas.

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

When work is being proposed or considered in the car parking area as part of a store refresh / upgrade scope the following design features should be added (when possible) and will be designed by the Store Development team / consultant team.

- Park Safe signage (if not already installed) – *Operator cost*
- Review of shared zones / pedestrian crossing points around store entry / exit areas

EXISTING STORES (optional)

Park Safe signage to car park – *Operator cost*

NOTES:

External building painting and colour scheme (LL)

NEW STORES

All external colours will be specified with the correct New World brand colours by Store Development team / consultant team in line with New World Brand Standards.

EXISTING STORES WITH MAJOR UPGRADE

Reviewed on a store by store basis – all external colours / repainting will be specified with the correct New World brand colours by Store Development design team / consultant team in line with New World Brand Standards and local planning policy.

EXISTING STORES

Contact Property Asset Management team to ascertain when next building maintenance repaint is scheduled. At this point external New World brand colours can be updated on façade with input from the Property Asset Management and Store Development teams.

Exposed main steel structure – external (LL)

NEW STORES

Exposed main steel structure will be specified with the correct New World brand colours by Store Development team / consultant team in line with New World Brand Standards – typically dark grey (Resene Gravel).

EXISTING STORES WITH MAJOR UPGRADE

Reviewed on a store by store basis. Exposed main steel structure repainting will be specified with the correct New World brand colours by Store Development design team / consultant team in line with New World Brand Standards – typically dark grey (Resene Gravel).

EXISTING STORES

Contact the Property Asset Management team to ascertain when next building maintenance repaint is scheduled. At this point any external exposed steel colours can be updated on façade with input from the Property Asset Management and Store Development teams.

Additional notes on external building painting and colours

- External building painting and colour schemes will be subject to local planning rules.
- Store Development and Property Asset Management teams will advise on final external building colours.
- The new background colour behind the New World logo and wordmark is Resene Half Titania. This is a key part of the New World Brand Standards refresh and painting behind the New World logo and wordmark should be prioritised.

Signage upgrade – Façade signs, pylon signs, entry signage and other signs within the retail floor area (OP)

NEW STORES

New signage will be specified by Store Development team in line with New World Brand Standards – new signage will cover the following scope:

- Front of house retail signs
- Park Safe signs
- Back of house signs
- Pylon signs
- External façade signs

EXISTING STORES WITH MAJOR UPGRADE (managed by Store Development team)

New signage will be specified by the Store Development team in line with New World Brand Standards (mandatory list below must be changed / upgraded).

EXISTING STORES (mandatory changes required to comply with New World Brand Standards refresh)

Old signage removed within retail area and replaced with new, in line with the list below. “Back of House” signage not seen by the customers can remain in existing stores.

NOTE: a red dot donates an update or change from the first revision of the Foodstuffs North Island Brand Standards Technical Specifications document.

SIGNAGE UPGRADE LIST

All NW stores should update / incorporate the following mandatory signage items as a minimum.

- | | |
|---------------|--|
| NW – R – 1 | New or replace logo / lozenge on façade (black / white / red, 3 mould sizes available S, M, L) |
| NW – R – 2 | “New World” wordmark on façade (3 sizes S, M, L – existing stores can keep current wordmark if it is in good condition) |
| ● NW – R – 3 | Carpark entry / exit signage |
| NW – R – 4 | Pylon signs (all red with new black / white / red lozenge incorporated) – existing stores need to reskin the existing pylons in line with New World pylon guide lines |
| ● NW – R – 4a | Fuel Pylon signs (all red with new black / white / red lozenge incorporated) – existing stores need to reskin the existing pylons in line with New World pylon guide lines |
| NW – R – 5 | Welcome Wall |
| ● NW – R – 6 | Main department header signs: <ul style="list-style-type: none"> • Fruit & Vegetables • Seafood • Butchery • Deli • Bakery / Bread (if no onsite Bakery) • Dairy • Wine & Beer • Milk • Flowers • Health & Wellbeing |
| NW – R – 7 | Department key supporting statements: <ul style="list-style-type: none"> • “Now in Season” - Fruit & Vegetables • “The taste of fresh seafood” - Seafood • “Ask your in-store butcher” - Butchery • “Create the perfect platter” Deli |

- “Love the smell” - Bakery
- NW – R – 8 Hanging aisle end navigation signage
- NW – R – 9 Proudly Locally Owned message
- NW – R –10 Express Checkouts hanging ceiling sign
- NW – R –11 Self Checkouts – hanging ceiling sign
- NW – R –12 Customer Service – hanging ceiling sign
- NW – R –13 Thank you for shopping at New World / Farewell sign
- NW – R –14 Wine navigation – back lit box
- NW – R –15/21 Self Checkout signage
- NW – R –22 Navigation signs – Meat
- NW – R –23 Navigation signs – Frozen
- NW – R –24 Navigation signs – Chilled / Dairy / Deli case
- NW – R –25 Navigation signs – Health and Beauty
- NW – R –26 Navigation signs – Baby care
- NW – R –27 Navigation signs – In-aisle grocery
- NW – R –28 Navigation signs – GM, magazines
- NW – R –35 Navigation signs – Health & Wellbeing
- NW – R –36 Navigation signs – International
- NW – R –37 Navigation signs – Flowers
- NW – R –29 Health and Beauty light box
- NW – R –30 Entry restriction and info signage and opening hours
- NW – R –31 Entry / exit signage on entry doors
- NW – R –32 Self Checkouts – Cash only and Card only identification signs
- NW – R –33 Our Community Notice Board (design to be finalised / developed)
- NW – R –34 Department price point and artwork (A2 landscape. A3 portrait) on interchangeable “hook system” (design to be finalised / developed)
- NW – R –38 Reusable Bag Signage

SUGGESTED SIGNAGE COMPANIES & SUPPLIERS - NORTH ISLAND

Sharp Signs Limited
 Dave Shanks
 M 021 449 983
dave@sharpsigns.co.nz

Corada
 Carlos de Treend
 M 0274 540 567
Carlos@corada.co.nz

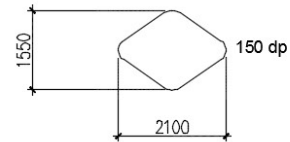
Rilee's
 Tracee Topia
 M 021 288 8283
tracee.topia@rilees.co.nz

Moulded back lit lozenge to building elevations and façades

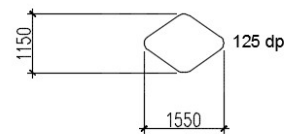
Sign ref (new) – NW-R-1 / Sign ref (old) – NW1



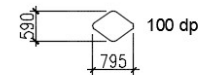
Size B (Med)



Size A (Small)



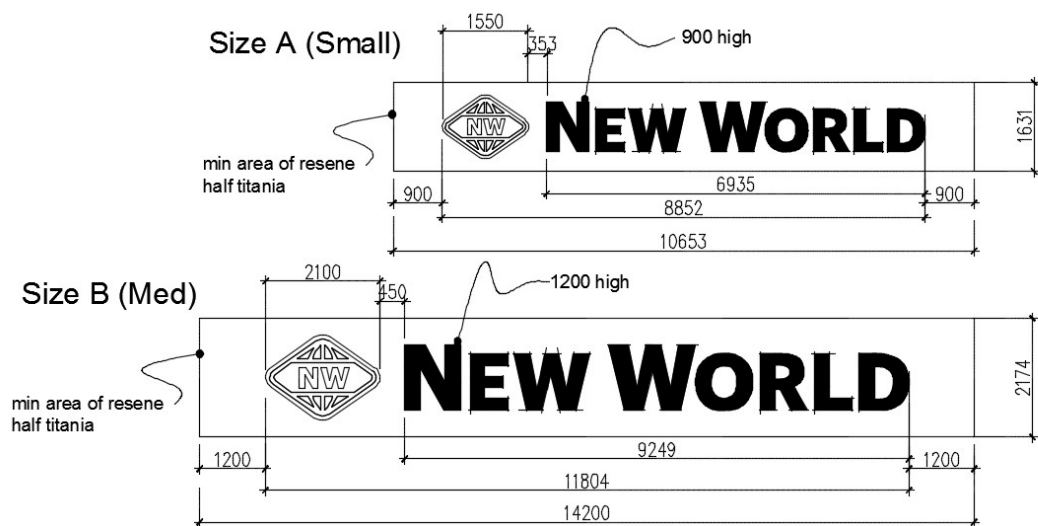
Fuel (Very Small)



QUANTITY	TBC
HEIGHT	Sizes: 1150mm (S), 1550mm (M)
WIDTH	1550mm (S), 2100mm (M)
DEPTH	125mm (S), 150mm (M)
SUBSTRATE	4.5mm Plexiglass LED backlit acrylic (white WH14)
COLOURS	3M Translucent Red, 3M Matte Black, White
NOTES	<p>Vacuum mould symbol to above dimensions. Internally illuminate using white LED (7year warranty required as per Scope of Work).</p> <p>Symbol edges to be White.</p> <p>Install on elevations using fixing method approved by architects.</p> <p>Seal to prevent intrusion of rain and dirt.</p> <p>New New World symbol moulds available from Foodstuffs.</p> <p>Paint reverse side to match glazing mullions if installed over glass.</p>

Back lit wordmark to building elevations and façades

Sign ref (new) – NW-R-2 / Sign ref (old) – NW2



Back lit wordmark to building elevations and façades

Sign ref (new) – NW-R-2 / Sign ref (old) – NW2



PAINTED: RESENE HALF TITANIA G90-011-092



GLASS



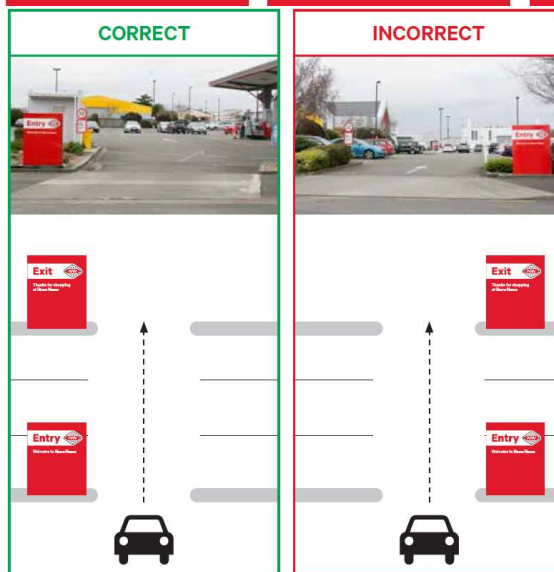
COLOURSTEEL®: TITANIA

QUANTITY	TBC
HEIGHT	Sizes see previous page
WIDTH	Sizes see previous page
DEPTH	Sizes see previous page
SUBSTRATE	4.5mm Plexiglass LED backlit acrylic (white WH14)
COLOURS	3M Translucent Red, 3M Matte Black, White.
NOTES	<p>Fabricate letters to dimensions per previous page.</p> <p>Internally illuminate faces and edges of wordmarks with LEDs (7 year warranty as per scope of work).</p> <p>Install on elevations using fixing method approved by architects.</p> <p>Power by main contractor.</p> <p>Seal letters to stop intrusion of rain or dirt.</p> <p>Weight largest letter may be requested.</p>
NOTES	<p>Lozenge and wordmark to be mounted on façades with Resene Half Titania paint finish or Coloursteel Titania profiled metal behind. The only exception to this rule is when the wordmark and lozenge are mounted on new stores over glazing areas. When it is not possible to paint the whole façade on existing stores, the minimum Resene Half Titania areas are shown.</p>

● Small carpark entry / exit signs

Sign ref (new) – NW-R-2 / Sign ref (old) – NW5

Brand Standards document ref – 2.2.1 – 2.2.2

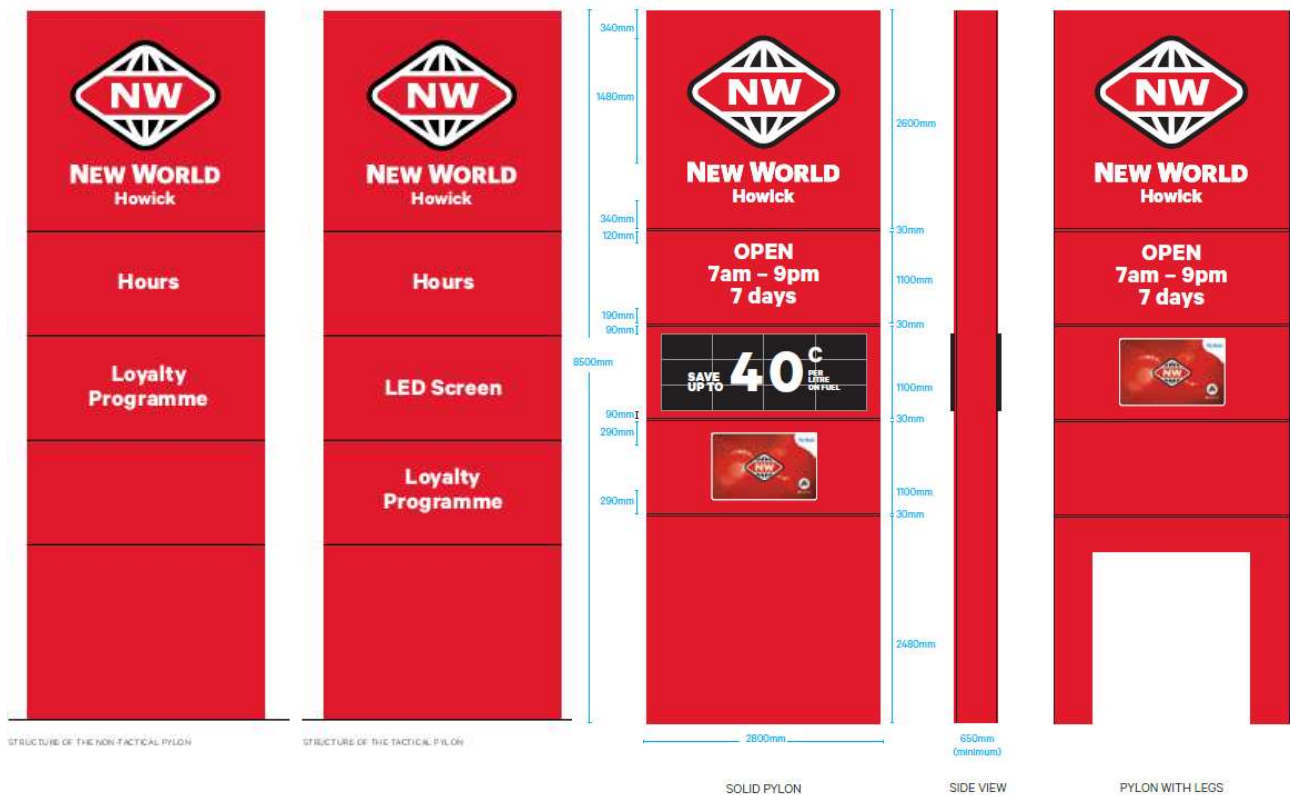


QUANTITY	TBC on site
HEIGHT	Two sizes – small (S) and Large (L) – 1000mm (S), 1500mm (L)
WIDTH	Two sizes – small (S) and Large (L) – 800mm (S), 1000mm (L)
DEPTH	Two sizes – small (S) and Large (L) – 100mm (S), 150mm (L)
SUBSTRATE	Premium Vinyl or digital print on ACM over aluminium frame.
COLOURS	3M Tomato Red 7725 -13 (PMS 186 CVC / CO M100 Y90 K5), 3M Matte Black, White
NOTES	Double-sided as above. Matte finish. Sign company to provide entire structure and foundation to engineer's calculations.

Main pylon sign to corner of site or main road frontage

Sign ref (new) – NW-R-4 / Sign ref (old) – NW6

Brand Standards document ref – 2.1.1 – 2.1.4



QUANTITY TBC on site

HEIGHT 8500mm

WIDTH 2800mm

DEPTH 650mm

SUBSTRATE 4mm ACM on zinc coated steel frame

COLOURS Two-pack paint system to match 3M Tomato Red 7725-13, Black, White.
3M Translucent Red, 3M Matte Black

NOTES Internally illuminate New World lozenge, wordmark and Open Hours text with white LED (7 year warranty required as per Scope of Work).

Fix 4mm clear acrylic inserts to New World lozenge, wordmark and Open Hours text. Sign company to provide entire structure and foundation to engineer's calculations.

Power supply to base of structure to be installed by the main contractor.

Clubcard graphics White and Black cut vinyl only.

Paint colour proofs required and confirm trading hours before routing out. 440mm x 915mm LED panel with remote programme included, fixed to each side. New World and trading hour panels to be removable for LED maintenance. 4 rows of 30mm high x 20mm deep negative detail required.

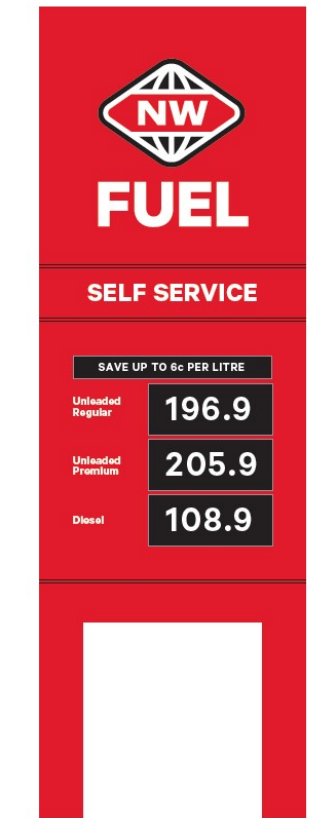
NOTES Existing stores re-skin pylons in 4mm ACM to existing size.

Contact Retail or Store Development teams for final layout and graphics on pylon.

● Fuel pylon sign to corner of site or main road frontage

Sign ref (new) – NW-R-4a / Sign ref (old) –

Brand Standards document ref – 2.1.5 – 2.1.6



QUANTITY	TBC on site
HEIGHT	8500mm
WIDTH	2800mm
DEPTH	650mm
SUBSTRATE	4mm ACM on zinc coated steel frame
COLOURS	Two-pack paint system to match 3M Tomato Red 7725-13, Black, White. 3M Translucent Red, 3M Matte Black
NOTES	<p>Internally illuminate New World lozenge, wordmark and fuel text with white LED (7-year warranty required as per Scope of Work).</p> <p>Fix 4mm clear acrylic inserts to New World lozenge, wordmark and fuel text. Sign company to provide entire structure and foundation to engineer's calculations.</p> <p>Power supply to base of structure to be installed by the main contractor.</p> <p>Clubcard graphics White and Black cut vinyl only.</p> <p>Paint colour proofs required and confirm trading hours before routing out. 440mm x 915mm LED panel with remote programme included, fixed to each side. New World and fuel text panels to be removable for LED maintenance. 4 rows of 30mm high x 20mm deep negative detail required.</p>
NOTES	<p>Existing stores re-skin pylons in 4mm ACM to existing size.</p> <p>Contact Retail or Store Development teams for final layout and graphics on pylon.</p>

● **Red Welcome Wall located around store entry points**

Sign ref (new) – NW-R-5.1 / Sign ref (old) – NW9 (profile cut letters)

Brand Standards document ref – 2.8.1 – 2.8.4



QUANTITY TBC

HEIGHT Site specific

TEXT HEIGHT Narrow – “W” approx. 360mm
Standard – “W” approx. 560mm

WIDTH Narrow – approx. 1550mm
Standard – approx. 2900mm

DEPTH N/A

SUBSTRATE Painted wall – Resene Bright Red R44-148-034

COLOURS 3M Tomato Red 7725-13, Black, White.

See artwork provided by Foodstuffs NZ Marketing.

NOTES Premium Vinyl or digital print on ACM or Premium Vinyl / digital print direct onto painted wall if surface finish is smooth to receive vinyl / print direct (check compatibility of paint spec with vinyl with signage supplier prior to ensure the vinyl does not peel – use aggressive adhesive vinyl if fixing direct to painted wall).

After painting leave for 5 days before vinyl / print application.

Proportional scale artwork to suit site condition.

Profile cut letter spec – laser cut from 5 or 6mm white polycarbonate with vinyl / digital print over – glue / bond to red wall.

3D profile cut elements are made up as follows:

- Main Body Text = 15mm foam PVC (signex)
- Inline Pinstripe Text = 4.5mm PVC (signex)
- Small Supporting Text / Borders / Icon = 10mm foam PVC (signex)

Bottom of sign “Proudly part of” mounted minimum of 1.1m above ground to ensure trolleys do not block sign.

Matte finish.

● **Red Welcome Wall located around store entry points**

Sign ref (new) – NW-R-5.2 / Sign ref (old) – NW9 (flat, matte vinyl applied to painted wall / ACM)

Brand Standards document ref – 2.8.2 – 2.8.4



QUANTITY TBC

HEIGHT Site specific

TEXT HEIGHT Narrow – “W” approx. 360mm
Standard – “W” approx. 560mm

WIDTH Narrow – approx. 1550mm
Standard – approx. 2900mm

DEPTH N/A

SUBSTRATE Painted wall – Resene Bright Red R44-148-034

COLOURS 3M Tomato Red 7725-13, Black, White.

NOTES

See artwork provided by Foodstuffs NZ Marketing.

Premium Vinyl or digital print on ACM or Premium Vinyl / digital print direct onto painted wall if surface finish is smooth to receive vinyl / print direct (check compatibility of paint spec with vinyl with signage supplier prior to ensure the vinyl does not peel – use aggressive adhesive vinyl if fixing direct to painted wall).

After painting leave for 5 days before vinyl / print application.

Proportional scale artwork to suit site condition.

Bottom of sign “Proudly part of” mounted minimum of 1.1m above ground to ensure trolleys do not block sign.

Matte finish.

Red Welcome Wall located around store entry points

Sign ref (new) – NW-R-5.3 / Sign ref (old) – NW9

(Special case – matte vinyl applied to painted wall / ACM with the word “SUPERMARKET” added. Note this is only used on small format stores with no pylon on the property).

Brand Standards document ref – 2.8.2



QUANTITY	TBC
HEIGHT	Site specific
TEXT HEIGHT	Narrow – “W” approx. 360mm Standard – “W” approx. 560mm
WIDTH	Narrow – approx. 1550mm Standard – approx. 2900mm
DEPTH	N/A
SUBSTRATE	Painted wall – Resene Bright red R44-148-034
COLOURS	3M Tomato Red 7725-13, Black, White See artwork provided by Foodstuffs NZ Marketing.
NOTES	Premium Vinyl or digital print on ACM or Premium Vinyl / digital print direct onto painted wall if surface finish is smooth to receive vinyl / print direct (check compatibility of paint spec with vinyl with signage supplier prior to ensure the vinyl does not peel – use aggressive adhesive vinyl if fixing direct to painted wall). After painting leave for 5 days before vinyl / print application. Proportional scale artwork to suit site condition. Bottom of sign “Proudly part of” mounted minimum of 1.1m above ground to ensure trolleys do not block sign. Matte finish.

● **Main department header signs – flat – no profile cut letters**

Sign ref (new) – NW-R-6.1 / Sign ref (old) – NW57 (PVC digital print department headers)

Brand Standards document ref – 3.3.1 – 3.3.13

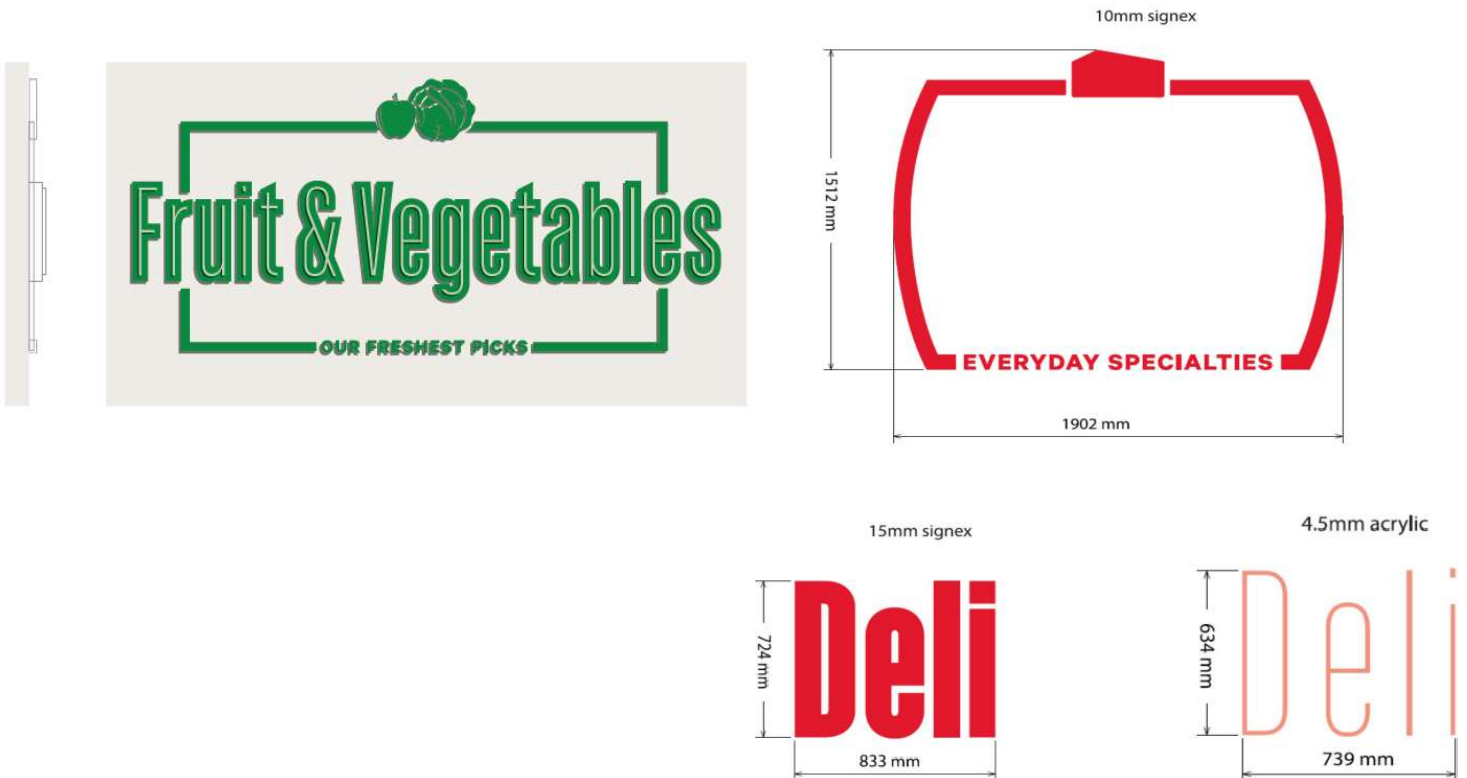


QUANTITY	1 per department
HEIGHT	Preferred size approx. 2300mm to 2400mm with lower case text at 580mm to 600mm high – proportional scale to minimum 1m high with lower case text size at 240mm to 250mm minimum.
WIDTH	Preferred size between 3200mm to 4000mm with lower case text at 580mm to 600mm high – proportional scale to minimum 1.5m wide. Lower case text size at 240mm to 250mm minimum.
DEPTH	TBC on site – use department font colour as return edge of sign (see image above).
SUBSTRATE	Painted GIB walls – paint finishes to be at 50% gloss.
CONSTRUCT	Aluminium angle frame 150 x 75 x 3mm with ACM faces 4mm or approved variations of this. A flat ACM option with digital print only and secret fixings is available for approved stores only.
COLOURS	See artwork provided by Foodstuffs NZ Marketing, and page 23.
NOTES	Where possible Deli sign mounted on glazed screen with decal. Digital PVC print over frame, edge clashed with 4mm ACM wrapped in vinyl all edges. All front or leading edges should be Resene Titania – this refers to the perimeter edge. Print films control samples are 3M 180V3 print film and matte laminate 8520. See typical sketch on pages 21-22. Matte finish.

Main department header signs – with profile cut letters

Sign ref (new) – NW-R-6.2 / Sign ref (old) – NW57 (PVC digital print department headers)

Brand Standards document ref – 3.3.9



Example text – please see Helium for exact files

QUANTITY	1 per department
HEIGHT	Preferred size approx. 2300mm to 2400mm with lower case text at 580mm to 600mm high – proportional scale to minimum 1m high with lower case text size at 240mm to 250mm minimum.
WIDTH	Preferred size between 3200mm to 4000mm with lower case text at 580mm to 600mm high – proportional scale to minimum 1.5m wide. Lower case text size at 240mm to 250mm minimum.
DEPTH	TBC on site – use department font colour as return edge of sign (see image above).
SUBSTRATE	Painted GIB walls – paint finishes to be at 50% gloss.
CONSTRUCT	Aluminium angle frame 150 x 75 x 3mm with ACM faces 4mm or approved variations of this. A flat ACM option with digital print only and secret fixings is available for approved stores only. 3D profile cut elements are made up as follows: - Main Body Text = 15mm foam PVC (signex) - Inline Pinstripe Text = 4.5mm PVC (signex) - Small Supporting Text / Borders / Icon = 10mm foam PVC (signex)
COLOURS	See artwork provided by Foodstuffs NZ Marketing, and page 23.
NOTES	Where possible Deli sign mounted on glazed screen with decal. Digital PVC print over frame, edge clashed with 4mm ACM wrapped in vinyl around all edges. All front or leading edges should be Resene Titania – this refers to the perimeter edge. Print films control samples are 3M 180V3 print film and matte laminate 8520. See typical sketch on pages 21-22. Matte finish.

Alternative department main signs for store with no in-store Butcher, Baker, Fishmonger

Sign ref (new) – NW-R-6.3 / Sign ref (old) – NW57 (flat, vinyl applied signs to painted walls)

Brand Standards document ref – 3.3.1 – 3.3.13



QUANTITY	N/A
HEIGHT	Preferred size approx. 2300mm to 2400mm with lower case text at 580mm to 600mm high – proportional scale to minimum 1m high with lower case text size at 240mm to 250mm minimum.
WIDTH	Preferred size between 3200mm to 4000mm with lower case text at 580mm to 600mm high – proportional scale to minimum 1.5m wide. Lower case text size at 240mm to 250mm minimum
DEPTH	TBC on site – use department font colour as return edge of sign (see image above).
SUBSTRATE	Painted GIB walls – paint finishes to be at 50% gloss.
CONSTRUCT	Aluminium angle frame 150 x 75 x 3mm with ACM faces 4mm or approved variations of this. A flat ACM option with digital print only and secret fixings is available for approved stores only.
COLOURS	See artwork provided by Foodstuffs NZ Marketing, and page 23.
NOTES	Digital PVC print over frame, edge clashed with 4mm ACM wrapped in vinyl around all edges. All front or leading edges should be Resene Titania – this refers to the perimeter edge. Print films control samples are 3M 180V3 print film and matte laminate 8520. See typical sketch on pages 21-22. Matte finish.

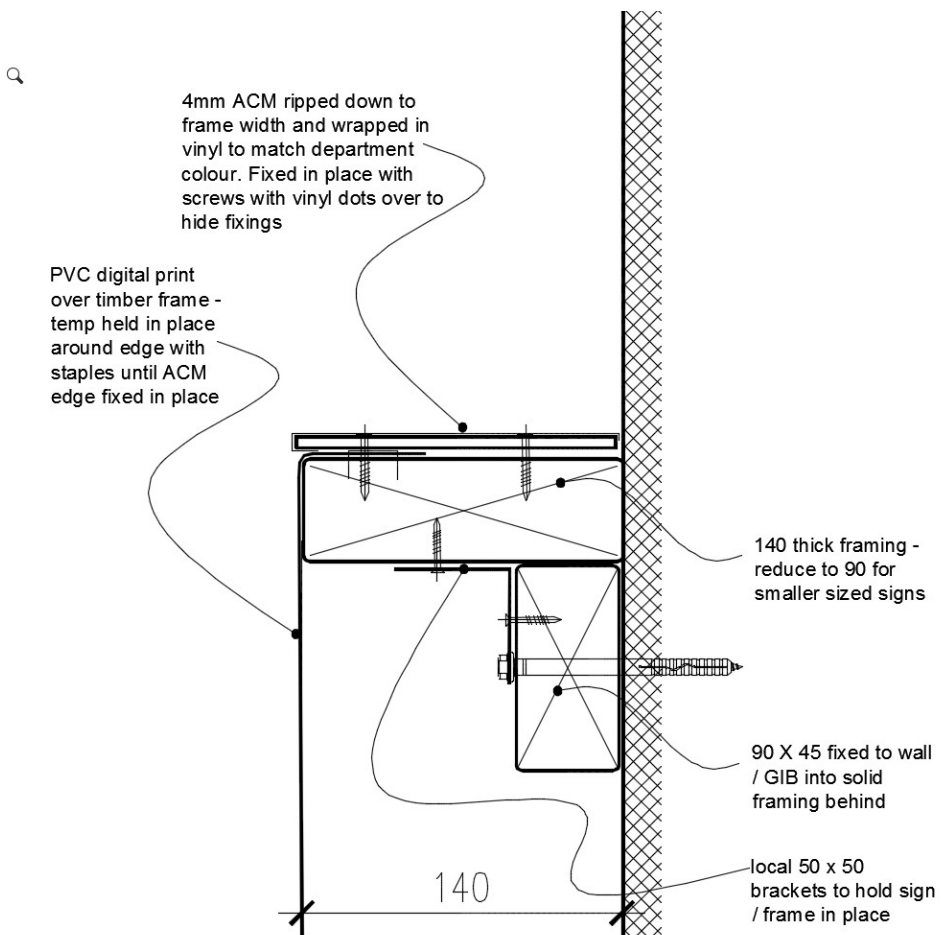
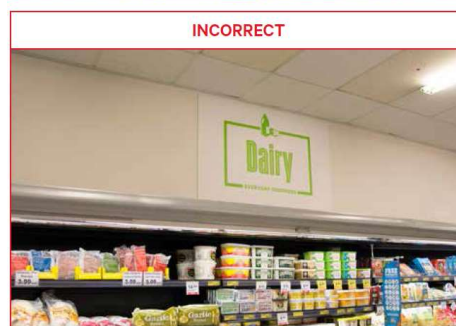
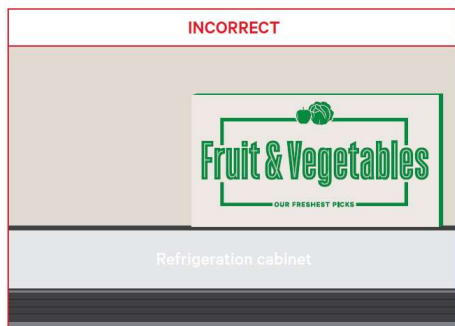
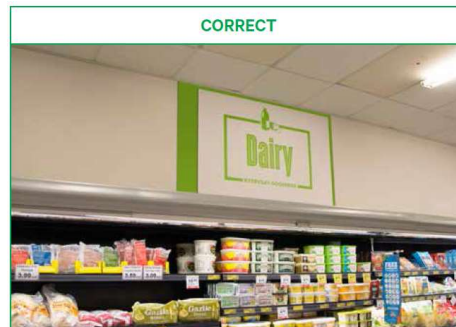
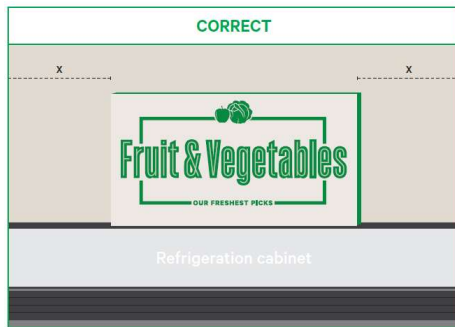
Main department headers signs

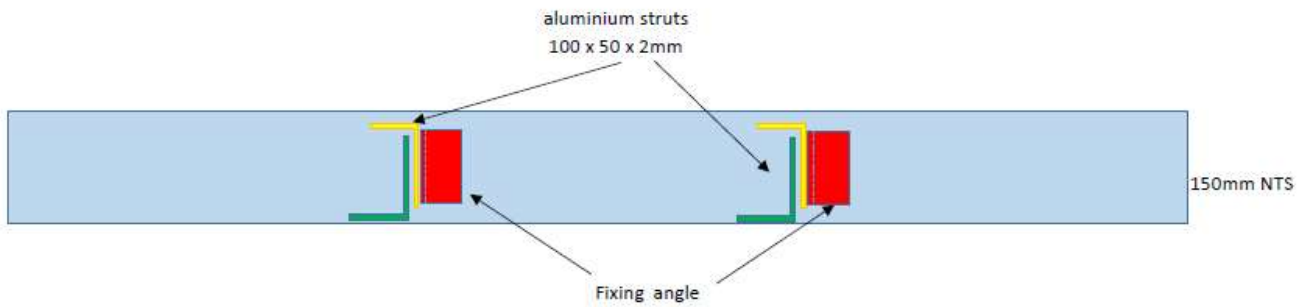
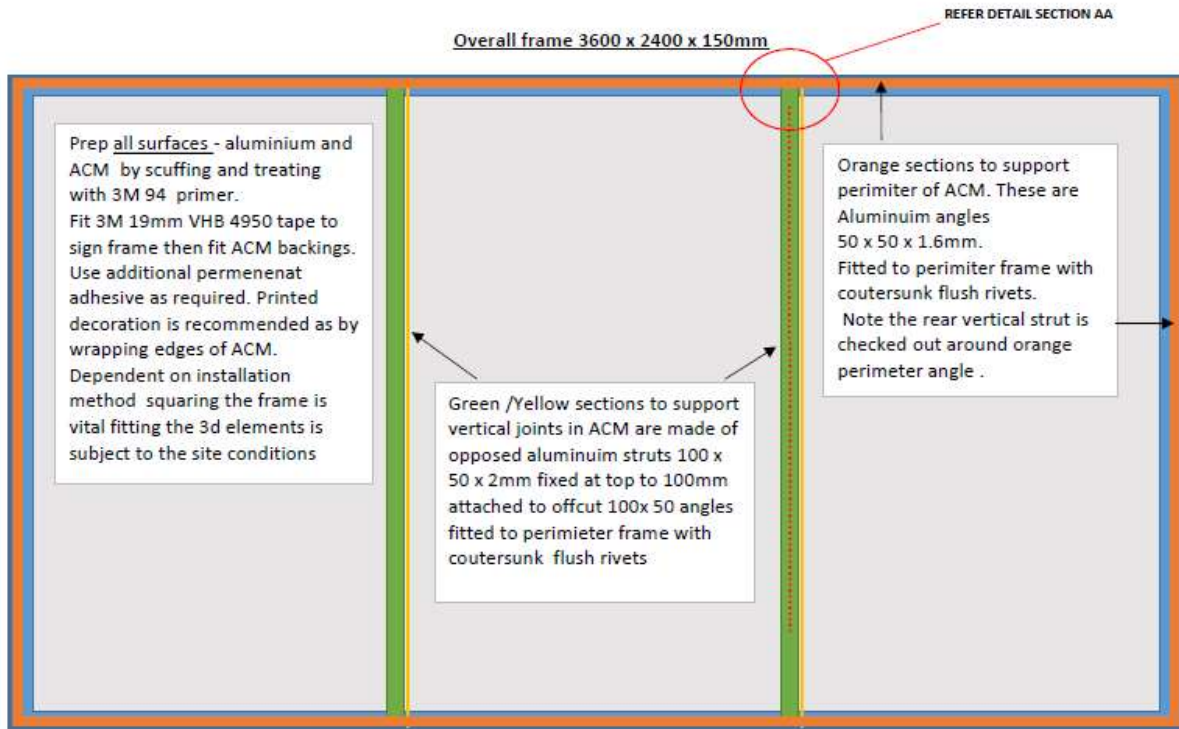
Sign ref (new) – NW-R-6.1 / Sign ref (old) – NW57 (PVC digital print department headers)

Brand Standards document ref – 3.3.3 – 3.3.13

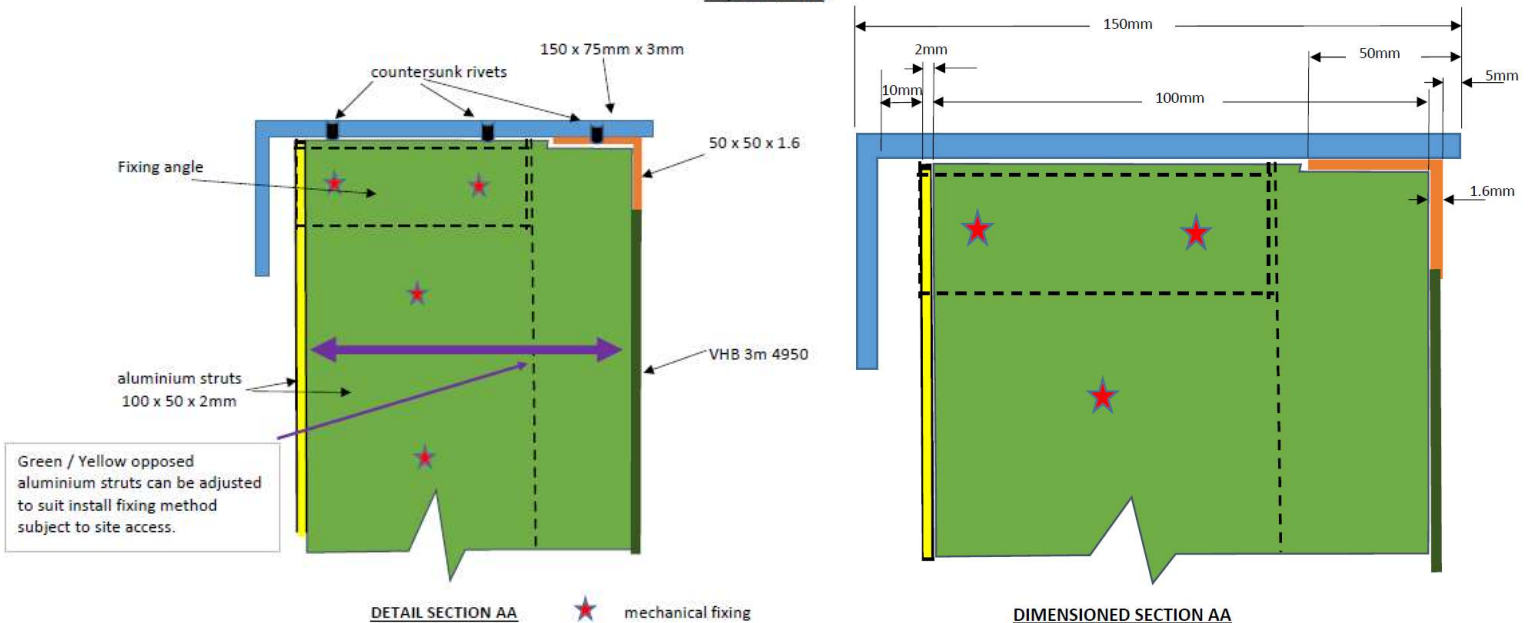
The department header sign is an aluminium angle frame constructed to support 4mm ACM panels with digital flat and/or 3D prints. The frame will need to be dismantled for transportation and then assembled on site – kit-setting the design and the installation method of fixing to the wall is left to the discretion of the sign manufacturer.

Particular care is required to square the frame and therefore neatly fit the ACM panels, uneven vertical joints and out of square signs are not acceptable. Store design may call for a sign to wrap under a ceiling or around a header wall – the same construction method will apply.





Top Elevation



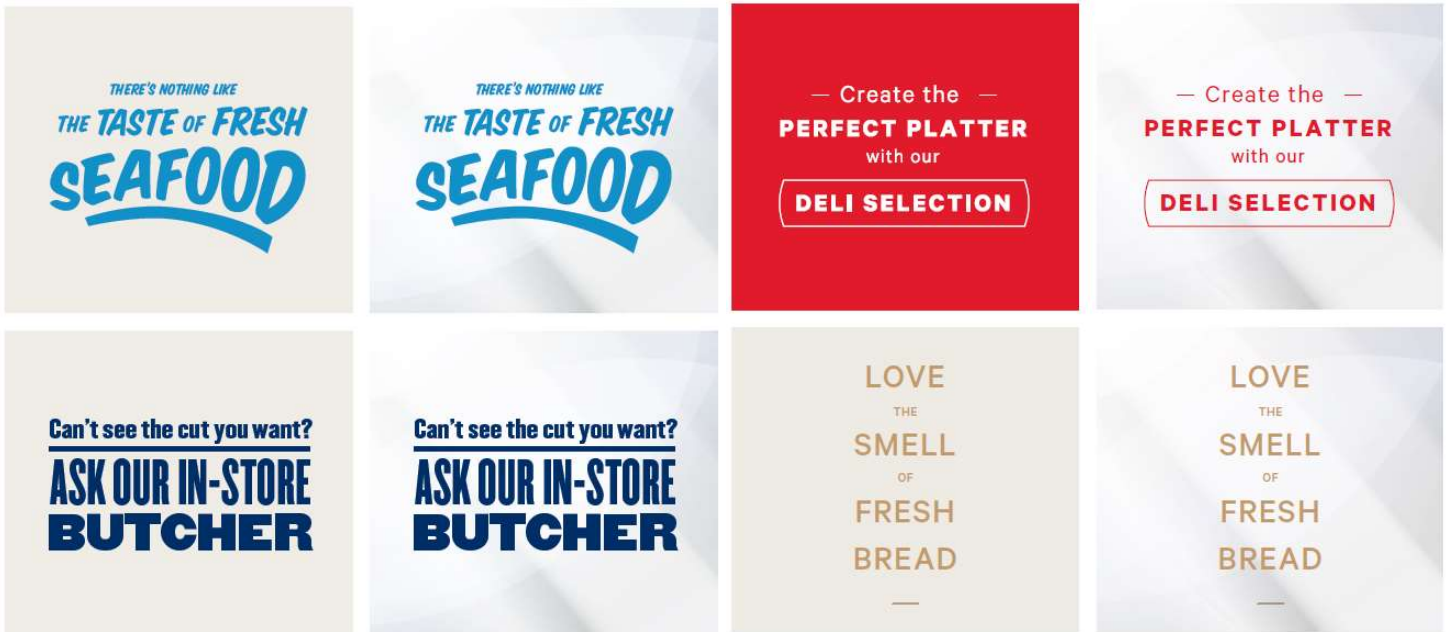
● Main department headers signs

<p>Fruit & Vegetables</p> <p>SPOT PMS 7742 C CMYK C85 M15 Y100 K15</p> <p>SPOT PMS 580 C CMYK C20 M0 Y36 K0</p>	<p>Dairy</p> <p>SPOT PMS 376 C CMYK C55 M0 Y100 K0</p> <p>SPOT PMS 7486 C CMYK C28 M0 Y45 K0</p>
<p>Butchery</p> <p>SPOT PMS 2955 C CMYK C100 M70 Y0 K50</p> <p>SPOT PMS 5295 C CMYK C26 M22 Y2 K9</p>	<p>Milk</p> <p>SPOT PMS 297 C CMYK C50 M0 Y0 K0</p> <p>SPOT PMS 290 C CMYK C23 M0 Y1 K0</p>
<p>Seafood</p> <p>SPOT PMS 7689 C CMYK C80 M30 Y5 K0</p> <p>SPOT PMS 277 C CMYK C35 M9 Y0 K0</p> <p>CMYK C0 M0 Y0 K80</p>	<p>Bakery</p> <p>SPOT PMS 728 C CMYK C20 M35 Y60 K0</p> <p>SPOT PMS 4685 C CMYK C2 M15 Y29 K5</p> <p>CMYK C0 M0 Y0 K80</p>
<p>Wine & Beer</p> <p>SPOT PMS 208 C CMYK C15 M100 Y35 K40</p> <p>SPOT PMS 7693 C CMYK C0 M27 Y9 K18</p> <p>SPOT PMS COOL GREY 7 C CMYK C0 M0 Y0 K50</p> <p>SPOT PMS COOL GREY 1C CMYK C4 M2 Y4 K8</p> <p>SPOT PMS BLACK C CMYK C0 M0 Y0 K100</p> <p>SPOT PMS 422 C CMYK C19 M12 Y13 K34</p>	<p>Deli</p> <p>SPOT PMS 186 CVC CMYK C0 M100 Y90 K5</p> <p>SPOT PMS 486 C CMYK C0 M55 Y50 K0</p> <p>Health & Wellbeing + Flowers</p> <p>SPOT PMS 7678 C CMYK C67 M55 Y0 K0</p> <p>SPOT PMS 522 C CMYK C25 M41 Y2 K0</p>

Department key supporting statements

Sign ref (new) – NW-R-7 / Sign ref (old) – N/A (flat, vinyl or digital print applied signs to painted walls)

Brand Standards document ref – 3.4.1 – 3.4.4



QUANTITY	TBC
HEIGHT	Preferred size to be confirmed on site
WIDTH	See above
DEPTH	N/A
SUBSTRATE	Painted GIB walls
COLOURS	See artwork provided by Foodstuffs NZ Marketing.
NOTES	<p>Work with Retail or Store Development teams to confirm final and best location on site within department.</p> <p>Final location should not block views to back of house prep areas. Place either on the back wall of the department, on glass or used with the hook system.</p> <p>(Check compatibility of paint spec with vinyl / digital print with signage supplier prior to ensure the vinyl / print does not peel).</p> <p>Matte finish.</p>

Hanging aisle end navigation signage

Sign ref (new) – NW-R-8 / Sign ref (old) – NW53

Brand Standards document ref – 3.5.1



International	Ice cream cones
Herbs/spices	Eggs
Baby wipes	Kitchenware
Insect spray	Dog food

EXAMPLE INTERCHANGEABLE SLAT SIZE 450MM (W) X 82MM (H)

QUANTITY	TBC
HEIGHT	800mm
WIDTH	600mm
DEPTH	40mm
SUBSTRATE	4mm PALIGHT®, aluminium frame and 6mm x 40mm aluminium border painted Dulux Orica Silver Star
COLOURS	See artwork provided by Foodstuffs NZ Marketing.
NOTES	<p>Double-sided with digital prints.</p> <p>Paint aluminium border with Dulux Orica Silver Star.</p> <p>Suspend on stainless wire 2600mm above floor. Locate at centre of aisles 1200mm out from aisle end and at 90° to aisle ends.</p> <p>Allow to install unistrut in ceiling / between roof purlins for sign suspending.</p> <p>Printed panels must be able to be removed for future stock relocations but show no visible fixings. Use aluminium J or H moulds.</p> <p>Both panels to be flush with front edge of aluminium border.</p>

Proudly Locally Owned message – Large wall around entry area

Sign ref (new) – NW-R-9 / Sign ref (old) – NW121 (flat, matt vinyl and profile cut letters)

Brand Standards document ref – 3.8.1 – 3.8.5



VERTICAL FORMAT – FULL WALL AND PAINTED STRIP EXECUTIONS



HORIZONTAL FORMAT – FOR LOW CEILING STORES

QUANTITY TBC

HEIGHT TBC on site

WIDTH TBC on site

DEPTH N/A

SUBSTRATE GIB wall – painted

COLOURS Black Low Sheen, Avery White Matte 920
See artwork provided by Foodstuffs NZ Marketing.

NOTES Logo to be approx. 2850mm above floor level.
After painting leave for 5 days before vinyl application.

3D Profile cut elements are made up as follows:

- Main Body Text = 15mm foam PVC (signex)
- Inline Pinstripe Text = 4.5mm PVC (signex)
- Small Supporting Text / Borders / Icon = 10mm foam PVC (signex)

Confirm exact dimensions and location with Store Development or Retail teams.

(Check compatibility of paint spec with vinyl with signage supplier prior to ensure the vinyl graphic does not peel).

Matte finish.

Express Checkout – hanging from ceiling around Express Checkout area

Sign ref (new) – NW-R-10 / Sign ref (old) – NW96

Brand Standards document ref – 3.6.2



QUANTITY	TBC
HEIGHT	840mm
WIDTH	900mm
DEPTH	4mm
SUBSTRATE	4mm PALIGHT® or ACM with printed matte vinyl laminate over
COLOURS	See artwork provided by Foodstuffs NZ Marketing.
NOTES	<p>Suspend on stainless wire approx. 2600mm above floor.</p> <p>Confirm single or double-sided.</p> <p>Allow to install unistrut in ceiling / between roof purlins for sign suspending.</p> <p>Confirm exact location with Store Development or Retail teams.</p> <p>Matte finish.</p>

Self Checkout – hanging from ceiling around Express Checkout area

Sign ref (new) – NW-R-11 / Sign ref (old) – N/A

Brand Standards document ref – 3.6.2



QUANTITY	TBC
HEIGHT	840mm
WIDTH	900mm
DEPTH	4mm
SUBSTRATE	4mm PALIGHT® or ACM with printed matte vinyl laminate over
COLOURS	See artwork provided by Foodstuffs NZ Marketing.
NOTES	<p>Suspend on stainless wire approx. 2600mm above floor.</p> <p>Confirm single or double-sided.</p> <p>Allow to install unistrut in ceiling / between roof purlins for sign suspending.</p> <p>Confirm exact location with Foodstuffs (Store Development or Retail teams).</p> <p>Matte finish.</p>

Customer Service – hanging from ceiling above Customer Service counter

Sign ref (new) – NW-R-12 / Sign ref (old) – NW63

Brand Standards document ref – 3.2.3



QUANTITY	TBC
HEIGHT	600mm
WIDTH	1500mm
DEPTH	4mm
SUBSTRATE	4mm ACM with matte vinyl laminate over
COLOURS	See artwork provided by Foodstuffs NZ Marketing.
NOTES	<p>Suspend on stainless wire approx. 2400mm above floor.</p> <p>Confirm single or double-sided.</p> <p>Allow to install unistrut in ceiling / between roof purlins for sign suspending.</p> <p>Confirm exact location with Store Development or Retail teams.</p> <p>Matte finish.</p>

Thanks – located around exit route on painted wall or glazing

Sign ref (new) – NW-R-13 / Sign ref (old) – NW56

Brand Standards document ref – 3.9.1 – 3.9.3



NARROW SIZE



STANDARD SIZE

QUANTITY	TBC
HEIGHT	To be confirmed on site
WIDTH	To be confirmed on site
DEPTH	N/A
SUBSTRATE	4mm ACM with matte printed vinyl laminate over or matte printed vinyl direct to glazing.
COLOURS	Tomato Red 7725-13 – White See artwork provided by Foodstuffs NZ Marketing.
NOTES	Confirm exact location with Store Development or Retail teams. Located around exit route on painted wall or glazing around exit doors. Matte finish.

Wine navigation – back lit box

Sign ref (new) – NW-R-14 / Sign ref (old) – NW89/90

Brand Standards document ref – 3.5.6



QUANTITY	TBC – Typical – 10 No. LED Light boxes / frames with changeable outer sleeves with router-cut letters
HEIGHT	260mm (router-cut letters approx. 62mm high)
WIDTH	900mm
DEPTH	60mm (single-sided)
SUBSTRATE	ACM, 3mm clear acrylic, 4.5mm opal acrylic
COLOURS	See artwork provided by Foodstuffs NZ Marketing.
NOTES	<p>Changeable outer sleeve with router-cut letters 62mm high to fit over inner frame / light box with LED electrics.</p> <p>Fix 3mm clear acrylic to rear of router cut front panels then apply 4.5mm opal acrylic router-cut letter inserts.</p> <p>Drill 6 x 10mm holes along top of sleeve and near bottom of rear side.</p> <p>Power connection by main contractor.</p> <p>Confirmed wine list (e.g. Pinot Noir, Shiraz, Merlot etc.) from Retail / store operator – make allowance for 12 at pricing stage.</p>

- **Self Checkout signs**

Sign ref (new) – NW-R-15 to 21, plus 32 / Sign ref (old) – Various
Brand Standards document ref – 3.6.3 – 3.6.5



- **Self Checkout signs**

Sign ref (new) – NW-R-15 to 21 / Sign ref (old) – Various
Brand Standards document ref – 3.6.3 – 3.6.5

NW-R-15

155MM (W) X 306MM (H)

NW-R-17

A4 – 210MM (W) X 297MM (H)

NW-R-16

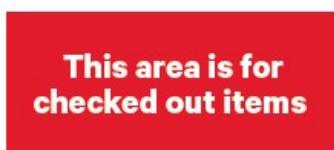
A4 – 210MM (W) X 297MM (H)

NW-R-20

210MM (W) X 90MM (H)



200MM (W) X 50MM (H)

NW-R-18

150MM (W) X 65MM (H)



245MM (W) X 65MM (H)

- **Self Checkout signs – lanterns**

Sign ref (new) – NW-R-15 / Sign ref (old) – NW65

Brand Standards document ref – 3.6.4



QUANTITY	TBC
HEIGHT	305mm lanterns
WIDTH	155mm lanterns
DEPTH	155mm lanterns
SUBSTRATE	4.5mm opal acrylic
COLOURS	See artwork provided by Foodstuffs NZ Marketing.
NOTES	Apply vinyl graphics only to lanterns supplied by others – front and rear – numbers, sides “Self Checkout” text.

Self Checkout signs – pole mounted

Sign ref (new) – NW-R-16/17 / Sign ref (old) – NW65/80

Brand Standards document ref – 3.6.3 – 3.6.5

NW-R-16



A4 – 210MM (W) X 297MM (H)

NW-R-17



A4 – 210MM (W) X 297MM (H)

QUANTITY	TBC
HEIGHT	297mm (A4)
WIDTH	210mm (A4)
DEPTH	1.5mm
SUBSTRATE	Styrene
COLOURS	See artwork provided by Foodstuffs NZ Marketing.
NOTES	<p>Double-sided.</p> <p>Install in A4 Black frames with 2 Black magnetic clips (118B).</p> <p>Frames, clips and steel panels available from Point of Sale.</p> <p>ID sign needed at main Checkouts, Self Checkouts and the Wine & Beer area.</p>

Self Checkout signs – self-adhesive signs on SCO machines

Sign ref (new) – NW-R-18 to 21 / Sign ref (old) – NW120

Brand Standards document ref – 3.6.3 – 3.6.5



Old Ref NW 120
New Ref NW - R - 20



210 x 90

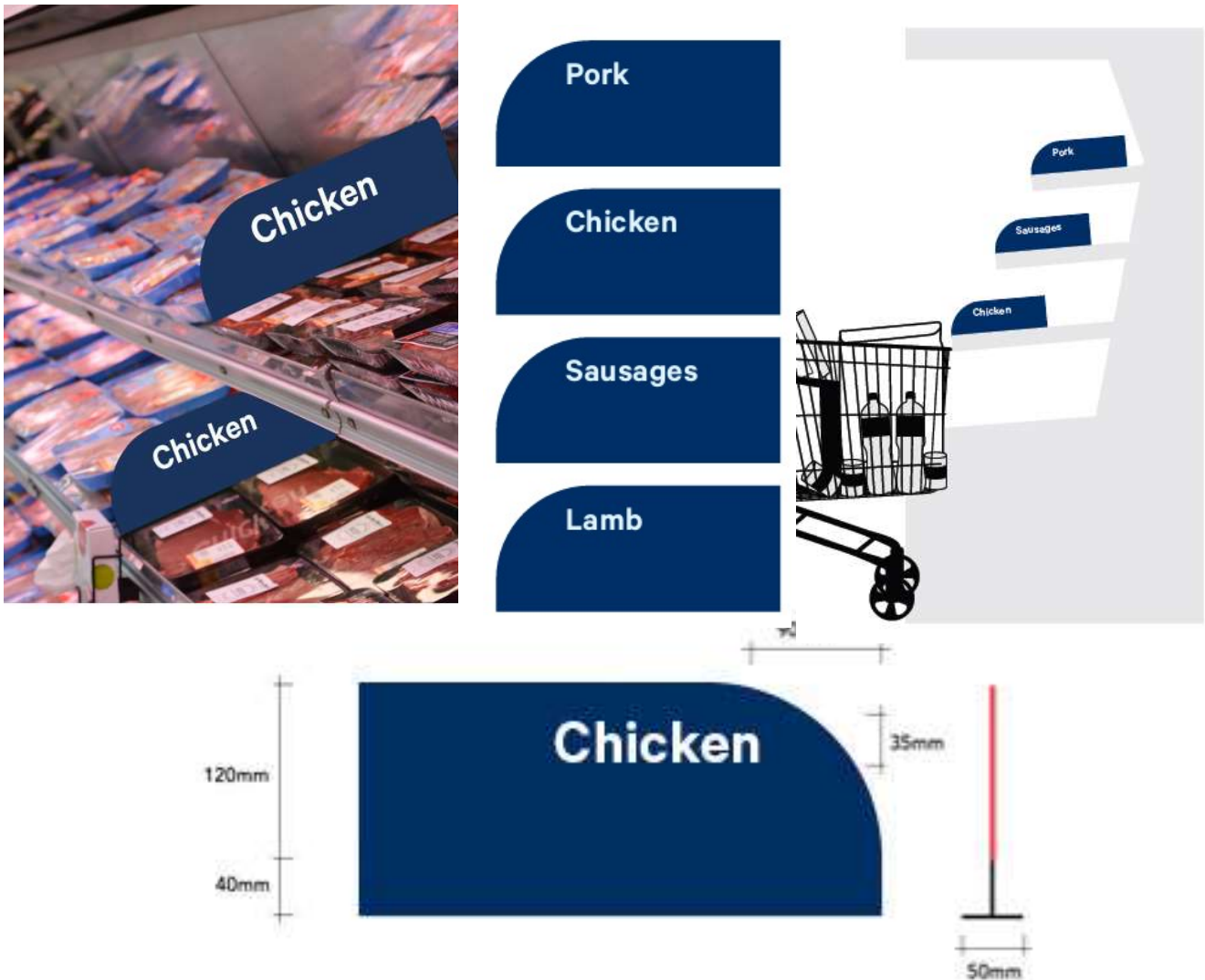


QUANTITY	TBC
HEIGHT	see above
WIDTH	see above
DEPTH	N/A
SUBSTRATE	Self Checkouts
COLOURS	Red PMS185C, Black, White Credit cards as per EPS file.
NOTES	Aggressive adhesive vinyl, gloss laminate. Supply and install all the above onto Self Checkouts.

Navigation – Meat case

Sign ref (new) – NW-R-22 / Sign ref (old) – NW60

Brand Standards document ref – 3.5.8

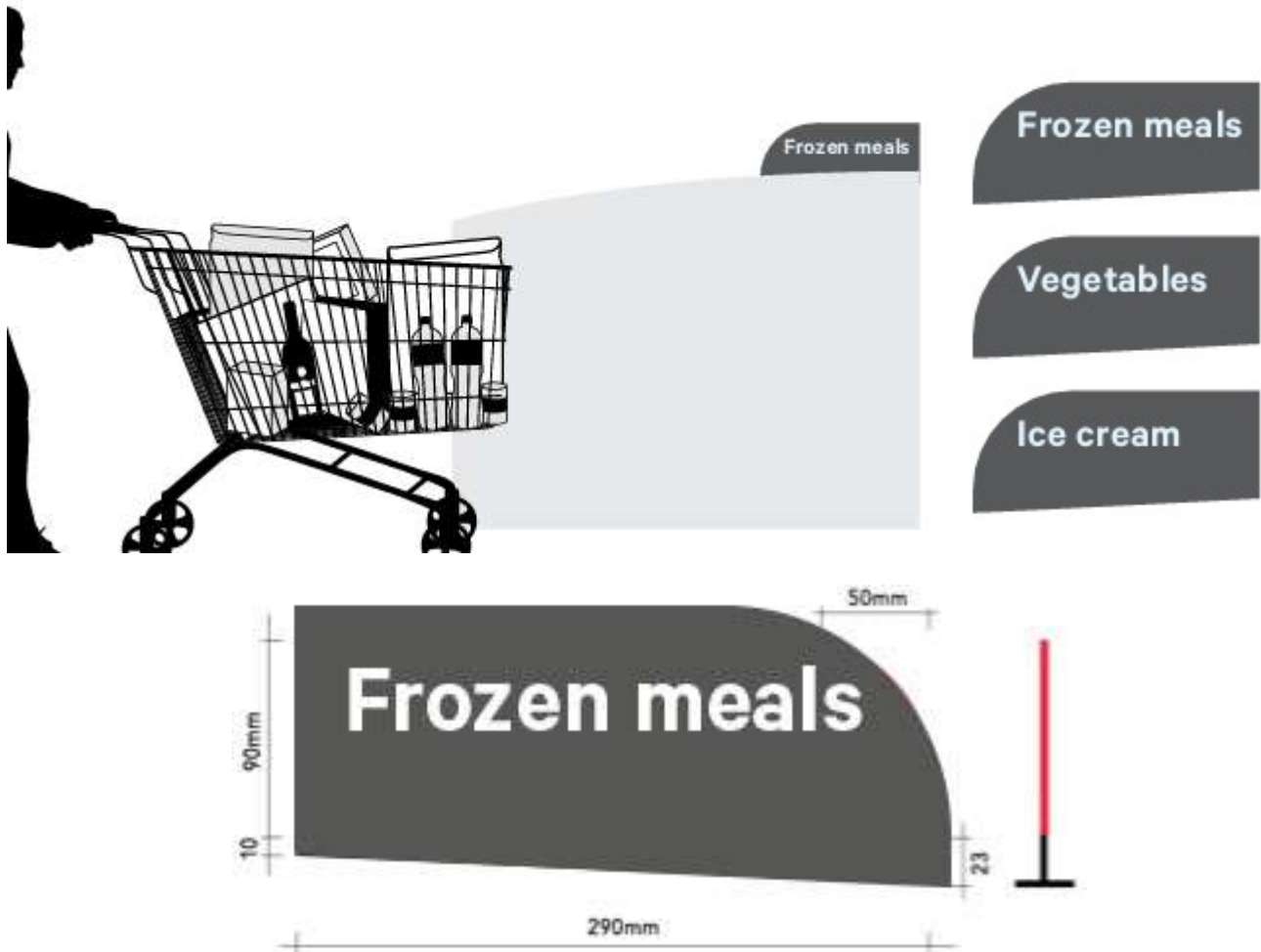


QUANTITY	TBC
HEIGHT	160mm – 35mm text (approx.)
WIDTH	360mm
DEPTH	3mm
SUBSTRATE	Black acrylic
COLOURS	Blue vinyl (PMS 2955 C / C100 M70 Y0 K50) with White text. See artwork provided by Foodstuffs NZ Marketing.
NOTES	Double sided, confirm shelf width on site. Confirm text with operator / Retail (Lamb, Beef, Pork, Chicken etc.). Matte finish.

● Navigation – Frozen

Sign ref (new) – NW-R-23 / Sign ref (old) – NW61

Brand Standards document ref – 3.5.9

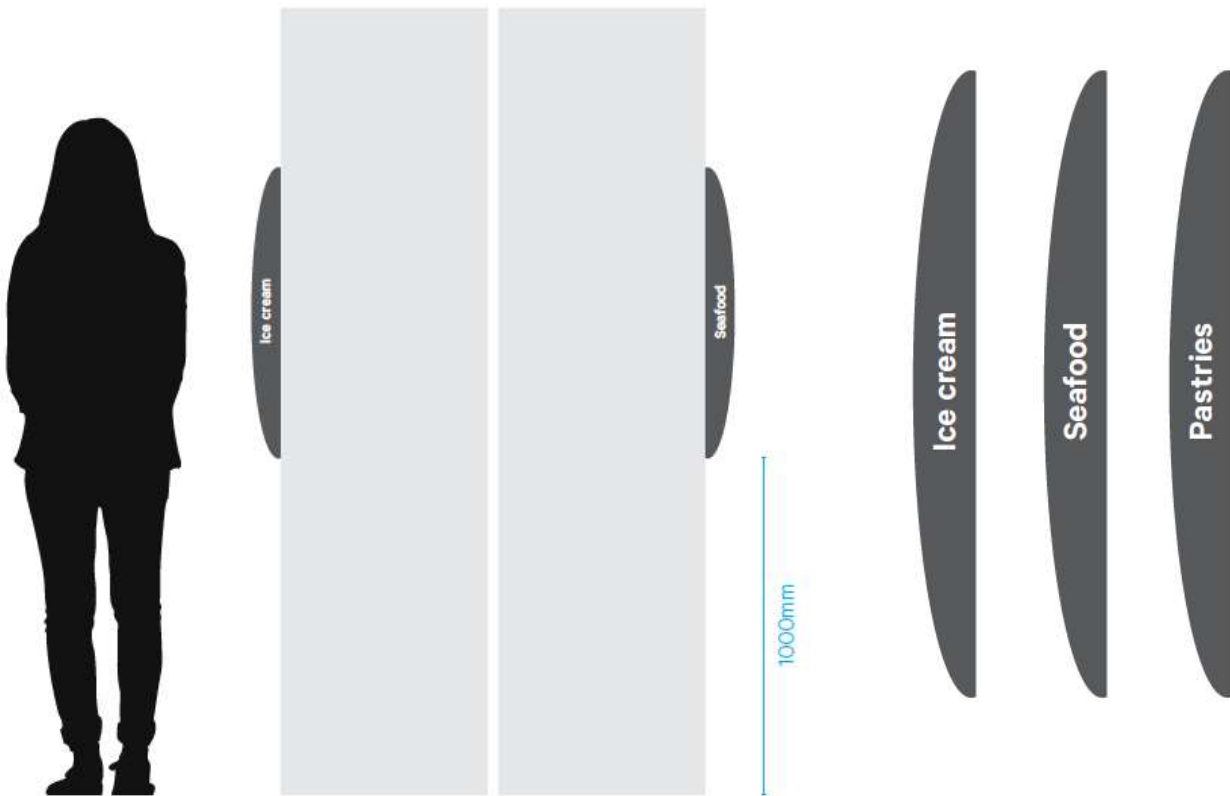


QUANTITY	TBC
HEIGHT	111mm
WIDTH	290mm
DEPTH	3mm
SUBSTRATE	Black acrylic
COLOURS	Dark grey vinyl (C0 M0 Y0 K80) with white text. See artwork provided by Foodstuffs NZ Marketing.
NOTES	Double sided, confirm curve on freezer lids before fabrication. Confirm text with operator / Retail (Seafood, Pastry, Ice Cream, Frozen meals etc.).

● Navigation – Frozen (Vertical Fin)

Sign ref (new) – NW-R-24 / Sign ref (old) – N/A

Brand Standards document ref – 3.5.10



HEIGHT Typical – 875mm – (small option 200mm)

WIDTH Typical – 87.5mm – (small option 50mm)

DEPTH 2mm

SUBSTRATE Black acrylic / polycarbonate approx. 2mm thick

COLOURS Dark grey vinyl (C0 M0 Y0 K80) with white text.

See artwork provided by Foodstuffs NZ Marketing.

NOTES Double sided, fixing to shelf developed with signage manufacturer.

Fixing proposed – oversized acrylic / polycarbonate profile by 165mm as above. Fix with strong double-sided tape to side of shelving.

Confirm text with operator / Retail (Ice cream, Seafood, Pastries etc.).

Matte finish.

Navigation – Chilled / Dairy deli case

Sign ref (new) – NW-R-24 / Sign ref (old) – N/A

Brand Standards document ref – 3.5.4



QUANTITY	1 per 4 bay of shelving (max)
HEIGHT	Typical – 875mm – (small option 200mm)
WIDTH	Typical – 87.5mm – (small option 50mm)
DEPTH	2mm
SUBSTRATE	Acrylic / polycarbonate approx. 2mm thick
COLOURS	Green vinyl (PMS 376 C) with white text. See artwork provided by Foodstuffs NZ Marketing.
NOTES	Double sided, fixing to shelf developed with signage manufacturer. Fixing proposed – oversized acrylic / polycarbonate profile by 165mm as above. Fix with strong double-sided tape to side of shelving. Confirm text with operator / Retail (Bacon / Ham, Yoghurt, Cheese, Dips etc.). Matte finish.

Navigation – Baby care

Sign ref (new) – NW-R-26 / Sign ref (old) – N/A

Brand Standards document ref – 3.5.4



IN AISLE NAVIGATION FIN LARGE: 87.5 X 875

QUANTITY 1 per 4 bay of shelving (max)

HEIGHT Typical – 875mm

WIDTH Typical – 87.5mm

DEPTH 2mm

SUBSTRATE Acrylic / polycarbonate approx. 2mm thick

COLOURS Blue vinyl (PMS 7689 C) with white text.

See artwork provided by Foodstuffs NZ Marketing.

NOTES Double sided, fixing to shelf developed with signage manufacturer.

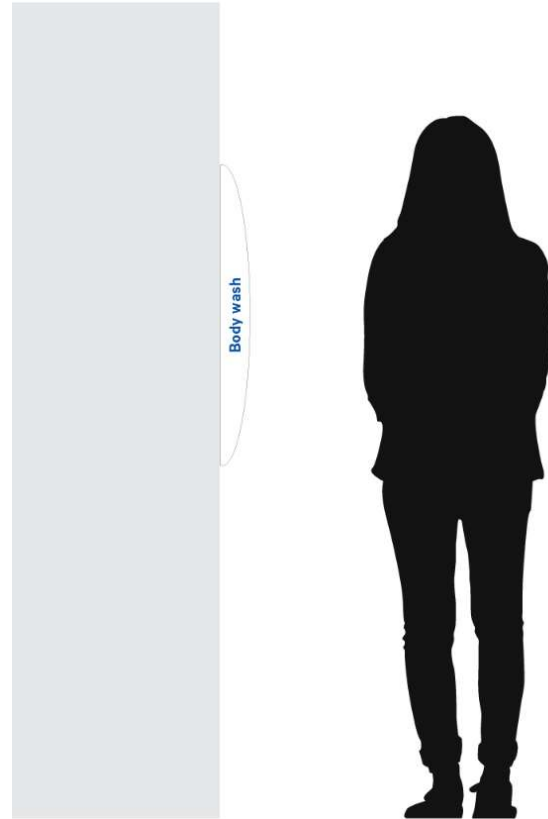
Fixing proposed – oversized acrylic / polycarbonate profile by 165mm as above. Fix with strong double-sided tape to side of shelving.

Confirm text with operator / Retail (Nappies, Wipes, Formula, etc.).

Matte finish.

● Navigation – Health and Beauty

Sign ref (new) – NW-R-25 / Sign ref (old) – N/A
Brand Standards document ref – 3.5.7



QUANTITY 1 per 4 bay of shelving (max)

HEIGHT Typical – 875mm – (small option 200mm)

WIDTH Typical – 87.5mm – (small option 50mm)

DEPTH 2mm

SUBSTRATE Acrylic / polycarbonate approx. 2mm thick

COLOURS White vinyl with blue text (PMS 2945 C).
See artwork provided by Foodstuffs NZ Marketing.

NOTES Double-sided, fixing to shelf developed with signage manufacturer.

Fixing proposed – oversized acrylic / polycarbonate profile by 165mm as above. Fix with strong double-sided tape to side of shelving.

Confirm text with operator / Retail (Shampoo, Conditioner, Toothbrushes, etc.).

Matte finish.

Navigation – Standard in-aisle grocery

Sign ref (new) – NW-R-27 / Sign ref (old) – NW54

Brand Standards document ref – 3.5.3



QUANTITY	1 per 4 bay of shelving (max)
HEIGHT	Panel 130mm, text 30mm (approx.)
WIDTH	Panel 380mm
DEPTH	6mm
SUBSTRATE	Panel – Vinyl on PALIGHT®, Bracket – 12mm x 12mm steel
COLOURS	Dark grey (C0 M0Y0 K80) with white text. See artwork provided by Foodstuffs NZ Marketing.
NOTES	Double-sided, paint steel brackets with Dulux Orca Silver Star. Install onto existing Hydestor steel shelving posts. Install after stock layout approved so each sign matches stock on shelves below.
WARNING	Some brackets will need to be longer or lower to accommodate wider or higher shelving. Confirm text / product list with operator / Retail.

● Navigation – General Merchandise and Specialty

Sign ref (new) – NW-R-28 / Sign ref (old) – NW91

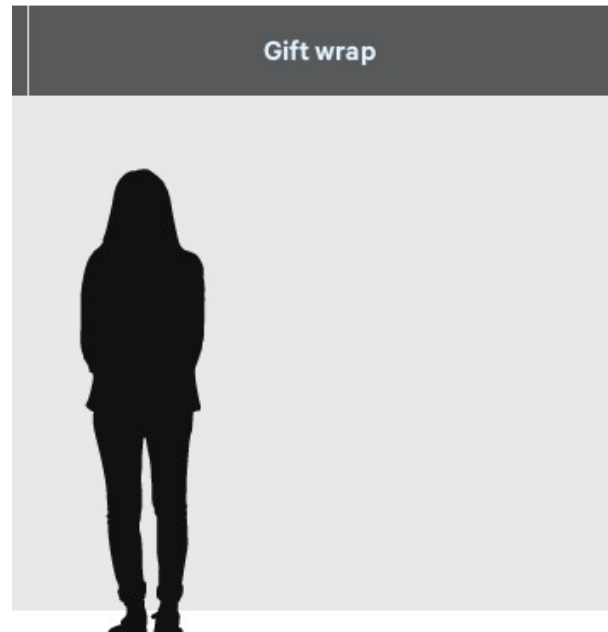
Brand Standards document ref – 3.5.5



Magazines

Gift wrap

Greeting cards



QUANTITY	1 of each – Gift wrap, Magazines, Greeting cards
HEIGHT	Panel 120mm, text 30mm approx.
WIDTH	Panel 700mm
DEPTH	4mm
SUBSTRATE	ACM
COLOURS	Dark grey vinyl (C0 M0 Y0 K80) with white text. See artwork provided by Foodstuffs NZ Marketing.
NOTES	Install onto black laminex fascia panels – size could be adjusted to match display case.

● Navigation – Health & Wellbeing

Sign ref (new) – NW-R-35 / Sign ref (old) – N/A

Brand Standards document ref – 3.4.8



HEALTH & WELLBEING DEPARTMENT HEADER



HORIZONTAL HEALTH & WELLBEING NAVIGATION FINS



OPTIONAL HEALTH & WELLBEING FLOOR GRAPHIC



HEALTH & WELLBEING NAVIGATION HEADER - PLEASE NOTE THAT WHEN THE TIMBER GRAPHIC NEEDS TO BE USED MULTIPLE TIMES, IT SHOULD BE FLIPPED HORIZONTALLY TO CREATE A SMOOTH TRANSITION BETWEEN PANELS.



VERTICAL HEALTH & WELLBEING NAVIGATION FINS



OPTIONAL HEALTH & WELLBEING FLOOR GRAPHIC

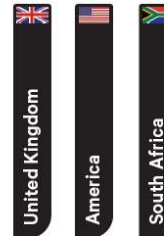
QUANTITY	1 per department
HEIGHT	Preferred size approx. 2300mm to 2400mm with lower case text at 580mm to 600mm high – proportional scale to minimum 1m high with lower case text size at 240mm to 250mm minimum (department bulkhead) or 750mm (in aisle pelmet)
WIDTH	Preferred size between 3200mm to 4000mm with lower case text at 580mm to 600mm high – proportional scale to minimum 1.5m wide. Lower case text size at 240mm to 250mm minimum (department bulkhead) or Variable (in aisle pelmet)
DEPTH	TBC on site – use department font colour as return edge of sign.
COLOUR	See artwork provided by Foodstuffs NZ Marketing.
SUBSTRATE	Painted GIB walls – paint finishes to be at 50% gloss (department bulkhead) or 5mm ACM with matte vinyl laminate over (pelmet).
CONSTRUCT	Aluminium angle frame 150 x 75 x 3mm with ACM faces 4mm or approved variations of this. A flat ACM option with digital print only and secret fixings is available for approved stores only.
NOTES	Optional floor graphics come in a set size of 1000mm (w) x 1000mm (h) and should be applied as a matte vinyl. Woodgrain background image for pelmet to be mirrored to allow joins to appear seamless. Digital PVC print over frame, edge clashed with 4mm ACM wrapped in vinyl all edges. All front or leading edges should be Resene Titania – this refers to the perimeter edge. Print films control samples are 3M 180V3 print film and matte laminate 8520. See typical sketch on pages 21-22. Matte finish.

● Navigation – International

Sign ref (new) – NW-R-36 / Sign ref (old) – NW
Brand Standards document ref – 3.5.11



INTERNATIONAL SECTION PELMET



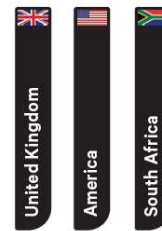
SPECIAL INTERNATIONAL IN-AISLE NAVIGATION FINS



INTERNATIONAL CIRCULAR FLOOR GRAPHICS



INTERNATIONAL LARGE FINS

SPECIAL INTERNATIONAL
IN-AISLE NAVIGATION FINSINTERNATIONAL CIRCULAR
FLOOR GRAPHICS

QUANTITY 1 per department

HEIGHT 750mm (in aisle pelmet)

WIDTH Variable (in aisle pelmet)

DEPTH TBC on site

COLOUR See artwork provided by Foodstuffs NZ Marketing.

SUBSTRATE 5mm ACM with matte vinyl laminate over

NOTES Optional circular floor graphics with flags inside them are used like bread crumbs to lead customers to the International section. They come in a set size of 250mm (w) x 250mm (h) and should be applied as a matte vinyl.

● Navigation – Flowers

Sign ref (new) – NW-R-37 / Sign ref (old) – NW
Brand Standards document ref – 3.4.6



DEPARTMENT HEADER BULKHEAD APPLICATION EXAMPLE



FREE STANDING SIGNAGE APPLICATION EXAMPLE



DEPARTMENT HEADER BULKHEAD



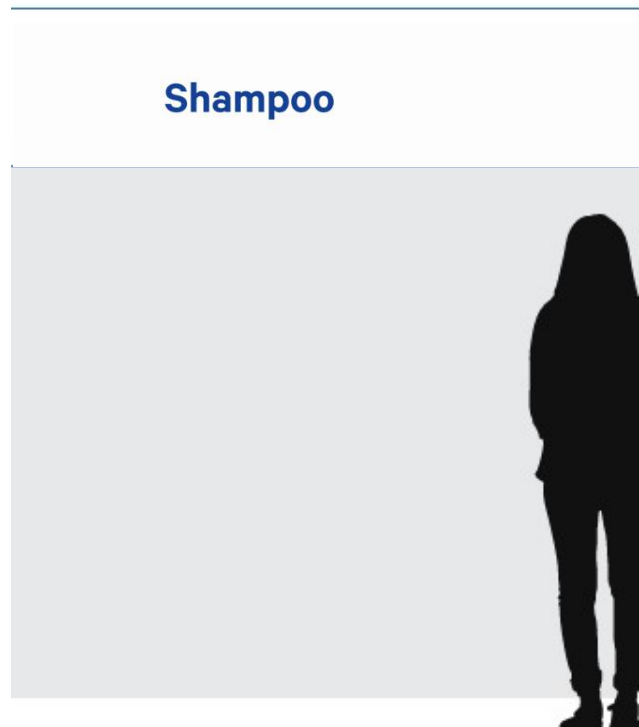
FREE STANDING SIGN

QUANTITY	1
HEIGHT	1000mm (department bulkhead) or 450mm (free standing application)
WIDTH	1000mm (department bulkhead) or 450mm (free standing application)
DEPTH	5mm
COLOUR	See artwork provided by Foodstuffs NZ Marketing.
SUBSTRATE	5mm ACM with matte vinyl laminate over
NOTES	Double sided signage is recommended if the sign is visible from multiple angles.

Navigation – Health and Beauty lightbox

Sign ref (new) – NW-R-29 / Sign ref (old) – NW84

Brand Standards document ref – 3.5.7

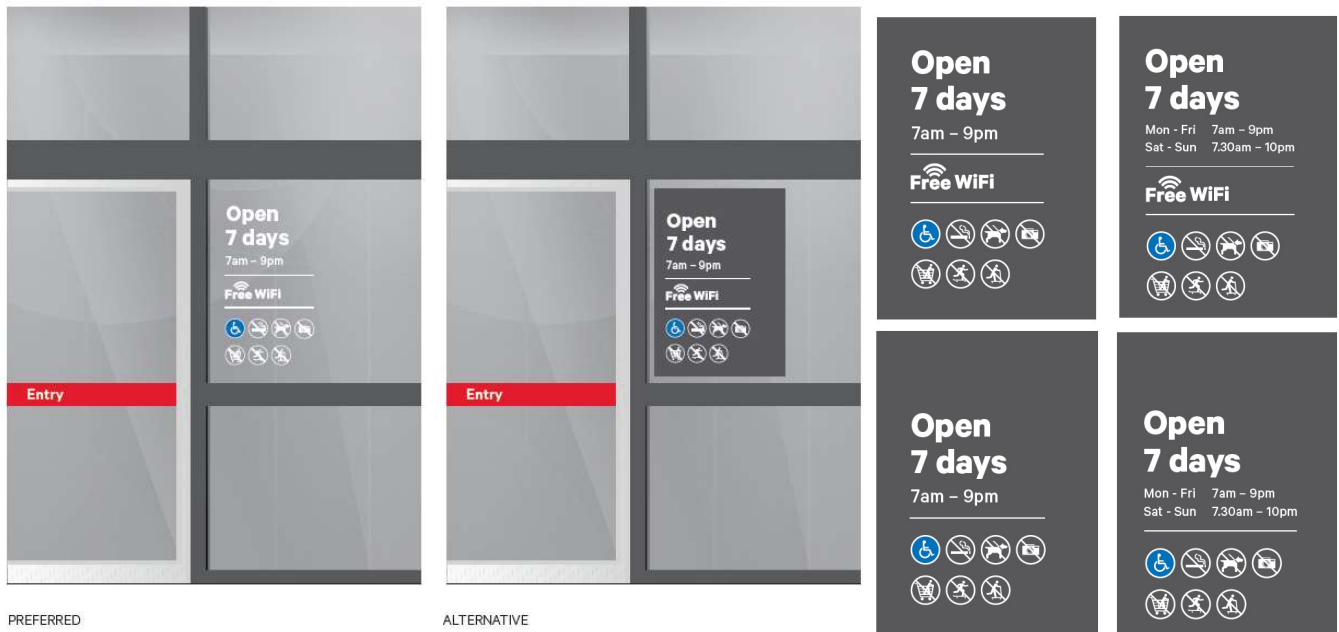


QUANTITY	TBC
HEIGHT	Panels 300mm
WIDTH	Lightbox modules 1860mm
DEPTH	300mm (complete unit including Melamine base).
SUBSTRATE	ACM, Melamine, 4mm TruLed, MDF, Translucent Vinyl lettering
COLOURS	Dulux Orica Silver Star lightbox – Text colour blue (PMS 2945 C / C100 M80 Y0 K0) See artwork provided by Foodstuffs NZ Marketing.
NOTES	<p>TruLed acrylic faced lightbox modules – PDF construction drawings to be submitted which will remain the property of Foodstuffs.</p> <p>Working prototype required before full manufacture.</p> <p>TruLed acrylic panels to be all supplied from same batch.</p> <p>Modules will sit on top shelf of Health & Beauty fixture. Special shelf brackets for top shelf can be ordered from Hydestor.</p> <p>Cap ends and paint to match silver shelf brackets.</p> <p>Power feed to top of racking by main contractor.</p> <p>Existing stores to remove graphics and install translucent vinyl lettering as image above.</p> <p>Confirm text on light box with operator / Retail.</p>

● Entry door opening hours and restrictions icons

Sign ref (old) – NW19/67 / Sign ref (new) – NW-R-30

Brand Standards document ref – 2.10.1

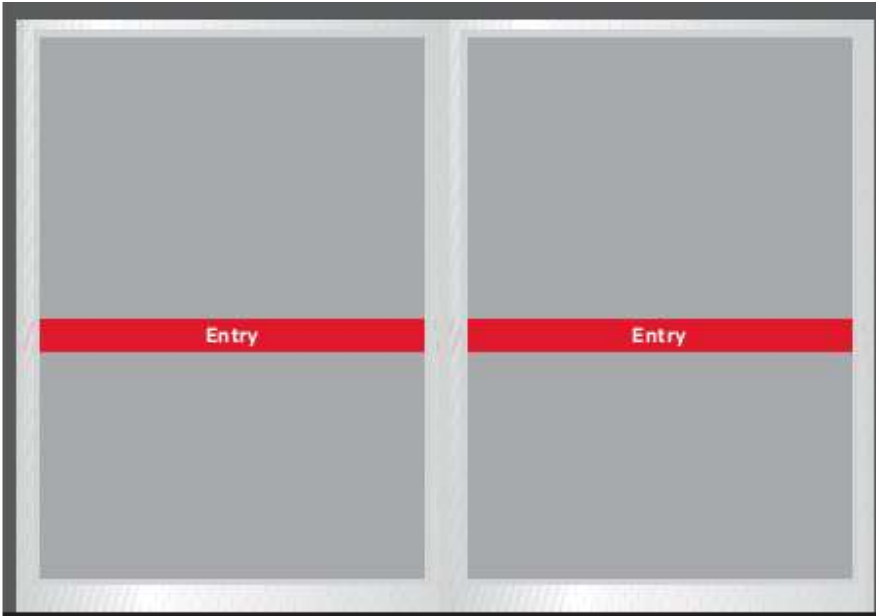


QUANTITY	TBC
HEIGHT	Each restriction icon approx. 140mm sq.
WIDTH	Each restriction icon approx. 140mm sq.
DEPTH	N/A
SUBSTRATE	White vinyl on glass
COLOUR	White font
	See artwork provided by Foodstuffs NZ Marketing.
NOTES	Single-sided on glass – next to auto entry door.

● **Entry / exit signs on main entry / exit auto doors**

Sign ref (new) – NW-R-31 / Sign ref (old) – NW17

Brand Standards document ref – 2.10.2



Entry

Exit

No Exit

No Exit
Staff only

No Entry
Staff only

VARIABLE WIDTH X 150MM (H)

QUANTITY	TBC
HEIGHT	150mm - text 70mm
WIDTH	Confirm on site with door with (1100mm approx.)
DEPTH	N/A
COLOUR	See artwork provided by Foodstuffs NZ Marketing.
SUBSTRATE	Vinyl on glass or aluminium mid rail (outside and inside).
NOTES	Install on site approx. 1m above finished ground level. Line up with any adjoining crash rails.

Cash only / Card only sign to Self Checkout machines

Sign ref (new) – NW-R-32 / Sign ref (old) – N/A

Brand Standards document ref – 3.6.4

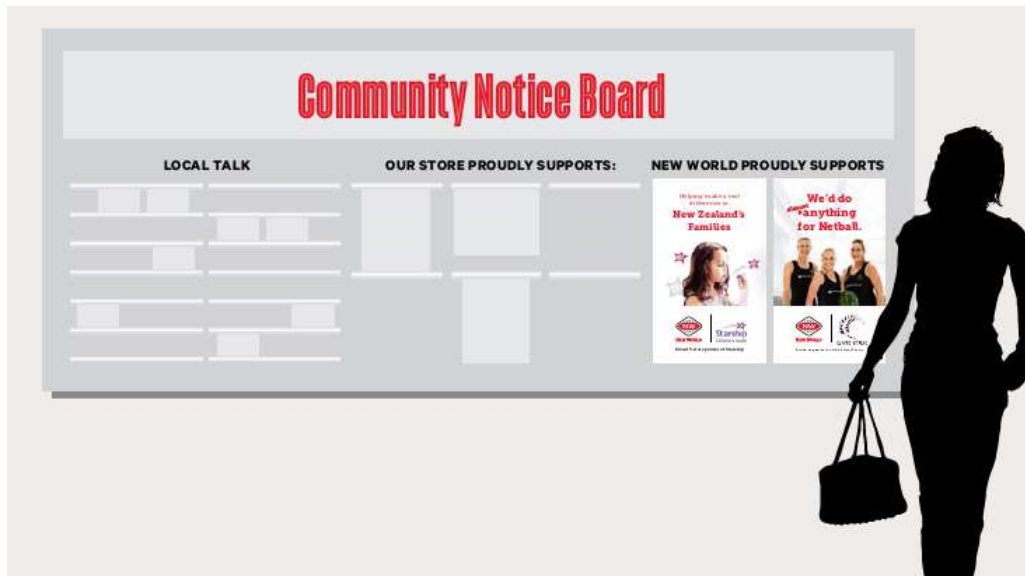


QUANTITY	TBC
HEIGHT	2 sizes - as above
WIDTH	2 sizes - as above
DEPTH	2mm
SUBSTRATE	Acrylic / polycarbonate approx. 2mm thick
COLOUR	White text / red vinyl (PMS 186 CVC / C0 <100 Y90 K5) over acrylic See artwork provided by Foodstuffs NZ Marketing.
NOTES	Use 2 magnetic clips or use clips with double-sided tape and fix 2mm acrylic sign above Self Checkout screen as image above.

Our Community Notice Board

Sign ref (new) – NW-R-33 / Sign ref (old) – N/A

Brand Standards document ref – 3.7

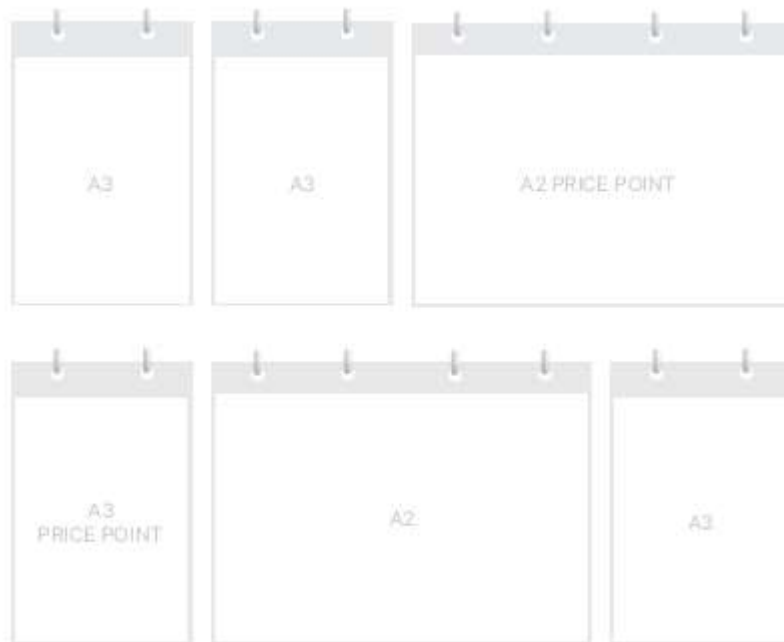


Specifications for the Community Notice Board are currently in development between the Foodstuffs Property team and relevant suppliers. Once this item has been trialed instore, this section will be updated and a new version of the Technical Specifications section of the New World Brand Standards will be released.

Hook system to support A2 / A3 price point artwork

Sign ref (old) – N/A / Sign ref (new) – NW-R-34

Brand Standards document ref – 3.4.3



Reusable Bag Signage

Sign ref (old) – N/A / Sign ref (new) – NW-R-38

Brand Standards document ref – 2.10



EXAMPLE PLACEMENT OF ENTRY SANDWICH BOARD



ENTRY SANDWICH BOARD –
600MM (W) X 800MM (H)



PEDESTRIAN MARKING – 600MM (W) X 800MM (H)



ROUNDEL CARPARK SIGN –
600MM (W) X 600MM (H)

QUANTITY	TBC
HEIGHT	Roundel 600mm, Sandwich Board 800mm, Pedestrian Marking 800mm
WIDTH	Roundel 600mm, Sandwich Board 800mm, Pedestrian Marking 800mm
DEPTH	N/A
COLOUR	See artwork provided by Foodstuffs NZ Marketing.
SUBSTRATE	Vinyl on glass or aluminium mid rail (outside and inside).
NOTES	See Brand Standards document for signage implementation