

EXECUTION GUIDE



A5 – EDLP

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"Everyday low price!" – Black on white

Logic:

This is the EDLP price offer.
That's why we use the "black on white" graphic.

Size:

A5 (Landscape)

Material:

Paper

Produced by:

Instore printer

Attached:

Fits into A5 PI holder



Pricing offer (with emphasis brick) – Poppins Extra bold

Price (Poppins Extra Bold)

Descriptor (Poppins Medium)

A5 – EDLP – ONE PER PALLET / ON POLE



A5 – EDLP – ONE PER PALLET



A5 – EDLP – ONE PER LEVEL ON WOODEN BIN

