

Fred Meyer POG Sales by Hook

Store Count 20 1 4 36 35 25 9 130

POG Size 2.5 4 x 78HD 4 5 7 10 12

Glaciers Edge

Retailer: Fred Meyer

PK Size	Wt	Description	Retail Style #	FR Style #	Description	Color	STD Units	Sales YTD	Total Hooks	Sales by Hook Ratio	Variance
1	L	GE COMPRESSION CREW	53884619	3431	GE COMPRESSION CREW BOOT L	GREY HTHR				67.9	44.6
1	L	GE COMPRESSION CREW	63884616	3431	GE COMPRESSION CREW BOOT XL	GREY HTHR				37.4	14.0
1	L	GE COMPRESSION CREW	73884613	3431	GE COMPRESSION CREW BOOT L	OLIVE				55.7	32.4
1	L	GE COMPRESSION CREW	83884610	3431	GE COMPRESSION CREW BOOT XL	OLIVE				32.9	9.5
1	L	GLACIERS EDGE SINGLE	2079912	3479	Light Weight Merino Hiker L	Black				24.1	0.8
1	L	GLACIERS EDGE SINGLE	35079910	3479	Light Weight Merino Hiker L	Light Grey				19.3	-4.1
1	L	GLACIERS EDGE SINGLE	45079917	3480	Qtr Light Weight Merino Hiker L	Charcoal				23.8	0.4
1	L	GLACIERS EDGE SINGLE	55079914	3480	Qtr Light Weight Merino Hiker XL	Charcoal				13.1	-10.3
1	L	GLACIERS EDGE SINGLE	65079911	3480	Qtr Light Weight Merino Hiker L	Moss				23.3	-0.1
1	L	GLACIERS EDGE SINGLE	75079918	3480	Qtr Light Weight Merino Hiker XL	Moss				11.8	-11.6
Retail Style # FR Style # Description Color STD Units Sales YTD Total Hooks Sales by Hook Ratio Variance											
1	M	GLACIERS EDGE SINGLE	40474816	8337	GE THERMOLINE BOOT L	Olive/Denim/Black				21.1	-2.2
1	M	GLACIERS EDGE SINGLE	33474816	2099	GE MERINO WOOL HK L	NV/Khaki/olive				33.3	9.9
Retail Style # FR Style # Description Color STD Units Sales YTD Total Hooks Sales by Hook Ratio Variance											
1	H	GLACIERS EDGE SINGLE	13474812	2097	GE MERINO HV HIKE L	Grey				40.6	17.2
1	H	GLACIERS EDGE SINGLE	96079911	2097	GE MERINO HV HIKE L	Char Red				22.2	-1.2
2	H	GE 2PK BOOT SOCKS	67474813	8701	GE 2PK ACRYLIC L	DEN/Black				30.9	7.6
2	H	GE 2PK BOOT SOCKS	17474818	8741	GE 2PK ALL SEASON L	DEN/CHARCOAL				42.8	19.4
2	H	GE 2PK BOOT SOCKS	58474815	8783	GE 2PK LAYERED BT L	OLIVE/NAVY				28.2	4.9
2	H	GE 2PK BOOT SOCKS	38474811	8701	GE 2PK ACRYLIC XL	DEN/ Black				20.0	-3.3
1	H	GLACIERS EDGE SINGLE	91474810	2362	GE LAYERED CREW L	GREY/OLIVE/NAVY				39.6	16.2
2	H	GE 2PK BOOT SOCKS	37474812	8741	GE 2PK ALL SEASON XL	DEN/CHARCOAL				13.7	-9.6
2	H	GE 2PK BOOT SOCKS	69474811	8713	GE 2PK ACR/WOOL BT L	GREY				37.9	14.5
Retail Style # FR Style # Description Color STD Units Sales YTD Total Hooks Sales by Hook Ratio Variance											
1	XH	GLACIERS EDGE SINGLE	4474814	7267	GE OUTDOOR SOCK L	Grey				30.1	6.7
1	XH	GLACIERS EDGE SINGLE	52474811	7014	GE MERINO BOOT L	CHARCOAL				35.0	11.7
1	XH	GLACIERS EDGE SINGLE	83474811	8782	GE ACRYL/CTN BOOT L	WHITE				39.5	16.2
1	XH	GLACIERS EDGE SINGLE	24474818	7267	GE OUTDOOR SOCK XL	Grey				45.1	21.7
1	XH	GLACIERS EDGE SINGLE	72474815	7014	GE MERINO BOOT XL	CHARCOAL				27.5	4.2
Retail Style # FR Style # Description Color STD Units Sales YTD Total Hooks Sales by Hook Ratio Variance											
2	WK	GNW 2PK WORK SOCKS	51574819	8710	GNW 2PK THERM CREW L	BLK				24.9	1.6
2	WK	GNW 2PK WORK SOCKS	26079912	8710	GNW 2PK THERM CREW L	OLV				15.8	-7.6
2	WK	GNW 2PK WORK SOCKS	34884614	8721	ACRYLIC STEEL TOE L	Black				28.6	5.3
2	WK	GNW 2PK WORK SOCKS	44884611	8721	ACRYLIC STEEL TOE XL	Black				14.4	-8.9
2	WK	GNW 2PK WORK SOCKS	54884618	8721	ACRYLIC STEEL TOE L	Grey				20.6	-2.7
2	WK	GNW 2PK WORK SOCKS	64884615	8721	ACRYLIC STEEL TOE XL	Grey				12.4	-10.9
2	WK	GNW 2PK WORK SOCKS	13574819	8732	GNW 2PK ALL WTR CR L	GREY/WHITE/ Black				13.4	-9.9
2	WK	GNW 2PK WORK SOCKS	44574819	8731	GNW 2PK ALL WTR BT L	GREY/WHITE/Black				18.9	-4.5
2	WK	GNW 2PK WORK SOCKS	12574810	8710	GNW 2PK THERM CREW XL	BLK				8.0	-15.4
2	WK	GNW 2PK WORK SOCKS	86079914	8710	GNW 2PK THERM CREW XL	OLV				12.2	-11.1
2	WK	GNW 2PK WORK SOCKS	63574814	8732	GNW 2PK ALL WTR CR XL	GREY/WHITE/Black				19.3	-4.0
3	WK	GNW 3PK WORK SOCKS	85079915	3727	GNW 3 Pair Cotton Work Crew L	Black				16.0	-7.4
3	WK	GNW 3PK WORK SOCKS	95079912	3727	GNW 3 Pair Cotton Work Crew XL	Black				23.9	0.6
3	WK	GNW 3PK WORK SOCKS	6079918	3727	GNW 3 Pair Cotton Work Crew L	Grey				9.7	-13.7

23.4
Average