

## Making the most of your Eye-Catcher products

Eye-Catcher point of sale products can dramatically reduce your POS advertising costs and increase the visual impact of your price tickets and signs. Our sign holders let you print your own tickets and signs and avoid the expense of laminating. Here are a few practical suggestions to help you to make the most of our products.

### Replace Your Message Regularly

Our products enable you to rapidly change your sales messages and prices, creating a truly dynamic selling environment. Keep your messages fresh and up to date to attract attention to specials and shift your slow moving stock.

### Design Eye-Catching Price Tickets & Signs

We typically use Microsoft Word to create simple and 'eye-catching' graphics. Here are a few basic tips...

- Use blocks of strong colour to attract attention.
- Don't overcrowd your design - clear space makes your message easier to read.
- Use a prominent logo to promote your brand.
- Allow for print margins – most printers cannot print right to the edge of a sheet of paper.
- You can fit two A5 labels or four A6 labels onto an A4 sheet of paper.
- Create templates to re-use for future signs.

### Paper Selection

Standard 80GSM photocopy paper is sufficient for applications where signs are to be replaced regularly. Using 80GSM photocopy paper will cost as little as 3 cents for each sign. We recommend that you use a higher quality paper if your signs are not likely to be replaced on a regular basis.

### Printing

It has been our experience that laser printers provide the best results for outdoor signage. Most inks used in inkjet printers will fade over time therefore we recommend regular replacement of signs (every 2 months minimum). We recommend the use of brand name ink rather than cheap generic refills.

### Cleaning & Maintenance

Like any product used outdoors, Eye-Catcher sign holders will require cleaning from time to time. Remember that the quality of your signage reflects on your business and the selling message. We recommend cleaning the visual face of the sign holder with water and a soft cloth as required.

### Replacement of Sign Holders

Eye-Catcher sign holders will eventually need replacement. The time to replacement depends on how well our products are treated during use. We recommend replacement every three years.

