

KAMIGAWA

NEON DYNASTY
Merchandising
Guide



SUMMARY

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Outside
The
Counter

Behind
The
Counter

Starter Kit
Height 15,2 cm
Width 19,3 cm
Depth 5,1 cm



Bundle
Height 16,4 cm
Width 18,7 cm
Depth 8,7 cm



Commander Deck
Height 18,4 cm
Width 15,9 cm
Depth 5,4 cm



Draft Booster Display
Height 7,1 cm
Width 20,6 cm
Depth 12,4 cm



Set Booster Display
Height 10,8 cm
Width 21,4 cm
Depth 10,3 cm



Collector Booster Display
Height 14,0 cm
Width 12,7 cm
Depth 3,5 cm



Theme Booster Display
Height 15,2 cm
Width 20,1 cm
Depth 10,7 cm



Products and Dimensions

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Outside the Counter - Notes

Outside the Counter Planograms

These planograms do not contain Collector Boosters as these products are usually kept in security behind the counter.

We also prepared a planogram that do not include Draft and Set Boosters for the same reason.

All measurement are in centimeters.

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In store Shelves 70 x 70 – 3 shelves - A

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In store Shelves 70 x 70 – 3 shelves - B

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In store Shelves 120 x 70 - 3 shelves

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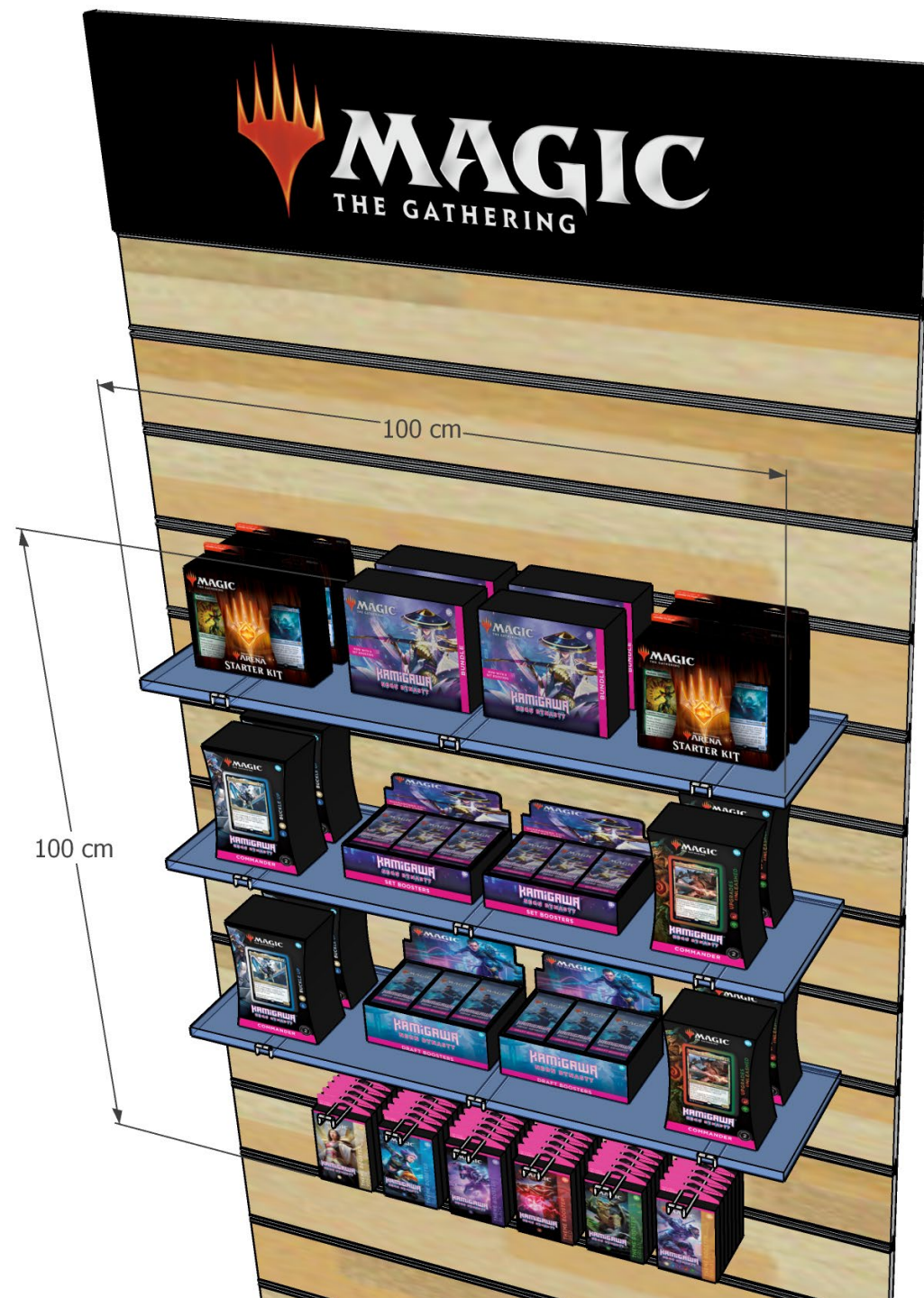
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In store Shelves 100 x 100 - 4 shelves

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In store Shelves 70 x 100 - 4 shelves

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Behind the Counter Planograms

Behind the counter planograms hold all Magic products, including Collector Boosters. In the following slides we are showing you smaller and bigger planograms with different range of products which might fit in your store.

All measurements are in centimeters.

Back Counter - Notes

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Back Counter 120 x 70 – 3 shelves

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Back Counter 120 x 100 – 4 shelves

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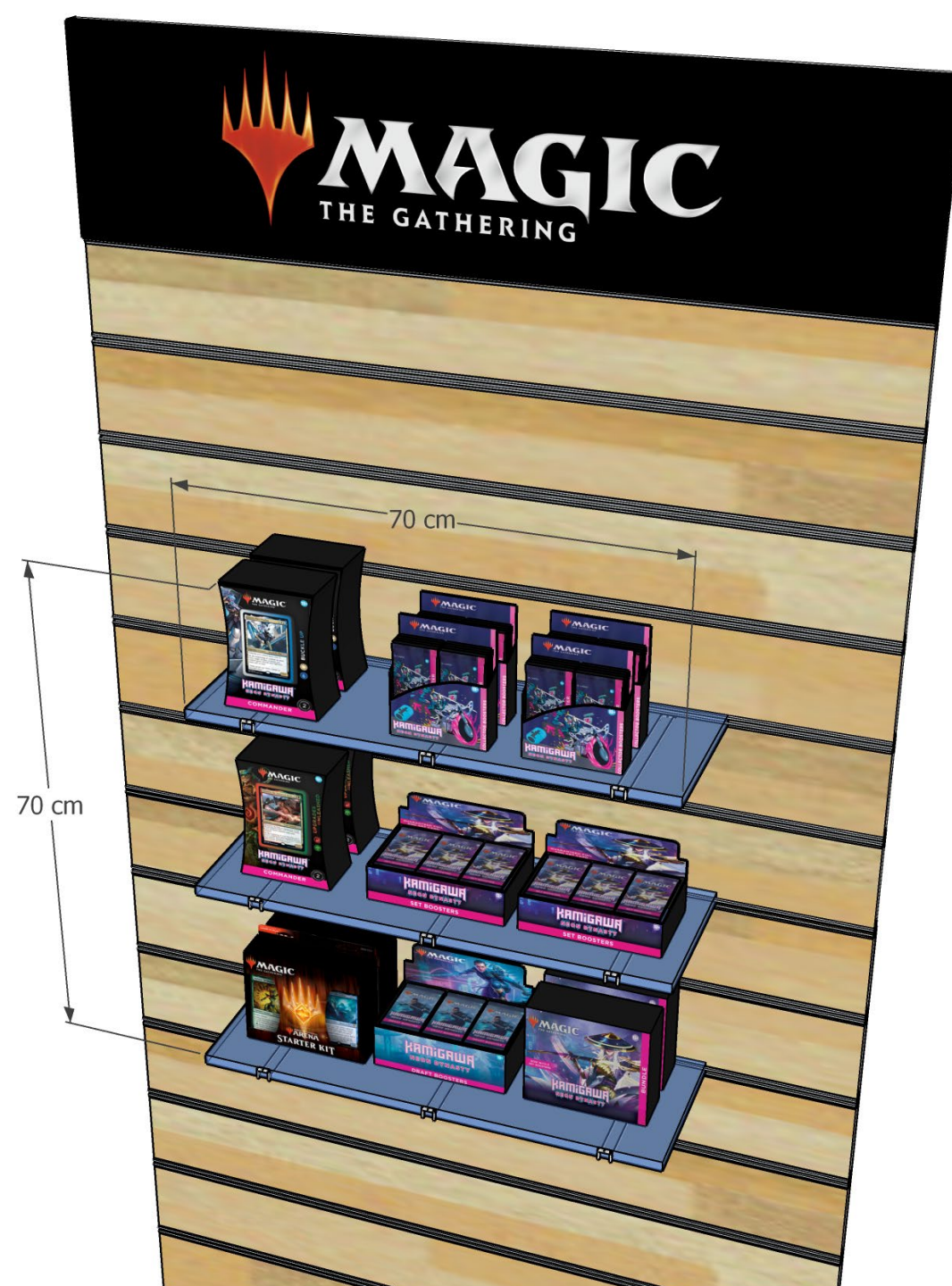
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Back Counter 70 x 70 – 3 shelves

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Back Counter 70 x 100 – 4 shelves

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