

**This is no
fish tale —
our seafood
signage can
help increase
sales and put
your business
back in the
swim!**

Blanc
displaygroup
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www.blancind.com

Trending now... The latest innovation in customer engagement: The digital seafood department.



The **Fresh Food 411™** Interactive Kiosk seafood department is the latest category to marry innovation with customer demand and cutting-edge technology. Customers will have instant access to information like product nutrition, selection, storage, recipes and general information with just a tap of the screen. The nimble tablet is secured atop a sleek, yet sturdy and durable wooden or metal kiosk. Best of all, the program can be customized to your specifications. You can even mix-and-match the seafood department with one or more of the the following perishable departments: produce, cheese and meat. We can even customize deli and bakery. Just ask!

Here's how it works:

1. Customers simply tap a seafood category.
2. Choose an item.
3. Pick a menu tab.
4. Email the information (optional).



Become seafood savvy in seconds!

Customers in a cooking quandary? Super-easy recipes and cooking techniques will have them dining in a dash!

Here's what the customer will see:

- **Selection and Storage:** An easy-to-follow guide to choosing the freshest seafood, as well as storage tips to prolong its life and save money.
- **Nutrition Facts:** The U.S. Food and Drug Administration's Nutrition Facts Label provides an easy-to-read breakdown of calories and nutrients per item. Aids customers in making smart choices for a healthful lifestyle.
- **Cooking Basics/Recipe:** Customers are prompted to follow certain cooking methods or techniques best suited to the fish or seafood item. A delicious, yet simple recipe is supplied that is suitable for beginner and expert cooks alike.
- **Sustainability:** Offers detailed information regarding responsible sourcing practices. Supplies instantaneous in-the-know insight to consumers, thereby enabling quick decisions in the seafood department aisles.
- **Health Benefits:** A beneficial health tip or fact regarding the chosen item is related to the customer. An interesting fact that just may sway their decision and make the sale!



Seafood case stale? Perhaps it's time to freshen it up!

We can help! Whether it is a minor adjustment or a total makeover, our customizable, easy-clean, contemporary case headers, tags and toppers can update the look without breaking the bank!



Case Headers

These subtle stunners are sure to stop customers in their tracks—and ultimately generate sales! Available in all shapes, sizes and colors. We customize to fit your specifications, décor and budget.

Case Tags with Toppers

We've combined tags with topper options while promoting practicality. Now you can change prices as easily and as often as you change the catch of the day!



Good signage sells!

Showcase and promote your products and you'll increase sales. That's the logic and simple truth. Our tailor-made promotional boards will do just that—with style! We have a selection to fit every need, specification and department décor.



Sign Frames & Holders

Choose from wood, wire, metal or plastic. We can outfit all applications!

Spiral Promotional Boards

You'll flip for our promotional boards! The easy spiral number system allows you to change prices effortlessly with...well, a flip of a page.



Promotional Case Covers

The name says it all! Dress up your seafood cases in simple, classic style!



Counter Top Easels

Create a visual impact with signage that can move at a moment's notice.

seafood department		
HOURS OF OPERATION		
Manager: John Smith		
Monday	8 : 00	9 : 00
Tuesday	8 : 00	9 : 00
Wednesday	8 : 00	9 : 00
Thursday	8 : 00	9 : 00
Friday	8 : 00	9 : 00
Saturday	8 : 00	9 : 00
Sunday	10 : 00	6 : 00

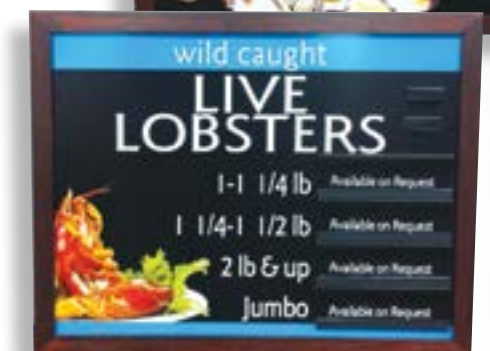
Department Information Boards

Highlight your business information in an organized, clear, concise and pleasing manner.



Promotional Boards

Easy-to-read signage that say "seafood" with a splash of sophistication.



Does your seafood department STAND OUT?

If it's not what it could be, why not start with simple brand-building custom shelf strips, case dividers and durable danglers. Ours is a quick, clean and cost-effective makeover method that is perfect for every décor and budget!



Clear Product Stops

A space-saving organizer that puts an end to retail space waste.



Shelf Strips and Danglers

Whether they're vibrant and bold or au naturel, these customizable shelf strips and danglers are sure to draw the crowds!



Case Dividers

Brand building made easy. These customizable case dividers perform double duty. They showcase perishable merchandise while keeping them neat and organized. Plus, they're moisture-resistant, which makes cleanup a breeze!

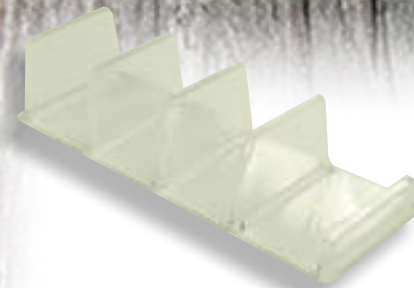


Stanchion Signs

Shout your message from the heavens or make a statement and mount it atop our sturdy metal frames to create upwardly mobile stanchion signs that effortlessly transport in limited time and space.

Presentation power!

Whether you prefer vertical or horizontal, narrow or wide, single or stackable, we have displays that will put your merchandise front, center and in the spotlight where they ought to be!



Shelf Organizers
Stock shelves effortlessly and efficiently. Customized to fit your unique specifications..



Dump Bins
Perfect for condiments or trial-size samples. Generates impulse buys!



Wire Shrimp Ring
Set inside refrigerated cases and displays to keep shrimp visible and accessible!



Product Trays
Self contained, these trays are perfect for "on-ice" presentations.



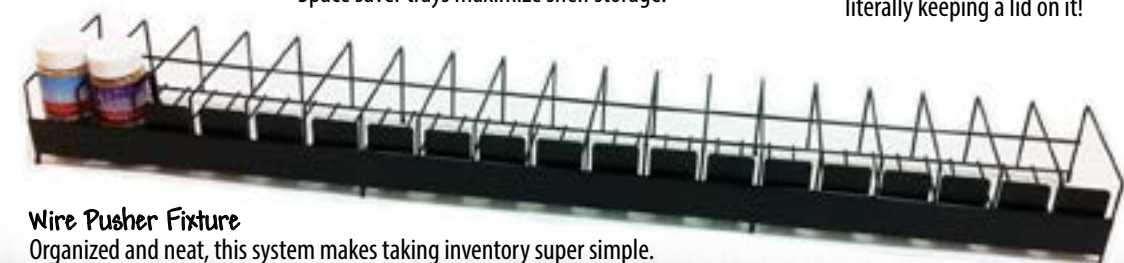
Product Risers
Optimize space and product visibility. Combine like ingredients or categorize items for one-stop shopping.



Pusher Trays
Space saver trays maximize shelf storage.



Sample Domes
Keep samples fresh and appetizing by quite literally keeping a lid on it!



Wire Pusher Fixture
Organized and neat, this system makes taking inventory super simple.