Retail Network | Holiday 2025

SCRATCH & WIN DISPLAY CASE PLANOGRAM

5-part case, cash register on RIGHT side - Strategic Layout



Sleeve 1 Sleeve 2 Sleeve 3 Sleeve 4 Sleeve 5 CROSSWORD CROSSWORD - - S B - - S 是\$125.000 GIFT PACI GIFT \$125,000 \$\$\$ \$\$\$ for you Stewflake DOUBLER **Display Case Strip**

The "PowerL"

Display new tickets across the front to maximize awareness.

Keep high-value tickets closest to the cash register.

Incorporate tickets you may have that are not on the Planogram according to price point.

Tips for Sales Success

To maximize sales, don't put anything on top of the display case, especially covering highvalue tickets.

Always keep your case fully stocked. Every time you run out of stock you lose potential sales.

Use the lock feature on the display case door so tickets are secure at all times.

Pocket 4

Pocket 7

Pocket 6

Pocket 5

Pocket 3

Pocket 2

Pocket 1

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	Sleeve 1	Sleeve 2	Sleeve 3	Sleeve 4	Sleeve 5		
Pocket 7							The "PowerL" Display new tickets across the
Pocket 6		BASE	GAMES		\$20		front to maximize awareness. Keep high-value tickets closes to the cash register.
Pocket 5	Gold Rush, Blackjack, Lucky Lines, Set for Life, Bingo, Crossword						Incorporate tickets you may have that are noton the Planogram according to price point.
Pocket 4	\$1					Cash Re	Tips for Sales Success
Pocket 3	4.0	\$3	\$5	\$10	\$30	Register	To maximize sales, don't put anything on top of the display case, especially covering high-value tickets.
Pocket 2	\$2						Always keep your case fully stocked. Every time you run ou stock you lose potential sales.
Pocket 1	New	New	New	New	New		Use the lock feature on the display case door so tickets are secure at all times.
			Display Case Strip				

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