



**TAKE THE BLINDERS OFF**

"The TABS AisleMaster™ tool has enabled us to deliver category insights at a whole new level with our retail partners. This easy-to-use, intuitive, comprehensive tool has allowed us to mine data more efficiently and effectively, allowing us to take a more holistic approach to understanding the aisle and category adjacencies. As a result, we have grown our knowledge base outside of our traditional category, and as well, have gained credibility/a "seat at the table" with numerous retailers."

Samantha Key, Senior Category Development Manager, Schick-Wilkinson Sword division of Energizer

# AisleMaster™ —What's Next in Category Management

The newest offering from TABS is clearly "What's Next" in category management. **TABS AisleMaster™** is a revolutionary new service that provides large CPG vendors the ability to greatly expand their customized category definition at a reasonable price. By leveraging their existing data investment or for a minimal additional data investment, Shampoo manufacturers can get a custom view of all Hair Care including Color, Growth, and Perms. Cereal manufacturers can expand their view to all Breakfast Food.

The expanded category is delivered in the Quick-TABS software, and all categories have a customization scheme that can be changed as often as desired. AisleMaster also includes profitability modules to provide instant profitability analysis of the entire Aisle, not just your narrow category.

One leading manufacturer received a quote for a one-time Aisle profitability study of over \$500,000. TABS AisleMaster can be delivered 12 times per year for 60% less. Here are some examples of how TG has provided an expanded category view for our clients.

Current Database Definition	TABS AisleMaster Definition
Men's Toiletries (After Shave, Fragrances)	Men's Grooming to include: Razors/Blades Shaving Creams (Men & Women) Men's Toiletries Men's Hair Color Men's Skin Care
Artificial Nail & Nail Implements	Total Cosmetics to include: Artificial Nail Nail Implements Nail Polish Removers Nail Treatments Color Polish Color Cosmetics Cosmetic Accessories
Carbonated Beverages	Total Soft & Juice Drinks: Carbonated Beverage Iced Tea Lemonade Fruit Punch Seltzer

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