

SPORTING GOODS MODULAR SIGNING KITS



Challenge: The client wanted a cost-effective P-O-P signing kit that would support their modular sets in-store. Because the client's product is featured in various retail venues, the signing had to be simple yet versatile enough to fit store fixturing.

ProjectENGINEERING:

- Toppers
- Aisle Violators, round-corner cut for safety in-store
- Shelf Strips
- Hardware: Wide Base Super Grip Sign Holders and Shelf-Top Super Grip Sign Holder w/Hinge (poly bagged)

SuccessPOINTS:

- Initially, the client needed a few sample kits to present to potential retailers in order to sell the signing program into each specific location. We produced three full signing kits digitally and included actual hardware and packaging.
- Once the program was approved, a full run of 500 signing kits was produced and inventoried until the client received orders from various retailers.
- Client provided final artwork — we engineered manufacturing process and handled production and distribution.
- Hardware was pre-bagged separately
- Graphics were poly bagged for protection
- Included a detailed instruction letter to insure easy, effective installation at store level.