

## Generate substantial returns



Acrylic Point of Purchase Displays generate substantial returns.

Eye-catching, flexible, and functional acrylic POP displays have a significant role to play in brand management, consumer emotions, and your bottom line. Signs of Change have been providing innovative acrylic point of purchase display solutions for over a decade.

Recognizing that each project, and client, is different we create displays that are unique to our customers particular guidelines. Over the past decade retail environments have become highly specialized and sophisticated and so to are Point of Purchase acrylic displays. Each display has to reflect and enhance the essence of the brand while also being mindful of the needs and space limitations within the retail environment.

There are many advantages to using acrylics over other materials. Acrylic is highly versatile, more durable than glass, easy to paint, easy to clean, it is light, and economical.

Our customers; The Beer Store and Second Cup, came to Signs of Change looking for innovative solutions to a particular need. Through comprehensive design and a solid knowledge base in materials we were able to provide an acrylic retail component that exceeded their expectations.

With rough hand drafts in place from the client coupled with a meeting to refine and ensure our understanding of the intent, our design department went to work, practicalizing the design to meet stringent budget requirements while also ensuring the devices longevity. Prototypes are manufactured for final approval. Store tests are completed and we get the green light for a store wide roll-out.

Custom packaging, labeling, through shipping via contracted distribution channels and all product is in place with store instructions on time and within budget. Extra product is put into our customer controlled Store Ordering System (SOS) ready for release to future stores as they come on stream.

At Signs of Change we provide knowledge with proven process systems like SOS to not just ensure the solution works for the moment but to leave it positioned to contribute to the Brands success for many years.

For more information, visit us at: [www.signsofchange.com](http://www.signsofchange.com)



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