

R E T A I L I N G

IT'S A WHOLE NEW GAME



Improve Your Brand And Profits Through
Innovative Marketing, Merchandising & Visual Strategies



How do retailers define success?

Sell more. Make more. It's that simple.

But first, you have to get people's attention.

Stores are always looking for new ways to captivate their customers, but in a saturated marketplace, innovative ideas seem hard to come by. Many wonder if any untapped revenue sources still exist.

We know they do. It's really a matter of finding opportunities where they are hiding. It's even about creating opportunities where they didn't exist before.

That's where we come in. We're Visual Impact. We create engaging, positive consumer experiences that will keep your patrons interested and keep them willing to buy, encouraging them to come back for more and to bring their friends along next time. Apathy will become interest. Interest will become action.

And how do we do this?

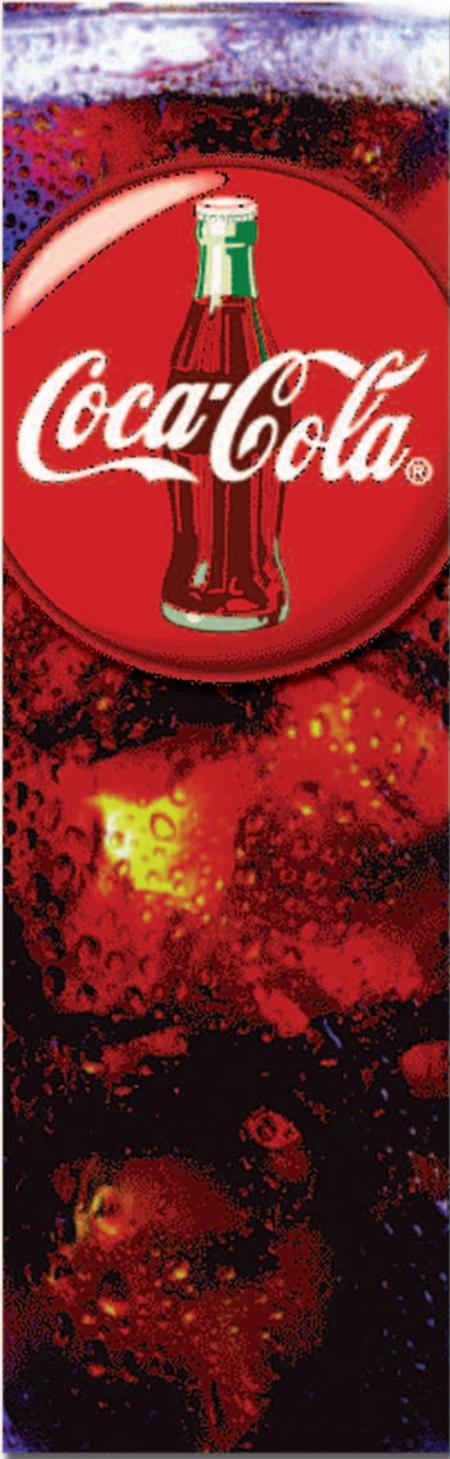
It's all about the visuals. We bridge the gap between visual merchandising and visual marketing, evaluating your entire marketing mix so we can translate everything that we implement into the most valuable experience your customers can have. We then find opportunity within your store and create a dramatic, visually coordinated shopping environment that is as stimulating and engaging as it is informative.

Together with you, we know your customers and their preferences and habits, their likes and dislikes. We know the best time to market to them is not in their homes or on the freeway but when they are in your store. And we know the challenges retailers face, both from your competition and your own dilemmas. We work with vendors, manufacturers, and advertising agencies to bring a revolutionary revenue-generating dimension into the retail mix.

With eye-catching signage and banners, we maximize the areas in your retail space that have never been used before.

Imagine if we could create this entire experience at no cost and generate millions of dollars for your bottom line.

Visual Impact... a concept whose time has come.

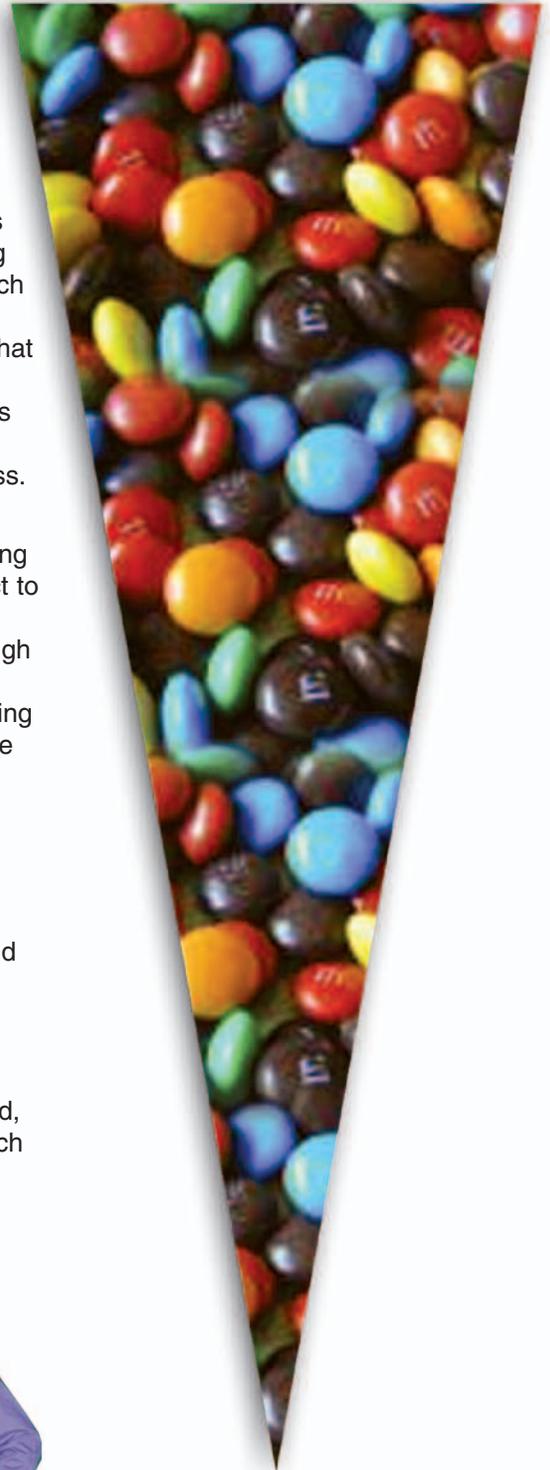


How could this be done at no cost and potentially generate revenue?

Because, like retailers, advertisers and media agencies are searching for alternative opportunities to reach your customers. And they love a captive audience, especially one that matches their demographic. With advances in technology, new forms of capturing their demographic lie within the confines of your business.

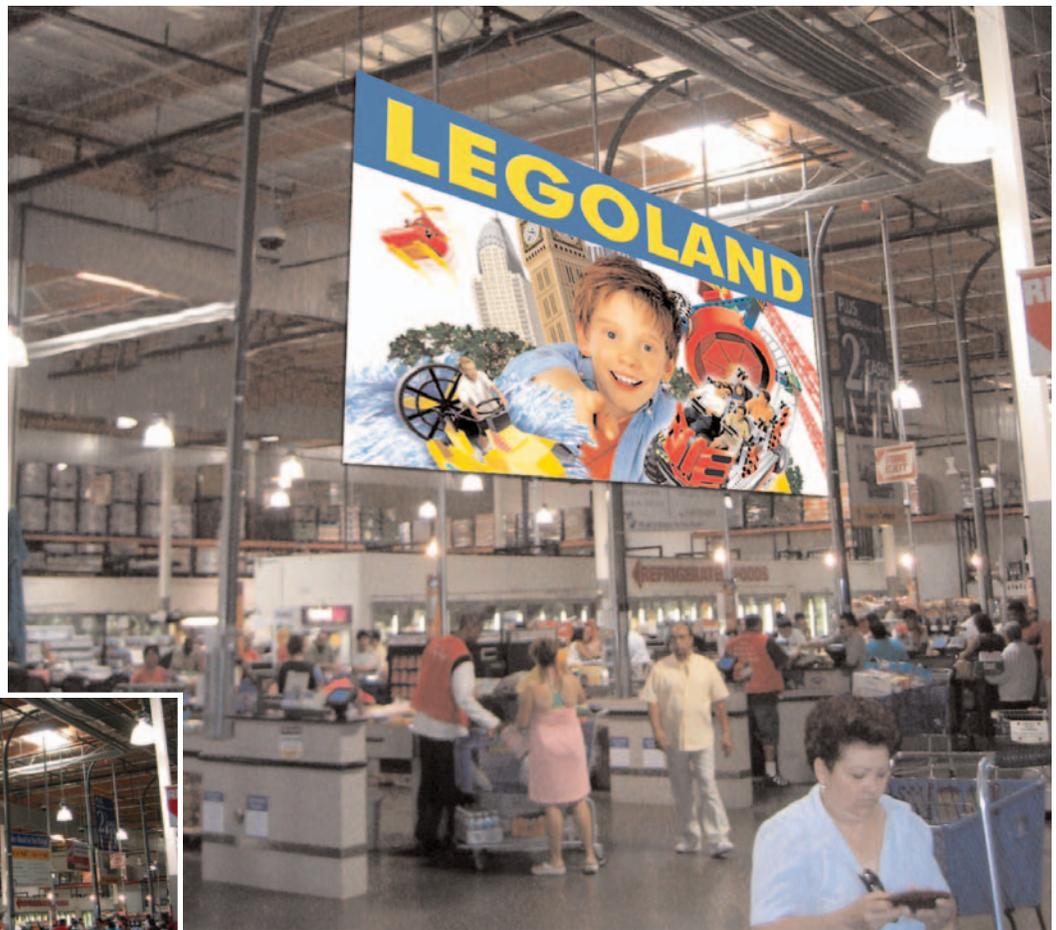
With the Visual Impact system, integrated marketing, merchandising and the brand experience intersect to drive higher profits and more revenue to your bottom line. Through analysis of the bigger marketing picture, we integrate your messaging and visual communications into the positive branded experience your customers come to expect.

Our signage and messaging captures their attention, builds a higher perceived value for your product, creates better visibility and promotes easier buying. This improved buyer perception and experience translates into extra added value to your brand. Your brand will stand out from the crowd, encouraging customer loyalty, which will lead to a better bottom line.



Endcap
Banner
Programs





Billboards

How it works.

Visual Impack works as a one-stop solution to manage the packaging in your store and the packaging of your store. Our job is to create a dramatic brand experience inside your space.

Our on-site displays and promotional materials are customizable, so we may create versions that are account- or site-specific for co-marketing programs or adaptable to your target audience.

As we work with you, we keep brand management in the forefront, always protecting your brand's integrity, especially when it's merged or cobranded with other companies and products. Our brand consultants will partner with your own internal design team or agency to protect your brand identity.

Visual Impack is comprised of high-level executives, leaders in marketing, advertising, branding, packaging, signage and the printing industry. Our team of specialists has years of strategic knowledge that have engendered a passion for change - change that would benefit our clients and our clients' customers.

Visual Impack has no vested interest in any technology or supplier so we can objectively provide services and solutions that are in your best interest. We also employ standardization, so we can streamline production and lower cost.

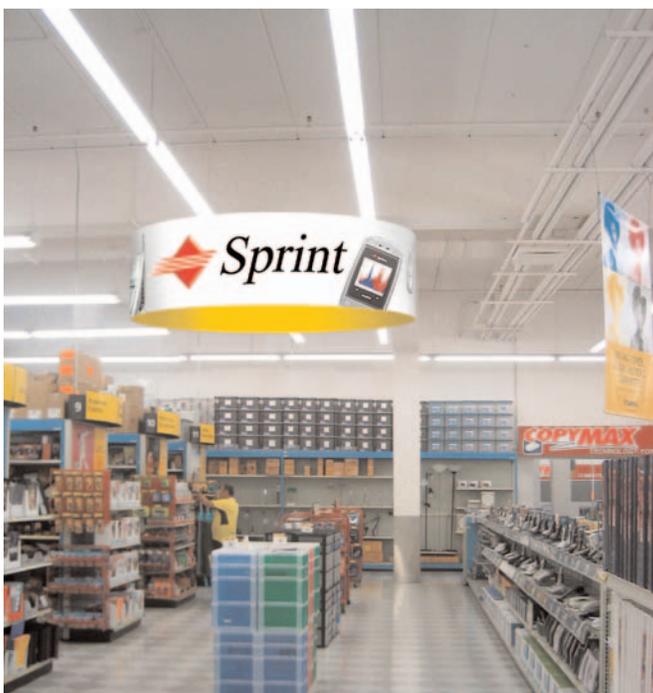
Our focus is on your success. And we don't work for you. We work with you to find solutions that will drive higher profits and revenue.

There are millions of dollars hiding in your ceiling.



Wall Billboards

You have a captive audience.
Captivate them.



Circular Product Locators

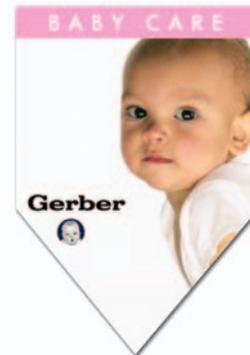


Square Product Locators

Aisle Leaders



Change is in the air.



Your store is your brand... enhance it.

Our History

Visual Impack evolved from being a packaging and merchandising solutions company whose objective was to utilize packaging to improve sales and reduce costs resulting in increased bottom line performance for retailers, club stores, foodservice operators and their vendors.

Visual Impack implemented its Retail Merchandising Strategy several years ago. This strategy was built around key retailers that utilized packaging, signage and other merchandising strategies to differentiate themselves for competitive advantage.

We have built relationships with the objective of becoming our Partner Clients' in-house "packaging resource" and an

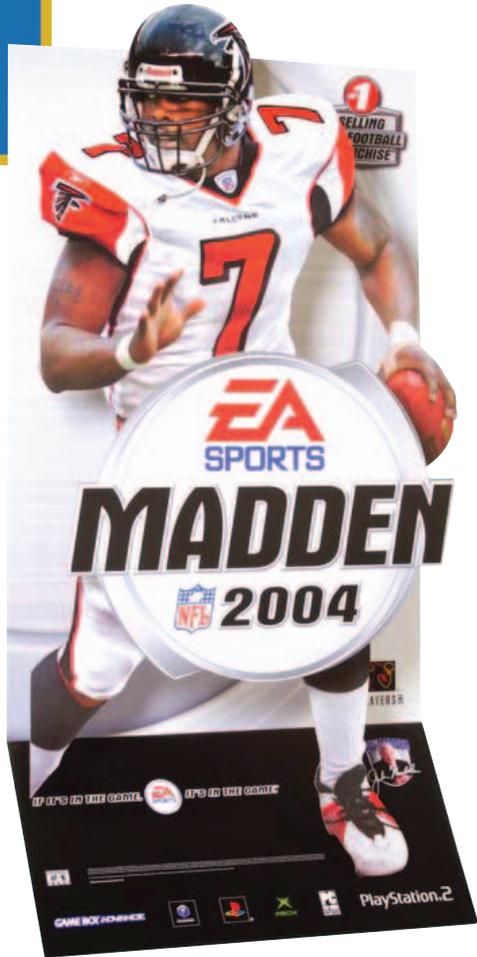
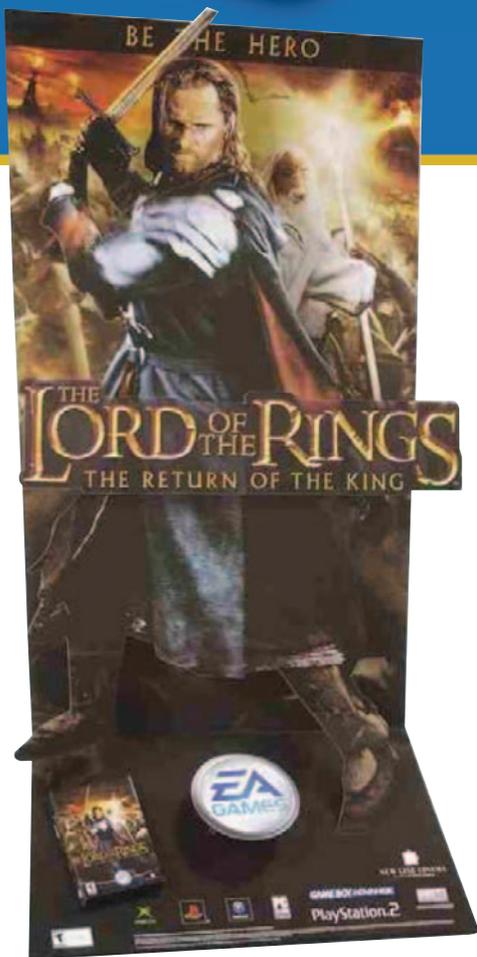
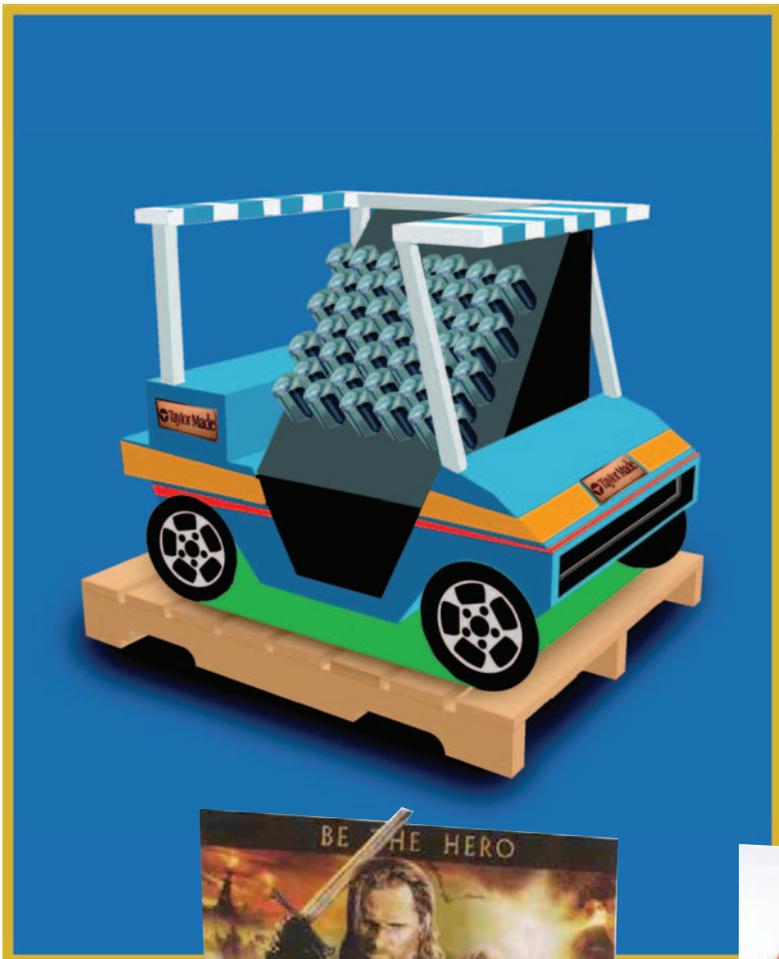
extension of their procurement, marketing and operations processes. By providing evaluative and design expertise to buyers and merchandisers, Visual Impack is becoming an indispensable extension of these retailers, which leads to penetration of their vendors and suppliers alike. As an integral part of this strategy, Visual Impack established the most appropriate component and assembly vendors for contract retail packaging for each retailer served.

As this initiative evolved, Visual Impack has become a Visual Marketing company, not only focusing on packaging products and services but also supporting each retailer's corporate objectives and strategies.



End Cap Displays





Pallet Displays

Marketing from a different perspective.



**American
Red Cross**

*Support our
hurricane relief efforts*



Be a good neighbor!

**Improve your
community!**

Show the community how much you care. By posting nonprofit organizations' messages in your stores, Visual Impact's banners and billboards can promote your public relations within the community. Customers will feel your store is a partner and good neighbor in the community.





Floor Decals



Enhance the experience.



Packaging



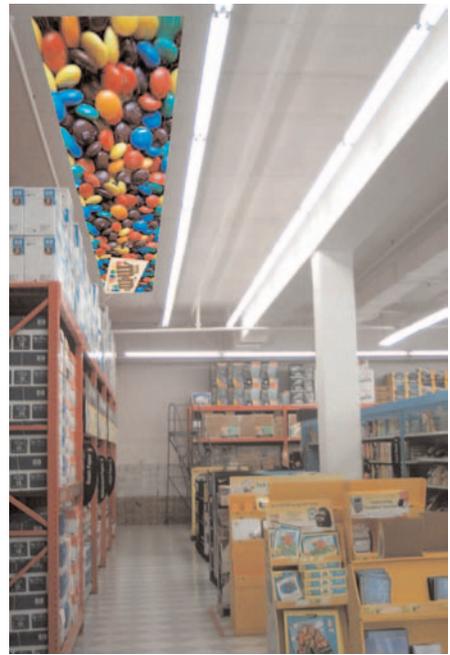
Shelf Talkers

Deliverables

- Aisle signage
- End cap programs
- Floor decals
- Shelf talkers
- Window display
- Point of purchase displays
- Banners
- Indoor billboards
- Packaging solutions
- Digital signage
- Postcard Racks

Services

- Shelf analysis – Space Management
- Upsell & cross sell opportunities
- Brand management
- Signage and Printing sourcing
- Alternative Revenue Stream Development including Advertising sourcing
- Creative and production art
- Project management software/scheduling
- Ideas that improve performance and lower costs
- Develop marketing and merchandising strategies and specifications to meet client business goals and objectives
- Sourcing and contract negotiations with suppliers
- Translate customer needs into functional requirements for suppliers
- Assess current packaging, merchandising, and signage against customers' objectives and competitive alternatives
- General management, marketing, product development, operations, engineering and sales
- Contract Packing/Fulfillment including design, product development and sourcing, packaging, signage, advertising sourcing, sales and marketing, merchandising, retail distribution, branding
- Assist in product and packaging reviews, modifying objectives where appropriate
- Lower costs through contract manufacturing
- Develop standardized packaging systems



Ceiling Banners



Outdoor Billboards

Begin to think big.



Visual Impack

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