

Signs And Banners, 2008



Above All Advertising Inc. has announced its new line of retractable and non-retractable eco-friendly bamboo banner stands fostering conservation through the use of rapid, renewable organic materials. The banner stands are designed to add an eco-friendly high-end and cost-effective alternative to traditional aluminum stands. These bamboo stands are ideal for indoor use in retail stores and more. The non-retractable bamboo stand can be used to support banners made from canvas, fabric and eco-friendly vinyl. The retractable banner stand is available for banners 32.5 inches wide by 78 inches tall. The non-retractable banner stand can be customized for a variety of banner sizes. For more information, contact Above All Advertising Inc., 9080 Activity Rd. Ste A, San Diego, CA 92126.



Heritage Sign & Display, Inc., created this sign for McDonald's as part of a promotion for the recent launch of specialty coffee in test areas. The new line, called McCafe Specialty Coffees is the fast food chain's latest attempt to gain market share for its specialty coffees. The promotion featured in store sampling along with in store P.O.P items such as the digital printed sign with easily changeable magnetic price numbers. In order to blend in with the new upscale décor of the McDonalds locations they chose a furniture grand hard wood frame. This promotion was created for McDonald's by Source Pak Inc., of Billerica, Massachusetts for the McCafe products. For more information, contact Heritage Sign & Display, Inc., 344 Industrial Road, Nesquehoning, PA 18240.



Fastrak Retail offers Standalone Solid-State Displays. The displays are offered in a range of 7" to 40" bright LCD screens integrated with solid-state video players. Out of the box, these displays are ready for action. They just need to be plugged in and loaded with a CompactFLASH card loaded with video for an instant digital sign program. An optional touchscreen is available. For custom fixtures, these displays are available Open Frame. Smaller screens are perfect for shelf-edge applications. For more information, contact Fastrak Retail, 11508 Providence Rd., Suite H-204, Charlotte, NC 28277.

Proprint Services Inc. created this 7-UP large sign which was printed full color directly onto corrugate. It was trimmed to size and has easels attached to the back for support. These cooler signs were placed on premise on top of pallet displays and around stores to promote the brand. Due to the graphics and the size, it attracted the consumer to the beverage area and helped bring awareness and reinforced the message of the crisp, clean taste. Sales of the product where the signs were introduced increased and stock had to be replenished more often. For more information, contact Proprint Services Inc., 5621 Finch Avenue East, Unit 5, Toronto, Ontario, Canada M1B 2T9.



Focus Display Group offers a 7" LCD Screen player with Lithium Battery. The Battery when charged, can operate the LCD player for 32.5 hours. It also operates with a motion sensor. The LCD Screen can work in remote places and achieves a high resolution image on the 7" screen. For more information, contact Focus Display Group, 10328 Highlands West Dr., Escondido, CA 92029.



POPCO Inc. offers its NX Snaprail™ which hangs wide format signage up to .080" thick. There is a quick-change locking feature which allows signs to be changed easily without tools. If a second Snaprail is used along the bottom of the sign, it keeps signage from curling and creates a framed look. The Snaprail is stocked in standard lengths up to 72" in clear or silver, or cut to custom lengths. Black or clear accessories are available. The silver NX Snaprail is a sturdy low-cost alternative to aluminum sign-hanging systems. For more information, contact POPCO Inc., 5405 Opportunity Court, Minnetonka, MN 55343.