



POINT-OF- PURCHASE (POP)



Benefits:

- Flexible, changeable
- Easy transport
- Cost-effective
- Dramatically increases impulse purchasing

Description:

Point-of-purchase signs are often used to direct attention to special deals, sales or events. They are easily changed and generally (but not always) of a temporary nature.

Typical media for point-of-purchase materials include banners (with a wide variety of banner stands and display systems available) or posters, often produced using state-of-the-art digital printing. Floor and window graphics are other examples of effective point-of-purchase signage.

