

*Give
Your
Brand
Some*



A One-Stop Source for Corporate and Retail Signage and Graphics

POP Graphics is a full-service identity branding company that features a full range of interior and exterior SIGNAGE and GRAPHICS capabilities that enable us to meet virtually any requirement and allow us to offer creative, comprehensive state-of-the-art solutions to even the most complex and demanding scenarios.

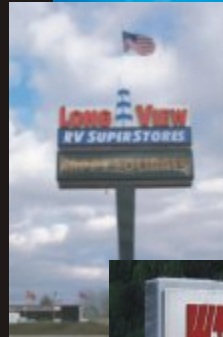
From conceptual development and engineering, to fabrication, to installation and fulfillment - whether you have one location down the street, or five thousand scattered around the country - POP Graphics can custom-tailor a program to fit your needs and furnish your company with a powerful, efficient and economical approach to visual communications that will provide maximum lasting impact.

INTERIOR

- POP Displays and Graphics
- Dimensional Logos and Letters
- Full-color Digital Printing
- Back-Lit Graphics & Light Boxes
- Posters, Banners & Plastic Signs
- Vinyl Graphics & Slat-Wall Signs
- Retail Graphics
- 3-D Lenticular Displays

EXTERIOR

- Illuminated Signage
- Channel Letters & Sign Cabinets
- Window & Store-Front Graphics
- Monument & Pylon Signs
- Directional & Wayfinding Signage
- Signage & Graphic Asset Management Services



www.pop-graphics.com

Powerful, High-Impact Visual Solutions

POP Graphics offers real solutions for real visual merchandising needs.

Marketing that works....

We understand the need to add value to retail transactions by improving how information is obtained and relayed in the retail environment. We address this for our clients by creating exciting, unique and functional POP and merchandising materials.



3-D Solutions
Graphics With An Edge

Let DIMENSIONAL signage and graphics do the work. Eye-catching 3D logos and messages jump out of the background and in to the forefront in the consumer's eye. A diverse range of materials and finishes are available to make your signage work overtime to get your message across with maximum impact in the most economical fashion possible.



- Foam
- Acrylic
- Metals
- Wood
- CNC Router-Cut
- Fabricated
- Illuminated

Ask us how our LED-Illuminated Letters can save you money!

Getting Consumers Involved

Making consumer decision-making fun and informative is easier with attention-grabbing POP and MERCHANDISING displays and graphics. POP Graphics can produce virtually anything that you can dream up, or let our talented and experienced designers develop a concept that is sure to make a lasting impression on consumers. Our engineering ingenuity and ability to transform unexpected materials into a reality will always result in the right solution for any visual merchandising scenario.

- Graphics & Signage
- POP Displays
- Interactive Displays
- Kiosks
- Illuminated Displays
- Literature Displays
- Retail Environments



Taking it Outside

Letting consumers know who and where you are is an essential part of any successful branding scenario. POP Graphics can address all of your EXTERIOR SIGNAGE requirements. From professional detailed surveys, to complete in-house design and fabrication, right on through to permitting and installation, we boast quality craftsmanship, attention to detail and an efficient professional approach to fulfilling even the most demanding multiple-location project.

- Channel Letters
- Sign Cabinets & Faces
- Store Front Graphics
- Neon & LED Lighting
- Monument & Pylon Signs
- Banners

Ask us about UL Labeling for custom signage!

National Recognition-New Identities

Big Projects call for Big Thinking

Regional and national branding or rebranding projects require careful attention to detail and a flawless efficient system for success. Let POP Graphics take the stress and guess work out of the equation for you when it comes to SIGNAGE & GRAPHICS. With experience in both regional and national campaigns, we offer a sound methodology for addressing and successfully executing any project - no matter how large - with creative cost-effective solutions.



- Design & Engineering
- Development of Project Specifications
- Prototypes & Samples
- Site Surveys
- Complete in-house Fabrication & Production
- Warehousing & Fulfillment
- Nation-Wide Installation



Putting Technology to Work for You

SIGNAGE ASSET MANAGEMENT

We have developed a unique proprietary system for managing the details and information for multiple-location projects. With our custom ProManage Signage Asset Management SOFTWARE we can generate a secure project/client-specific web site that is designed to furnish both our clients and our staff with all of the information necessary to successfully manage the project and keep everyone up-to-date with progress and status, as well as a wide range of client-specified information, including location addresses and telephone numbers AND digital images of survey photographs, proposed designs and completed work by location. The end result is a powerful tool that can be used by all to ensure the success of your important branding or rebranding project.



Vibrant Full-Color Digital Prints

Stand Alone with Quality

In a world where images flash before consumers with ever-increasing frequency, you often only get one chance to make an impression. Our quality DIGITAL PRINT SERVICES will provide you with precise replication and consistency, ensuring that you will always be putting your best foot forward with your printed graphics. POP Graphics is armed with the technology to accurately reproduce any image at real resolutions of up to 1800 DPI on a wide variety of materials to suit any application. Our 12-color printing head technology allows us to match any custom color configuration with spectacular vibrancy.



- Large Format
- Interior & Exterior
- Retail & Commercial
- POP & Merchandising

Visualize Your Image in 3D

LENTICULAR images give the illusion of depth and/or motion. A highly-specialized lens is applied over a 2D graphic, which allows the eye to simultaneously view alternating sections of the layered image. The result is a dramatic 3D effect that will stop viewers in their tracks in order to get a second look.

- 3 Dimensional
- Flip
- Animation
- Morphing

Give it a Home

Our QUICK CHANGE DISPLAY FRAMES are perfect for interior or exterior mounting of your graphics. A wide range of sizes are available, with custom sizes and finishes available upon request. They are versatile and easy to use, and are a great solution for many mounting and display scenarios.

- Murals
- Trade Show Displays
- Banners
- Fleet Graphics



Ultra-Slim Light Panels

Our ULTRA-SLIM LIGHT PANELS utilize state-of-the-art cold cathode lighting technology to bring your back-lit graphics to life with bright, even lighting that eliminates the need for typical bulky and cumbersome light boxes.



These unique illumination solutions are available in three standard finishes and a wide range of standard sizes, with custom sizes and finishes readily available upon request. Ultra-Slim light panels are 50% more energy efficient than ordinary fluorescent lighting, with lamps that last up to 50,000 hours.

They are also easy to use. The spring-loaded retractable rails make changing graphics a snap. Each unit comes with a power switch and standard cord - just plug it in and turn it on!



FEATURES

- Attractive ultra thin cabinet - only 1.25" thick!
- Silver and Black anodized standard finishes
- Bright, even illumination over entire surface
- Wide range of single and double faced sizes
- Snap-Shut quick change frame - no tools required
- Clear plastic overlay lens included
- Economical long lasting lamps (50,000 hours)
- Standard 8' power cord
- On/off switch
- Custom colors and sizes available
- Back-lit artwork and printing available



Graphic solutions that work.

POP Graphics, Inc.

38 Elm Street, Meriden, CT 06450
203-639-1441 Fax: 203-630-2780
www.pop-graphics.com