

Baby Planogram Refresh Document

The baby planogram has been refreshed for 2019. Please see below updates on removals and additions to the planogram.

There are 4 planogram sizes to choose from:

- Baby 1 Wall bay x 8 Shelves (Shelf widths are 700mm wide)
- Baby 2 Wall bays x 7 Shelves (Shelf widths are 700mm wide)
- Baby 2 Gondola bays x 5 Shelves (Shelf widths are 700mm wide)
- Baby 3 Wall bays x 7 Shelves (Shelf widths are 700mm wide)

Please select the relevant size that best fit your space in store. If you are unsure of what size to use, please contact Gillian Farrelly (gfarrelly@uniphar.ie)

The Planograms will be available to print from the Allcare Website in the Planogram folder.

Delisted Lines

The following products have been delisted from plans due to poor sales.

SAP Code	Barcode	Product Description	Supplier
171107	3574660453089	J&J BABY SHAMPOO 300ML	UNIPHAR
758131	5011784001508	DENTINOX EYE WIPES 12's G376015 758131	Uniphar
N/A	3574660217551	JOHNSONS BABY BATH MILDEST EVER LV16 300ml	Johnson & Johnson
405437	3574660026917	JOHNSONS BABY POWDER 405437 500G	Uniphar
758129	5011784001867	DENTINOX NIPPLE CREAM 30ml G376010 758129	Uniphar
N/A	5391525733074	MEDICARE EFFIGERM JUNIOR FIRST AID SPRAY - 250ML	Fleming Medical
381322	5011784000853	DENTINOX TEETHING TOOTHPASTE 30ml 381322	Uniphar
758130	5011784001706	DENTINOX NAPPY CREAM 75ml G376009 758130	Uniphar
361798	8714207830309	MULTI-MAM BALM 361798 30ML	Uniphar
N/A	8710103556831	AVENT DISPOSABLE BREAST PADS - DAY TIME SCF254/30	Allegro
N/A	5031413954326	NAPPY BAGS 200	Sundrelle

Local Choice Products:

The below line has been taken off the planogram due to low sales, but it will be kept as local choice

SAP Code	Barcode	Product Description	Supplier
749326	5099562742409	CALDEBABY TEETHING GEL 749326	Uniphar
776814	3574660537642	JOHNSONS COTTON BALLS 75's	UNIPHAR LINK UP
776811	3574660537659	JOHNSONS BABY COTTON PADS 50'S	UNIPHAR LINK UP
776816	3574661421506	JOHNSONS BABY COTTON TOUCH WIPES 56'S	UNIPHAR LINK UP
755077	5029054650226	HUGGIES PURE BABY WIPES 56's	UNIPHAR LINK UP
776817	3574661421728	JOHNSONS BABY GENTLE ALL OVER WIPES 56'S	UNIPHAR LINK UP
TBC	3361370037513	Milton Steriliser 500mlx12	UNIPHAR LINK UP
TBC	3361370683956	Milton Baby Bottle Washing up Liquid 500mlx6	UNIPHAR LINK UP
TBC	3361370018994	Milton Wipes 30's x 7	UNIPHAR LINK UP
TBC	3361370026036	Milton Antibacterial Hand Gel 100mlx6	UNIPHAR LINK UP
TBC	5010527585169	Milton Tabs 28'sx6	UNIPHAR LINK UP

Baby Feeding Accessories:

When you look at the new planograms you will see that we have not selected specific feeding accessories to stock, this is because the sales vary so much across the brands. There is space left on each planogram size to merchandise feeding accessories.

Avent is no longer supplied through Allegro due to Philips switching supply back to the UK. Unfortunately, we are unable to source it the moment therefore it is no longer orderable

Dr Brown – this brand will be rebranding as “Options” Please continue to order as normal from Link Up as codes will remain the same and as the stock branded Dr Brown runs out it will be replaced with the new brand “Options”. This is also one of our preferred brands and below is a list of all the lines available from Link UP

NUBY – This range is also available from Link UP and below is list of lines that can be ordered

NUK - Nuk baby range is available to order from Intrapharma/Pemberton – if this is the brand that sells in your store please continue to order normal

Tommee Tippee – This range is available to order from Sundrelle if this is the brand that sells in your store please continue to order as normal.

SAP	Barcode	Product Name	Brand	Supplier
771369	72239306574	DR BROWN 270ML FOUR PACK BABY BOTTLES 771369 4	DR BROWNS	UNIPHAR LINK UP
771368	72239306529	DR BROWN 270ML TWIN PACK BABY BOTTLES 771368 2	DR BROWNS	UNIPHAR LINK UP
771371	72239308554	DR BROWN 60ML PREMMIE STANDARD NECK BOTTLE 771371 1	DR BROWNS	UNIPHAR LINK UP
764239	72239301913	DR BROWN BLUE DOTS PREVENT SOOTHER 6-12 764239 1	DR BROWNS	UNIPHAR LINK UP
759086	72239303399	DR BROWN BLUE TRAINING CUP SOFT 180ML 759086 180ml	DR BROWNS	UNIPHAR LINK UP
772916	72239306789	DR BROWN BLUE TWIN PACK BOTTLE 270ML 772916 1	DR BROWNS	UNIPHAR LINK UP
759081	72239007006	Dr Brown Full Size Bottle Brush	DR BROWNS	UNIPHAR LINK UP
759089	72239114452	Dr Brown Giraffe Massager Teether	DR BROWNS	UNIPHAR LINK UP
759079	72239006207	Dr Brown Internal Brush Set 4Pk	DR BROWNS	UNIPHAR LINK UP
759072	72239317532	Dr Brown Level 1 Silicone Teats 2Pk	DR BROWNS	UNIPHAR LINK UP
764235	72239317549	Dr Brown Level 2 Silicone Teats 2Pk	DR BROWNS	UNIPHAR LINK UP
771373	72239302651	DR BROWN MILK POWDER DISPENSER BLUE 771373 1	DR BROWNS	UNIPHAR LINK UP
771372	72239302644	DR BROWN MILK POWDER DISPENSER PINK 771372 1	DR BROWNS	UNIPHAR LINK UP
764241	72239306482	Dr Brown Nat Flow Wide Neck Btl 270ml PACK	DR BROWNS	UNIPHAR LINK UP
778138	72239304174	Dr Brown Options Level 3 Teats 2Pk x12	DR BROWNS	UNIPHAR LINK UP
759093	72239300015	DR BROWN PINK FLOWER PREVENT SOOT 6-12 759093 1	DR BROWNS	UNIPHAR LINK UP
769549	72239301807	DR BROWN PINK FLOWER PREVENT SOOT 6-12 769549 1	DR BROWNS	UNIPHAR LINK UP
764238	72239301869	DR BROWN PINK FLOWER PREVENT SOOTHER 6-12 764238 1	DR BROWNS	UNIPHAR LINK UP
764237	72239301753	DR BROWN PINK FLWR PREVENT SOOTHER 0-6 764237 1	DR BROWNS	UNIPHAR LINK UP
759085	72239303382	DR BROWN PINK TRAINING CUP SOFT 180ML 759085 180ml	DR BROWNS	UNIPHAR LINK UP
771370	72239306741	DR BROWN PINK TWIN PACK 270ML BABY BOTTLES 771370 2	DR BROWNS	UNIPHAR LINK UP
759088	72239112205	DR BROWN WATERMELON TEETHER 759088 1	DR BROWNS	UNIPHAR LINK UP
774940	48526043026	NUBY BANDANA BIB WITH TEETHER 2S 774940 2	NUBY	UNIPHAR LINK UP
774943	48526004782	NUBY BUG-A-LOOP TEETHER 774943 1	NUBY	UNIPHAR LINK UP
774938	048526044207	Nuby Catch All Peva Bib 2pkx8	NUBY	UNIPHAR LINK UP
778135	48526006687	NUBY CHEWBIE TEETHER TWIN PCK 3 MONTHS + 2	NUBY	UNIPHAR LINK UP
774942	48526099290	NUBY FLIP IT CUP 774942 1	NUBY	UNIPHAR LINK UP
774941	48526053643	NUBY GARDEN FRESH NIBBLER 774941 1	NUBY	UNIPHAR LINK UP
774944	48526096442	NUBY GRIP N SIP CUP 774944 1	NUBY	UNIPHAR LINK UP
774936	48526004553	NUBY ICY BITE KEYS TEETHER 774936 1	NUBY	UNIPHAR LINK UP
778134	48526001781	Nuby Nasal Aspirator x4	NUBY	UNIPHAR LINK UP
774937	48526100699	NUBY SIMPLY GRIP N SIP 774937 1	NUBY	UNIPHAR LINK UP
774935	48526054220	NUBY STACKABLE SUCTION BOWLS 2S 774935 2	NUBY	UNIPHAR LINK UP
774939	48526006328	NUBY WACKY TEETHER 774939 1	NUBY	UNIPHAR LINK UP

New Products

The following new products have been added to the planograms:

Bioderma ABCDerm Range

BIODERMA has used its dermatological expertise to offer an extra safe and extra gentle hygiene range for babies. All products are specifically formulated in accordance with the ABCDerm Dermatological Safety Commitment to respect the delicate skin of babies and young children.



SAP Code	Barcode	Product Description	Supplier
N/A	3401345568694	ABCDerm GEL MOUSSANT / Foaming Gel (tube) - 200ml	Pemberton Marketing
N/A	3401345569585	ABCDerm Hydrant / Moisturising Milk - 200ml	Pemberton Marketing
N/A	3401395376645	ABCDerm H2O Micellar water - 100ml	Pemberton Marketing
N/A	3401396936541	ABCDerm SHAMPOOING DOUCEUR - Soft Shampooing - 200ml	Pemberton Marketing
N/A	3401397163618	ABCDerm GEL MOUSSANT / Foaming Gel (pump) 1L + FREE PINGOO	Pemberton Marketing
N/A	3401577538373	ABCDerm BABY SQUAM / Cradle Cap - 40ml	Pemberton Marketing
N/A	3401577538663	ABCDerm PERI ORAL / Perioral Dermatitis - 40ml	Pemberton Marketing
N/A	3701129800331	BIODERMA ABCDERM H2O MICELLAR WATER 1L PUMP	Pemberton Marketing
N/A	5391532170084	ABCDerm Discovery set	Pemberton Marketing

Sleep Through by Lucy Wolfe

Sleep Through was developed and created by full time sleep consultant Lucy Wolfe. Each product has been developed with great sleep in mind, a pleasant, but not over-powering scented spray, for your body and bedding, together with a relaxing rub lotion. They can be used together or separately as part of your bedtime routine and suitable for all the family. Both items are for use from birth to age 100.



SAP Code	Barcode	Product Description	Supplier
N/A	5392000166103	SLEEP THROUGH BY LUCY WOLFE BODY BED SLEEP SP 100M	Pemberton Marketing
N/A	5392000166110	SLEEP THROUGH BY LUCY WOLFE RELAXING RUB 100ML	Pemberton Marketing

MooGoo Baby range

- Non-Irritating
- Made in Australia
- Safe for everybody including new-borns
- Not tested on animals



SAP Code	Barcode	Product Description	Supplier
N/A	9335955000395	MOOGOO Nappy Balm 75g	MooGoo Ireland
N/A	9335955000456	MOOGOO Mudder Udder Balm 50g	MooGoo Ireland
N/A	9335955000494	MOOGOO Mini Moo Bubbly Wash 500ml	MooGoo Ireland
N/A	9335955001057	MOOGOO Baby Travel Pack	MooGoo Ireland
N/A	9335955001095	MOOGOO Scalp Cream 120g	MooGoo Ireland

Must Have Baby Wipes



SAP Code	Barcode	Product Description	Supplier
775072	5391533383681	MUST HAVE FRAGRANCED SENSITIVE WIPES 120PK	Uniphar LinkUp
775073	5391533383698	MUST HAVE FRAGRANCE FREE SENSITIVE WIPES 120PK	Uniphar LinkUp

Planogram Implementation:

How to read:

- A planogram is read from left to right, like reading a book, and from bottom shelf to top shelf.
- Bay "A" is the first bay starting from the left.
- Each shelf on the planogram is named A01, A02, A03 on so on.....then second bay is "B" and each shelf is named as B01, B02 etc...
- Included on the planogram is each shelf name