

# ***DISPLAY LOOKBOOK***

***2023***



**INSIGNIA™**

# ***THE INSIGNIA WAY***

Forward looking and nimble, Insignia pushes the boundary for others to follow. We have the expertise to bring beautiful displays to life in-store and we're ready to partner with you anywhere along the journey.

***NIMBLE IS THE NEW BIG.***

**CONTACT**  
***INSIGNIASYSTEMS.COM***  
***SALES@INSIGNIASYSTEMS.COM***

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# FROM CONCEPT TO EXECUTION

**NO TWO PROJECTS ARE THE SAME**

**EVERY DELIVERABLE IS UNIQUE TO YOU AND YOUR BRAND.**

Sell-in? Awarded space? Insignia has your back. We're experts end-to-end and will help make your display stand out in-store.

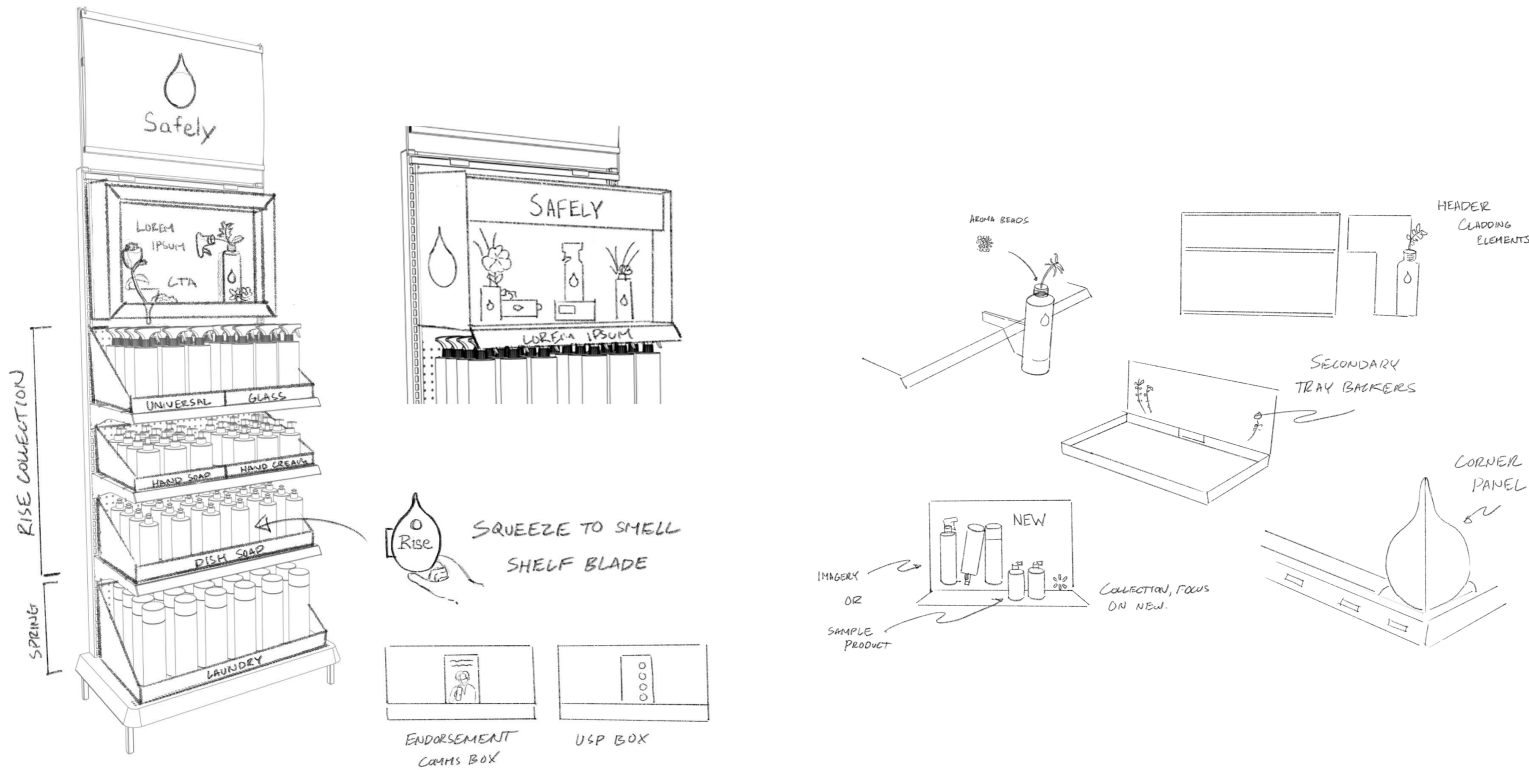




# START TO FINISH

## SKETCHES

Nothing gets the creativity flowing quite like sketches. We will bring you along on the journey and help refine your vision through iterative sketch concepts.



## CONCEPTING

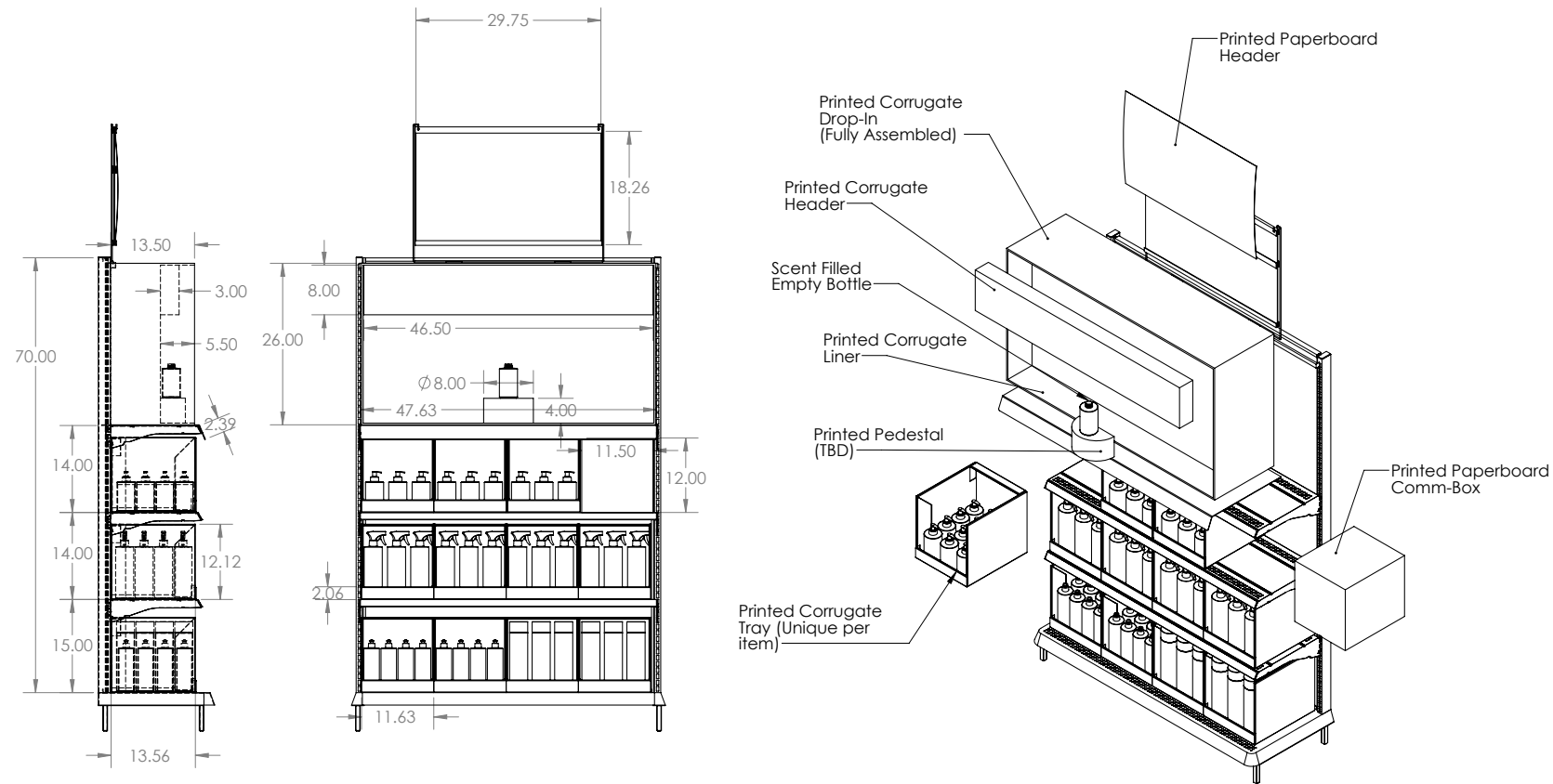
The concepting phase is extremely versatile. Sometimes, this is the final output for sell-in. Other times, this is another step along the journey of refinement. Every time, it is intended to bring your vision to life.





# PRE-ENGINEERING

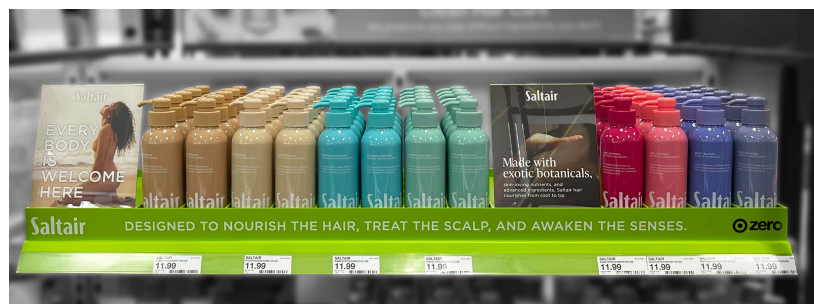
What good is a pretty picture if it cannot be made? When you work with Insignia, we are always thinking about the eventual production of your display. Too often an agency will sell a beautiful picture that can't actually be made. That's what makes us different.



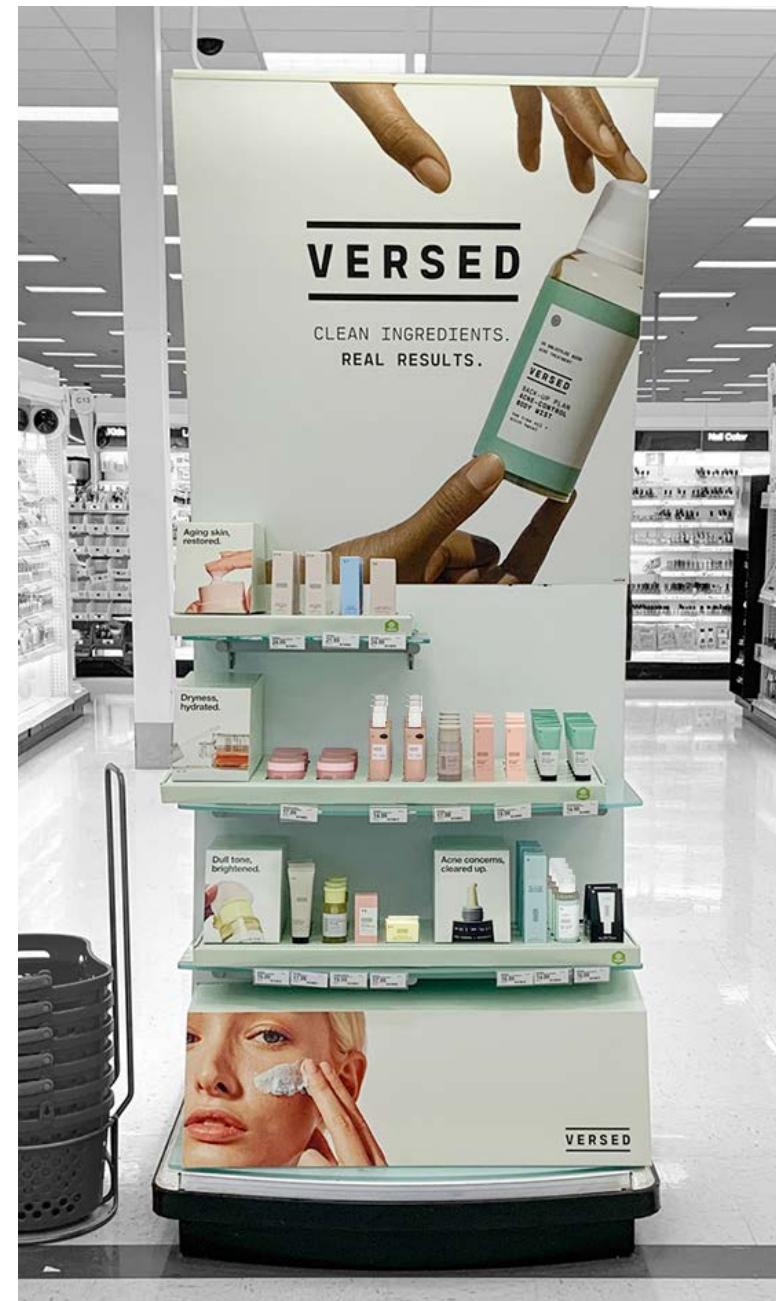
# RENDERS

They aren't always needed, but when they are...they deliver. Melding together design, engineering and graphics to deliver the wow factor needed to win space and generate excitement.





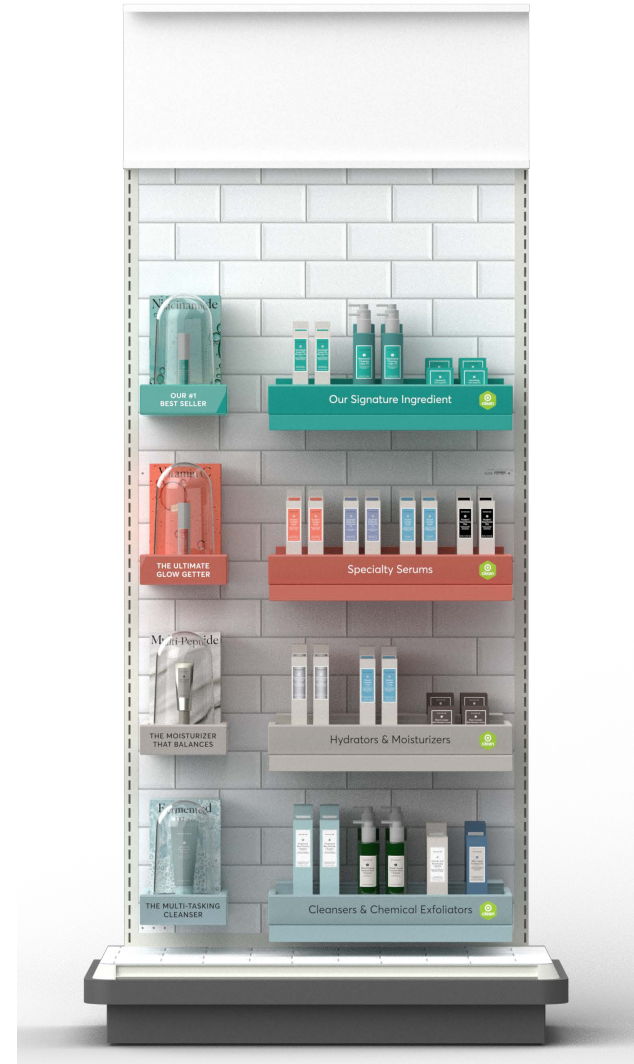
Bringing your brand to life in-store is hard. We get it. It's even harder when you receive a final project that is totally different than the design. Our expert designers think through every detail of a project, ensuring that what you see is what you get.





## NO PROJECT IS TOO COMPLEX

There are many ways to execute in-store. We've done them all. We mix creativity and experience to deliver your vision. No matter the complexity.





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Any space , big or small.  
can be elevated.  
We partner with you to  
ensure your brand is  
being seen.





# GROW TOGETHER

## SAME BRAND, DIFFERENT RETAILERS

As your brand grows, so will your opportunities. Insignia delivers a new, unique experience in each and every retailer.



MEIJER



CVS



SAM'S CLUB



TARGET



WALMART



WEGMANS

We were privileged to be a part of Quip's initial brand launch into Target in 2019. From there, we worked with them on a diverse assortment of displays at different retailers ranging from Sam's Club, Walmart, Meijer, CVS, and Wegmans. No display space or design is too challenging for the Insignia team.



# RETAILER RANGE

## FROM DRUG STORES TO DEPARTMENT STORES



WALMART



MEIJER



JCPENNEY



NEXCOM



COSTCO



BED, BATH & BEYOND



# SOLUTIONS FOR EVERY SPACE





BEAUTY ENDCAP DIVERSITY

There is nothing better than securing a full chain display. There is nothing worse than needing a solution for every endcap style. This is where Insignia shines, we help you deliver a consistent statement across any format.





# ANY LIFECYCLE

## PERMANENT. SEMI-PERM. SUSTAINABLE.

When the time comes to invest in your display, we match you to the right materials based on your needs, budget, duration, etc. The sky is the limit.





# DISPLAY GALLERY



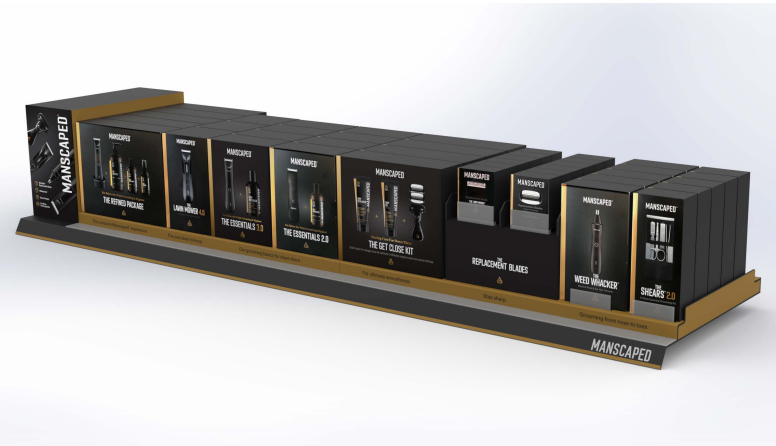
















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