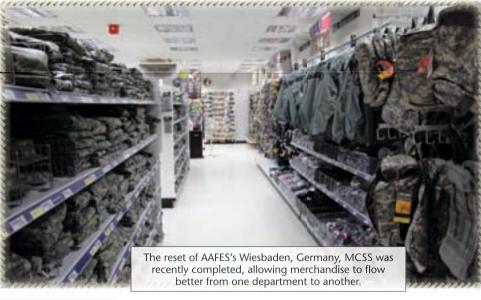
AAFES Tactical

Wiesbaden, Germany MCSS

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The Army & Air Force Exchange Service's (AAFES) Military Clothing Sales Store (MCSS) at the Wiesbaden, Germany, installation recently received a reset that provides patrons an easy to navigate facility that's in synch with the latest in tactical gear, uniforms and accessories.

STORE RESET

MCSS Manager Ken Larsen and James Long, the MCSS supervisor, recently finished resetting the store so that the merchandise flows better from one department to another. The store merchandise is also patterned after all other MCSS venues, which allows customers who come from another location to easily find items they are looking for.

Long said the store reset serves customers better by making the time spent in the store more efficient, and it also has reduced inventory and increased sales. "Now customers won't waste their time looking for or asking 'Where is the boot polish?' because the store layout is synchronized with other MCSSs," Long said.

TOP SELLERS

Among the tactical best sellers at the store are Toasti Toes Foot Warmers: HotHands Warmers: Sure-Fire 3-Volt Lithium Light; several different styles of Eclipse Gloves; 12-pack batteries in a clamshell case; and Omega Oval Carabiners.

Also, earplugs; several different Inova Microlights; and fleece balaclavas, a type of headgear which is used to cover the whole head and face, often only exposing the user's eyes.



A soldier looks for an Army unit patch at AAFES's Wiesbaden MCSS. The store is open in spite of ongoing construction at USAG Wiesbaden

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AAFES Tactical

Susann Swinton, an AAFES associate at the Wiesbaden MCSS, assists Spc. Roland Hall, USA, (left) Co. D, 52nd Aviation Brigade, as he tried on the new Army Service Uniform (ASU). Staff Sgt. Jojo Alicaba, USA (background) watches the process.

SUPPORTING NEW ARMY UNITS

The store is also ready to support the newest Army units on post, the 5th Signal Command and the 66th Military Intelligence Brigade.

"If a unit would like specific named unit items such as hats, T-shirts, and mugs — we can order the item amounts," Long said. "We need the command to inform us what they need, the number, and we will be happy to order it.'

The MCSS will keep unit awards, patches, and other items well stocked if the local command lets the store manager know what they would like their soldiers to have at all times. The store can also preorder unit-specific items for special events and deployments "if we know in advance we can order what the unit needs," Larsen said.

In addition, if customers do not find the item they want to purchase, they can request an item transfer from another MCSS.

"We will do our utmost at having the item transferred from another MCSS if it's available and get it to our store as fast as possible," Long said. "If another



MCSS does not have the item, we can special order it through our vendors. Customer needs will be met."

GAINING ENTRY

The store continues to do strong business, even though major construction projects are going on nearby, and is located in building 1052, next to Crites Avenue, which is closed due to construction of several projects on the garrison in preparation for USAREUR/7th Army's re-stationing on the installation.

Larsen said in late March, "We are open for business and here to support the troops. Soldiers shouldn't let the construction be a deterrent in getting their needed Army Combat Uniform (ACU) or Army Service Uniform (ASU) uniform items."

According to a spokesperson from AAFES-Europe, the construction project should be completed no later than 2013. - E and C NEWS



• PATRICK AFB, Fla.

In late March, Chief Master Sqt. Jeffry Helm, USAF, the Army and Air Force Exchange Service's (AAFES) senior enlisted advisor to the commander, visited the installation here.

While at the base, Helm toured AAFES facilities, met with exchange service employees, and spoke with wing leadership.

In the photo below, Helm (left) reviews the stock assortment at the base's Military Clothing Sales Store (MCSS) with David Crain (center), the exchange's general manager, and Cheryl Alston (right), MCSS store manager.



PHOTO: TECH SGT. TOM CZERWINSKI, USAF



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