

CASE STUDY

New Product Brand Launch

A Midwest grocery retailer wanting to launch a new product brand contacted *Elite Display USA* for direction.

The Challenge

To create a name, tagline and imagery that would readily identify the category, promote its benefits, readily adapt to all signage, and be easy to ship and install.

The Solution

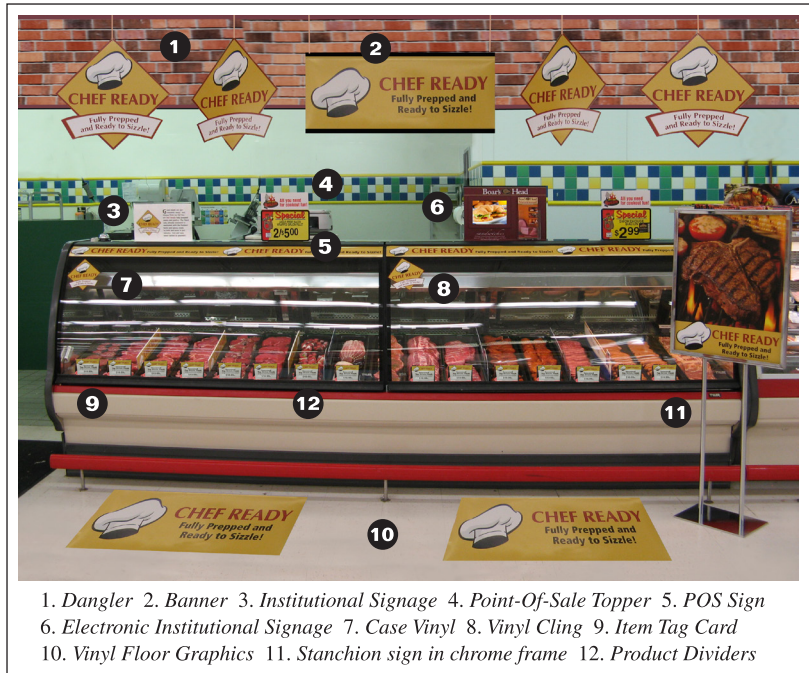
Elite Display evaluated the retailer's needs and suggested best solutions for effective, efficient, durable, easy-to-install signage and hardware. *Elite* developed the marketing concept, supplied creative direction and implementation, printed and manufactured signage and hardware, kitted, shipped and tracked all components, then installed on site. Components include danglers, banners, institutional signage, point-of-sale and POS toppers, electronic institutional signage, case vinyls, vinyl clings, item tag cards, vinyl floor graphics, stanchions, and product dividers, as well as all necessary hardware.

The Result

Our client is elated with the "Chef Ready: Fully prepped and ready to sizzle" program. All kitted signage and hardware ships with an *Elite Display*-produced installation manual and we established a customer support hotline. This ensures the imminent rollout replicates the show store installation, retains its intended in-store prominence and goes smoothly.

Elite Display signage: fully prepped and ready to help increase your bottom line.

Looking to launch a new product or brand? Contact us today!



1. Dangler 2. Banner 3. Institutional Signage 4. Point-Of-Sale Topper 5. POS Sign
6. Electronic Institutional Signage 7. Case Vinyl 8. Vinyl Cling 9. Item Tag Card
10. Vinyl Floor Graphics 11. Stanchion sign in chrome frame 12. Product Dividers



ELITE DISPLAY PRODUCTS

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