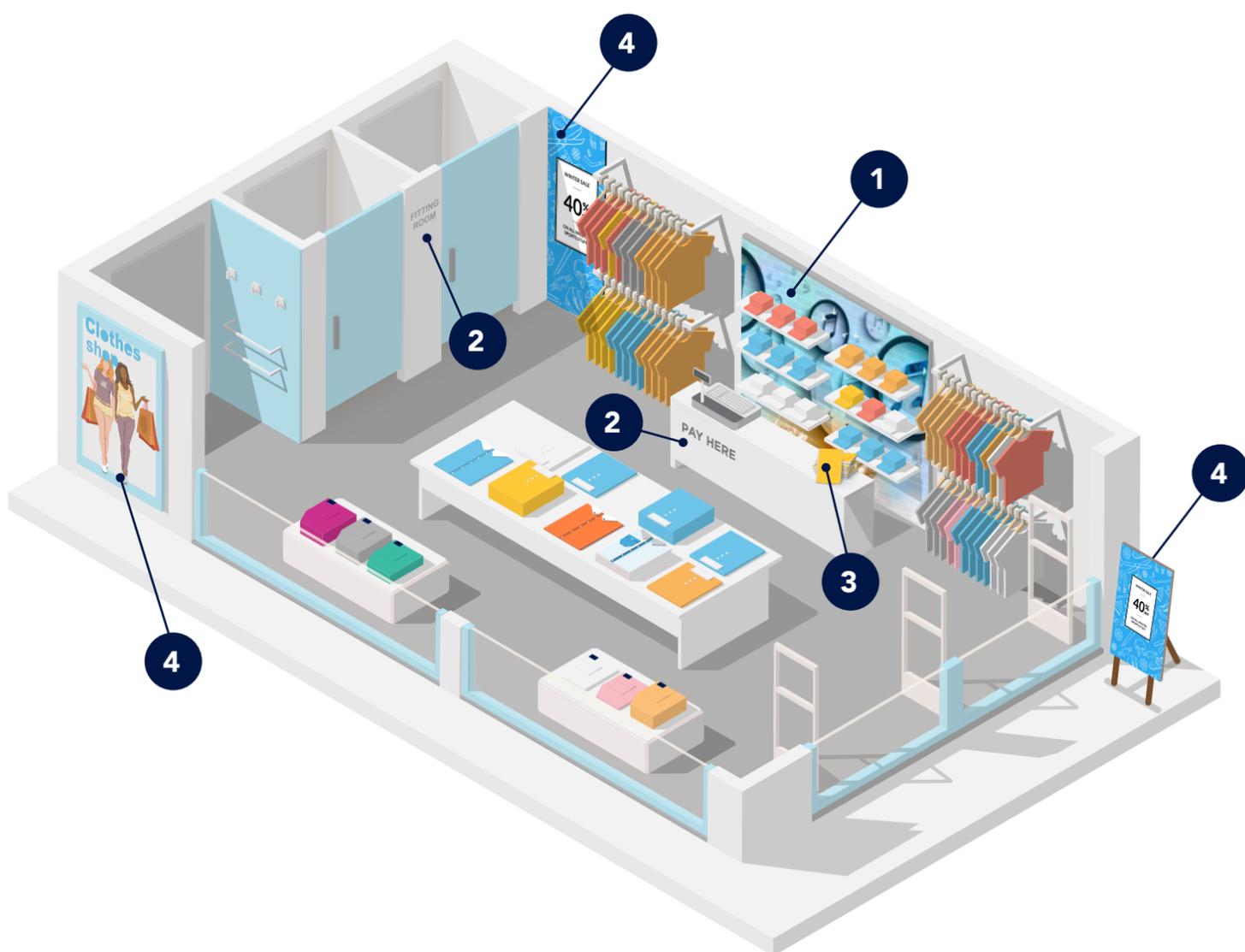


HOW PRINT CAN SPRUCE UP YOUR RETAIL SPACE

Print has been a decorative staple in retail for decades, and these days, there are more ways it can help make your shop pop. Here are a few options to use print to entice customers to visit your space.



1 VINYL MURALS

Wall stickers and murals are a versatile and effective way to attract more attention through promoting products and artwork that reinforce your brand image. Designs can be printed in every imaginable shape, size, colour combo and finish. This makes it easier than ever to create unique, eye-catching prints for your shop's interior and exterior.

Where to put them: On storefront windows and interior feature walls.

2 INTERIOR SIGNAGE

Interior signage isn't only practical, it can also act as a promotional tool. While it helps customers find what they're looking for, it can also direct foot traffic towards particular sales items.

Where to put them: In main walkways, near entrances, exits, stairs, elevators or escalators.

3 CATALOGUES & MAGAZINES

The ability to affordably print high-quality magazine-style designs has infused traditional retail catalogues with new life. When offered at the checkout, it can help your brand maintain momentum even after customers have left your shop.

Where to put them: At cash registers and service desks.

4 POSTERS & BANNERS

Posters and banners are a great way to draw attention to things like seasonal specials or new arrivals. Think vivid colours and catchy phrases, strategically placed in entrance areas and display windows, which will work to catch the interest of passers-by.

Where to put them: At the entrance to your store front and other relevant areas.

Visit your [local Snap Centre](#) to learn more about using print to liven up your retail space.