

Print-on-demand color signage helps execute merchandising strategy



As a retailer, your merchandising strategy plays a crucial role in meeting your sales goals. And having eye-catching signage at the right time is a part of that plan.

Many of the color signs on the aisles today are preprinted and shipped to stores for seasonal campaigns and special promotions. But if those signs don't arrive to your store in time, your merchandising strategy may be poorly executed. We have heard from retailers that sometimes up to 70 percent of preprinted signage fails to reach individual stores in time for scheduled promotions. Signage is frequently lost or arrives too late. Lexmark can help solve that problem.

By printing on one of our affordable color lasers in the store, you'll have the right sign when you need it.

Lexmark's print-on-demand color solution offers the flexibility to be more responsive to the competition, and allows stores to be better able to implement the merchandising and brand strategy. This solution also provides the merchandising and advertising groups the ability to track compliance down to the store-level. Plus, you've just eliminated the expense of wasted or unused pre-printed signage.

Best of all, you don't have to worry about customers passing you by because the merchandising strategy wasn't implemented.

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Even the experts agree, color works:

- Purchases increase by up to 85%*
- Color is 77% more effective than black and white*
- Search time is reduced by up to 80%*

**"Color for Impact" by Jan White

Effective signage can increase sales operations by as much as 800 percent.¹

Color and color graphics prove to be the most effective in influencing point of purchase decisions as well as message retention.

¹"S.I.G.N.A.G.E. S.E.L.L.S", Donna L. Boss, National Association of College and University Food Services, January 2005.

RETAIL

Print-on-demand Color Signage: Increases response time and campaign execution

EXISTING PROCESS

4 painful steps: 3+ weeks

1



10 days

Create signage and print at print center

2



4 days

Send signage to depot center

3



4 days

Distribute to stores nationwide

4



1 day

Unpack and customize materials

LEXMARK SOLUTION

2 easy steps: less than 1 day

1



1 hour

Create signage and transmit signage digitally to stores

2



4 hours

Print signage at store using Lexmark color laser printer

POSITIVE BUSINESS IMPACT

- Reduce waste
- Enhance efficiency
- Implement markdowns quickly
- React faster to competition
- Increase support of store brand and merchandising campaigns