



# *Signarama*

The pharmacy signage specialists .



**Talk to the Pharmacy Signage Experts.  
Benefit from Our 10 Years Experience Working Nationwide  
Serving Both Independent Business Owners and Groups.**

Projecting LED Pharmacy Cross Sign, Category Signs,  
Custom Fascia Signage - Shop Front Lettering, Metal 3D  
Illuminated Lettering ,Fascia Light Boxes ,Window  
Lettering & Graphics, Window Poster Display Pockets,  
Custom Window Display Units, LED Digital Screen Displays,  
Gondola Sign Systems, Consultation Room Graphics,  
Custom Wall Prints, Custom Leaflet Wall /Floor Units,  
Glass Frosted Graphics, Suspending Ceiling Signage.  
Neon Signs, POS, Shelf Edge Strips, Promotional Print.





# CROSS SHAPED LED LIGHTBOX

*modern, attractive & affordable*



- High Brightness LED Internal Illumination
- Low Voltage, Low Cost
- Reliable, Low Maintenance Long Term
- High Quality Aluminium Exterior Construction
- 5mm Opal Acrylic Face Panel  
*with Option to Customise Face Panel Graphics*
- Green as Standard (Option to Paint RAL of Choice)
- Lead Time 10 Working Days From Order

**ORDER TODAY 01 8623852**

## SIZES AVAILABLE FOR ORDER

600mm x 600mm €899

800mm x 800mm €999

1000mm x 1000mm €1199

Nationwide Delivery from €25, Installation from €100

\* All Prices Excludes VAT @ 23%



# SCROLLING/ANIMATED CROSS

*LED custom messaging, time & temp*



- 2 Colour LED Powered Scrolling Message
- Time & Temp - 1 Line Text- Selection of Animated Cross Designs
- Green as Standard (Option to Paint RAL of Choice)
- High Quality Aluminium Exterior Construction
- Remote Controlled VIA USB Wireless Dongle from Laptop

**ORDER TODAY 01 8623852**

## SIZES AVAILABLE FOR ORDER

600mm x 600mm €2199

800mm x 800mm €2299

Nationwide Delivery from €25, Installation from €100

\* All Prices Excludes VAT @ 23%



# CATEGORY SIGNS - INTERCHANGEABLE

improve your customers shopping experience

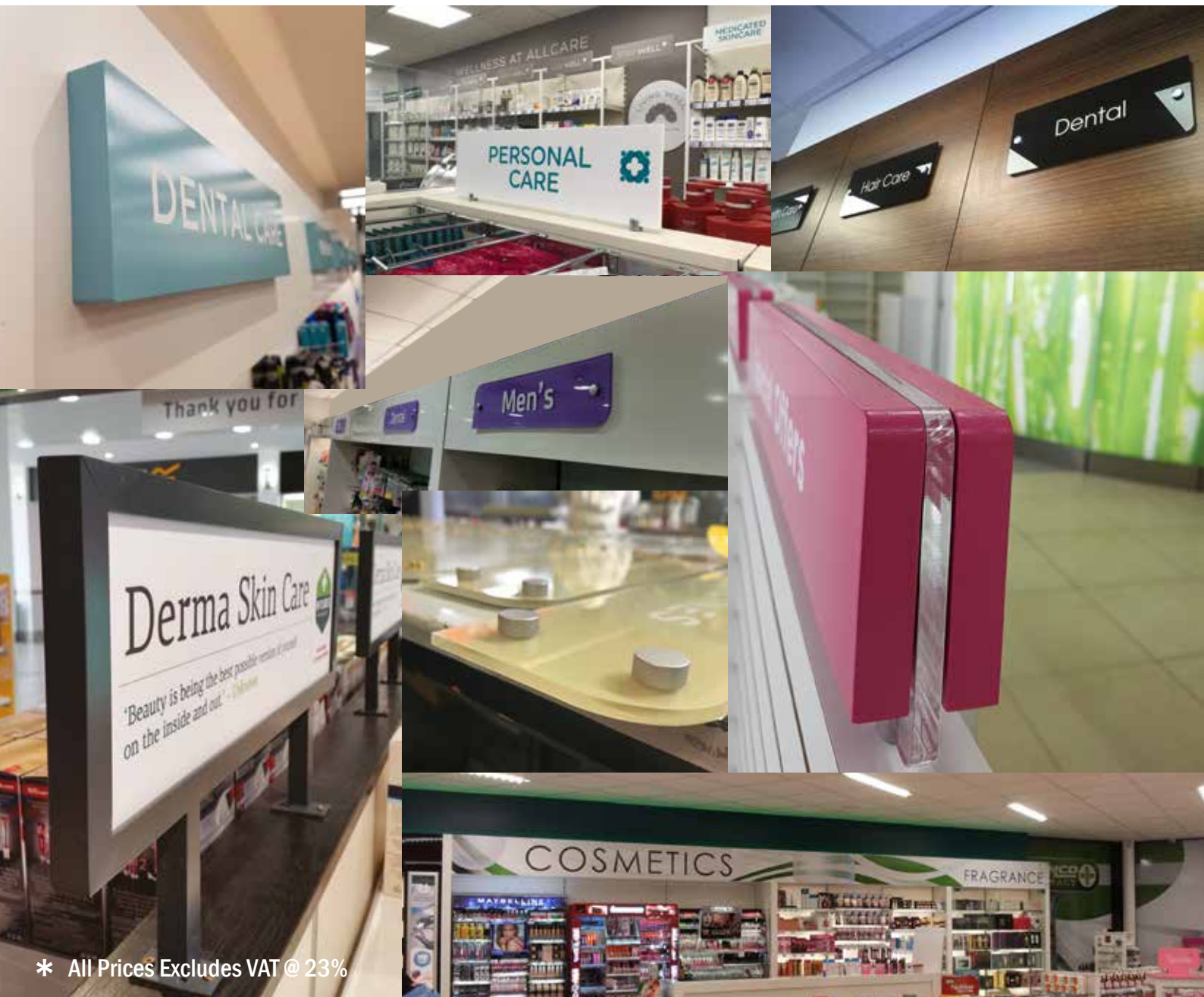


Customers have expectations of a convenient shopping experience and as a retailer you are expected to facilitate this. By segmenting your pharmacy visually using legible, modern category signs, customers move purposely around the store using the signs as a navigation tool. Effective signage will:

- 1) enables customers to operate independently, reducing pressure on floor staff
- 2) highlights all categories encouraging impulse purchasing, improving the average sale at the tills
- 3) offers a more enjoyable shopping experience

## ORDER TODAY 01 8623852

- |  |  |
|--|--|
| ● Range Of Interchangeable Options To Suit All Budgets | ● Custom Designed High Spec Units <i>from</i> €65.00     |
| ● Range Of Staff Friendly Fixtures Available           | ● 19mm Painted Foam Blocks €39.99                        |
| ● Experienced Creative Team Available to Advise        | ● 5mm High Gloss Acrylic €24.99                          |
| ● Signage Custom Made to Order                         | ● 5mm Low Cost Foam €14.99                               |
| ● Lead Time 10 Working Days From Order                 | ● Self Adhesive Vinyl - <i>Non Interchangeable</i> €9.99 |



\* All Prices Excludes VAT @ 23%

# WINDOW GRAPHICS/ DISPLAYS

*benefit from a vibrant splash of colour*



The window display has always been a hugely important asset for retailers. In the pharmacy sector it's often under utilised to promote the pharmacy's store offering and core values generally characterised with messy paracetamol POS. We recommend the pharmacy take back their windows to focus on building their own brand. Using graphics to give the pharmacy real presence, highlighting store services and core brand messages in a memorable way.

## ORDER TODAY 01 8623852

- Window Graphics *from* €45m<sup>2</sup>\*
- Window A Size Poster Pockets *from* €99
- Slimline A Size Light Boxes *from* €149
- Large Neon Cross *from* €499
- Large Metal Cross Light Box *from* €899
- Samsung/NEC Digital Screen *from* €1999



\* All Prices Excludes VAT @ 23%

graphics\*  
**€45m<sup>2</sup>**

## CONSULTATION AREA

*utilise this area to build customer loyalty*



The local pharmacy's expanding role in the healthcare system offers a real opportunity to build long-term loyal relations with their customers, helping to alleviate some of the pressures created by increased competition and downward pricing. Many pharmacy customers are establishing a clearly defined consultation zone in their stores, where customers can see healthcare information is available and a private consultation with the pharmacist is easily accessible. Delivering health advice on a one-to-one basis offers a unique opportunity to understand your customer's future healthcare needs to help build a long-term rapport. This area could include store service graphics, branded leaflet units or wall prints.



over  
**10 Years**  
Experience

## WHO ARE WE - WHAT DO WE OFFER

*benefit from our 10 years experience*

Expert  
Creative  
Team

&

Consistency  
& Quality  
Guaranteed

With over 10 years experience working with independent pharmacists and groups we can offer advice on standard practice regarding signage and graphics to maximise the potential of your store. We can share what is trending in the Irish retail pharmacy market and offer suggestions on how to best utilise your retail space to create an enjoyable shopping experience.

Our creative team is highly experienced in pharmacy interiors. With your input we can develop new branding with a range of accompanying signage and graphics or we can work with established brand guidelines to ensure brand consistency across multiple retail stores.

A key factor to our success has always been our creative flair combined with our dedication to premium manufacturing materials. We have a strong team who deliver consistent results to a high standard.

**OPENING A NEW STORE LOCATION , TIME FOR AN UPDATE ?**  
*we offer the full signage fit out from exterior to interior*



**ORDER YOUR NEW SIGNAGE TODAY 01 862 3852**

**CALL US TODAY TO ARRANGE A STORE VISIT TEL: 01 862 3852**  
*we offer advice, graphic design, fabrication and installation*



**PHARMACY SIGNAGE EXPERTS**

# DIGITAL SCREEN DISPLAYS

*screens guarantee customer engagement*



DIGITAL SIGNS - uses technologies such as LCD & LED to display content such as images, video, streaming media, information to educate, inform or market promotions

## WHY USE A SCREEN?

### 1. Customer Engagement

- Today's consumers want content that's informative and relevant to them. Like any point of sale, marketing a 'relevant' message captures attention, the combination of bright colors and motion makes digital signage displays hard to ignore. With its support for video and animated content, digital signage attracts attention better than other types of communication medium. Customers now seek out this type of engagement to influence decisions.
- With consumers showing less loyalty to one pharmacy, the screen offers a method of memorable engagement to emphasize the benefits your pharmacy has to offer over the local competition. e.g. promotion of the private consultation room, various screening services, child/adult vaccinations, morning after pill, health checks, blister packaging..... services customers may not be aware are on offer in store.
- Within a pharmacy environment customers can often have waiting periods where a screen would offer an entertainment solution while establishing the pharmacy as the 'go to' place for healthcare advice e.g directing customers to a Skincare or Vitamin zone in the store by offering simple facts of interest perhaps relating to upcoming seasonal changes. Highlighting the category, delivering 'relevant /valuable' information while promoting specific categories in the store to encourage purchases.

### 2. Dynamic

- Ultimately, digital signage will play a strong role in a retail environment because of the ability to deploy any content, any time, from any location, making it more dynamic than any other display medium. The fact elements can self-update since content can also include real-time news /weather from RSS feeds and social feeds.
- The screens can be segmented to run multiple media at one time including video, static images, social media feeds or news feeds making it far more time and cost effective and efficient at delivering information than standard medium such as print.

## HOW DO WE PROGRAM THE CONTENT?

- The content is managed generally from a cloud based software so you can control content on any screen from your PC anywhere. The software is user friendly for scheduling content. The actual content can be prepared by staff member or a professional designer. Call 01 8623852 for more information.



Screens can be built into custom made units to incorporate shelves



Standard mounts are available off the shelf or we can design a custom unit. Call for a survey 01862 3852



**ORDER TODAY 01 862 3852**

*talk to our sales team to arrange a site survey*

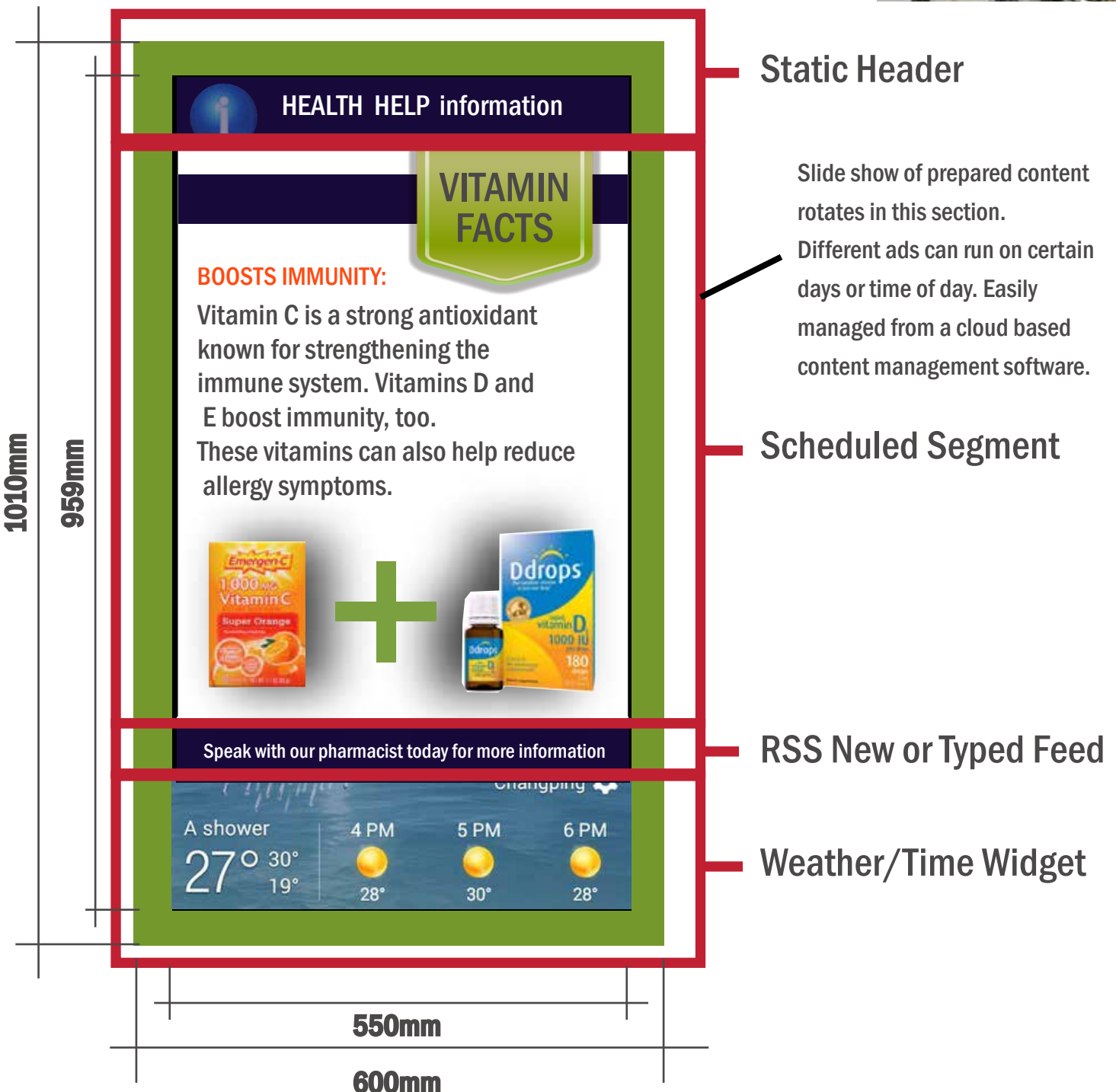


## SEGMENTED SCREEN SAMPLE LAYOUT

**43" SCREEN - Window or Wall Mounted Screen  
Secured into Metal Box Unit**

550mm x 959mm Screen Dimension

600mm x 1010mm Metal Box Unit Dimension



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[www.facebook.com/pharmacysignage.ie](http://www.facebook.com/pharmacysignage.ie)

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