OVERVIEW
The Order to Shelf (OTS) program requires that everything have a “Purpose, Place, and Sign.” Product storage, supplies, and tools must be assigned to teams with specific homes labeled throughout the back of house (BOH). Order to Shelf signage helps visually brand the program elements for all teams via a common OTS team logo and color, making it easy for Team Members to recognize and utilize their department’s tools and spaces.

The Global Order to Shelf team has partnered with Alpha Graphics a third-party printer to offer stores the option to order all necessary Order to Shelf signs and have them printed and shipped directly to the store placing the order.

This document will help you navigate the web portal when placing Order to Shelf signage orders through our printing partner Alpha Graphics.

TIMELINE FOR SIGN ORDER & EXECUTION
Sign creation for the Order to Shelf program takes place in the 8 weeks leading up to certification. The Store Team Leader (STL) must communicate the store’s timeline for OTS implementation and BOH signage deadlines to the store/metro Graphic Artist (GA).

» WEEK 1: STL shares the OTS SharePoint link and deadlines outlined in Roadmaps to store
» WEEKS 2-5: STL and Team Leadership determine BOH organizational plan and utilized blue painters tape for temporary signs
» WEEKS 5-6: Teams submit order to Alpha Graphics for any BOH signage needed. A core sign package is available in addition to individual signs for ordering.
» WEEKS 7-8: Teams hang all BOH signage
» AFTER WEEK 8: Certification Walk

ACCESSING ALPHA GRAPHICS WEB PORTAL
All Order to Shelf signs are available to order from the Alpha Graphics web portal HERE. A link to the Alpha Graphics web portal is also available on the Order to Shelf SharePoint on the Signage page HERE.
**USER LOG-IN INFORMATION**
The *username* is the Whole Foods Market 5 digit business unit for your store and the *password* is “wholefoods”

![Username and Password Form]

**PLACING AN ORDER**
The Alpha Graphics web portal offer several options for stores to choose from when order signs for Order to Shelf implementation. Stores can order a Core Sign Package which is a predetermined group of signs created by the Order to Shelf team. The Core Sign Package includes a discount of 25% off individual sign pricing. Stores also can order individual signs offered in the product catalog, and lastly the option to order a sign with editable text is available so a store can create the specific signage needed.

**PRODUCT CATALOG**
1. Select *Products* to view the Product Catalog.

![Product Catalog Image]

2. Select the *Product Catalog* for the team you are ordering signs for.
The team Product Catalog contains the team specific Core Sign Package or individual signs that are specific to the team.

NOTE: The team specific Core Sign Package is a predetermined group of signs that has been created by the Order to Shelf Team and is offered at a discounted rate.

ORDER CORE SIGN PACKAGE

1. Click on TEAM Core Sign Package and a pop up window will appear.

2. In the pop-up window, click on Click here to download PDF to see the itemized list of signs that are within the Team Core Sign Package.

3. Select the Quantity and Add to Cart and continue shopping, or Add to Cart and Checkout.
ORDER INDIVIDUAL SIGNS

1. To add individual signs to your order, you will select the Product Category menu below the Team Core Sign Package and select the team sub-category menu to access the individual sign offerings.

2. The team sub-category menu is organized by sign size. Click Select to view the signs available to order for the specific sign size you have selected.

3. A pop-up window will appear. Click Next to view the individual signs available to order in this size.

4. Click the drop-down menu in Select Version to view the menu of items available in this sub-category for the specified sized sign. To view a preview of the sign click Refresh Preview and a thumbnail of the selected sign will populate in the preview window. Select Next to proof the sign.
5. The Proof Stationary window will open. **Edit Artwork Details** will take you back to the previous screen where you selected the text that would appear in the selected sign. **Edit Order Details** will take you to a new window if you need to adjust the quantity of signs being ordered. Once your final selection has been made for this sign click **Add to Cart**.

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**ORDER EDITABLE SIGNS**

1. To order signs that text can be added to, select **Editable Signs** in the category menu.

2. Select the size of the sign from the drop-down menu then click **Next**.
3. Double click on the text box to enter text. Click **Next** to proof text.

![Diagram showing text box and proofing process]

4. A **Proof Stationary** window will open. Proof your text and click **Edit Artwork Details** if you need to change the text or **Add to Cart**.

![Diagram showing proofing window with options to edit and add to cart]
COMPLETE YOUR ORDER

1. Once your order is completed you can review your **Shopping Cart**. In the **Shopping Cart** you have the ability to edit item or delete item. Your delivery address will be assigned to the store log-in used for the username. If your order is complete select **Checkout**.

   ![Shopping Cart Image]

   - Click the **✓** to view or edit an item.
   - Click the **✗** to remove an item.

   **DELIVERY DETAILS / BILLING DETAILS**

   - Select a Delivery Address: **PAL**

   ![Delivery Details Image]

   - Continue Shopping
   - **Checkout >>**

2. Once your order is completed, verify the shipping and order information are accurate. Complete the field for **Email Address for Order Confirmation** and **Submit Order**. **NOTE**: Quantity discounts are available for individual sign orders only. The Core Package cost reflects a 25% discount. The discount will be applied to your monthly statement once the order is printed.

   ![Checkout Image]

   - Discounts will be applied after Checkout and will not be shown on your receipt, but will be applied to your monthly statement.
   - The following list shows the discounts to be applied:
     - 100 signs - 10%
     - 250 signs - 15%
     - 500 signs - 20%
     - 750+ signs - 25%

   Core Package pricing includes this discount pricing.

   ![Order Information Image]

   - Once submitted, orders cannot be changed in any way. If you have made an error on your order or need to make any changes, you must email: order@alphagraphics.com within 2 hours of placing it and ask that the order be canceled. Please indicate the Cart # of the order to be canceled (Cart # is found on your order receipt) is from orders are identified.