

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.



TR Miller Design

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.)

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