

**Modagraphics®**



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**Brand Building Retail & POP Solutions**





### A Stronger Brand Is Now In Store

In today's retail environment, hundreds of stores are vying for your customers' business. How will you get these consumers to notice you? What will grab a customer's attention and turn a window shopper into a buyer? For more than 30 years, Modagraphics has been a leading designer and manufacturer of custom graphic solutions that help build retail brands and give our clients' products and services the attention they deserve.

### Products that Boost Your Image

#### Retail Signage: Break Away from the Competition

When Modagraphics helps you transform your retail environment by upgrading your retail atmosphere, through new interior and exterior signage or you leap forward with a complete image makeover, we'll provide the graphics that attract new and returning customers to your store.

#### Point of Purchase Signage: Brings Sales into Your Store

Modagraphics creates custom retail POP graphics to your unique specifications that direct customers through the buying process and make it easier for them to shop and will increase sales.

- Custom signage: hanging, back lit, die cut and acrylic
- Light box signs
- Floor graphics and decals
- Changeable aisle signage
- Banners
- Window display graphics



### Green Products that Help You Do Your Part for the Environment

Modagraphics uses X-Board recycled board in the design and manufacture of green products, used as retail displays, point of purchase units and retail fixtures.



### Solutions that Build Your Brand

As a single-source provider for retail and POP graphics and signage solutions, Modagraphics proficiently handles any size account through Total Project Management (TPM).

#### This customer-focused, turnkey program includes any or all of the following services:

#### Award-Winning Creative Group

- In-house creative team develops and executes original graphics, including 3D imaging



- Can collaborate with your designers or ad agency to create specialty graphics that:
  - Are cost effective
  - Meet long-term or short-term goals
  - Gain the most from your retail space
  - Integrate into your store environment
  - Differentiate you from the competition
  - Adjust to various sizing requirements
  - Are easy to install, secure, implement and maintain



### State-of-the-Art Manufacturing

- The most advanced large-format digital printing technology
- Precision screen printing on many substrates
- Computerized scanning equipment, pre-press production and cutting systems
- UV ink systems

### Quality Assurance

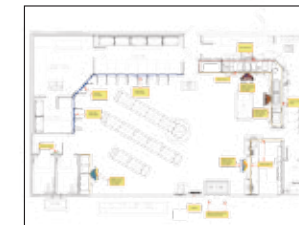
- Computer color matching
- Ink formula digital archiving

### Hassle-Free Inventory Management and Fulfillment

- Temperature-controlled warehousing
- Monthly, computer-generated reports
- Up-to-the-minute, one-click online reports
- Web based applications that allow access to:
  - Ordering and order tracking
  - Inventory management system
  - Historical order patterns

### Professional Installation

- Experienced, in-house Installation Team
- Supervised graphic and signage installation anywhere in the U.S.
- Ongoing image maintenance services
- Minimal disruption to store operations
- Thorough clean up
- Online project management
- 24/7 field service



### Complete Construction Management

- In-house experts will supervise all the construction phases of your next retail development or remodeling project through:
  - Architect selection and general contracting
- Project management, including:
  - Cash flow projections
  - Scheduling, time, cost and quality control
  - City and construction approvals, permits and draw applications
  - Consulting and site evaluation
  - Restoration
  - Estimating and budgeting
  - Specification and design review



### Innovations that Become Your Wow-Factor

Modagraphics creates retail and POP graphics that get you noticed and develops innovations that address your unique needs and signage requirements. For example, Modagraphics developed a wood-based menu board with removable slats for a client which has since been copied by other food retailers. With Modagraphics' help, many of our retail customers become industry leaders.

Let us help you turn some heads. Contact Modagraphics at 847-392-3980 for your next retail image upgrade or POP program.

