Every item in every store across your enterprise needs a product sign or label. Not to mention the promotions and price changes you roll out every week. We understand retail signage is a big job. We also understand it isn't your biggest job.

With the Lexmark Print and Digital Signage solution, publish shelf-edge signs, labels, fact tags, digital signs, electronic shelf labels (ESLs) and more. Our solution handles all aspects of the signing process—from design and distribution to management and measurement—so you don’t have to.

Cut costs with a system that saves you time and money by streamlining your signage operations. Lift sales with great-looking and accurate signs that help you communicate with your shoppers … because signs sell, but great signs sell more.

With our Print and Digital Signage solution, you can:

- Get all of your shelf-edge signs and labels from the same system—both print and digital
- Lift sales with accurate, eye-catching signs
- Cut costs with an efficient, waste-reducing system
- Choose to operate your solution in the cloud

One system for all shelf-edge merchandising

Ensure high-speed production and consistency across all shelfedge merchandising. Whether signs are printed on a laser printer, a handheld device or at a central print facility, all output will look just right. Choose to publish digital signs and ESLs, too—all from the same system.

Cut costs with an efficient system

Streamline every step of the signing process. Stores print everything they need and nothing they don’t, in color and in optimized execution order—cutting costs by eliminating waste and reducing the labor it takes to hang and change signs.

Print anywhere: Central and in-store printing

Some shelf-edge signs are most efficiently printed at a central facility and then shipped to stores, while some are better for in-store production. You shouldn’t have to choose between the two. Our solution offers a simple approach to both.

Deliver accurate, attractive signage anywhere—from laser printers in your stores to high-speed digital printers in a print shop to handheld printers in the store aisle. You decide how, when and where to produce your signs and, regardless of the method, they will always look the same.

Lift sales with compelling signs

Take advantage of the point of decision—that moment when your customers are in your aisles considering your products—through rich, compelling shelf signs. With nearly 76% of shoppers making decisions after entering the store, we’ll help you effectively communicate with your shoppers to turn browsers into buyers.¹

¹ 2012 POPAI Shopper Engagement Study

“You know you’re doing something right when competitors come in to look at your signs.”

Pricing coordinator and manager
North American Grocer
**Publish everywhere: Print and digital**

Go beyond print and publish your message on digital signs and ESLs. Use the latest signage technology and update sign content in real time. You’ll save on paper and generate ROI immediately. There’s no material waste and the accuracy is unbeatable.

All of your signs—both printed and digital—maintain the same look and feel across your enterprise. Sign templates scale and format to adapt to the digital output so they look just as good as their printed counterparts.

**The cloud: Remove barriers to change**

Get the industry-leading signage solution without having to manage the technology. Our cloud-based solution minimizes the involvement of your IT staff and technical infrastructure. Our team of experts handles all aspects of implementation, maintenance and support services.

Our cloud solution provides the fastest deployment time in the market today. Gain unparalleled agility to deliver fresh marketing programs to the shelf edge and find that IT availability, infrastructure and implementation are no longer barriers to change.

**Get it all: Content from anywhere**

Your signs and labels can display content from virtually any system. Include price and merchandising information from your retail item master, product information such as features, ingredients, and nutritional value from a vendor-provided service. Use localized store content to determine the sign size or price reductions. You can even provide enhanced content such as recommendations and ratings from your website.
The Publishing Platform for Retail

Your in-store messaging is no small thing. When your customers walk through your doors, when they're standing in your aisles looking at your products, they're looking at your signs deciding whether or not to make the purchase. We'll help you get the right information, in the right place, at the right time, across your enterprise, so your customers always go for the grab.

We offer a sophisticated, end-to-end solution for signage; from designing sign templates, to distributing batches and publishing signs, to managing processes and measuring results, we've got you covered. Our publishing platform is a powerful suite of tools designed to handle all aspects of the signing process. We've considered every step of the way so you don't have to.

In-Store Publisher

In-Store Publisher delivers on-demand, in-store printing and publishing capabilities for signs and labels via the Internet. Stores simply sign on and publish tailored batches of signs; batches that include only the signs that are needed and none that aren't.

Central Publisher

Central Publisher provides full operational control over centrally produced batches of signs and labels. It is designed for use by a corporate-run, central-print shop or third-party print service provider (PSP).

In-Aisle Publisher

In-Aisle Publisher enables your teams to create batches of shelfedge signs, labels, digital signs and ESLs with a handheld device. Move signage tasks out of the back office and into the store aisle to increase labor savings and operational efficiencies.

Template Designer

Use Template Designer to create great-looking and accurate signs. Our template-creation tool uses smart templates that adjust the design based on your business rules. Applying business rules automates template creation and ensures that every product sign formats correctly based on its specific content. It's your brand, your creative strategy, delivered with perfection ... every time.

Publishing Manager

Publishing Manager allows retail headquarters to manage and review batches of signs as they move through the enterprise. Once a batch is created, you may then review and manage batch properties, sources, dates and other attributes. Reset or change the status of any batch for immediate availability to store managers and associates.

Platform Administrator

Platform Administrator provides managerial control over your publishing platform tools by putting technical tasks into the hands of decision makers. Provide business operators, such as headquarters and district managers, with the ability to manage and control operations.

Business Intelligence

Business Intelligence provides key insight into the active state of your publishing platform with a complete view of activity history and analytics. With this incredibly valuable information, understand how well your signage system and processes are working for you and in what areas improvements can be made. Business Intelligence delivers real-time information about key performance indicators (KPIs) so you can act on that information immediately.

The right fit: A signage system tailored to you

With the Lexmark Print and Digital Signage solution, cut costs with a system designed to streamline signage operations and lift sales with accurate and attractive signs that support your brand. Discover what combination of products is right for you to get the job done efficiently and make the most of your investment. Our signage software is licensed for use in more than 55 countries, 25 languages and 70,000+ stores worldwide.