



INNOVATIVE

Obviously everyone wants to be successful, but I want to be looked back on as being very innovative, very trusted and ethical and ultimately making a big difference in the world. - Sergey Brin

Point of Purchase Services

Innovative & Effective

The term “point of purchase” usually refers to a promotional piece placed prominently at the location of the purchase decision in retail stores. P.O.P. is considered **one of the most important aspects of advertising and merchandising**, since the most critical time to influence buyer behavior is when they have money in hand.

Joliet Pattern creates P.O.P. graphics/displays of all sorts including **kiosks, ceiling danglers, floor stanchions, exterior signage, menu boards, table top, floor & counter mats, tongue covers, pump toppers, product cases, backlit signs, wall murals, pole signs, banners, exhibit, trade show, vehicle wraps, and much more!** We also provide digital signage for P.O.P. displays due to its unique ability to seize attention and deliver interactive messaging tailored specifically for the **immediate audience**.

Joliet Pattern is considered one of the top point-of-purchase providers for obvious reasons:

- 1 We design tight, perfect models and prototypes which are absolutely necessary to gain approval for large-scale P.O.P. projects and programs.
- 2 We are capable of short, custom print runs for market testing before going into full production.
- 3 We provide national, regional and local retailers customized P.O.P. that differentiates them from their competitors.
- 4 Our signage fits so many applications – wall, window, shelf, floor and vehicle decals.
- 5 P.O.P. is often overlooked and becomes the last component ordered for a promotional campaign – so it needs to be done yesterday...or, as we call it, on-demand.
- 6 Our P.O.P. designs address the in-store needs of easy installation and quick dismantling.

Joliet Pattern specializes in custom P.O.P. displays that are not only innovative and effective but they also **keep your costs down and sales up!**

ONE Solution - **ONE** Source.

