



## BJ'S CHRISTMAS TREE PROJECT OVERVIEW ~ WILLIAMS CREATIVE GROUP 2023

### BJ's Wholesale Responsibilities:

- Make boxed display trees available to Williams Creative Group designers.
- Make space available for trees to be setup and shaped on the sales floor or in a back area.
- **MUST** bring down any trees for shaping already setup on shelves/bays.
- Allow designers to setup and shape trees, as well as test lighting, during store hours.
- Store or dispose of any empty boxes.
- Place the shaped trees in the final display location.

### Contracted Designer Project Responsibilities:

- Review all materials supplied by Williams Creative Group, Inc. regarding the project – including online tree shaping video, diagrams, emails and online Project Updates found at [www.WilliamsCreativeGroup.net](http://www.WilliamsCreativeGroup.net).
- **Call the store ONE (1) or TWO (2) days** prior to going to ensure ALL trees have arrived and are ready to be setup and shaped. (See 'Store Communications' below)
- Go to the store between September 21- October 9 to complete the project.
- Bring the BJ's Hangtags that were sent to you in the mail.
- **Bring a small stepladder to shape the trees.** A 4 ft – 6 ft stepladder will be needed. **BJ's will NOT allow use of their ladders to access the trees.**
- Designers are **NOT** allowed on the shelves at BJ's to shape trees. All trees must be shaped on the floor or from your stepladder.

*Note: The following responsibilities are numbered to match requirements outlined on the BJ's Wholesale Completion Form - 2023.*

### ❶ UNBOX - ASSEMBLE - SHAPE Up to SIX (6) Trees listed on your completion form.

- **Trees should be set up by stores** when you arrive. If NOT, this is your responsibility.
- **Test the lights** on each pre-lit tree to make sure they work completely before shaping. Fix any minor lighting issues.
- For **major tree defects**, notify Store Management to discuss solutions.

• A completed Project requires **each tree must be professionally and completely shaped** according to the quality standards provided by manufacturer as summarized in the Basics of Tree Shaping Video. **REMEMBER: EVERY TIP of EVERY BRANCH on EVERY LIMB!**

❷ **Tree Signage** – The tree signs were mailed to you. Affix each sign to the corresponding tree. If you did not receive them, simply notate on your Completion Form.

❸ **Take 2-3 digital photos of the trees you setup and shaped.** Email or text photos promptly. (See 'Photos of Trees' section below). Ask the Store Manager or someone in leadership (not any employee) to inspect your trees and sign the Completion Form when they are satisfied with the quality of your completed work. Submit your Completion Form by text/fax to 615-270-0561 or email to [forms@WilliamsCreativeGroup.net](mailto:forms@WilliamsCreativeGroup.net) immediately following completion.

**For current updates, visit:** [www.WilliamsCreativeGroup.net](http://www.WilliamsCreativeGroup.net) ⇨ Project Updates ⇨ BJ's Wholesale

### Designer Communication with Williams Creative Group:

- Watch for and respond quickly to emails, texts and phone calls from our office.
- For the most up-to-date information go to **BJs Wholesale tab** on our website before going to each store.
- If you still have questions **after** reviewing the Project Overview, video, emails and online updates, please contact us. Send brief emails and be sure to sign each email with your first and last name or call us.
- **Urgent in-store or after hours issues: 615-376-9668 Ext. 99**
- General / Payment Questions: [office@WilliamsCreativeGroup.net](mailto:office@WilliamsCreativeGroup.net) Ext. 19
- Completion Form Questions: [forms@WilliamsCreativeGroup.net](mailto:forms@WilliamsCreativeGroup.net) Ext. 17
- Fax Number for Williams Creative Group: **615-270-0561**

# PREPARING FOR THE PROJECT:

**Basics of Tree Shaping Video:** This video offers a collection of tree shaping techniques to help you understand and meet the quality standards expected by the retailers and tree manufacturers. Watching the video more than once is very helpful.

**Shaping Dates:** Stores should be completed anytime between September 21 - October 9.

**Tree Count:** You are to shape up to SIX (6) trees per store. The preferred trees are listed on your Completion Form. All trees will not be available in all stores. Setup/shape the trees from the list that are in stock and available and clearly document the Style/SKU numbers on your Completion Form.

**Calling the Store: *Communication with your store is vital!*** Stores commonly tell designers they are “Ready” – by asking the right questions you can confirm the expected trees are in stock and the store is really “Ready” for shaping. We recommend calling the store one or two days prior to your planned visit. Request to speak with the Store Manager or someone in leadership. A typical conversation could go as follows:

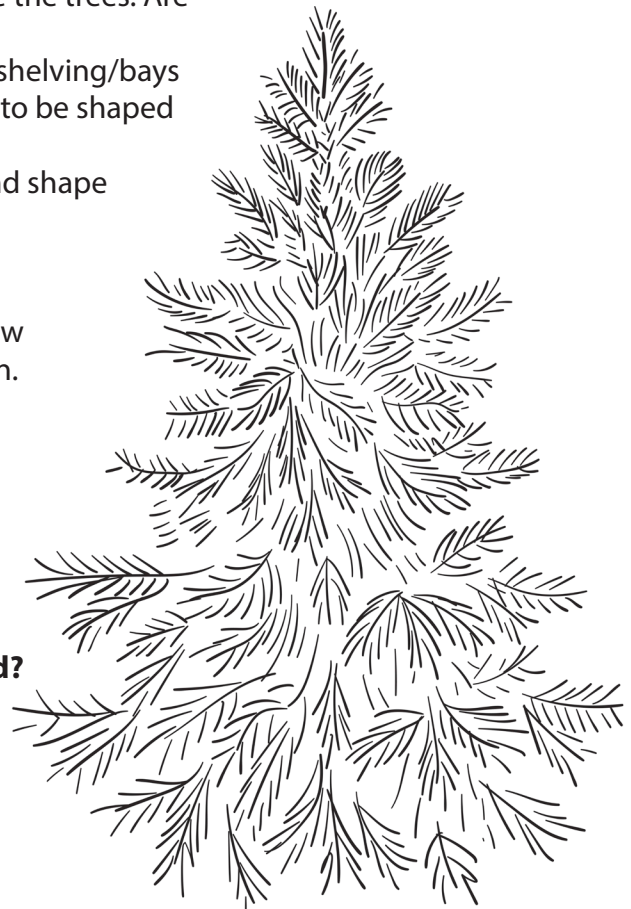
- **Introduce Yourself** – Explain you are contracted to setup and shape their artificial Christmas trees for display.
- **Are Trees/Items In Stock?** Ask if they received the trees to be displayed. Discuss the preferred tree styles/SKU's or any alternatives they will display.
  - ↳ **If, no** – Ask when the trees and/or the area will be available for setup and shaping. If you don't get a firm answer, communicate daily with the store for updates on the availability of their trees.
  - ↳ **If, yes** – Ask if they have an area cleared for you to shape the trees. Are the boxed trees pulled and available for you?
- **Are Trees Already Displayed?** If any trees are displayed on shelving/bays prior to your arrival, they must be brought down to the floor to be shaped unless you can safely reach this from YOUR ladder.
- **Confirm Arrival** - Discuss the date and time you will setup and shape the trees during the scheduled date range.

**If Trees are Delayed, DO NOT GO!** It is better to go to a store a few days later, than go before the trees have arrived and have to return. You must notify our office of any delays.

**In-Store Schedule:** Discuss your arrival date and time with the Store Manager. Find the best time for both you and the store to schedule your visit. Plan plenty of time for the job - safety and quality first!

## **What If A Store Says Their Trees Are Already Setup and Shaped?**

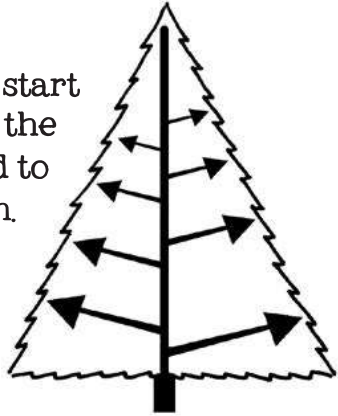
You are still required to go to the store, even if they think they don't need you. You may find trees need only a touch up or they may need to be completely reshaped. It is the responsibility of the designer to professionally shape the trees in the stores.



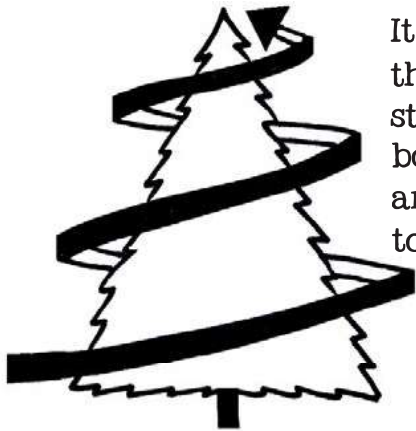
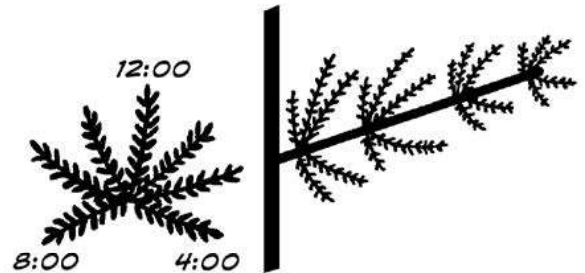
# Tips for Shaping Trees in a Store

As skilled designers you have worked in many creative situations. The tips below address the unique challenges posed by shaping trees in a retail environment. Apply any of the below techniques you find useful. It is vital the Store Manager is satisfied with your work, but more importantly, ensure you have shaped every tree according to the quality standards expected by the retailers and tree manufacturers.

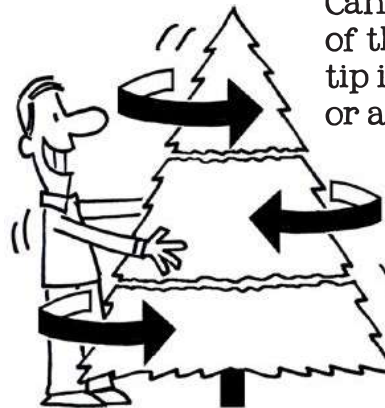
It is most efficient to start shaping each limb at the pole moving outward to the end of the branch.



The most natural looking technique is to pull tips out in a clock pattern.

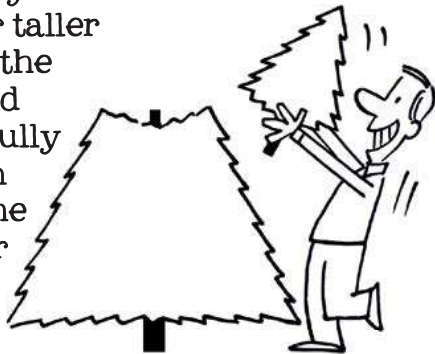


It's best to repeat the shaping process starting at the bottom and working around all sides toward the top.

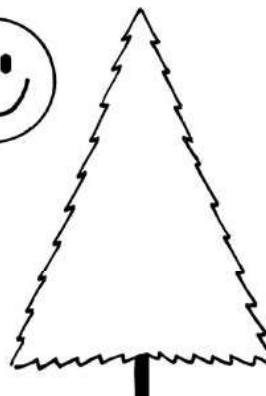


Can't reach the back of the tree? A helpful tip is to spin the tree or a section of the tree to safely reach the back and sides. When finished ensure the manufacturer's hang tag faces out for the customer.

For your safety take the top off for taller trees. Unplug the top section and remove it to fully shape it. When you replace the top remember to plug it back in.



GREAT JOB!



POOR SHAPING



**Williams Creative Group, Inc. 615-376-9668**



## While In The Store:

**Name Badge:** You should have received a name badge to identify you as a contracted designer while working in the BJ's store.

**Professional Attitude:** Be very cordial when communicating over the phone or in the store. Please keep your cool, be professional at all times, and stay out of confrontations with store personnel. If you feel a situation is escalating, please call us immediately.

**No one under the age of 18 is allowed to accompany you to a store.**

**SAFETY First!** Use every precaution to safely shape your trees.

- **Sandals or open-toed shoes are not safe while shaping.**
- **Bring a "safe" stepladder to shape the trees.** Use extreme caution when climbing and working from your stepladders. Be careful!
- **You are NOT allowed to ever step on BJ's shelving or use any BJ's ladder.**
- If you ever have a concern for your safety, STOP what you are doing and contact the Store Manager or our office to find a safe alternative for completing the project.

① **Shaping Quality:** As skilled designers you have worked in many creative situations. The tips below address the unique challenges posed by shaping trees in a retail environment.

- Displayed trees may be nested together or difficult to reach. Be safe and use your creative methods to shape the entire tree, bottom to top, and ALL the way around so the end result are natural looking trees. Trees look best when the center pole is hidden, except for thin, low tip count trees.
- If it is difficult to reach the top of a tree it may be necessary to unplug the top section and take it off. You can fully shape the top section, replug replace it when complete.
- Please **DO NOT RUSH or take SHORTCUTS!**
- It is vital the Store Manager is satisfied with your work, but most importantly, ensure you have shaped every tree according to the quality standards expected by the retailers and tree manufacturers.



- ② **Tree Signage:** You should have received a package of "Hangtags". It includes signs to be affixed on some specific displayed trees. Follow the instructions supplied by BJ's to correctly hang the correct tag on each tree. If alternate trees were displayed in your store, you may have signs you will not use. Unused signs should be kept until a few weeks following the tree set. If you did not receive this package of hangtags, you are not responsible for placing the signs.



**Quality Control Visits:** A store may receive a visit from the tree manufacturers or BJ's Corporate staff to check the shaping quality. If our clients feel a store was completed poorly and not to the quality standards explained in the project overview, they will ask for you to revisit and correct the issues. There is no

additional compensation for a revisit, so it is best to do high quality work on your first visit.

**The Basics of Tree Shaping Video:** provides shaping techniques, and safety tips previous designers have found helpful.

## Completing the Project:

After you finish shaping, ask a Store Manager or someone in leadership (not just any employee) to inspect your work. The project requires that you are willing to correct any shaping as requested. Once the Manager is satisfied with the quality of the finished work, have them sign and date the Completion Form in dark ink. This must be a Manager or someone in leadership, not any employee or Customer Service Rep. Remember the **Manager must make a note about any missing trees.**

**Accurate Completion Forms:** Ensure all Completion Forms are completely filled out, have an accurate inventory of shaped items, list any missing items, are legible and signed by a manager. A store is considered "Incomplete" and payment cannot be processed until an accurate form is received by Williams Creative Group showing the project was completed satisfactorily. Pay for shaping services is per project based on trees actually shaped and documented on your Completion Form. As the contracted Lead Designer, you must fill out the Designer Notes section in dark ink and text/fax the form to 615-270-0561 or

email to [forms@WilliamsCreativeGroup.net](mailto:forms@WilliamsCreativeGroup.net) within 24 hours of store completion. To confirm your Completion Form was received, visit [WilliamsCreativeGroup.net](http://WilliamsCreativeGroup.net) >click BJ Stores > completion forms then look for your wholesale.

**📷 Photos of Trees:** BJ's requires photos of the completed trees at each store. You may take group photos of the trees. Please send no more than 2-3 photos per store. You must use your own digital camera or camera phone to take these photos. Email the photos to [\*\*forms@WilliamsCreativeGroup.net\*\*](mailto:forms@WilliamsCreativeGroup.net) or text to 615-270-0561. Be sure to include your name and store number. Photos must be received before a store is considered completed for payment to be processed.

**Payment:** Completion forms received by Sunday night are paid the next week, either by direct deposit or check. Checks are mailed on Wednesday and can take up to ten days to arrive. Direct deposit funds are available by Friday. Payment can be delayed if BJ's contacts us about the quality of tree shaping. For questions about your check, email [office@williamscreativegroup.net](mailto:office@williamscreativegroup.net) or call 615.376.9668 x19.

# BJ's Christmas Tree "Hang Tag Signs"

- Put the correct sign on the corresponding displayed tree SKU#.
- Any tree not matching these SKU#'s will NOT get a sign.
- All signs may not be used. Give unused signs to BJ's front desk.

**Use only on  
SKU 305481**

BJ # 305481

berkley jensen.

4.5 foot  
**WILLISTON  
COLOR-  
CHANGING  
LED TREE**

Includes foot pedal

featuring  
**SYLVANIA**  
LED lighting

200 color-changing bulbs

8 functions:

- Steady warm white
- Flashing warm white
- Slow fade warm white
- Steady multicolor
- Flashing multicolor
- Slow fade multicolor
- Flashing warm white & multicolor
- Slow fade warm white & multicolor

Includes metal tree stand



**Use only on  
SKU 290852**

BJ # 290852

berkley jensen.

7.5 foot  
**FLOCKED  
LED TREE**

Includes foot pedal


featuring  
**SYLVANIA**  
LED lighting

400 warm white bulbs

3 functions:

- Steady warm white
- Flashing warm white
- Slow fade warm white

Includes metal tree stand



**Use only on  
SKU 98652**

BJ # 98652

berkley jensen.

7.5 foot  
**FRASIER FIR  
COLOR-  
CHANGING  
LED TREE**

Includes foot pedal

featuring  
**SYLVANIA**  
LED lighting

600 color-changing bulbs

8 functions:

- Steady warm white
- Flashing warm white
- Slow fade warm white
- Steady multicolor
- Flashing multicolor
- Slow fade multicolor
- Flashing warm white & multicolor
- Slow fade warm white & multicolor

Includes metal tree stand



**Use only  
SKU 305801**

BJ # 305801

berkley jensen.

7.5 foot  
**ROCHESTER  
CASHMERE  
COLOR-  
CHANGING  
LED TREE**

Includes foot pedal

featuring  
**SYLVANIA**  
LED lighting

200 color-changing bulbs

8 functions:

- Steady warm white
- Flashing warm white
- Slow fade warm white
- Steady multicolor
- Flashing multicolor
- Slow fade multicolor
- Flashing warm white & multicolor
- Slow fade warm white & multicolor

Includes metal tree stand



**Use only on  
SKU 306750**

BJ # 306750

berkley jensen.

7.5 foot  
**ALPINE  
FROSTED  
LED TREE**


Includes foot pedal

featuring  
**SYLVANIA**  
LED lighting

83 berries & 83 pinecones

300 warm white bulbs

Includes metal tree stand



**Use only on  
SKU 305482**

BJ # 305482

berkley jensen.

9 foot  
**FRASIER FIR  
COLOR-  
CHANGING  
LED TREE**

Includes foot pedal

featuring  
**SYLVANIA**  
LED lighting

1000 color-changing multicolor bulbs

8 functions:

- Steady warm white
- Flashing warm white
- Slow fade warm white
- Steady multicolor
- Flashing multicolor
- Slow fade multicolor
- Flashing warm white & multicolor
- Slow fade warm white & multicolor

Includes metal tree stand



# Differences between Home Depot and BJ's Job

Each contracted designer is responsible to professionally shape the trees/items in each store. There are key differences in each store chain. Please review the following differences between your Home Depot and BJ's stores and be knowledgeable about them before you go to a store.

	<b>Home Depot</b>	<b>BJ's Club</b>
<b>Shaping Dates</b>	5-day shaping window assigned for each store, see Store List.	Trees to be shaped between Sept 21 - Oct 9. Call store to arrange a time for setup and shaping.
<b>Tree Setup and Assembly</b>	MET teams assemble and display all trees.	<b>BJ's Stores may setup and display trees before you arrive to shape. If not, it is YOUR responsibility to setup and professionally shape the trees in BJ's.</b>
<b>Tree Count</b>	30-50 trees/items per store, see Store List to determine Store Type and tree/item count.	Up to 6 trees per store location. Tree options available are on your BJ Completion Form.
<b>Tree/Item Variations</b>	Sets should match the trees/items allocated for each Store Type.	Tree SKU's may vary from store to store, use your Completion Form to document the trees setup/shaped at each store.
<b>Ladders</b>	Williams Creative Group Designers are allowed to use the Home Depot ladders to access each tree.	<b>BJ's will NOT allow Williams Creative Group Designers to use their ladders.</b> You must bring your own 4-6 ft. stepladder to BJ's stores.
<b>Where will trees be shaped?</b>	Trees/items need to be shaped on the bays where the MET sets and secures them. Any tree/item in an unsafe location may need to be brought down and shaped on the floor.	All trees should be assembled and shaped while <b>on the floor</b> . BJ's staff will place the trees on shelves/bays after you complete shaping.
<b>Shelving / Bays</b>	Designers are allowed to access and shape trees/items on their shelving/bays with some safety considerations: Never step on cotton snow. Verify shelving/bays are safe to stand on. Use shelving/bay to place a foot on, as needed. Never step on "stickers" (2X6 boards). Do not walk around on shelving.	<b>BJ's will NOT allow Williams Creative Group Contracted Designers to stand on their shelving/bays.</b> If any trees are displayed on shelving/bays prior to your arrival, they must be safely accessible from your ladder or brought down to be shaped.
<b>Tree Signage</b>	MET places all signage on each tree/item.	Tree hangtags were mailed to you to place on the corresponding trees.
<b>Photos</b>	Photos are not required of your completed work, but are strongly encouraged.	<b>Photos are required</b> of your completed trees, using your own digital camera or camera phone.

# 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