

PRESS RELEASE

New Point of Sale Signage Solutions for Retailers

StorePoint International and ArtSystems have joined forces to create a total Point of Sale solution for DIY Centres or Builders Merchants who want to boost sales from outdoor areas. A program of seminars start in March, aimed at demonstrating how easy it is to produce high quality Point of Sale Material.

Using large format Hewlett Packard plotters and Xativa laminators, StorePoint's in-store printing software allows retailers to produce their own weather-resistant Point of Sale in minutes. UV output gives long lasting colour impact that won't fade in sunlight whilst lamination protects POS from rain, dust and grime.

The HP designjet printers feature a closed loop calibration system, which ensures consistent high quality prints from the first one on a Monday morning, for example, to the last one on a Friday. The Xativa laminator range leads the finishing aspect of the package as the products are easy to use, virtually maintenance free and all come with a 3 year parts warranty.

Mark Allford, Managing Director of StorePoint explains, "the software is easy to use so the retailers' own branded messages can be produced by staff in-store with no special design or computer training. Store specific promotions become economically realistic as the high cost of short run printing becomes a thing of the past."

The solution is surprisingly affordable. As an exclusive seminar offer, StorePoint and ArtSystems have produced a bundle comprising large format plotter, laminator and software for around £5000.00.

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Note to editors:

the first Open Day is held on-site at ArtSystems on 4th March, press attendance is very welcome. Please contact Vanessa Burrows on 0115 9380334 for details. a high res image is available upon request

For further information

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About Art Systems

From its roots in 1987 Art Systems, the Nottingham-based specialist systems distributor and service provider, has seen significant growth in the past six years. The company serves the CAD/GIS, graphics, signage and AV markets (through specialist value added resellers) with large format imaging and printing solutions from market leading manufacturers such as HP, Summa, Mutoh, Onyx and Contex.