

# CASE STUDY

## *Weekly Stanchion Sign Program*

The Food Emporium, a long-time Elite Display client, expressed interest in creating a unique, weekly signage program for their 37 stores. They envisioned 22x28" four-color signs inserted into stanchion frames and positioned near weekly specials. Four or five weekly products would be featured.

### **The Challenge**

Timing. The advertising department wanted to highlight items corresponding to their weekly circular, which meant Elite Display had only 2-3 days for production.

### **The Solution**

We created multiple master pages, style sheets and a cataloged archive of client images. The Food Emporium provided an Excel® file containing featured items' text and multiple price points, which were store-location dependent. After creating the sign files, PDFs were sent for client approval. An average of 140 signs were printed each week. Signs were then kitted by store, rolled into rigid tubes and delivered to Food Emporium's corporate headquarters for distribution through their mailroom.

### **The Result**

A highly successful program that ran on time and within budget for 80 consecutive weeks. Store managers enthusiastically reported increased sales of featured items.

*Contact us for sign samples and more information on this program!*



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