

Point of Purchase Signage

Creating Atmosphere and Customer Action



**IDENTITY
GROUP**SM
Interior Sign Solutions

Where Visual Flair Meets *FUNCTION*..

The right point of purchase signage (POP) can be the difference between confusion and currency from your customers. Identity Group specializes in durable indoor and outdoor signage and POP displays, custom engineered for maximum visual impact. Our complete array of POP capabilities always means outstanding quality and quick turn-around for our clients. Plus, Identity Group's project management expertise, on site inventory management and customized online ordering provide our clients with convenience and support from start to finish.

Digital Print

Distinctive and durable designs for your permanent branding or temporary, promotional solutions are an integral part of business. Identity Group can produce and install these vital visual elements ideal for artful or photographic POP displays and specialty media. We provide mounting, hot and cold lamination, and direct printing to rigid substrates.



Screen Printing

The screen-printing process is an ideal option for retailers with 100 or more locations who want striking visual merchandising solutions on a short run basis. Your entire project is completed in-house, using the latest technology, as well as UV or solvent-based inks to produce the most vibrant, 4-color printing up to 110 lines per inch (LPI).





Custom Design and Fabrication

Get creative! Our expert design team and craftsman work with you to capture your image and project your message. We have the experience and ingenuity to turn a brilliant concept into a functional, eye-catching display.

Dimensional Signage

Bring depth and visual appeal to your environment with dimensional letters, logos and signs. Identity Group can use a wide variety of materials and finishes to enhance any decor, whether you go simple and elegant, or brash and bold to make a lasting impression.

Architectural Elements

Identity Group can produce and install permanent visual elements, from aisle markers to wayfinding features and departmental signage. Our quality standards ensure the highest structural integrity and maximum visual impact of every design. Our creative and technical expertise offers you the flexibility to select from a variety of traditional and non-traditional materials, including glass, stone, custom wallpaper, ceramic tile, wood, polycarbonate, fabrics and florescent light lenses.



Installation

We'll continue as your complete signage solution by providing installation services for the projects we manufacture. Our installation service is staffed with trained union and non-union labor for exterior and interior sign installation through a national network of sign installers.



Inventory Management and Fulfillment

Identity Group can create a convenient and cost-effective inventory management service for your signs, allowing you to avoid lengthy production lead times and get the signs and displays exactly when you want them. Our state-of-the-art, climate-controlled warehouse will safely store your product until you need it. We will then work with you to create a personalized on-line solution, where you may add, delete or update account users and products, confirm or place new orders, and consult your order archive.

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www.identitygroup.com
800-772-5677