

POS

Point of Sale-material

**GREATER VISIBILITY
ON THE SHOP FLOOR
MORE SALES**



5 tips

for using POS to draw in potential customers ...
including the art of enticement with plastic POS materials



70%



Your product deserves to be in the spotlight.

Point-of-Sale material (POS) will help you entice potential customers to buy: unique displays featuring sound and images placed strategically among supermarket shelves, cute promotional items dangling from the ceiling of a toy shop or functional brochure racks in a club. These materials will capture the attention and trigger customers to discover not only your product but your brand as well.

A key sales strategy, **considering that at least 70% of all customers don't actually decide to purchase a product until they see it in a shop!**

Therefore, offering a wide range of options with regard to POS material is certainly worth your while. Here you will discover the best approach for your product.

IMPRESS YOUR CUSTOMERS WITH POS

“A picture
says more
than a
thousand
words”

A picture says more than a thousand words. Of course, it's important that you give your approach (read: packaging) some serious thought if you want to accompany your message with some strong visuals. Which combination will you choose? A warm invitation by setting up a test display among your supermarket shelves? A surprising display case near the entrance of a pub, café or restaurant to introduce your new brand? Or a shop-in-shop experience that includes detailed explanations by the experts in the speciality shop? The possibilities are infinite. It all depends on your product and the image you want it to convey.

5 tips

for a stimulating POS experience

You want to tempt potential customers. There's no better way to do this than with a clear message about your product, beautifully packaged in POS material that also reflects your professionalism and expertise. After all, the power of targeted communication is all about finding that ideal combination. You will find a few examples below of the many possibilities and benefits offered by POS. Keep these tips in mind and you can be assured of making the right decision for your brand. Make your product the most eye-catching in the entire sales point and effortlessly achieve more sales.

1

GO FOR THE ULTIMATE IN TEMPTATION.

What is unique to POS material is that it can be designed specifically for a given sales point. It is the ideal vehicle to lead clients to your products and to spur them to buy it. The way to do this is by drawing attention. Dare to pull out all the stops for a fabulous first impression!

2

RELAY A CLEAR MESSAGE.

Standing out is one thing, but you will only make a lasting impression if your message can be understood at a single glance. This will only work if the message and its carrier complement one another perfectly. In other words: start by determining the angle you want to take and go in search of suitable POS material.

3

COMPEL BUYERS TO TAKE ACTION.

Are you planning to launch a completely new brand? Does your product need a little explanation? Or would you like to make potential customers a special offer? You will stand out from all the other products with a clear presentation box, display case, shelf card or totem and awaken the curiosity of the shop visitors.

4

ENHANCE YOUR NAME RECOGNITION.

POS material is available in a variety of dimensions, shapes and colours: all aligned to the look and feel of your business.

This provides an ideal opportunity to present your logo – as well as your image – to the customers. You can use unique displays, signs or indispensable promotional campaigns or conspicuous competition boxes for this, all individually tailored to your wishes!

5

TREAT SHOP VISITORS TO A FULL-SCALE SHOPPING EXPERIENCE.

Use your POS material to treat customers to something nice. Why not let them taste, feel, experience and test the key aspects of your product? This is an experience that customers of online shops will have to miss, but which they can still get from you.

the dos and don'ts

of POS



DON'TS:

If you want to stand out from the rest there is no reason to resort to huge, showy displays that customers literally and figuratively trip over. You will have much more success with POS material that reflects your brand's house style.



DON'TS:

Don't leave old or damaged POS materials lying about. You don't want to give customers the impression of being 'worn-out'.



DOS:

Before you get started, check out the location: where exactly in the shop will your products be shown off to their best advantage? You will arouse the interest of potential customers best with the perfect POS carrier at the perfect place.



DOS:

Strike immediately. POS material is a perfect tool for announcing promotions (e.g. for Valentine's Day or Mothering Sunday). And why not tempt your customers to exchange their personal details for unique special offers through a competition box?



Watch your language!

Do you want to persuade customers to buy your product on the spot? You will easily be able to convince them with an irresistible special offer. Change a slogan like 'Grab this discount!' to a stronger '**Don't miss out on this opportunity!**' for that little 'not to be missed' extra encouragement.

The art of enticement with plastic

POS materials

Plastic, the collective name for various sorts of synthetic materials like plastic and Plexiglas, is known for its versatility. This is precisely why it is ideally suited for all your POS materials. It's up to you to determine how your product will be presented: no shape or colour is too wild for plastic. Give your creativity free reign! Specialists in the plastic sector will find translating your idea into a functional design a piece of cake.

HERE ARE SOME OF THE ADVANTAGES OF POS IN PLASTIC IN A NUTSHELL:

FLEXIBLE.

No design is too grand; no colour is too wild. Your creativity will know no bounds thanks to the latest innovations in plastic. Fully customised to uniquely place your product and name in the spotlight.

LIGHTWEIGHT.

Are you looking for displays or display cases that are easy to move about? Plastic is light and easy to move.

ROBUST.

Displays that can withstand heavy usage? Using plastic will enable your products to be presented in a framework that is colour-fast and wrinkle-proof, both indoors or outside.

DELUXE .

The outstanding quality of plastic and the detailed finishing will lift every box, display rack or brochure holder – as well as your brand name – to a higher plane.

EASY ON YOUR WALLET .

Thanks to the numerous options available you can be assured of making the right choice to suit your budget. In addition to this, POS material executed in plastic is highly durable, retains its outstanding quality and can be used for a long time.

3 x POS in plastic

1

COUNTER DISPLAYS.

It is not without reason that these are placed at eye level where customers waiting at the cash register will be sure to spot them. Thanks to a counter display you can put your product in the spotlight in a unique manner and at the right moment. An ideal way to give shoppers an opportunity to test your product. And why not collect their personal details in a competition box while you're at it?

2

END-OF-SHELF DISPLAY.

If you really want to draw attention to your product, how about a custom-made display, positioned at the start and end of each shelf, perpendicular to the route normally taken by each shop visitor? A deluxe plastic version of such a display, in the shape and colour of your choice, will make your product will be even more visible. The perfect vehicle to invite potential customers to sample your brand-new product!

3

SHOP-IN-SHOP.

Plastic has infinite possibilities. You can choose every little detail yourself: the design and the arrangement, the colour, and the specific technique used to provide potential customers all the information they need about your product. At a specialist shop or a trade fair this is the ideal way to enable customers to 'experience' your product and allow experts to provide personal advice on the spot.

Almost **3 out of 4 customers**
don't actually decide
to purchase a product
until they see it in the shop.



Therefore, your attractively presented products will sell better than the inconspicuously stalled out ones of your competitors. Perfectly finished Point of Sale materials will put your brand in the spotlight and give potential customers a pleasant little nudge in the right direction. And best of all: there are creative solutions to suit every budget. Studies have shown that more attention drawn to your product through POS materials on the shop floor instantly results in higher sales figures. Investing in this form of communication is therefore more than worth the effort. Inquire into the possibilities and don't miss out on this unique opportunity to boost your sales and name recognition!

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