

## WHAT'S IN STORES

### Week of July 23

**Bon-Ton Stores** this week featured "Great Savings on Incredible Values" with **Snapware** storage containers, on sale for \$2.98 to \$29.98, and **Oxo** kitchen storage, on sale from \$12.98 to \$99.98. **Dollar General** this week made a back to school statement highlighting storage solutions, such as a 30-gallon tote for \$10, a 106-quart clear tote for \$12.50, an 18-gallon tote for \$6, underbed with wheels for \$12.50, a locker



Shopko featured dorm styles in its sales flyer the week of 7/23.

**Kroger** offered storage savings the week of 7/23.



tote for \$20, and printed sweater box for \$3.50. The retailer also included assorted décor bins at \$4 or less and metal décor storage starting at \$3. **Kroger** this week offered 50% savings on select varieties of **Rubbermaid** Lunchbox food storage, and \$9.99 on a 24-piece set of **Rubbermaid's** Easy Find Lids food storage containers. The retailer also offered a sale on **Good Cook** food storage sets for \$9.99. **Shopko**, as part of a "dorm sweet dorm" statement, had up to 50% off dorm essentials, including a collapsible ottoman available for \$14.99 and a four-drawer fabric cart

**Dollar General** highlighted back to school storage the week of 7/23.



available for \$19.99. The retailer's ad also featured a sale for \$4.99 on medium fabric totes and \$12.99 on a large canvas tote. The retailer encouraged the consumer to, "buy online and pick up in store near your campus." This week, **Target** showcased its **Room Essentials** three-drawer cart for \$8.99, crates for \$2.99, plastic hangers for \$1.99 and six or 10-shelf organizer for \$9.99 as part of a "Roomie Ready" statement, which also included office and bedroom furniture. Under a "Stash It" headline, **Target** featured its **Room Essentials** five-tier wire shelving for \$39.99, a 10-pack of flocked hangers for \$5.99, a 1.5-bushel laundry basket for \$3.49, an oval laundry hamper for \$5.99, and its lift off hamper for \$8.99. The retailer also offered a sale on **Hefty** three-gallon wastebaskets or **Room Essentials** 13-quart wastebaskets for \$2.49.

**Boscov's** featured must-haves for the dorm the week of 7/30.



colored plastic lids for \$2.99, and a **Kitchen Classics** 16-piece glass storage set for \$9.99. **Kmart** offered a sale on storage totes, offering a 40-quart for \$5.99, 121-quart for \$17.99, and a 71-quart for \$11.99. Also in **Kmart's** weekly ad were three-drawer mixed media carts offered at \$15.99; large storage crates, \$3.99, 10-gallon dual-swing wastebaskets at \$6.99, and a "your choice" \$9.99 on a four-tier white accessory shelf, 30-pair shoe rack or over-the-door 18-pair shoe rack. **Dollar General**, as part of a back to campus promotion, offered \$2 shower storage caddies and \$15 three-bin storage carts. **Dollar General** also featured a 64-quart tote at \$9 and a medium tote at \$5, as well as **Tuff!** hangers, at \$1.50 for a four pack of jumbo, \$1.25 for a 10-pack of regular, all advertised in new back to school colors.

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Target promoted storage the week of 7/23.

### Week of July 30

**Target** this week offered a sale on **Sterilite** Ultra storage bins, featuring its 70-quart storage bin at \$7.99. The retailer also offered a sale on **Room Essentials** decorative storage, spotlighting its 11-inch Y-weave storage baskets, for \$5 and its **Threshold** over-the-shower caddy was on sale for \$12. **Boscov's**, as part of its Back to Campus Last Minute "Must-Haves" for the dorm, featured a **Sunbeam** garment rack for \$19.99, and a two-tier drying rack for \$12.99. **Boscov's** also offered a 10-piece glass bowl set with assorted



FROM TOP: On 7/30, Dollar General promoted back to campus sales.

Target's weekly flyer offered storage sales.

Kmart featured a sale on storage totes.

