

## RETAIL SIGNAGE

Make your registers ring with the right signs and displays.

### 5-4-3-2-1!

It's widely believed you only have four to six seconds to catch someone's attention, making it vital that your retail signage communicates quickly.



### Four Reasons It's Great for Your Store

Playing multiple, vital roles in retail environments, effective signage:

1. Brands

2. Directs

3. Informs

4. Promotes

### "EXCUSE ME, Which Way to Check Out?"

Directional or wayfinding signage is critical. The easier it is for shoppers to find what they came in for, the more likely they are to return.

**CHECK OUT**

### Trending UP-UP-UP

Nearly half (45%) of retailers plan to spend more on store signage this year than in 2015. Among single-store owners, the figure is 88%.\*

\* Association for Retail Environments | Point of Purchase Advertising International Purchasing Forecast



### Outdoor Is Invaluable

Exterior signage is the first impression customers have of your business; it tells them who you are and what they can expect when they enter your store.



### POP Goes the Impulse Buy!

16% of unplanned purchases are driven by point-of-purchase displays, reports POPAI (Point of Purchase Advertising International).

