

PosterGenie – the solution to in-store POS print

With the fast changing point-of-sale information required by today's retail industry, innovative signage solutions such as Onyx Graphics' PosterGenie are a 'must have' for expanding chains.

Rather than print and distribute, PosterGenie enables distribute then print. Instead of POS materials being produced at a central location then shipped out to stores, the PosterGenie software enables staff in remote locations to easily produce their own. This not only cuts down on cost, it also facilitates incredibly fast response to changing market conditions and new promotions.

The PosterGenie large-format software solution provides local outlets with cost-effective in-store custom print capabilities. Templates for signage such as posters, banners and window displays can be easily adapted in response to daily market changes, promotions, excess stock inventory and other catalysts for marketing activity.

And print production can be entrusted to non-technical staff with confidence, as the simple-to-use, photocopier-like interface means that customising and producing signage so easy, it really doesn't take a professional to get professional results.

The templates can be created either in-store or at a head office then distributed via email for regional marketing, with outlets able to insert their local details, particular pricing figures or other text changes.

In this way the outlets are provided with some autonomy, able to adapt promotions to their particular needs, while ensuring corporate branding and style is maintained.

Professional designers can create templates - using Mac or PC - that protect design elements including logo placement, colours and other corporate standards, ensuring high quality design and layout. The text can then be customised in-store.

ArtSystems Sales Director Steve Hawker said: "The ability to regionalise POS, safe in the knowledge that the stores will be using quality, approved signage, is essential for successful marketing across a chain. The cost of getting the software and large format printer such as the HP Designjets 5000 and 1055 Plus installed at each outlet is easily offset by the savings in distribution costs. And the speed with which POS materials can be created using this solution gives real added value to retail marketing."

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