Your shelf-edge signs ... What are they saying to your shoppers?

Signs in retail that make a statement
Maximize the power of your shelf edge with proven strategies and tools from the Lexmark Print and Digital Signage solution
Turn your signs into effective messaging tools

The impact of a sign is powerful. In fact, 76% of shoppers make buying decisions after entering the store. Done correctly, your shelf-edge signs become your silent salesmen—influencing your shoppers to make purchases while they’re standing in your aisles, considering your products. With great-looking shelf-edge signs and labels, you can leverage that moment—the point of decision—to send the right message.

We’ve been delivering innovative, industry-leading signage solutions to retailers for more than 20 years. Below are some best practices that inspire shoppers to buy more and ultimately, lift sales, from a solution built to help you streamline processes and cut costs.

Extend your brand to the shelf
Use your signs to communicate your brand promise and to tell a story to your shoppers

Say it clearly
The price and product name are the two most important pieces of information on your signs. Make sure they are legible and easy to read. Dynamically change the font size based on character count to ensure the price is always right

Tell a story
Create promotional stories throughout your stores to attract shoppers, instill trust and reinforce your brand

Make product-specific suggestions
You have a brand shoppers can trust. Help them with the rest of their shopping through product pairings and recommendations

The reviews are in
Customer reviews help shoppers make decisions, and demonstrate that you pay attention to what your shoppers are saying

If they’re saving money, tell them
Let your shoppers know your deals are too good to pass up by including the savings amount. Our software automatically calculates it for you to enhance the messaging on your signs

Include product images
Product images help shoppers find what they need faster. Missing an image? The sign layout will change to accommodate the missing element

2006 Domaine du Salvard Cheverny
- Vibrant aromas of lemon peel, grass and wet stones
- Tangy, but not overwhelmingly so
- Lovely with a summer picnic
- Pick up a case today for an additional 10% discount

Great With:
Grilled salmon, French baguette from the deli, baby green salad with vinaigrette and blue cheese.

Wine Club Customer Comments:
“Tangy acidity balances the fruitiness of the wine. This is so drinkable, and at 12.5% alcohol you can have a glass while cooking, another with dinner, and another while brushing your teeth before bed” [Ed]

Lexmark retail sign samples
lexmark.com/retail

12012 POPAI Shopper Engagement Study
Multi-item signs: Sell more with less

Multi-item signs, or retail signs that include more than one product, let retailers advertise multiple items using the same promotion on the same sign. Most popular in department stores, retailers are able to promote groups of items at once. Multi-item signs are great for cross-sells, upsells and doing more with less.

Lead with a hook
Multi-item signs are perfect for leading with general price incentives and highlighting what's being promoted

One sign for a family of products
Group and promote similar products to help shoppers find what they need faster

Get them to go for the grab
Including the expiration date for the promotion motivates sales and keeps shoppers informed about your promotional events

The price is right
List the regular and sale price on your multi-item signs for easy-to-compare lists across your stores. With all the information in one place, you'll help your shoppers find the prices that are right for them

Multi-item signs: The ultimate digital signage use case

Publish multi-item sign content to digital signs for greater pricing agility with less waste. Schedule automatic price updates across your stores or update manually. Rendering content to a digital sign is just as simple as printing one, but the time it takes to update signs is exponentially faster, for a truly competitive shelf edge.

lexmark.com/retail
Modell’s Sporting Goods keeps it simple

An effective sign doesn’t have to be complicated to be great; it can be simply stated. Easy-to-read signs that use eye-catching colors and large font treatments emphasize the basics: price and promotion.

Simple and boldly colored templates make promotions easy to spot throughout the store, helping shoppers make decisions faster.

Motivate the sale with call-to-action phrases.

A large price display isn’t always the answer. But here, with such a simple sign design, the price becomes the sales driver—the hook.

Consider sign placement to inform what you highlight on signs. Here, signs are displayed over entire racks or tables so there’s less of a need to highlight the product name.

Don’t just tell them the price; tell them how much they’re saving, too.

Modell’s Sporting Goods

- Oldest family-owned and operated sporting goods store in America
- Operating since 1889
- More than 150 locations
- Photo: Times Square, NYC
Guitar Center amps it up

There are a lot of details to consider when buying musical equipment. Guitar Center uses their signs to relay critical product information to help their customers make the right decision. Shoppers rely on Guitar Center’s signs to help them find what they need faster.

---

**GUARANTEED LOWEST PRICE**

**GALLIEN KRUEGER 1001RB-II 700W BASS AMPLIFIER HEAD**

- 700 watts (4 ohms) plus 50-watt horn bi-amp system
- 4-band active EQ
- Adjustable contour, presence, and 4/5 string voicing
- Boost (valve effect) - separate tweeter and woofer volume control
- Effects loop and tuner output with mute
- XLR output with level, ground lift, and pre/post switch
- Speakon and 1/4" outputs
- 19" x 3.5" x 8" (2 rack spaces)

LIST $1069 SAVE $319.01 (30%) OFF LIST

---

**Guitar Center**

- World’s largest musical instruments retailer
- Operating since 1959
- More than 300 stores
- Photo: South Lake Union, Seattle, WA
Whole Foods Market boosts their brand

Whole Foods stores have an impeccable aesthetic all the way down to their product signs. From every signing angle—shelf-edge labels, informational signs and sale signs—they’re tailoring the customer experience and reinforcing their brand.

Whole Foods uses the shelf-edge label to provide valuable information to associates without taking away from the message meant for shoppers.

Use your signs to tell a story: Eye-catching colors draw shoppers in and help them find similar “great buys” throughout the store.

The price is stated clearly and is easy to read.

A price breakdown by measurement unit helps customers compare and make a value judgment.

Logo is included, reinforcing the Whole Foods brand at every touch point.

Whole Foods Market

- One of the first natural food supermarkets in the United States
- Operating since 1980
- More than 350 stores
- Photo: Queen Anne neighborhood, Seattle, WA

lexmark.com/retail
Best Buy tells all

There are a lot of options and features to consider when shopping for electronics. To help its shoppers make easier and more informed buying decisions, Best Buy supports an omni-channel shopping experience with its product signs. With quick response (QR) codes on signs, shoppers can interact with the sign and access extended product information through their smartphones. Scanning the QR code connects shoppers to customer reviews, extended product information and ratings while they’re physically in the store engaging with the product they’re researching.
About the Lexmark Print and Digital Signage solution

The Lexmark Print and Digital Signage solution is the industry-leading provider of retail signage software. Our products are licensed for use in more than 55 countries, 25 languages and 70,000+ stores worldwide.