



# Retail Industry

## DRAW CUSTOMER ATTENTION WITH OUTDOOR SIGNAGE

- Boost brand awareness and communicate boldly with **Durable Banners** and **Feather Flags**
- Direct, inform and call attention with clear and opaque **Window Decals**
- **Sandwich Boards** are durable and portable, to carry your message whenever and wherever it's needed
- Simple, effective and flexible **Yard Signs** spread your message economically

## EXPAND YOUR REACH

- **Business Cards** can do double-duty as Loyalty Cards, Punch Cards, Coupons and Thank-you Cards
- Ideal for actionable marketing, **Rack Cards**, **Sales Sheets** and **Post Cards** make great bag-stuffers and provide guaranteed contact with your current customers
- Bring in repeat business with **Magnets** - marketing that sticks - to refrigerators, file cabinets and more
- Customize paper shopping bags, invoices and other unbranded materials with **Full-Color Advertising Labels**
- **Magnetic Signs** turn company and delivery vehicles into mobile billboards



## Direct Mail

Use variable data to create personalized, tailored messages to customers based on previous purchases or rewards level. Postcards are also ideal for recruiting job applicants for seasonal positions!

## Get Phygital!

Use QR codes to link print materials to online product information, promotions and other details that change frequently





## Holiday Promotions

Expect an earlier holiday shopping season this year as customers scope out the best prices and selection. Holiday **Catalogs**, **Booklets** and **Mini-Catalogs** are making a big comeback as consumers battle digital fatigue.

## Giving Thanks

Show appreciation to your hard-working employees with a branded holiday gift such as **Apparel**, **Drinkware**, **Writing Instruments** or **Bags**.

## AMPLIFY BRAND VISIBILITY

- **Colorful Floor Decals** and **Synthetic Posters** can be used for indoor or short-term outdoor use, to welcome customers or advertise store promotions
- Easy to move and store, **Retractable Banner Stands** are versatile and come in both standard and table-top sizes
- Inform and direct customers with full color and engraved **Wall Signs**, **Desk Signs**, **Pedestal Signs** and **Table Tents**

## DRIVE EFFICIENCY WITH IN-STORE ESSENTIALS

- Full color or engraved **Name Badges** and **ID Badges** identify your staff and reinforce your brand
- Keep a supply of branded **Pens**, **Post-it® Notes** and **Memo Pads** handy for employee notes and to-do lists
- **Custom Pre-Inked Stamps** or **Daters** will make repeat messaging more efficient

## GET DECKED OUT FOR THE HOLIDAYS

- Show your holiday spirit with seasonal **Floor** and **Wall Decals**
- **Gift Cards** and **Gift Card Holders** are perfect for gift-giving - at any time of year
- Themed **Gift Wrap**, **Stickers** and **Hang Tags** with your logo will add value and put the finishing touch on holiday purchases
- Help shoppers navigate crowds this holiday season with **Directional Signage** for curbside pickup, BOPUS purchases and returns