

LARGEformat®

Large Format Printing. powered by **DESIGN-R-LABELS®** enables retailers to print poster size weekly advertised specials and SALE signs that can be used for window displays, aisle banners, center aisle advertised items, ceiling hangers, end caps, seasonal department displays and much more!



Large Format posters/signs reinforce the items you have been advertising in the local media outlets such as: TV, Newspaper, and Radio. Remind shoppers why they came to your store and tell them what you have. Draw them in with window signs that they can't miss and can't resist.



Signs displays can encourage customers to make additional purchases as well. Signs can be as simple as a product description, price and size on plain paper or as complex as high resolution product pictures printed on high gloss photo media. "Ceiling Hangers" in high traffic areas encourage customers to visit other departments.

Don't forget about the power of suggestion! Large Format Signs influence the purchase decision process of customers. Over-the-aisle signs are great for promoting special events. For example, hang a sign in the canned goods (chili) aisle suggesting hot dogs with fries or chips for a delicious simple meal while watching the big game. Now, watch the product fly off the shelf.

Communicate with customers on a grand scale with Large Format Signs created and printed with the **DESIGN-R-LABELS® Large Format Printing®** option.



If you are already using **DESIGN-R-LABELS®** to print signs, labels, and shelf talkers, the addition of Large Format Printing will make it possible for you auto print weekly sale items using the same templates and styles as your smaller shelf-edge signage, **Only BIGGER!**

Maximize Your Prime Advertising Real Estate with Large Format Signs and Sell More Products!

Call a RTI representative today to learn more about how **LARGE SIGNAGE**, will turn into **LARGE SALES** with **Large Format Printing®** & **DESIGN-R-LABELS®**



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WE'RE OUT FRONT.