



PRODUCT GUIDE

# Graphic Integration

A guide to fuss-free graphic integration for display branding and product promotion

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🌐 [www.spc-retail.com](http://www.spc-retail.com)



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## We're Redefining Displays

SPC Retail® is a dedicated solutions provider for your retail display needs. We believe in creating displays that are versatile in both the product it holds and in its ability to accommodate your visual branding needs. We offer fuss-free graphic integration opportunities that will raise your display standards to the next level. Customize your displays to coordinate, organize, and enhance in-store presentations and brand messaging with ease.

This guide will help you choose the right combination of display graphics to boost your in-store promotion efforts. Get ready to be inspired by all the ways you can easily integrate powerful graphic branding!

**For help, call us at  
800-523-6899.**



# Graphic Clips



## SPECIFICATIONS



### HOW IT WORKS

This clip works exclusively with SPC displays and easily snap onto legs and poles. Velcro is used to attach graphics to the clip.

### USE CASES

- Hide unused space
- Attach graphics between legs
- Display banner signage
- Conceal overstock storage

### SUGGESTED SUBSTRATES

A lightweight and rigid substrate, such as Coroplast or Corrugated Cardboard.

# Tag Strip



## SPECIFICATIONS



### HOW IT WORKS

The 1.5-inch tall adhesive channel is mounted onto the edges of display panels as a cost effective option for incorporating graphics.

- Sold in 1.5" W x 48" L
- Can be cut to size
- Graphics slide into channel
- To be installed by customer

### USE CASES

- Added color and branding
- UPC inserts
- Price tags or shelf talkers

### SUGGESTED SUBSTRATES

Use a thin, pliable substrate, such as Poly-Film or standard printer paper.

# C-Channel



## SPECIFICATIONS



## HOW IT WORKS

This 2.5-inch tall graphic channel provides full coverage of display panel edges.

- Comes pre-assembled
- Screw mounted for secure hold
- Made of strong virgin plastic

## USE CASES

- Help eliminate black edges
- Add branding or logos
- Larger promotional messaging

## SUGGESTED SUBSTRATES

Use a more rigid substrate that keeps its shape, such as .020 Styrene or Cardstock.



# J-Channel



## SPECIFICATIONS



### HOW IT WORKS

Intended for use on panel edges for holding larger graphics.

- Adhesive or stapled options available
- Holds up to 4mm thick signage
- Attaches to panel edges on most display configurations
- Cut to length

### USE CASES

- Graphic headers
- Front-edge slide in signage
- Hide unused space

### SUGGESTED SUBSTRATES

For larger graphics a Coroplast is recommended. For light-duty signage use cardstock or styrene.

Use J-Channel to hold slide-in signage on the front of displays



Cover dead space using J-Channel



# Sign Holders



## SPECIFICATIONS



### HOW IT WORKS

Our Sign Kits easily snap onto leg posts of displays for quick and easy point of purchase signage integration.

- Slides up and down for height adjustment
- Can go through the grid
- Sign plate rotates 360-degrees

### USE CASES

- Display pricing
- Provide more in-depth product information

### SUGGESTED SUBSTRATES

Most printer paper is fine. Thicker cardstock will provide rigidity for keeping the sign from sagging.

# Graphic Toppers



## SPECIFICATIONS

### HOW IT WORKS

Transform any ordinary shelf into a dynamic branded display with the application of graphic toppers. Toppers can be placed atop the panels of displays to add color or finish.

- Graphic cut sheets will be provided upon request
- Artwork and printing are not provided by SPC
- Use poster putty or double sided tape to secure graphics

### USE CASES

- Wrap panel top and edges
- Add texture or color
- Pair with C-Channel

### SUGGESTED SUBSTRATES

Toppers can be produced on various substrates, such as styrene, adhesive vinyl, or cardstock. We recommend a .020 Styrene, which has a scratch resistant surface and maintains the long-lasting vibrancy of your design.



Wrap panels with a graphic topper for an instant branded display



Add 3D elements, such as Astroturf, as a substitute for printed graphics



# Fabric Wraps



## SPECIFICATIONS

### HOW IT WORKS

Incorporating fabric is an exceptional way to soften the look of SPC displays. When using a printable fabric you can add color, brand messaging, transform it into a 3D destination, and so much more.

- Graphic cut sheets will be provided upon request
- Artwork and printing are not provided by SPC

### USE CASES

- Hide legs to streamline design
- Cover unused space
- Create immersive experience

### SUGGESTED SUBSTRATES

Duck fabric works great for these types of applications as it provides rigidity and enough stretch to fit snugly in place.

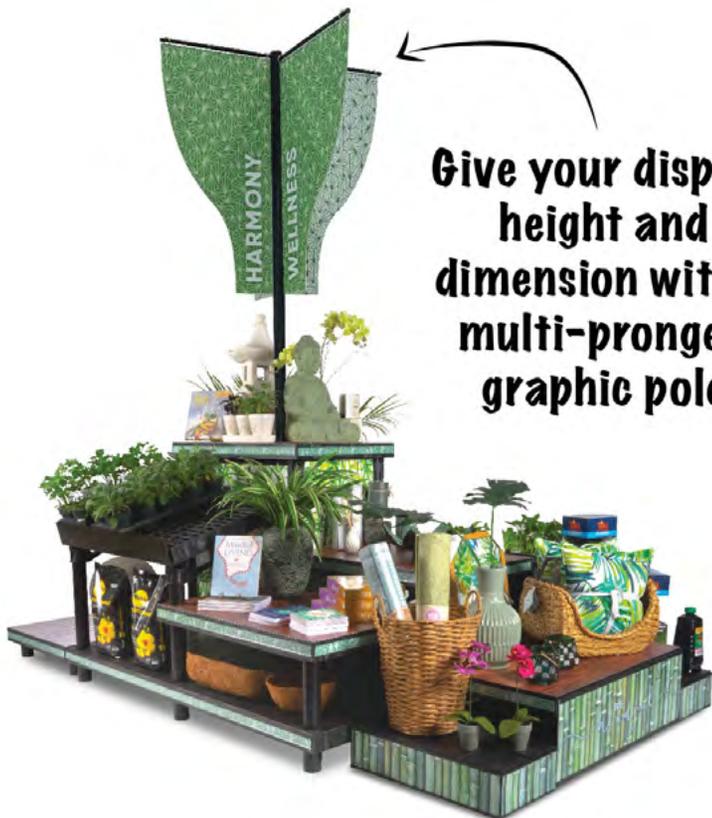


# Hanging Signs

**This hang-bar is great for holding a variety of signage sizes**



**Give your display height and dimension with a multi-pronged graphic pole**



## SPECIFICATIONS

### HOW IT WORKS

As the newest addition to the graphic integration lineup, hanging signage is a custom solution that uses metal bars and custom legs.

- Not all displays can be retrofitted to incorporate hanging signage
- Graphic design and printing are not included
- Graphic cut sheets will be provided upon request

### USE CASES

- Way-finding signage
- Informational signage
- Promotional signage

### SUGGESTED SUBSTRATES

Use a substrate that is ridged and lightweight, such as Ultra-Board (aka foam board). This material can often be printed on both sides and provide a clean edge.

# Substrate Reference Guide

Below is a list of materials we've tested and used for the various graphic integration methods mentioned in this product guide. If you still have questions on which material would be best for your project, please contact us at **800-523-6899**.



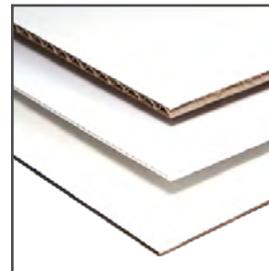
## Coroplast

**Size:** 4mm

**Use:** slide-in or inner-leg graphics

**Features:** rigid and lightweight

**Reference:** pages 3 and 6



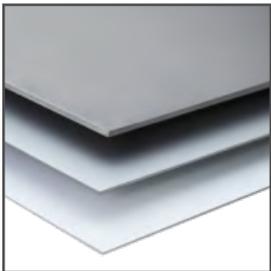
## Cardboard / Cardstock

**Size:** 1 to 4mm (E, B, C flute)

**Use:** graphic wraps

**Features:** rigid and less expensive

**Reference:** pages 3, 5, 6, and 8



## Styrene

**Size:** .020

**Use:** toppers or Stockblock™ signs

**Features:** durable and vibrant

**Reference:** pages 5, 6, and 8



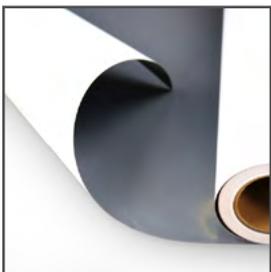
## Ultra-Board

**Size:** 3/16 inch

**Use:** hanging signs

**Features:** lightweight and clean edges

**Reference:** page 10



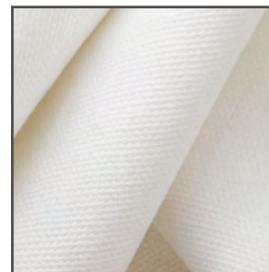
## Poly-Film

**Size:** 8 mil

**Use:** tag strip inserts

**Features:** flexible

**Reference:** page 4



## Duck Fabric

**Use:** wrap around legs of display

**Features:** pliable and durable

**Reference:** page 9

# Design Consultation

At SPC Retail, we believe in helping retail businesses of all sizes. We go the distance in offering you a FREE one-on-one consultation with a member of our design team to discuss specific solutions to your display needs.

## Who?

This design service is for retailers looking to elevate their SPC displays, but are not sure where to start or how to go about it.

## What?

We'll work with you to understand your graphic needs, determine the best display (if you haven't chosen yet), and integration method to achieve your vision.

## Why?

We understand every retail environment is different and the displays you use should be unique to you. We make it easy for you to customize your displays without any of the guesswork.

## How?

- 1 We'll start by determining what display you plan to use and discuss the type of functionality you'd like to have with your display.
- 2 From there, we'll work with you on choosing the best integration tool that will meet your needs and budget.
- 3 We'll finalize your order for any add-ons you will need and provide all the graphic cut sheets your designer will need for producing the graphics.

## Let's Get Started

Contact us directly at 800-523-6899 or **request a consultation** on our website.