

Choosing Point of Sale Display Material

Every store owner knows that point of sale material helps increase the impulse buys made by retail buyers in most industries. While clients are waiting to make a purchase or are waiting in reception areas, they have time to look at advertising material, fill out application forms, be alerted to new products, or even buy an impulse item.

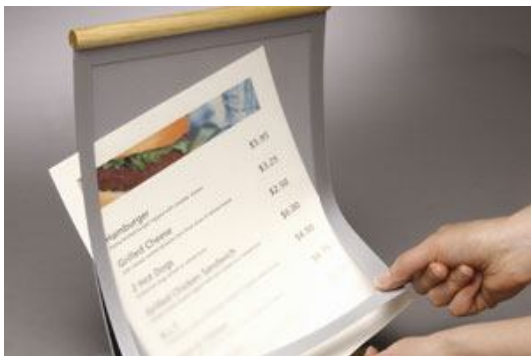
This makes the point of sale signage you choose important to increasing the value per sale from your clients. The difference between up selling the client at point of purchase is greatly increased with an attractive well placed point of sale material.

Point of sale also includes retail signs that bring a passing client into your store. This can include sale signs, a frame signs, neon led lights, banner flags and other eye catching street side items. This is especially true for corner store, food outlets, and almost all other types of retail stores with passing traffic. The aim is to catch the attention of the public and give them a reason to come into your store.

Some of the more popular retail signs that fit this category are A frame signs and Digital & LED Signs. They are popular for different reasons. The A frame sign can usually be easily changed to suit special of the day, or seasonal advertisements. They may be a simple blackboard, magnetic or have plastic letters which make it easy to write a new advertisement.

Digital & LED Signs are particularly effective in the night time.

There are scrolling led signs that let you get a longer message across, flashing signs to definitely catch the human eye, or rotating signs to get different messages across. They have also become popular in indoor shopping center, to add a point of difference.



Inside the store, there are many different types of brochure, magazine, flyer holders and many other types of display material available. The best thing to do is take a look at the type of point of sale material you would like to offer and buy your point of sale displays based around that. This is much better than trying to fit the material to the display. Buying from an experienced point of sale provider, will also give you a better chance of getting sensible advice that can save you both time and money.

Most point of sale retailers will stock all you need for pricing, ticketing, such as price ticket or food ticketing, brochure holders, blackboards, whiteboards, banners, bags, competition boxes, shelf stripping and much more. Again it is important to think about

what messages you need to get across and choose the point of sale displays that suit your purposes. Talk to your local SIGNARAMA about what you want to achieve and we will be able to suggest items to get this message across, or recommend the products to display the promotional material you want to offer effectively.

Decorating a new business is fun, and this includes selecting your advertising materials. Taking the time to choose quality point of sale displays, that help convey clear messages to your customers, can also promote the personality of your store. And of course they are proven to help increase sales too.

