

CASE STUDY

Cold Case Vinyl

Elite Display was recently asked by a client to create a strategic plan to improve, re-brand and refresh a 12 store gourmet grocery chain in Manhattan NY. The stores had a great “old world, local market” feel and were very attractive. Drawing on our team’s experience, we proposed a series of ideas as well as solutions to current needs and problems.

Our first phase was to design and install vinyl adhesive signs for all cold cases. After surveying stores, we created layouts and printed signs on low tack adhesive material with an overlaminated. Our sign installation team was able to quickly install all signs without disrupting store business. These signs are very attractive, long lasting and economical. They have an added advantage of screening unsightly cold case light fixtures and cooling components from a shopper’s view.

Phase 2 includes development and installation of shelf molding, outdoor banners, exterior styrene signs as well as water resistant POP price signs for deli cases.

Contact us for today to learn more about our installation and production capabilities!



ELITE DISPLAY PRODUCTS

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