

# SIGNS & LABELS

UNFI makes in-store printing of your signs, tags, and shelf-talkers easy. Using our Signs and Labels application, you'll gain access to UNFI's Central Item library (database with over 60,000 items from UNFI and DSD vendors) used to print shelf labels and promotional signage.

Now stores can easily create consistent professional signs, labels and shelf talkers using pre-designed formats without needing any artistic ability!

## Signs & Labels

The Signs and Labels offered through this service can be printed right at the store using compatible printers and defined label and sign templates. Stores can order label and sign stock through UNFI.

Signs and Labels application provides access to:

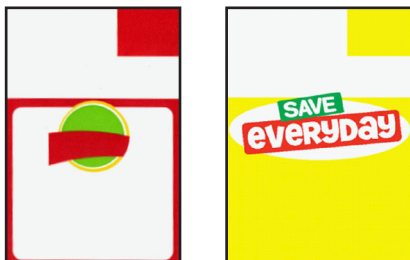
- Create sign and label batches
- Print sign batches
- Print label batches

## Features & Benefits

Hosted POS price changes can also be sent to Signs and Labels as label and tag batches, eliminating the need to manually create batches for price changes

- Realize cost savings on printing in-store labels
- Realize labor savings from printing in aisle sequence, and eliminating hand written signs
- Learn quickly with the intuitive and easy to use application
- Choose from multiple label and talker formats
- Create templates for COOL labels i.e. Product of Mexico
- Easily create ad-hoc & custom signs, labels and talkers with UNFI's Central Item Library
- Never worry about upgrades to the web-based application – all included in the weekly fee
- Create signs, labels and talkers on any PC with internet and access to SVHarbor

### SAMPLE LABEL AND TALKER STOCK



## RETAIL PRICING



## WHY CHOOSE UNFI?

- Over 600 locations served
- UNFI's Signs and Labels program has become the industry standard for in-store printing
- Our 10 Signs and Labels servers host over 50+ printable formats assuring you'll be able to print what you want, when you need it

**UNFI**   
PROFESSIONAL SERVICES

# SIGNS & LABELS

Implementation is simple! A UNFI Retail Pricing consultant will coordinate the process, train your associates and fully support you throughout.

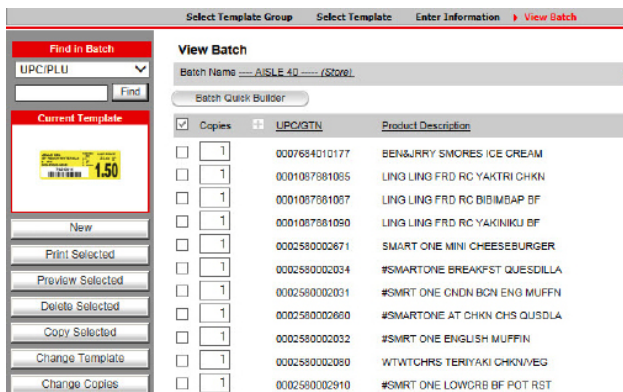
## Requirements

- A computer with internet access
- \* Windows 7 or higher
- \* Internet Explorer 11
- SVHarbor access
- UNFI supported printer (ex. Lexmark MS700 series)
- Label and talker stock (available through on-line tag catalog) on-line tag catalog)

## SAMPLE TAG BATCH



## SIGNS AND LABELS APPLICATION



## SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Store Name: \_\_\_\_\_ Store #: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Scan & email completed form to Retail\_Pricing@UNFI.com

Contact Kip.E.Rodgers@UNFI.com Phone 952-947-3423

# RETAIL PRICING

## FAST FACTS

# 20%

of the time displays with signs outperform displays without signs according to a Brigham Young University study

# 70%

of retail purchases aren't decided until the customer is actually in the store. This proves what impact a properly signed display can have on sales

# 18%

performance increase occurred when regular priced (not sale) merchandise was signed and the sale or clearance items were not

