

Large Format Printing

Communicate with customers on a grand scale with Large Format Signs created and printed with the *DESIGN-R-LABELS* Large Format Printing option.

Educate customers about your efforts in the community and special events.



Figure 1: 36" x 60"

Large Format Signs influence the purchase decision process of customers. Over-the-aisle signs are great for promoting special events. For example, hang a sign in the canned goods (chili) aisle suggesting hot dogs with fries or chips for a delicious simple meal while watching the big game. Now, watch the product fly off the shelf.

As Advertised

**12-Pack
Coca-Cola
Fridge Pack**

3/\$10

Sale Ends Wednesday

Hanging signs influence customers to make additional purchases. Signs can be as simple as a product description, price and size on plain paper or as complex as high resolution product pictures printed on high-gloss photo media. "Ceiling Hangers" in high traffic areas encourage customers to visit other departments.

Figure 2: 24" x 36"

Large Format posters/signs reinforce the items you have been advertising in the local media outlets such as: TV, Newspaper, and Radio. Remind shoppers why they came to your store and tell them what you have.

**Our Greatest
Father's Day
Sales Event**

Get a
FREE SILK TIE

with any Dress Shirt purchase
(regular price only)

**Large Selection of
Knitwear and Sportshirts**

1/\$39.95 * 2/\$75 * 3/\$100

regularly \$49.95 - \$59.95
Selected Grouping

Figure 2: 42" x 48"

Retail Technologies, Inc. has Large Format sign-printing solutions designed for every size retail operation whether you have one or hundreds of stores. Large-format solutions include our *DESIGN-R-LABELS* software, Hewlett Packard (HP) large-format printers (ranging in size from 24" wide to 60" wide) with setup and training by experienced Retail Technologies, Inc. installation and training staff.

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