



Category Review – Zak Designs



L&R Distributors, Inc.

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The Zak Designs Kids Category

This Category consists of Zak's Licensed Kids Dinnerware and Drinkware to serve growing families mealtime needs.

- This review is an update of Licenses in the Zak planograms
- The category is highly impulsive and requires continual changes to keep the product line fresh
- Zak must comply with Licensing Agreements that generally require refreshed artwork every other year depending on the License
- Category has been slightly up and consistent. It is affected by store traffic and strength of current licenses.
- Carried by most major Retailers



Category Subcategories & Segments

Zak defines the category segments as:

- At Home: Plates, Bowls, Tumblers
- Travel: Water Bottles and Tumblers with Lids & Straws

Movie Events drive the category in Food, Drug & Mass.

While parents make the purchase, the decision tree is driven by the movie characters the children ages 2 – 10 are drawn to follow.



Category Consumer

- Is a specific consumer or consumer group driving this category?
 - Parents of children between the ages of 2 through 10
 - Grandparents
- General observations about the category
 - Highly impulsive, adds incremental sales to the consumer's shopping cart
 - New Licenses such as Cars 3, Despicable Me 3, Paw Patrol, Peppa Pig will help drive business.



Top Selling New & Discontinued Licenses

Top selling Licenses - 2017

The new licenses that are forecasted to be the bigger movie events of the year: Cars 3, Despicable Me 3 (Minions), and Spiderman.

Other Licenses - 2017

The other licenses being added for 2017 are: Peppa Pig, Paw Patrol Girl and Pokemon

Discontinued Licenses - 2017

The discontinued licenses for 2017 are: My Little Pony, Teenage Mutant Ninja Turtles, Finding Dory, Thomas and Star Wars Ep 7.



Top Selling Items

Rank	Item Number	License	Item Type	UPC
1	FZND-K870-B	Frozen Girl	Tritan Bottle 14oz	7-07226-75648-2
2	PWPC-K870	Paw Patrol Boy	Tritan Bottle 14oz	7-07226-79476-7
3	CRSG-K870	Cars 3	Tritan Bottle 14oz	7-07226-87619-7
4	SPIS-K870-D	Spiderman	Tritan Bottle 14oz	7-07226-64137-5
5	DESE-K870-B	Minions	Tritan Bottle 14oz	7-07226-76476-0
6	BATZ-S030	Batman	SAN Crescent Bottle 24oz	7-07226-84906-1
7	PWPE-S110	Paw Patrol Boy	ZakSnak	7-07226-85187-3
8	BATU-K954	Batman	Union Tritan Bottle 25oz	7-07226-86967-0
9	FZNN-S110	Frozen Girl	ZakSnak	7-07226-85186-6
10	PWPB-0010	Paw Patrol Boy	3 Sec Plate	7-07226-79474-3
11	PEPA-K870	Peppa Pig	Tritan Bottle 14oz	7-07226-83106-6
12	HLOC-P280	Hello Kitty	Tritan Bottle W Straw 25oz	7-07226-86892-5
13	CRSG-S110	Cars 3	ZakSnak	7-07226-88419-2
14	SDNP-S111	Spiderman	ZakSnak	7-07226-89024-7
15	PWPE-K870	Paw Patrol Girl	Tritan Bottle 14oz	7-07226-80603-3



Planograms

The following Zak Design planograms are available to ship from all L&R Warehouse:

- 3ft x 66" Quote #621615
- 4ft x 60" Quote #621601
- 4 ft x 66" Quote #621625
- Spinner Rack Quote #621584
- Kids Design Side Wing Quote #621585
- Placemat Side Wing Quote #621626

