

**game**



**GAME - INSTORE SIGNAGE EXAMPLES  
PINETOWN STORE 2018**

# Pricing systems

Price books that are created to sit inside rails.  
Some with and some without brand messaging  
Some are freestanding and other are hanging.



## Perimeter signage

Cut lettering pinned onto rails around the perimeter of the store as directional signage



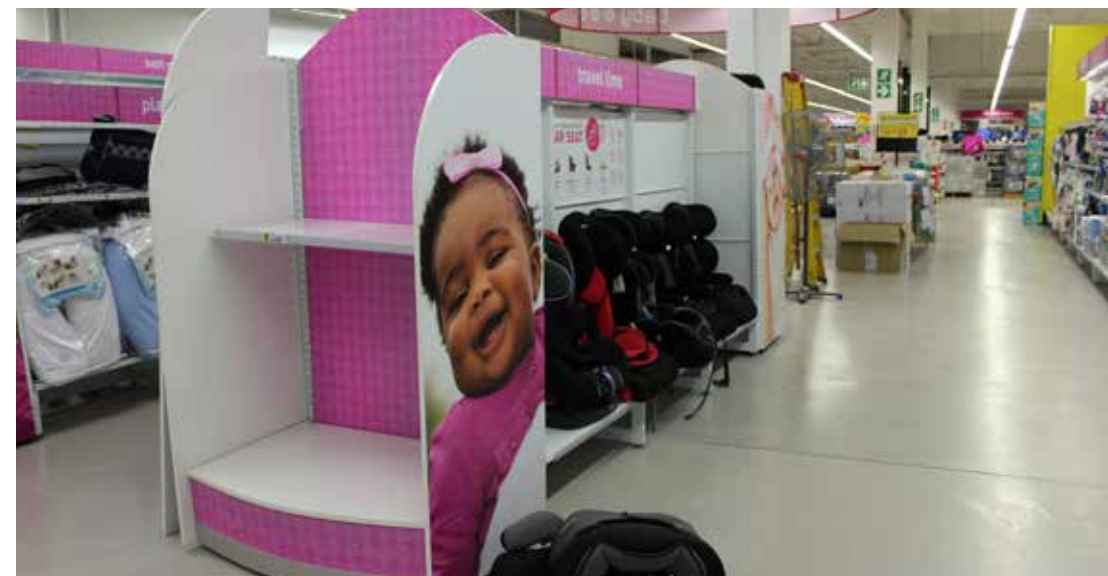
## Vinyls and Wallpapers

Beautifully printed vinyls on magnetics and stuck to the fridges so that they are interchangeable as products are shifted or as woodgrains so as to look more appealing. Wallpapers to mimic wall tiles in the bakery, sized up to to that of a real tile so as to look appealing but keep costs to as low as possible.



# Departmental and Directional signage

Fabric wrapped rings, lazer cut lettering, vinyl prints on perspex, ABS or MDF. designed to help customers navigate through the store.



# Informative and promotional signage

Lightboxes, perspex screen corners, on promotion price point call outs and informative signage is placed strategically to give the customer the tools to purchase the right item that they require within their budget and requirements.



# External signage

Lightboxes, billboards, road signs and more....

