

HINKLEY

Written Master Timeline: Product Development and Marketing

Marketing Key:

Green = Full Line Catalog

Light Blue = Interior Full Line Catalog

Dark Blue = Lark Supplement

Purple = Fan Supplement

Orange = Outdoor Supplement

Date		Product Development	Marketing
2024 October High Point (2 Mini Books + Landscape Booklet)			
March			
3/25/2024		Photo sample CAD approved	
April			
4/1/2024		Photo sample (NPE) quotes approved	
May			
5/10/2024		NPE Check list completed (including packaging). Data validated.	
5/24/2024		Parts added to BOM in WFX. Final confirmation sent to GL and quotes requested	
June			
6/7/2024		Great Lakes team adds in quotes for all parts into WFX and notifies data team	
6/14/2024		Great Lakes assigns replacement part item numbers and data team verify & confirms data. Replacement parts & BOMs pushed to NS (delayed due to data freeze, actual due date 5.15) 6/14/2024: Replacement part PO's will be placed, and carton labels printed (delayed due to o data freeze, actual due date 5.15)	
6/14/2024		Photography window begins	
6/14/2024		ALL HP & Dallas samples determined and ordered	
6/14/2024		Final Production PO's placed	
6/20/2024		Instruction sheets will be finalized and sent to suppliers, Sara S to download	
July			
7/9/2024		ETL testing complete	
7/15/2024		Carton Labels images sized for carton label printing	
7/22/2024			[Ron Report Development + Romance Development] – <i>Start Date</i>
7/26/2024			Photography Deadline
7/30/2024		Ron Project Completed	
7/31/2024			[Ron Report Development + Romance Development] – <i>End Date</i> , Approved Romance Deadline, and Ron Report Due
August			
8/1/2024		All assets passed to Marketing	[Production of HPMKT Mini Books] - <i>Start Date</i>
8/2/2024			
8/16/2024			[Production of HPMKT Mini Books] – <i>End Date</i>
8/19/2024			[Proof Reviews + Approvals] - Start
8/26/2024		Last day HP/DS samples air ship	
8/26/2024		Qty 200 New finish swatches ship via air if not already shipped via container	
8/28/2024			[Proof Reviews + Approvals] - <i>End Date</i>
8/29/2024			Art Files Given to AGS
8/30/2024		October release wrap up: all items proofed and updated and all resources uploaded. HPD files sent to all online partners	[Color Proofing + Revisions] - <i>Start Date</i>
September			
9/1/2024		China tariff code list sent to Matt for population	
9/5/2024		All items marked app approved for testing, promo uploaded	[Color Proofing + Revisions] - <i>End Date</i>
9/6/2024			Final Approved Files Given to AGS to begin printing
TBD (9/9/2024)			[On Press] - <i>Start Date</i>
9/12/2024		App missing images report pulled, reviewed, and sent to Marketing to upload	
9/14/2024		App cat/grp images assigned after missing images are uploaded	
9/19/2024		(TENTATIVE): HOLD: HPMKT SET UP WEEK	
9/20/2024			[On Press] – <i>End Date</i>
9/27/2024			Deliver to Hinkley
TBD		Webinar dates	
TBD			Rep Mailing
October			
10/11/2024			Estimated HPMKT Pallet Ship Date
2025 January – Interior (Full Line), Outdoor (Supplement), & Fans (Supplement) – Lark (Supplement)			
March			
3/30/2024		Photo sample CAD approved	
April			
4/6/2024		Photo sample (NPE) quotes approved	
4/25/2024		NPE/PPS/ Tooling CAD approved	
May			
5/7/2024		Full family samples completed and photo samples ready for container shipment	
5/7/2024		New finish standards requested- swatches ship w/ sample	
5/13/2024		Replacement parts spreadsheet received from engineering. Data team to review and add in item numbers. Replacement parts template created in WFX	
5/13/2024		Replacement parts pushed to NS	
5/15/2024		DROP DEAD DATE No more changes, deletes, or adds	
June			
6/1/2024		ETL Samples determined & samples requested	
6/15/2024		Production POs placed- finished goods	
6/16/2024		NPE Check list completed (including packaging). Data validated.	
6/20/202		Instruction sheets will be finalized and sent to suppliers, Sara S to download	
6/25/2024		All ETL samples ship air (must be from Production tooling)	

6/27/2024	Replacement parts quote requested	
6/28/2024	Family Naming Meeting – Internal	
July		
7/1/2024	Photography window begins-have already begun photography @ Lark about 75% complete	
7/8/2024		[File Prep (Remove Discontinued + FR, add all products leading to Jan 2025 Release)] – <i>Start Date</i> [File Prep (Separate from Hinkley, Remove Discontinued, All products leading up to Jan 25)] – <i>Start Date</i>
7/15/2024:	Features and Benefits Deadline: PM’s to have this ready 1 week earlier so data team has time for proofing before sharing with Marketing	
7/19/2024	Replacement part numbers created, BOM’s finished, PO’s will be placed, and carton labels printed.	File Prep (Remove Discontinued + FR, Ass all products leading to Jan 2025 Release) – <i>End Date</i> File Prep (Remove Discontinued + FR, Ass all products leading to Jan 2025 Release) – <i>End Date</i>
7/22/2024	New finish standards approved	[File Report Development + Romance Development/Review] – <i>Start Date</i>
7/26/2024		Photography Deadline
7/29/2024	New finish swatch quotes requested from vendor	
7/24/2024	Family Naming Meeting – Internal	
7/29/2024		
7/29/2024	Production photography complete	
7/31/2024	Family Naming meeting – Ownership	[File Report Development + Romance Development/Review] – <i>End Date</i> , Ron Report Due, and Approved Romance Deadline
August		
8/1/2024	ETL testing complete	[Non-product Catalog Content Outlined/Written] – <i>Start Date</i> and [Production of Catalogs (Product + Content Pages)] – <i>Start Date</i>
8/1/2024	All specs received from engineering and passed to data team for proofing	
8/7/2024		[Non-product Catalog Content Outlined/Written] – <i>End Date</i>
8/8/2024	HP & Dallas samples determined and ordered (container)	
8/12/2024	New finish swatch POs placed and carton labels created	[Ron Report Development + Romance Development/Review] – <i>Start Date</i> Ron Report Development + Romance Development/Review] – <i>Start Date</i>
8/15/2024	Carton Labels images sized for carton label printing	
8/16/2024		[Production of Catalogs (Product + Content Pages)] – <i>End Date</i>
8/20/2024		Photography Deadline Photography Deadline
8/23/2024		[Ron Report Development + Romance Development/Review] – <i>End Date</i> [Ron Report Development + Romance Development/Review] – <i>End Date</i>
8/26/2024	Ron Project Completed	Ron Report Completed, Approved Romance Deadline, [Non-product Catalog Content Outlined/Written] – <i>Start Date</i> , and [Production of Catalog Product + Content Page] – <i>Start Date</i> Ron Report Completed, Approved Romance Deadline, [Non-product Catalog Content Outlined/Written] – <i>Start Date</i> , and [Production of Catalog Product + Content Page] – <i>Start Date</i>
8/30/2024		[Ron Report Development + Romance Development/Review] – <i>End Date</i> [Ron Report Development + Romance Development/Review] - <i>End Date</i>
8/31/2024	All images sized for staging/web downloaded including finish swatch images. Items marked Staging Approved	
September		
9/1/2024	All assets passed to Marketing	
9/5/2024	Website F&B’s determined	
9/5/2024	Romance Copy completed	
9/9/2024	DN pricing finalized and approved, all items marked for web item	[Ron Report Development + Romance Development/Review] – <i>Start Date</i> [Ron Report Development + Romance Development/Review] – <i>Start Date</i>
9/13/2024		[Production of Catalog Product + Content Page] – <i>End Date</i> [Production of Catalog Product + Content Page] – <i>End Date</i>
9/16/2024		[1 st Round of Proofing (In-Person)] – <i>Start Date</i> [1 st Round of Proofing (In-Person)] – <i>Start Date</i>
9/17/2024		Photography Deadline Photography Deadline
9/20/2024		[1 st Round of Proofing (In-Person)] – <i>End Date</i> [1 st Round of Proofing (In-Person)] – <i>End Date</i> [Ron Report Development + Romance Development/Review] – <i>End Date</i> , Ron Report Due, and Approved Romance Deadline [Ron Report Development + Romance Development/Review] – <i>End Date</i> , Ron Report Due, and Approved Romance Deadline
9/23/2024	PPS Completed	[2 nd Round of Proofing (PageProof)] – <i>Start Date</i> [2 nd Round of Proofing (PageProof)] – <i>Start Date</i> [Non-Product Catalog Content Outlined/Written] – <i>Start Date</i> & [Production of Catalog (Product + Content Page)] – <i>Start Date</i> [Non-Product Catalog Content Outlined/Written] – <i>Start Date</i> & [Production of Catalog (Product + Content Page)] – <i>Start Date</i>
9/24/2024	Final CAD approval	[2 nd Round of Proofing (PageProof)] – <i>End Date</i> [2 nd Round of Proofing (PageProof)] – <i>End Date</i>
9/27/2024		Internal Proofing Deadline Internal Proofing Deadline [Non-Product Catalog Content Outlined/Written] – End [Non-Product Catalog Content Outlined/Written] – End
9/30/2024		[Finalize Indexes/Pagination] – <i>Start Date</i> [Finalize Indexes/Pagination] – <i>Start Date</i>
October		
10/1/2024	Release wrap up: all items proofed and updated and all resources uploaded. HPD files sent to all online partners. Images are confirmed and IT notified that Zentrist Images are ready (Doug)	
10/3/2024		[Finalize Indexes/Pagination] – <i>End Date</i> [Finalize Indexes/Pagination] – <i>End Date</i>
10/4/2024		Art Files Given to AGS Art Files Given to AGS [Production of Catalog (Product + Content Page)] – <i>End Date</i> [Production of Catalog (Product + Content Page)] – <i>End Date</i>
10/5/2024	All items marked app approved for testing, promo uploaded	
10/7/2024		[Color Proofing + Revisions] – Start [Color Proofing + Revisions] – Start [1 st Round of Proofing (In-Person)] – <i>Start Date</i> 1 st Round of Proofing (In-Person)] – <i>Start Date</i>
10/11/2024		[Color Proofing + Revisions] – End [Color Proofing + Revisions] – End [1 st Round of Proofing (In-Person)] – <i>End Date</i> [1 st Round of Proofing (In-Person)] –
10/12/2024	App missing images report pulled, reviewed, and sent to Marketing to upload	
10/14/2024	App cat/grp images assigned after missing images are uploaded	[2 nd Round of Proofing (PageProof)] – <i>Start Date</i> [2 nd Round of Proofing (PageProof)] – <i>Start Date</i>
10/15/2024	Last day HP/DS samples air ship	
10/15/2024	Qty 200 New finish swatches ship via air if not already shipped via container	
10/16/2024		Final Files Given To AGS Final Files Given To AGS
10/17/2024		1 st Round of Proofing (In-Person)
10/18/2024	Catalogs in printing	[2 nd Round of Proofing (PageProof)] – <i>End Date</i> and Internal Proofing Deadline [2 nd Round of Proofing (PageProof)] – <i>End Date</i> and Internal Proofing Deadline

10/21/2024		Finalize Index Files Finalize Index Files [2 nd Round of Proofing (PageProof)] – Start Date
10/24/2024		Art Files Given To AGS Art Files Given To AGS Internal Proofing Deadline
10/25/2024	Price books completed	[2 nd Round of Proofing (PageProof)] – End Date
10/28/2024		[Color Proofing Plus Revisions] – Start Date [Color Proofing Plus Revisions] – Start Date [Finalize Index/ Files] – Start Date
10/31/2024		[Finalize Index/ Files] – End Date and Art Files Given to AGS
November		
11/1/2024		[Color Proofing Plus Revisions] – End and On Press Printing @ AGS in Macedoine [Color Proofing Plus Revisions] – End and On Press Printing @ AGS in Macedoine
11/4/2024		[Color Proofing + Revisions] – Start Date
11/8/2024		[Color Proofing + Revisions] – End Date and Final Files Given to AGS
11/15/2024	Data files confirmed for EComm	
11/15/2024	China tariff code list sent to Matt for population	
11/15/2024	All items marked web approved for testing	
TBD: HOLD	DALLAS SET UP WEEK	
TBD: NSM	NSM 2025	
TBD		On Press Printing @ AGS in Macedonia
TBD (Around 12/5)		Catalogs Delivered to Hinkley
TBD (Around 12/6 – 12/9)		Rep Mailing Kitted at Hinkley
TBD (Around 12/13)		Rep Webinar/ NSM
TBD (Around 12/20)		Dallas Pallet Ship Date
1/6/2025		[Customer Mailing Kitted at Hinkley] - Start Date
1/10/2025		[Customer Mailing Kitted at Hinkley] - End Date
1/8/2025	Dallas Lightovation	Dallas Lightovation
2025 April High Point		
August		
8/26/2024	Last day for all other Tooling CADs approved and tooling released	
8/28/2024	Images and Quotes of revised SKUs sent to PMs prior to ship	
8/29/2024	Full family samples completed and ready for container shipment	
8/30/2024	DROP DEAD DATE No more changes, deletes, or adds	
9/2/2024	ETL Samples determined and sent to China team to arrange with vendors	
9/2/2024	All item numbers entered into the system (only entering skus when they are approved to order)	
9/9/2024	Last day for Production CAD approvals and Production POs placed o We will need to have all CADs reviewed for NPE and stamped approved before	
9/9/2024	TL Samples formal PO sent when Production POs are placed	
September		
10/7/2024	Replacement parts spreadsheet received from Asia team & engineering provides approval. Data team to review and add in item numbers. Then submit to Supplier for quoting.	
10/14/2024	All ETL samples ship air (must be from Production tooling)	
10/16/2024	Photography Window Begins	
November		
11/4/2024:	Last Day Photography Samples received	
11/4/2024	HP & Dallas samples determined and ordered	
TBD	Family Naming Meeting – Internal	
TBD	Family Name Meeting with Ownership	
11/11/2024	All specs received from engineering and passed to data team for proofing	
11/11/2024	Replacement part numbers created, BOM’s finished, PO’s will be placed, and carton labels printed.	
11/11/2024	New Finish Swatches will be ordered	
11/25/2024	Instruction sheets will be finalized and sent to suppliers, Sara S to download	
11/29/2024	Features and Benefits Deadline: PM’s to have this ready 1 week earlier so data team has time for proofing before sharing with Marketing	
December		
12/4/2024	All Specs entered into the database and proofed to engineering specs	
12/4/2024	DN pricing finalized and approved, all items marked for web item	
January		
1/27/2025	All images sized for staging/web downloaded including finish swatch images. Items marked Staging Approved and Carton Labels images sized for carton label printing- SC to notify Vivian to print and share with suppliers	
1/31/2025	Ron Project Completed	
1/31/2025	Romance Deadline	
February		
2/14/2025	Last day HP samples air ship	
2/14/2024	Release wrap up: all items proofed and updated, and all resources uploaded. HPD files sent to all online partners	
March		
3/3/2025	Qty 200 New finish swatches ship via air if not already shipped via container	
3/7/2025	China tariff code list sent to Matt for population	
3/10/2025	All items marked app approved for testing, promo uploaded if applicable	
3/13/2025	App missing images report pulled, reviewed, and sent to Marketing to upload	
3/13/2025	PDF price sheets finalized and shared electronically	
3/17/2025	App cat/grp images assigned after missing images are uploaded	
TBD	HPMKT Set up Week	
3/24/2025	All items marked web approved for testing	
TBD	Marketing content for digital release	
TBD	Webinar dates	
April		
4/26/2025 - 4/30/2025	2025 HPMKT	2025 HPMKT
2025 June – Interior (including LMD/FR from April launch supplement) + Outdoor (supplement), & Fans (supplement) – LARK (supplement)		
August		
8/30/2023	Final Release review with ownership- Lark SKUs still outstanding	

September		
9/23/2022	Designed approved CADs saved in NPD folder	
October		
10/21/2023	Images and Quotes of revised SKUs sent to PMs prior to ship and Full family samples completed and ready for container shipment	
10/28/2023	NPD Full Family Photo Review for tooling approval – Stakeholder check in	
10/30/2023	DROP DEAD DATE No more changes, deletes, or adds	
November		
11/22/2023	ETL Samples determined and sent to China team to arrange with vendors and All item numbers entered into the system (only entering skus when they are approved to order)	
December		
12/2/2023	Last day for Production CAD approvals and Production POs placed (We will need to have all CADs reviewed for NPE and stamped approved before this date) and ETL Samples <i>formal PO</i> sent when Production POs are placed	
12/30/2023	Replacement parts spreadsheet received from Asia team & engineering provides approval. Data team to review and add in item numbers. Then submit to Supplier for quoting. All ETL samples ship air (must be from Production tooling)	
January		
1/6/2025	All ETL samples ship air (must be from Production tooling)	
1/13/2025	Photography Window Begins	
1/29/2025	Last Day Photography Samples received	
TBD		
TBD		
February		
2/14/2025	Carton Labels images sized for carton label printing- SC to notify Vivian to print and share with suppliers	
2/21/2025	Features and Benefits Deadline: PM’s to have this ready 1 week earlier	
2/24/2025	All specs received from engineering and passed to data team for proofing	
March		
3/3/2024	Replacement part numbers created, BOM’s finished, PO’s will be placed, and carton labels printed.	
3/4/2024	New Finish Swatches will be ordered	
3/10/2024	Ron Project Completed	
3/11/2024	Catalog deadline- all specs and final images need to be given to Marketing and Romance Deadline	
3/17/2024	Instruction sheets will be finalized and sent to suppliers, Sara S to download	
April		
4/4/2024	All Specs entered into the database and proofed to engineering specs	
4/11/2024	All images sized for staging/web downloaded including finish swatch images. Items marked Staging Approved, Release wrap up: all items proofed and updated, and all resources uploaded. HPD files sent to all online partners, and Qty 200 New finish swatches ship via air if not already shipped via container	
TBD	Proofing deadline	
TBD	Art files due to printer	
May		
5/16/2024	China tariff code list sent to Matt for population	
TBD	Dallas Set up Week	
5/19/2024	All items marked app approved for testing, promo uploaded if applicable	
5/26/2024	App missing images report pulled, reviewed, and sent to Marketing to upload and PDF price sheets finalized and shared electronically	
5/30/2024	App cat/grp images assigned after missing images are uploaded	
TBD	Catalog delivery to Hinkley	
TBD	Webinar dates	
June		
6/18/2025 – 6/21/2025	Dallas Lightovation	Dallas Lightovation