

## Custom ShelfTalkers™

ClearVision® program | reusable shelf edge signs



Installation into a ClearVision® ticket molding:

1. ShelfTalker™ Bib with right angle flag is installed sandwiching both the clear ticket window and the paper price ticket.
2. PerfPaper™ perforated plain paper price ticket. Low cost laser printed alternative to messy adhesive labels. Shown: paper ticket inserted in behind a ClearVision® clear window and in front of the ShelfTalker™ back leg.
3. ClearVision® non-adhesive ticket molding shown: 35LC series



Custom printed Ticket Holder installed into a ClearVision® ticket window, shown with (1) upper 1.25" H price ticket and (1) lower 2" H plain paper price ticket.

### Outstanding shelf edge product focus.

The Infinity Series™ ShelfTalkers™ are reusable, custom printed plastic shelf edge signs designed to efficiently clip into the clear window of kostklip's **ClearVision®** non-adhesive ticket molding. The result is an eye-catching, custom shelf-edge marketing program that can maximize product focus and increase product sales!

### Infinity Series = unlimited choices!

Our Infinity Series of ShelfTalkers™ are **custom printed and manufactured in-house** so we can produce to order almost any shape or color!\* Mirror your brand, color-match graphics, and/or develop a custom shape to help create promotional product focus. Whatever the requirements, kostklip™ can deliver custom programs for a few or a few thousand stores across North America!

Simply send us the graphics and color specifications, and we'll create a matching ShelfTalker™ program! Minimum quantities apply. Contact us for details!

### Reusable = Maximized ROI

Our PVC ShelfTalker™ products are designed to be **fully reusable**, campaign after campaign for a year or more! - that's the way to positively affect the bottom line and the environment! Compare that to regular printed adhesive paper signs that are often discarded after just a single 'weekly special' and are not recyclable.

### Pre-Printed Signature Series™

Need a quick and simple solution to help sales uplift at the shelf edge? Contact us about our preprinted Signature Series™ with 8 messages and 2 styles in inventory.

### Printed Plastic ShelfTalker™ Features:

- Designed to clip into our standard 1.25" **ClearVision®** ticket molding and to remain aligned with SKUs
- Save up to 90% in costs over adhesive label and sign systems
- Durable and Reusable
- Heat-folded Recyclable gloss PVC material
- Freezer and refrigerator temperature compatible



\* some production restrictions apply.

- see reverse for details →

**kostklip®**  
LIFE AT THE SHELF EDGE

Toll-Free North America 1.800.661.5547

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ShelfTalkers-Infinity\_061714 | Printed in Canada

# Custom ShelfTalkers™

custom printed shelf edge signage

## ShelfTalker™ shapes and styles

Designed to perfectly lock into our ClearVision® ticket moldings, ShelfTalkers™ extends your in-store marketing program to the shelf edge with almost any shape and color combination - shown below: generic example shapes



Bib Tag



Ticket Holder



Right Angle Flag w/  
Ticket Holder



Right Angle Arrow Flag w/  
Ticket Holder



Ticket holder with  
2 price tickets



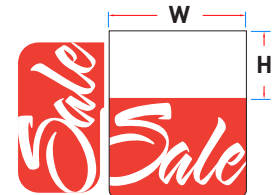
Sign Holder - slide-in low cost plain paper insert



Custom right angle flag shapes - focuses attention to specific products or areas while extending a brand

## Key Considerations - Ordering:

1. Minimum quantities for custom orders - call for more information
2. **Overall size limitations** - other configurations to be determined  
Minimum size (Bib Tag) - 1.5"W x 1.5"H  
Minimum size (Bib w/ Right Angle Flag) - 3"W x 1.5"H  
Maximum size (Bib Tag)\* - 8.5"W x 11"H
3. Specify the actual size of price ticket, label or sign or supply actual samples.
4. Specify the desired part shape - provide sketches, technical drawings or actual samples.
5. If using ticket molding other than kostklip's ClearVision® series, a 12"L sample is required.
6. Prototypes and samples are available (some charges may apply).



definition: Width, Height

## How to measure price tickets:

1. Tickets must be measured in inches as Width x Height (see example diagrams).
2. Though Bib Tags and Right Angle Flags technically do not hold price tickets, their size is also based primarily on ticket size.



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