



Factory Direct, Custom Designed POP Displays



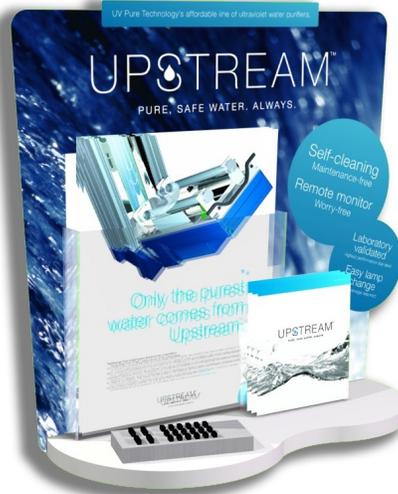
**Avante Manufacturing Ltd.
Custom Permanent POP Displays & Kiosks**

1-877-407-8655

www.avantepopdisplays.com

info@avantepopdisplays.com

- ◆ REDUCE COSTS - BUY FACTORY DIRECT!
- ◆ DISTINGUISH YOUR PRODUCT FROM COMPETITORS WITH CUSTOM BRANDING.
- ◆ OPEN MORE DEALERS WITH A DISPLAY AND PRODUCT PACKAGE.



- ◆ AWARD WINNING “IN HOUSE” DISPLAY DESIGN TEAM.
- ◆ MANUFACTURING RUNS FROM AS FEW AS 50 FLOOR UNITS, AND 100 FOR COUNTERTOP DISPLAYS.
- ◆ ATTRACTIVE, DURABLE AND EASY TO ASSEMBLE.
- ◆ FLAT PACKED, COURIER FRIENDLY.
- ◆ TOLL FREE CUSTOMER SERVICE HELP LINE.

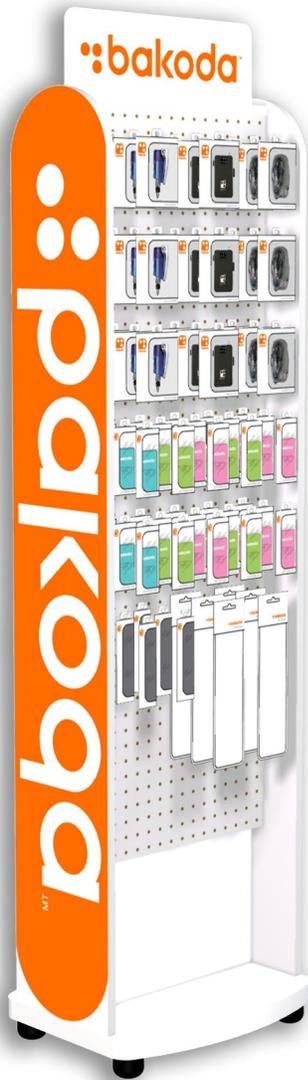
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GETTING STARTED

At the back of this brochure you will find a 'product information' worksheet, which helps us to gather all of the pertinent information needed to get started on a custom design.

- Determine how many different products, and quantity of each, your display needs to accommodate.
- Measure the dimensions of your packaged product.
- Do you require a floor, counter top or wall unit?
- Consider your graphics - placement, images, quantity.
- If you are working with a specific retailer, find out if they have size or other applicable restrictions.



After studying your needs, we will offer you design ideas, ball park pricing and images of previous designs for your consideration. This will assist us with a good starting point to determine your display needs.

Then it's just 4 simple steps to success:

1. Rendering
2. Prototype
3. Production.
4. **Sell! Sell! Sell!**



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STEP 1 - RENDERING

- ◆ Our designers will create a computerized 3D rendering of your display, complete with your graphics and product images.



3D Rendering

		Stocking Colors

- ◆ Choose from a range of stocking colours including our environmentally friendly eco-board.

STEP 2 - PROTOTYPE

- ◆ Manufacture a working prototype to field test your products - Great for trade shows or test markets!
- ◆ Review the packaging and assembly of your unit.



- ◆ We can make any adjustments to the prototype before moving forward with a production run, ensuring that the end result meets your exact requirements.

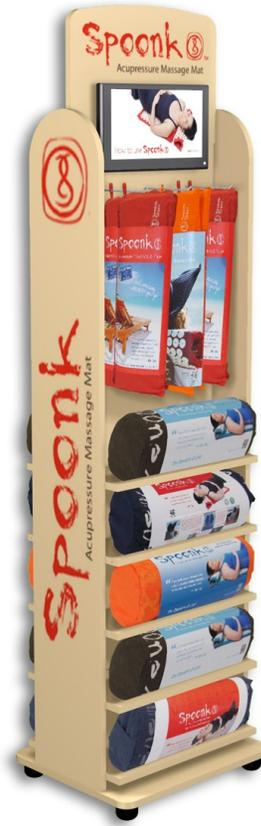


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STEP 3 - PRODUCTION

- ◆ All of our units are manufactured for easy assembly using simple “screw together” construction.
- ◆ Flat packed, complete with hardware and instructions for easy assembly.



- ◆ Courier friendly, making everything as easy as possible for you and your dealers.



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STEP 4 - SELL! SELL! SELL!

- ◆ Showcase your product with customized displays.



- ◆ Promote product benefits that may not be apparent on your main packaging.



- ◆ Brand your display with full graphics to prevent “display hijacking” by your competitors.



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IN HOUSE PRINTING

Our graphics team can produce full color digital imaging with our SOLJET PRO II 60" large format Commercial Printer.

- ◆ UV solvent ink
- ◆ In-house printing, photo quality results.

SOLJET PRO II
Sign Maker by Roland DG Corporation



- ◆ Rich, brilliant colors, crisp sharp lines and text
- ◆ 3 year fade and waterproof resistant



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CUTTING EDGE TECHNOLOGY



- Attract attention with a media player or touch screen.



LCD Media Players can be incorporated into your display

- ◆ 6-in-one card reader supports video, photo and music formatting
- ◆ Remote control and OSD function
- ◆ Timing control
- ◆ Motion Detection



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DO CUSTOM POP RETAIL DISPLAYS REALLY WORK?

YES! Point-of-purchase (POP) advertising is more important than ever before for today's retailers. Studies by POPAI "Point of Purchase Advertising International" reveal the following:

- About 70 percent of all brand purchase decisions are made in-store.
- In store sales have increased as much as 65% when POP materials are used.
- Cost-per-thousand of POP advertising is close to that of out-of-home advertising, or radio, which is about half the cost of TV advertising.

An in-store analysis performed by PCi, found that where one brand consistently used standard stock materials, while another actively used custom POP. The **custom POP delivered a 28% sales lift**, while standard materials generated a 13% lift, a 2:1 advantage in favor of custom POP. These results were consistent across multiple materials and messages.



"Custom" POP vs. "Standard" POP Materials Alcoholic Beverage Category

**2x the Lift of
Standard Materials**

% Sales Lifts when POP...

How made?	Brand	Sign/Banner	Brand/ Logo	Retail Price	Product Photo	
Custom	A	31%	30%	26%	23%	Custom Avg. = 28%
Standard	B	11%	11%	12%	19%	Standard Avg. = 13%

Source: In-Store Advertising Becomes a Measured Medium: Convenience Stores ©2003, **POPAI**

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ABOUT AVANTE

Founded in 1989, Avante has evolved into one of the industries leading manufactures of permanent custom in-store displays.

We design, manufacture and distribute direct from our Western Canadian based Factory and have worked with many household brands including: Dish Network, Molson's Brewery, Maytag/Crosley Appliances, Ascenta Health and Daystar Products.

The best part of a custom display or kiosk from Avante is that there are NO startup or developmental charges to you our customer. Our team of creative designers, along with your input, work together to achieve an attractive point of purchase display with custom branding specific to your products.

We will be happy to provide you with a quote on an existing display or design Ideas and pricing on a new creation.

We feel confident you will find our prices competitive and that we can offer you a display design unique to your company.

Please call or email with your inquiries or your display concerns.

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Displays & Kiosks

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AWARD WINNING DISPLAYS



- ◆ This silver award winning 2-sided glove display for LFS is just one of many award winning displays that Avante have designed and manufactured



- Avante has earned design awards from the local and regional Arts Council.

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WHAT OUR CUSTOMERS SAY



"We're very happy with the displays and have around a dozen or less to find homes for. We definitely think they've boosted our sales and image. I think/hope we will probably be ordering again in the coming year. Thanks! It's a great pleasure doing business with you all."

Mark Bedillion, Co-owner
Bedillion Honey Farm
www.bedillionhoneyfarm.com

"Our cosmetic retail displays from Avante were worth every penny! The design team paid attention to every detail. Our goal was to showcase many small products; displaying both testers and retail stock. Everything was perfect, and exceeded our expectations. The displays themselves are extremely attractive and easy to assemble. At our last trade show, we received an overwhelming response as to how beautifully our products were displayed. Our investment in these attractive displays is sure to pay off"

Candace Grenier, President
Pure Anada Cosmetics
www.facebook.com/PureAnada



"Thank you for helping us design our new displays and take our business to the next level. We have received nothing but positive feedback and our dealers could not be happier with the upgraded units. We look forward to doing more business with you."

Brian Wilkinson, Marketing Manager
Slick Products
www.slickproductsusa.com

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PRODUCT INFORMATION SHEET

Company Name: _____

Contact Name: _____

Contact Number: _____

Email: _____

What type of Display are you looking for: Floor Counter Wall

Type of products being displayed: _____

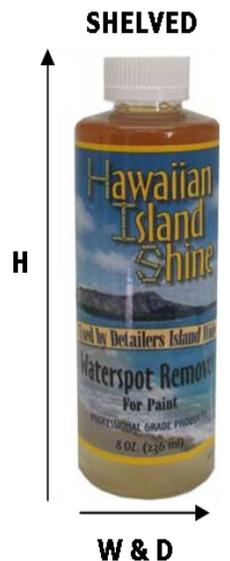
Will the products be Hanging Shelved:

Number of different skus: _____

Total Qty of products to be displayed: _____

Your Product Dimensions **as displayed** (see images):

Please treat each color/flavor as a separate product/sku



Your Product Name/Sku	Size			Quantity
	W	H	D	
Red Widget	2	3	2	10

Qty of Displays needed: _____

Total \$ value of products on display: _____

What is your budget? _____

Additional Comments: _____
