EXECUTION GUIDE

A8 – PRICE POINT

A8 - PRICE POINT

PI Graphic

Logic:

Main price point directly in front of the product. Clear, simple and easy to understand.

Size:
Height - 32mm
Width - 80mm

Material:
Paper

Produced by:
IQ System on Instore printer

Attached:
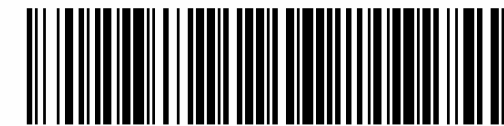Slides into plastic PI strip on the shelf

Descriptor (Poppins Medium)   Price zone

PRODUCT DESCRIPTOR
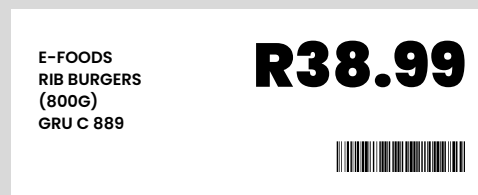GOES HERE
(FORMAT)
(CODE)

R72.99

Price (Poppins Extra Bold)

Bar code

Product code (Poppins Medium)   Price zone

ECONO FOODS

A8 - PRICE POINT

SHELF FRONT EXECUTION - A8 PI AND ROCKY

E-FOODS
RIB BURGERS
(800G)
GRU C 889

R38.99

Price to the left

Price point (A8) will be the price of the sku - NOT the bundle price. When the bundle deal is over, the A8 price remains the same

Rocky on the right

Rocky is how we finish the right hand side of every PI strip. This will be a printed insert that is always in the shelf PI.

ECONO FOODS

A8 – PRICE POINT

A8 – PRICE POINT

FREY'S PREMIUM
SHORT RUSSIANS
800G

R34.99