

POP DISPLAYS STAND OUT FROM THE CROWD WITH EXTRA!

Innovative digital signage brings increased sales and advertising revenues to point of purchase displays

Press release

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Leading technology company Comtech M2M has developed a pioneering wireless digital signage system that is set to deliver a breakthrough in point of purchase (POP) displays.

The “Extra...” system provides retailers with eye-catching in-store POP displays that quickly grab the consumer’s attention, stimulate impulse sales and create additional advertising opportunities for their clients.

In addition to attracting customers, “Extra...” can also monitor the levels of products sold from the POP display to provide clients with more accurate sales data and the ability to track the success of in-store promotions.

One of the leading point-of-purchase display manufacturers in the UK, Tradewind Display has recently integrated the “Extra ...” digital signage system with their range of acrylic and metal retail stands. These state-of-the-art display stands grab consumer’s attention with a scrolling LED news ticker and an eye-catching LCD poster direct to captive audiences within newsagents, convenience and other retail stores.

Terry Rogerson, Managing Director of Tradewind Display, commented:

“The “Extra...” system brings new life to our POP displays, allowing us to provide our clients with exciting innovations that open new business opportunities for them as well as solving their point of purchase compliance problems. We are getting

tremendous feedback from our customer base and are working closely with Comtech M2M to keep up with demand.”

“Extra...” has already been successfully introduced in major retail organisations such as Camelot / National Lottery, Nintendo and a number of regional newspaper groups including regional newspaper publishers Newsquest.”

The system will be shown for the first time in Europe next February on Tradewind Display’s stand at Euroshop, Retail Trade Fair.

Steve Whitehead, Marketing Director of Comtech M2M, said: “By working closely with POP display manufacturers we can give retailers, brands and advertising companies greater control of in-store marketing with a highly effective solution for their point of purchase needs.”

“Grabbing consumer’s attention at the point of purchase is key to driving impulse sales and where better to install eye-catching signage than in the point of purchase display itself where products are within arms reach.”

Bolton-based Comtech M2M is a global leader in machine to machine technology, with major clients including BT Redcare, Kraft, and Bombardier Transportation. For further information go to <http://www.comtechm2m.com>

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For further information contact Tara Wright or Louise Vaughan at Acceleris Marketing Communications on 0845 456 7251 or email louisev@acceleris-mc.com / taraw@acceleris-mc.com

Notes To Editors:

- Comtech M2M is a global leader in machine to machine technology
- With 40 employees and an annual turnover of £2.8m in just 15 years the Bolton-based company has grown to become one of the world’s leading experts in machine to machine technology and has introduced systems to major brands including Camelot/National Lottery, BT Redcare, Nintendo and Kraft.
- For further information go to <http://www.comtechm2m.com>



Picture:

Left: Terry Rogerson, MD Tradewind Displays

Right: Steve Whitehead, Marketing Director Comtech M2M