

Liquor Stores

SHELF EDGE SIGNAGE **BEST PRACTICES**





INTRODUCTION

Attached is our guideline for the Shelf Edge Signage Best Practices training manual to assist with store implementation of **NEW label holders and cardstock labels** created specifically for Liquor Stores!

The attached best practices guide will highlight suggested changes that will improve visibility by effectively highlighting product information and promotional products enhancing customers' ability to select products and make an informed decision when purchasing. In addition to the new label holders and improved label format, new promotional labels sized for beer rails and flow racks have been developed, improving the appearance of store shelf labels and contributing to an improved shopping experience.

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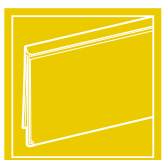
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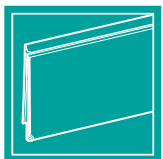
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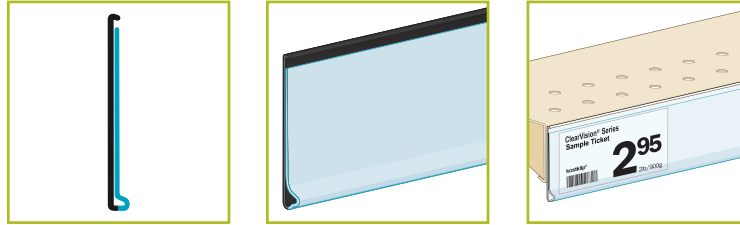
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Shelf Label Strips

ClearVision® Flat Mount Ticket Molding



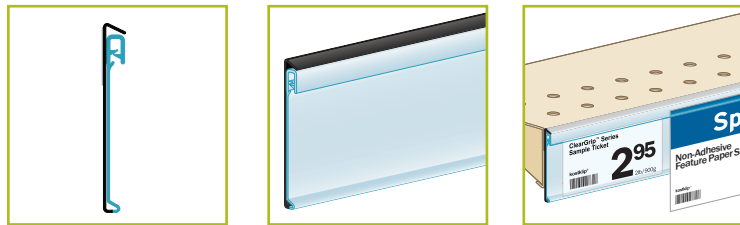
ClearVision® is a **non-adhesive shelf edge labeling system** for retailers. The clear window of a ClearVision® ticket molding holds, displays and protects paper price tickets.



ClearGrip™ Flat Mount Ticket Molding



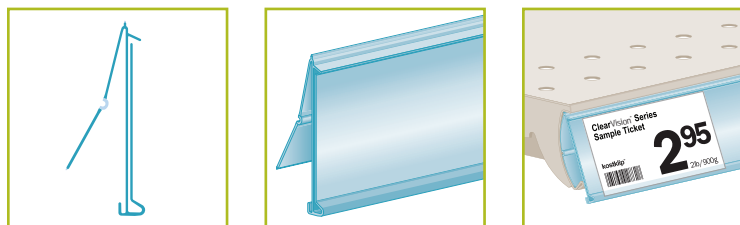
ClearGrip™ is a **non-adhesive shelf edge labeling system** for retailers. The clear window of a ClearGrip™ ticket molding holds, displays and protects paper price tickets and the outer grip holds larger signs flush to the shelf edge.



ClearVision® FlexChannel®



FlexChannel® is an innovative, **one-size-fits-all** price channel ticket molding that helps Liquor Stores reduce ticket molding SKUs when implementing a shelf edge labeling program in their store chain.

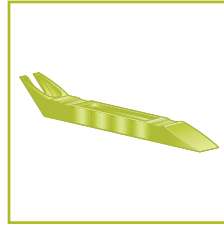


Additional Shelf Edge Accessories

Shelf Edge Installation & Labeling Tool



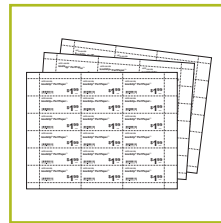
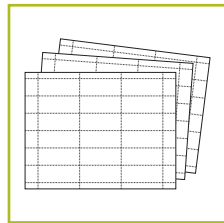
This 5-in-1 shelf edge tool scrapes former adhesive labels and other residue from the C-channel in preparation for installation of ticket molding. Use the tool to slide along clip-in ticket molding to snap into the C-channel during installation, preventing finger burn. The hook end of the CV tool can easily slip behind the clear window of ticket molding, to pull it outward for easy insertion or removal of price labels.



PerfPaper™



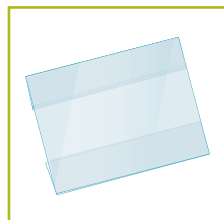
This micro-perforated paper is specifically designed with a high moisture content to avoid drying out and curling after printing. It's also milled with a smooth surface that allows for better adhesion to toner. These qualities are especially beneficial to obtain the best clarity for printed bar codes as well as handling tickets during installation.



Clip-Over, Top Position ShelfTalkers™



This interchangeable, reusable plastic shelf edge sign cover is designed to easily clip into the window of any ClearVision® ticket molding and maintains the existing shelf edge angle. This result is an eye-catching, low cost, professional marketing program that allows you to display branding or a variety of messages in store.



Additional Shelf Edge Accessories

TwistKlip™ Display Clip with Large Clip



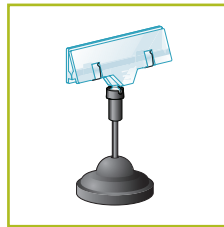
TwistKlips™ are versatile sign holders for endless number of applications. Our all-plastic TwistKlips™ are rust-proof and wash down so it can be used for open food and liquor tasting areas. The large clip has a firm grip and attaches almost anywhere for your in-store signage needs. The clear top creates maximum readability to inform your customers about your merchandise. Combine the TwistKlip™ with one of our sign protectors to protect your paper signs from damage.



Large Sign Clip with Contour Base



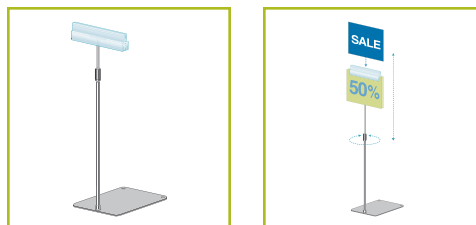
The weighted base TwistKlip™ is a perfect sign holder for Liquor Store counter tops to display product information, tasting notes, or store specials. Use with sign sleeves or protectors to protect your paper signs.



Three Grip, Edge Stem, Adjustable Sign Holder



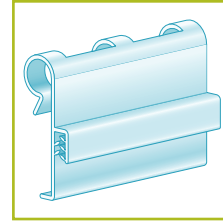
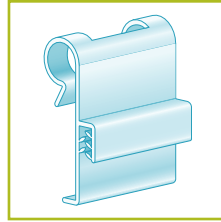
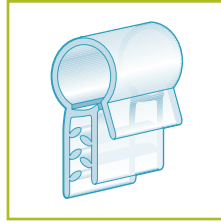
This adjustable Edge Mount sign holder extends 12" to 24", with a reinforcing ring for additional strength and stability. Three 4" PowerGrip® sign holders are available, so you have the option to display signs back to back, and up and/or down positions. Place the edge mount plate underneath boxed beverage products you would like to advise.



Fence & Basket Sign Grip



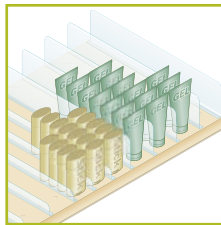
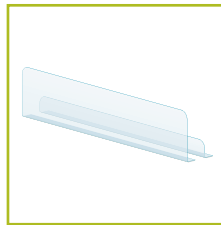
This sign clip & grip is available in single, double, and triple loop options. Use this clip to secure signage onto wire fence shelving behind beverage bottles, or to grip onto open cardboard boxes. Use with sign sleeves or protectors to protect your paper signs.



Shelf Divider



Use the suggested shelf divider to assist with your product facing requirements. Our shelf dividers prevent incorrect product allocation alignments, which could cause customer confusion with product cost or even health concerns. Shelf dividers are available in a variety of adhesives depending on your shelf needs.



Signature Series ShelfTalkers™

Signature Series Pre-Printed ShelfTalkers™ are **colorful, reusable** printed plastic messages that help you sell more at the shelf edge. Available in bib or bib with right angle flag designs, the result is an **eye-catching, professional shelf edge marketing tool** that moves merchandise by helping customers make informed **purchase decisions**.

TYPES OF MESSAGES

- Sales Promotions
- Product Info
- Health & Nutrition Info
- Loyalty Programs
- Private Labeling

why replace adhesive shelf talkers?

- Cleaner — No adhesive residue to scrape
- Durable — Bibs don't rip, curl or tear
- Reusable — Less waste, more recycling
- Colorful — Bold graphics and high quality print

features

- Clips into any 1.25"H ClearVision® ticket molding window or inserts into outer grip of ClearGrip™ ticket molding
- Compatible with 1.25"H x 2.50"W price tickets (107P-101164)
- Usable in coolers and freezers
- Screen-printed
- Heat folded
- 12 gauge clear PVC



ClearVision®

Available in bib and bib with right angle flag



ClearGrip™

Available in bib and bib with right angle flag



PRE-PRINTED SHELTALKERS™ FOR LIQUOR



S100 - 107126
S500 - 107141



S124 - 107138
S524 - 107154



S102 - 107127
S502 - 107142



S104 - 107128
S504 - 107143



S114 - 107133
S514 - 107149



S101 - 107192
S501 - 107208



S125 - 107204
S525 - 107220



S103 - 107193
S503 - 107209



S105 - 107194
S505 - 107210



S115 - 107199
S515 - 107215



S116 - 107134
S516 - 107150



S112 - 107132
S512 - 107148



S106 - 107129
S506 - 107144



S108 - 107130
S508 - 107146



S126 - 107139
S526 - 107155



S117 - 107200
S517 - 107216



S113 - 107198
S513 - 107214



S107 - 107195
S507 - 107211



S109 - 107196
S509 - 107212

ShelfTalkers™ Implementation

Before and After using customers' existing tickets with ClearVision® FlexChannel® Ticket Molding and Signature Series ShelfTalkers™.

before...



...after



ClearVision® FlexChannel® Ticket Molding



Remove existing shelf edge labels. Use the Shelf Edge Tool to remove paper or adhesive labels and excess adhesive residue without damaging the shelf edge.

TIP: Place labels underneath product, to remember placement order when inserting labels into Ticket Molding window.



If using colored ShelfLife™ inserts, insert the colored Shelf Life into the built-in channel on the back of the clear, flexible window and gently slide in.

TIP: FlexChannel® Ticket Moldings can be easily cut with scissors to achieve your desired length.



Line up ClearVision® FlexChannel® Ticket Molding with the shelf, edge to edge only.

TIP: Ensure surface is dry and clean before installing shelf-label strip.



Press the ClearVision® FlexChannel® Ticket Molding strip securely against the shelf using your thumbs. Place your thumbs in the middle of the Ticket Molding and push down working your way to the outer edge. Use the Shelf Edge Tool to run along top edge for a secure hold.



Push bottom of window or slide the Shelf Edge Tool at the top of the window to make an opening. Insert the paper label into the opening. Push label all the way in making sure it's straight.



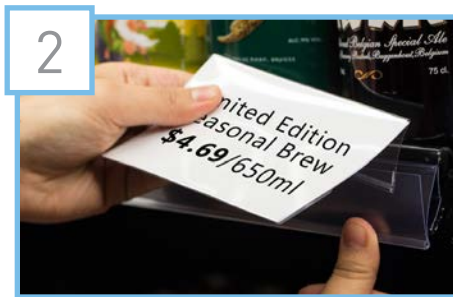
Correctly inserted paper price label.

INSTALLATION GUIDE

Clip-Over, Top Position ShelfTalkers™ Installation



1 Insert store signage into sign protector, making sure the back leg with the boot is at the top.



2 Push bottom of window or slide the Shelf Edge Tool at the top of the window to make an opening. Insert the back leg into the Ticket Molding strip and gently pull the sleeve all the way in making sure the boot leg is secured into the Ticket Molding strip.



3 Correctly Installed shelf edge sign cover.

Signature Series ShelfTalkers™ Installation

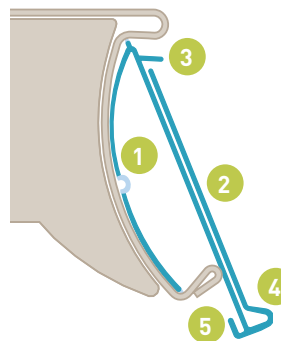


1 Push bottom of window or slide the Shelf Edge Tool at the top of the window to make an opening. Insert the back leg of the ShelfTalker™ into the window, making sure it's behind the price label. Push the ShelfTalker™ all the way in making sure the boot leg is secured into the Ticket Molding strip.



2 Correctly Installed Signature Series ShelfTalker™.

ClearVision® FlexChannel® Ticket Molding Key Features



- 1 Flexible **back leg** fits 1.16" H-1.23" H price channels
- 2 Clear flexible **window** protects paper price tickets
- 3 **Roof** helps keep out dust and debris from the window
- 4 The **boot** locks in printed plastic ShelfTalkers™
- 5 Insert CPG branding, planogram, or color strips into the **channel** behind the window

ClearGrip™ FlexChannel® Ticket Molding



Remove existing shelf edge labels. Use the Shelf Edge Tool to remove paper or adhesive labels and excess adhesive residue without damaging the shelf edge.

TIP: Place labels underneath product, to remember placement order when inserting labels into Ticket Molding window.



If using colored ShelfLife™ inserts, insert the colored Shelf Life into the built-in channel on the back of the clear, flexible window and gently slide in.

TIP: FlexChannel® Ticket Moldings can be easily cut with scissors to achieve your desired length.



Line up ClearVision® FlexChannel® Ticket Molding with the shelf, edge to edge only.

TIP: Ensure surface is dry and clean before installing shelf-label strip.



Press the ClearVision® FlexChannel® Ticket Molding strip securely against the shelf using your thumbs. Place your thumbs in the middle of the Ticket Molding and push down working your way to the outer edge. Use the Shelf Edge Tool to run along top edge for a secure hold.



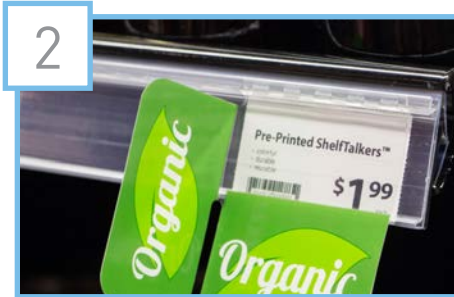
Push bottom of window or slide the Shelf Edge Tool at the top of the window to make an opening. Insert the paper label into the opening. Push label all the way in making sure it's straight.



Correctly inserted paper price label.

INSTALLATION GUIDE

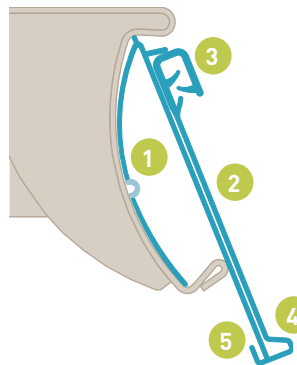
Signature Series ShelfTalkers™ Installation



Insert one upper corner of the ClearGrip™ ShelfTalker™ into the built-in outer flush grip. Glide the ShelfTalker™ all the way in by pushing up, making sure the Griplock™ is secured into the outer grip of the Ticket Molding strip.

Correctly Installed Signature Series ShelfTalker™.

ClearGrip™ FlexChannel® Ticket Molding Key Features



- 1 Flexible **back leg** fits 1.16”H-1.23”H price channels
- 2 Clear flexible **window** protects paper price tickets
- 3 Built-in **outer grip** on window securely holds 8-12pt cardstock or ShelfTalkers™
- 4 The **boot** locks in printed plastic ShelfTalkers™
- 5 Insert CPG branding, planogram, or color strips into the **channel** behind the window



Improve you shelf edge signage program today!

Contact your local sales representative

Looking for ideas on displaying your store signage and product information? Below are some suggested ideas that will assist with your in-store communication, promotion and brand messaging needs, using the recommended Shelf Label Strips & Shelf Edge Accessories.

