

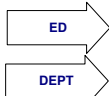
Fixture Legend: A = 30"W Fixture B = 32"W Fixture * = 36"W Fixture # = 45"W Fixture (no indicator) = 24"W and 48"W Fixtures W=Custom Width Fixture.
 Doubled product labeled fixtures with parentheses indicate Up/Down System For Season Counter, Example (BYM), or Pods integrated into Classics, Example (Fem Pod).

Account #: 105967 Env Type: OMNI M2 Color: SILVER / AW Strategy: Brand Experience Created By: CWILLI2

Brand Experience Cornice Static Card Tops Silver / AW

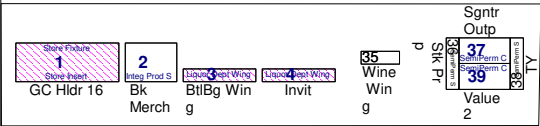


Front of Store



18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
Sbx	Classic (Gifts 1)			Classic (Gifts 2)		Classic (Gifts Nvty)			Classic (Gifts Baby)				Classic	Value EXP	SP-Cards	SP-Cards

5	6	7	8	9	10	11	12	13	14	15	16	17
Sea Ctr	Sea Ctr	Sgntr	Sgntr	GW	GW	Stat-Stkr	Books					



General Information:
 This floor plan was created to reflect the current store layout of fixtures and product. By creating this document, Hallmark Marketing Corp. is not reviewing or endorsing the appropriateness or legality of the store layout as it is presently shown. Advice in that regard should be obtained by the Retailer from an architect familiar with all applicable laws and regulations.
 The Retailer is responsible for complying with all applicable laws and regulations, including (but not limited to) minimum clearances as required by the Americans with Disabilities Act (ADA).

4/19/2017 Unplanned Chain REMODEL
 105967 - HEB #218
 HEB #218
 12407 N MO PAC EXPY
 AUSTIN , TX 78758-2475

Date Historic
7/8/2018
Historic

Linear Footage by Category

Abbrev name	Product Category	Linear Footage
Bk Merch	Books Acrylic Merchandiser	2.0
Books	Books	4.0
BtlBg Wing	Gift Wrap Bottle Bags - Wing	2.0
Classic	Classic	52.0
GC Hldr 16	Gift Card Holders 16 Pocket	4.0
GW	Gift Wrap	16.0
Invit	Invitations	2.0
Sbx	Shoebox	4.0
Sea Ctr	Seasonal Counter	16.0
Sgntr	Hallmark Signature	12.0
Sgntr Outp	Hallmark Signature Outpost	2.0
SP-Cards	Store Product-Cards	8.0
Stat-Stkr	Stationery & Stickers	4.0
Stk Prp	Stickers Properties	2.0
TY	Stationery Thank You's	2.0
Value 2	Value Cards 2nd location	2.0
Value EXP	Value EXP	4.0
Wine Wing	Wine Wing	2.0
Total Retail Linear Footage		140.0



4/19/2017 Unplanned Chain REMODEL
 105967 - HEB #218
 HEB #218
 12407 N MO PAC EXPY
 AUSTIN , TX 78758-2475

Date Historic

7/8/2018

Historic

Product/Fixture/Insert

Fixt...	Label	Product Category	Fixture	Fixture Insert
1	GC Hldr 16	Gift Card Holders 16 Pocket	Store Fixture 18D x 48W	Store Insert
2	Bk Merch	Books Acrylic Merchandiser	Integrated Product Outpost	Integ Prod Spec Outpost
3	BtlBg Wing	Gift Wrap Bottle Bags - Wing	Liquor Department Store Wing	Store Insert
4	Invit	Invitations	Liquor Department Store Wing	Store Insert
5	Sea Ctr	Seasonal Counter	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
6	Sea Ctr	Seasonal Counter	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
7	Sea Ctr	Seasonal Counter	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
8	Sea Ctr	Seasonal Counter	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
9	Sgntr	Hallmark Signature	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
10	Sgntr	Hallmark Signature	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
11	Sgntr	Hallmark Signature	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
12	GW	Gift Wrap	Omega 16D x 48W x 84H Gond 1S	M2C-12 AW 84H Specialty 48W
13	GW	Gift Wrap	Omega 16D x 48W x 84H Gond 1S	M2C-12 AW 84H Specialty 48W
14	GW	Gift Wrap	Omega 16D x 48W x 84H Gond 1S	M2C-12 AW 84H Specialty 48W
15	GW	Gift Wrap	Omega 16D x 48W x 84H Gond 1S	M2C-12 AW 84H Specialty 48W
16	Stat-Stkr	Stationery & Stickers	Omega 16D x 48W x 84H Gond 1S	M2C-12 84H Specialty 48W
17	Books	Books	Omega 16D x 48W x 84H Gond 1S	M2C-12 84H Specialty 48W
18	Sbx	Shoebox	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
19	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 4R Int 48W (4-14R)
20	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
21	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
22	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 4R Int 48W (4-14R)
23	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
24	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 4R Int 48W (4-14R)
25	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
26	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
27	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 4R Int 48W (4-14R)
28	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
29	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
30	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
31	Classic	Classic	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
32	Value EXP	Value EXP	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
33	SP-Cards	Store Product-Cards	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
34	SP-Cards	Store Product-Cards	Omega 16D x 48W x 84H Gond 1S	M2C-12 14R Omni 48W (4244)
35	Wine Wing	Wine Wing	Wing Store Fixture	Store Wing
36	Stk Prp	Stickers Properties	Semi Perm Side	SemiPrm Sd Specialty
37	Sgntr Outp	Hallmark Signature Outpost	Semi Perm Center	8R SemiP Ctr
38	TY	Stationery Thank You's	Semi Perm Side	SemiPrm Sd Specialty
39	Value 2	Value Cards 2nd location	Semi Perm Center	8R SemiP Ctr

	4/19/2017 Unplanned Chain REMODEL 105967 - HEB #218 HEB #218 12407 N MO PAC EXPY AUSTIN, TX 78758-2475	Date Historic
		7/8/2018
		Historic