



Magnet Media:

A Practical Solution to In-Store Displays

The emerging online marketplace has challenged countless brick and mortar retail businesses that existed for decades. For business owners, the main challenge is to lure customers to their stores and offer an experience that is not possible through online shopping. Once the customer is in the store it is most likely for them to make any purchase decisions on the spot. That means longer the customers stay inside the store better are the chances for them to make a purchase.

More than ever before retailers are investing in in-store marketing efforts to build brand awareness and to provide a pleasing shopping experience for their customers. They maintain an environment that is not only pleasing to shop but leaves a lasting impression of comfort and ease for their customers who keep coming back for an enduring experience.

One of the arsenal retailers use to influence their customers is by building bold and eye-catching displays and signage. Traditionally these displays were done with cardboard or digitally. But, Maghold flexible magnetic sheets and receptive offer a convenient and appealing alternative to traditional signage. Your signs can be big and bold (up to 60" wide) and made from a magnet receptive material that makes them easy to install without tape or adhesive. These are cost-effective, easy to use, and snap to replace. Store staff will be able to install the signage by themselves and save a bundle on professional installation.

Call MAGHOLD and discover the convenience and quality of our flexible and printable receptive and magnets for creating winning and eye-catching display solutions.

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