

## Promotional Items Of Acrylic

Signs and banners used on windows are traffic-stoppers, and create an opportunity to get a shopper's attention. There are retailers who underestimate the powerful pull of an effective window sign. Before selling of merchandise by a retail store to it is shoppers, it has to entice them in first. This is the place where effective signs, banners and promotional displays come in. When a shopper is inside the door, a well thought out and effectively signed promotional interior can be a call to action for shoppers. As a result of using promotional signs and sign holders, and colorful sales tags as a visual hook can plant a seed of interest to get customer response and help increase sales. Lighting fixtures is one of the most important, yet under used elements of visual merchandising. The proper use of lighting to highlight merchandise and displays is good promotional activity. Traditional track lighting enhances color, and vivid color sells merchandise. Concept of track lighting actually helps in enhancing sales. Use of an ambient lighting system is the general lighting of a retail store. In many cases it is fluorescent lighting. We can use track lighting for perimeter lighting. Perimeter lighting means illuminating wall displays. Concept of track lighting can also be used as accent lighting. Highlighting of specific merchandise adds to excitement drawing attention to the merchandise. In favor of fighting shoplifting and theft and protecting profits can be done with a little effort and expense.

Do try to know when customers enter and exit your store. Every low cost entry chime motion sensor can be attached to the wall easily next to the door to announce visitors. All fake security cameras are exceptionally realistic and help prevent loss. Actual security systems are complete audio/video systems with small cameras and cables to a monitor, which can also be hooked up to your existing VCR for recording. The sanctuary mirrors are very effective, and let you see what activities are going on around your store. Security chains protect valuable garments and prevent 'grab and run' theft.

The visual merchandising and display is a diversified business and if you can't find what you're looking for, just let us know. Through our experience, we can provide many items you may require, for additional information on buying store fixtures and displays, contact us by telephone, e-mail, or fax. Second steamers are available in hand-held and floor model units; they are widely used to safely and quickly remove wrinkles from garments. The bag dispenser racks used with plastic garment bags on rolls offer protection for garments. Materials for tagging and labeling are used to tag garments and price merchandise, the guns for tagging and plastic fasteners are used to attach tags to garments easily and securely.

## About the Author

Savey Bakarne is a professional retail display specialist and teaches store owners how to gain profits from utilizing the proper [Custom Retail Store Displays](#).

Source: <http://www.spivo.com>