

POINT OF PURCHASE DISPLAY REVIEW

Content: POLE TOPPERS

A RECENT SUCCESS

Landaal Packaging Systems has provided the craft brewing industry several eye catching Pole Topper Signs to help showcase their brands.

Substrates such as corrugated, Foam core, chipboard, HIPS and other materials can all be incorporated into the signs to give a multi-dimensional visual to the units.

UNIQUE POINT OF PURCHASE SIGNS ARE A GREAT WAY TO PROMOTE CASE PACKED ITEMS

In store signs are similar to traffic signs on streets and highways. They do not necessarily provide you with direction but they do allow consumers the opportunity to find branded products without an inconvenient search.

Pole Topper Signs are economical options to build a brand presence while you have the consumer's attention in store. Many of these displays are utilized to highlight a character, message or logo related to the Brand.

These signs are perfect for case type product as they sit above the stacked product and allow the consumer to make the connection between the branded "topper" piece and the product being showcased below.

WHAT SIZES ARE AVAILABLE?

The most common sizes for these type of signs are 60" and 72" but they are customizable and can accommodate various sizes depending on the ideal height requirement within the store.

COMMON QUESTIONS

Q: What is the minimum quantity that you need to purchase?

A: There are no minimum requirements for this type of display. Generally speaking, a good economical ordering point starts at approximately 100 units.

Q: How Easy are these to assemble?

A: The average assembly time is under 5 minutes per unit. It generally consists of adding a foot base to the fibre tube, inserting a second fibre tube and then placing the header on top of the fibre tube. (In some cases there is a taping step that is required.)



TR Miller Design

“The Pole Topper units are some of the most cost effective in store branding pieces available today”



Four sided pole topper

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OPTIONS

This type of signage is very versatile. You can have a one sided display, a two sided display or a multi-sided dimensional display that is visible from all angles.

In addition to visibility, the Pole Topper units also are very durable. The fibre pole can be produced in various sidewall widths and the newest line of “anchor” feet hold the pole upright. They are built for many months of continuous use.

Lastly, these type of retail displays offer interchangeable signs for promotional marketing. Month one it could advertise for pet food and month two a new program could be implemented for laundry detergent. This makes the pole topper sign very cost efficient for the retailer or manufacturer.

COMMON AREAS WITHIN RETAIL

Grocery, beer and wine, wholesale clubs, large department stores and specialty food outlets are just some of the places that utilize the point of purchase signs.

The units can be placed center aisles or along open wall positions within the retailer.

WHY CHOOSE LANDAAL PACKAGING SYSTEMS?

The Landaal team has a great deal of experience. We not only create the pole topper design but also pack them out with extreme care. This ensures a flawless execution when they hit the retailer floor.

Let Landaal Packaging and our Pole Topper Signs help your company sell more product.