



# Study of Printing & finishing Process of POSM Material used for promoting Product

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➤ **What is Posm material** - POSM stands for Point of Sale Materials. It refers to all the marketing materials used to attract attention and display your products or services at the place where customers make purchases. These materials include holders for posters and signs, stands to showcase products, and even digital materials displayed on screens. Attracting attention to where your products are located and highlighting their advantages is a crucial way to make more money in your store or business. The most effective method to achieve this is by using materials like signs and stands that are placed where customers make purchases. Each type of POSM offers unique advantages and serves specific purposes. Different display types can yield different outcomes depending on their location.

➤ For instance, using a digital screen is a great way to keep customers entertained while they wait in line. On the other hand, shelf displays can influence customers to choose a specific brand or take advantage of a multi-buy offer.

○ In this article, we discuss some of the most effective POSM options for retail and hospitality displays. We provide explanations of their effectiveness and



showcase examples of our top-selling items.

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## ➤ What's the difference between POSM , POP & POS -

➤ POSM refers specifically to the items used in your displays, POP and POS refer to where they're used. The POS is your point of sale, referring to the location that transactions take place, such as the till area. POP, on the other hand refers to the location a customer decides to make the purchase, such as anywhere around your shop.

➤ POSM (Point of Sale Materials): POSM refers to various marketing materials and displays used at the point of sale or point of purchase. These materials are intended to attract attention, promote products or services, and influence purchasing decisions. Examples include signage, display stands, digital screens, and product packaging

➤ POS (Point of Sale): POS refers to the physical location where a transaction takes place, such as a retail store's checkout counter. It typically includes the hardware and software systems used for processing payments and managing inventory. POS systems help businesses track sales, manage customer data, and streamline operations.

➤ **POP (Point of Purchase):** POP is often used interchangeably with POSM, but it can also refer to a specific area within a store where customers make their final buying decisions. It encompasses the displays, racks, shelves, and promotional materials placed strategically near the products to encourage impulse purchases and increase sales.



POSM refers to the actual items used in your displays, like signs and stands. On the other hand, POP and POS refer to where these items are used. POS is the place where transactions happen, like the checkout area. POP, on the other hand, is the place where customers decide to make a purchase, which can be anywhere in your store.

➤ Here are the top 6 best types of point of sale materials:

1. **Signage:** Eye-catching signs with clear messages that attract customers' attention and convey important information about products or promotions.

2. **Display Stands:** Sturdy stands designed to showcase products effectively and make them easily accessible to customers.

3. **Digital Screens:** High-definition screens that display engaging content such as product videos, advertisements, or interactive experiences to capture customers' interest.

4. **Shelf Talkers:** Small signs or tags placed on store shelves near specific products to highlight their features, benefits, or promotional offers.

5. **Brochure Holders:** Clear holders or racks that neatly display brochures, leaflets, or product catalogs, providing customers with additional information about products or services.

6. **Floor Graphics:** Attractive graphics or decals applied to the floor, guiding customers or drawing attention to specific areas or promotions within the store.

7. These point of sale materials are highly effective in grabbing customers'

attention, increasing brand visibility.



**SINGNAGE**



**DISPLAY BOARD**



**SHELF TALKER**

Research Through Innovation



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## ➤ Uses of POSM (Point of Sale Materials):

1. Boost Brand Awareness: POS materials such as banners, posters, and shelf talkers increase brand visibility at the point of sale.
2. Promote New Products: POSMs are used to generate interest and publicize new products to customers.
3. Informational Materials: Pamphlets, flyers, and other POS materials are utilized to provide customers with information about products, services, and promotions.
4. Boost Sales: POS materials highlight special deals, discounts, and promotions, encouraging impulsive purchases and driving sales.
5. Improve Appearance: POSM helps create an attractive and inviting store environment, enhancing customers' shopping experiences.
6. Enhance Brand Image: Consistent use of colors, logos, and messages in POS materials can strengthen a company's brand image and convey its values.
7. The history of POSM (Point of Sale Material) in marketing dates back to the early 20th century when retailers started using various promotional materials to advertise their products at the point of sale. Since then, POSM has undergone significant developments and adaptations in response to advancements in printing technology, digital displays, traditional signage, and augmented reality experiences.
8. In the past, retailers relied on basic printed materials such as posters, banners, and shelf talkers to catch customers' attention and communicate product information. As technology progressed, the introduction of digital displays,

including LCD screens and interactive touchscreens, opened up new possibilities for engaging customers with dynamic content and multimedia experiences.

9. Furthermore, traditional signage techniques have been enhanced with innovative materials, designs, and lighting options to create visually appealing displays that stand out in a crowded retail environment. Augmented reality (AR) has also entered the realm of POSM, allowing customers to experience virtual product demonstrations or try-on experiences in-store.

10. Throughout its history, POSM has proven to be an indispensable tool for retailers seeking to attract and retain customers. By strategically placing and utilizing these materials at the point of sale, businesses can effectively promote their products, convey messages, and enhance the overall shopping experience.

➤ Point of Sale (POS) materials are important for several reasons:

1. Increase Brand Awareness and Visibility: POS materials like posters, banners, and displays can attract customers to products or promotions, increasing brand recognition and recall. They create a visual presence that helps the brand stand out in a competitive market.

2. Generate Repeat Business and Customer Loyalty: Well-designed POS materials can create a positive shopping experience, leading to customer satisfaction and loyalty. Repeat business can be generated when customers are impressed by the brand and its offerings.

3. Boost Sales: POS materials play a crucial role in driving sales by highlighting specific products, limited-time offers, or discounts. They capture customers' attention and encourage them to make a purchase, resulting in increased revenue for the business.

4. Inform Customers: POS materials provide essential information about products, such as their features, benefits, and pricing. They help customers make

informed decisions and understand the value proposition, leading to increased trust in the brand.

