

MiniPOP Display.com

Mini Point of Purchase (POP) Displays

Gain a **20% increase in SALES ACTIVITY** instantly.

Using our Mini-POP display you can expect to target and promote **"any item or product"** or **"disclose any information"** you desire.

Why "mini"? Our displays are designed to showcase your product and not cover it up. Shelf space and costs associated with locating products is at a premium in any retail environment. Our mini-POP displays offer the ability to contain up to thirty minutes of promotional material before the messaging recycles. These can give you the ability to promote and disclose just about any information your marketing department deems necessary, complete with logos and monochromic graphics. With less than 20 to 30 square inches (4" X 5" and 5" X 6") of foot print you can place these everywhere and get virtually the same results as you would with a 2 by 3 foot color cardboard sign.

These mini-displays give you the ability to promote any product, or to disclose any amount of information right at the point of sale. They can be placed virtually anywhere you can supply power to them. Powered by just 5 volts DC at just over 1 amp from a 110 volt UL approved supply these units are not only safe but economical.

Utilizing Gas filled displays that produce their own light, the advertising/messaging being played **naturally draws attention** to itself. With lighting schemes such as flashing and reverse image, play and stop and the ability to scroll not only text but logos and effects. These are sure to catch everyone's eye.

These units are programmed over a field exchangeable secure sim card that **can be changed** out (reprogrammed) **to any planned sales cycle**. We can assist with the development of your story board and simulate its operation remotely and via E-mail an MPG can be sent for your approval prior to producing any interchangeable sims.



These Mini-POP's are **available in several configurations** geared towards different sale styles.

We have a static message configuration for fixed non-changing information such as playing a store's hours of operation, or simply promoting the sale of money orders, or messaging "Checks For Amount of Sale Only", "We Card", etc.

We have sleek design that **affixes to the inside of the glass** of a vending snack machine. This unit can be setup to have the promotional information changed out based upon any schedule you determine, with the simple field exchange of a sim card.



We have two styles of unit that run a marquee of lights dancing around your message or advertisement. Drawing attention in the most remote of places. These work particularly well in beer and beverage cooler cases, frozen food cases, on top of 8 liners, in bars, anyplace that flashy, in your face, don't forget us advertising is appropriate.

We have a style created just for gondola shelving with two on-unit mounting configurations. One that sets the unit along the recess on the front clip rail of the shelving and one the mounts flush with the clip rail but underneath. This version gives you nearly 8 linear inches of messaging. These can conveniently be moved all around a store to promote sales and new items. With the exchange of the sim card you can set up for weekly, monthly, promotional and seasonal exchange of the sim module.



Get more information at minipopdisplay.com

There are other varieties in the process of being developed so if you have a particular need or application feel free to contact us and we will try to assist you in any way possible.