

BJ's ACTION MEMO 2023

(This Memo has been sent to all BJ Clubs to inform them about Tree Setup/Shaping)

To: **All General Managers & Senior Merchandise Managers**

Regarding: **Christmas Tree Shaping**

- Williams Creative Group will begin shaping Christmas trees in Core between **9/21 and 10/9**. They reach out to each club individually to schedule an appointment.
- **All Core trees for FY24 are Berkley Jensen Trees**
- **Please have all trees displayed on the floor ready for the shapers. Displays are to be taken from stock.**
- All Christmas **trees will be displayed on the floor this year** excluding the Sylvania 7ft and 9ft which will be Black Friday Deals (306747, 306721)
- You will need extension cords to light the trees. **DO NOT connect multiple power strips together.**
- The shapers will display hangtags and a laminated Try Me! Card for one tree's foot pedal that will encourage members to try the color changing feature of the trees.

Articles included in the project are:

98652	BJ 7.5FT LED COLOR CHANGING TREE
305801	BJ LED 7.5FT CASHMERE 8 FUN TREE
290852	BJ 7.5FT LED FLOCKED TREE
305482	BJ 9FT MICRODOT TREE 8 FUNCTION
306750	BJ LED 7.5FT ALPINE FROSTED TREE
305481	BJ LED 4.5FT WILLISTON 8 FUNCTION