

HP Designjet printers for in-store signage



Est. 1991
DESIGN SUPPLY supporting creativity

Speak to your customers in a big way

JUST TODAY

\$1 99



**SPECIAL
OFFER**

3x2



TO DAY SPECIALS
**STE IT
FRE!!**

**VEGI
CREAM
SO**





Accomplish more with large-format signage

Install promotional signage across your store in large format and enhance visibility as well as your promotional capabilities overall. Large-format signage provides many unique advantages.

Direct store traffic and focus attention:

- Drive your customers to particular aisles by placing large promotional signs that can be seen from a distance
- Create layers of interest—highlight featured products with larger signs, promote others at the shelf with smaller tags

Communicate visually—and provide key marketing messages

- Enhance your signage with merchandise photos to enable quick product recognition and remove language barriers
- Let shoppers make better decisions including key merchandise features and benefits
- Link customers with your other touchpoints with QR codes and hashtags

Bring your corporate brand image to life

- Establish and develop a full campaign image
- Integrate the shopping and the brand experience

A sale sign can have a demand effect of up to 50%
Even without changing the price²

Gain agility by printing in-store

Print in store to respond quickly, while helping to reduce cost and food waste by easily producing large-format signage right at the store.

Significantly reduce response time and dependencies

- Print daily promotions, respond immediately to the competition
- Manage your printing priorities, with no need to rely on outside print service providers
- When central marketing can print in store overnight, your campaign is ready at store opening
- Reduce time organizing large deliveries—print signage by department
- Reprint damaged signage as needed

Increase merchandise turnover and reduce signage scrap and food waste

- Promote soon-to-expire products or high-inventory products, slashing food waste and improving inventory management
- Print only the signage you need and reduce signage scrap
- Avoid stocking a variety of pre-printed papers

Build promotions around regional and local events

- Integrate your promotions with local and regional festivals and events while using professional and engaging signage

Print your planograms in store

- Use large format to view the entire floor space all at once
- Each store can implement new layouts and changes immediately

1 POPAI's 2012 Shopper Engagement Study

2 "Shopper decisions made in-store (SDMIS)" by OgilvyAction, June 2008



Excel with HP Designjet at your stores—easy, reliable, affordable large format printing

Take your in-store promotional capabilities to a new level by empowering your stores with HP Designjet large format printers. With our proven technology, you can achieve the professional results you get from your print service providers while gaining the flexibility, time, and cost savings of in-store printing.

Produce professional results with our reliable, easy-to-use printing solutions:

- Intuitive printing has made it possible for many retailers to produce their own signage in-store quickly and easily
- Over 20 years of development and investment to ensure reliable, dependable HP performance
- Original HP inks and printheads, and HP printing materials are designed and engineered together with the printer to provide optimal image quality, reliability, and low running costs with every print
- With remote management, your IT department can manage all HP Designjet printers across your company with confidence

Choose from a wide portfolio ideally suited to the need of your stores:

- Respond quickly with printers designed for fast, high-productivity printing
- Produce big signage with our compact, affordable solutions designed to fit your space and your budget
- Gain the flexibility and scale offered by our large-format printers—print all your signage, from small shelf tags to large-format signage
- HP's broad portfolio of large format printing materials, from bond to photo papers, from banner to backlit materials, will cover all your signage needs

HP Designjet Printers

Tailor your message to customers in each and every store with fresh, relevant large-format promos and displays delivered on demand. HP Designjet Printers - for signage that speaks to customers in a big way.



HP Designjet T520 ePrinter
Two printers in one. Print using the built-in B+/A3 tray and front-loading media roll.
hp.com/go/DesignjetT520



HP Designjet T790 ePrinter
Easy-to-use printer that can grow with your business.
hp.com/go/DesignjetT790



HP Designjet T920 ePrinter
Innovative user experience. Print fast and collate jobs thanks to the output stacking tray.
hp.com/go/DesignjetT920



HP Designjet T7100 Printer
Color production printer with three different rolls.
hp.com/go/DesignjetT7100



HP Designjet Z5200 Photo Printer
Instant large-format printing of long-lasting, high-quality prints.
hp.com/go/DesignjetZ5200



HP Designjet Z5400 PostScript® ePrinter
Enjoy the convenience of two media rolls for producing long-lasting indoor signage.
hp.com/go/DesignjetZ5400



HP Designjet Z6200 Photo Printer
The fastest production printer for graphics with unrivaled print quality.
hp.com/go/DesignjetZ6200

¹ Compared to large-format inkjet printers under \$25,000 for graphic applications. Based on the fastest rated color speeds as published by manufacturers as of January 2010. Test methods vary.

For more information on
HP Designjet printers, visit
hp.com/go/Designjet

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