

SDD

SIGNS + DISPLAYS DIRECT

815.939.1382

sdd-us.com

**Quality Products
Discounted Pricing
Knowledgeable Customer Service**



Since 2006, SDD, Signs & Displays Direct has served as your single source provider for all your signage, display, visual merchandising and trade show needs. We offer quality products at discounted prices with knowledgeable customer service.

Whether you need to create a turn-key POP Program, create a visual environment in your retail store that entices consumers to purchase or establish a clear wayfinding program for your commercial building, SDD can help you achieve your goals. We also have an entire online store dedicated solely to portable trade show displays, ensuring every item you need for a successful exhibit can be produced with a single call.

The industry leader in turnkey, no inventory signage, display and graphics programs, SDD allows manufacturers, franchisors and retailers to maintain an eye catching look to their locations without the labor and expense of an internal operation.

For those either launching a new business or looking for an alternative to franchising, SDD can help you develop a concept, create branding program and implement a visual merchandising plan that makes your business look like a national chain- at a fraction of the cost.

SDD's agency principal, Michael Boswell, has established programs in multiple industries and has had his work featured in magazines. He is also known for his presentations on how retailers can use visual merchandising to increase sales.

SDD's designers are experienced in creating branding programs that are cohesive through all aspects of your business. From stationary to logo placement on products to in-store displays to your exterior signage, we will work with you to create the image you are wanting your business to project.

SDD utilizes state of the art imaging on basically every material available, allowing you to offer your dealers a P.O.P. Program that looks as great as your product line. From fabric to rigid graphics to digital message centers, SDD can help your dealers increase sales of your products.

From concept to installation, SDD allows you to work with one contact to guide your project, not just from start to finish, but we will continue to work with you as your business grows.



Turnkey P.O.P. Programs

SDD creates turnkey dealer P.O.P. programs for manufacturers. With hundreds of items to choose from, SDD will mix and match items to create a balance of both function and form that is visually pleasing while serving as a sales aide. Your dealers are then able to buy items 'ala carte' or as pre-selected groups in three different price-points. All of the displays we incorporate into your program are designed to best implement your marketing objectives at the dealer level.

As the manufacturer, your involvement includes informing us of:

- what types of displays you believe would best fit within your current marketing plan
- what have been your most successful displays
- what footprint your products average in your dealers

Once we have finalized which displays would best serve your company and dealers:

- you supply us with the graphics you want featured in the displays
- we create a website dedicated to your dealer display program
- you make your dealers aware of your new program
- we contact your dealers via email newsletter to guide them to the dedicated website
- we work with your regional managers / sales reps and your dealers to implement the display program at the store level. It's as simple as that.



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SDD is a full service signage and display company, offering the latest in POP displays signs, banners, trade show displays, stands, letters, post and panel, monument and pylon signs, retail and commercial signage. We also provide the latest in high-resolution imaging.

Private Label / Branding Programs

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CASE STUDY: ANDERSON UNIVERSITY

Anderson University had a revenue issue in its' dinig hall. Sales weren't covering the cost of their pizza franchise. SDD was brought in to with creating the branding and visual merchandising of a new program.

The solution was the creation of the Nona's brand. New food suppliers were brought in and he dining hall was transformed to resemble a 'fast-casual' restaurant.

The result was an increase in sales for the dining hall, lower prices for the students and a much improved atmosphere for all.



Interior Signage / Graphics

SDD offers a complete line of interior graphics and displays. Our productline includes, but is not limited to:



- Banners
- Banner Stands / Displays
- Case Cards
- Category Signage
- Clip Strips
- Cooler Door Decals
- Counter Mats
- Danglers
- Decals
- Digital Displays
- Dimensional Letters

- Directional Signage
- Donor Displays
- Fabric Displays
- Floor Graphics
- Floor Stands
- Flying Banners
- Illuminated Displays
- Illuminated Graphics
- Kiosks
- Large Format Posters
- Overhead Banners

- Plaques
- Pole Signs
- Product Displays
- Register Toppers
- Security Sleeve Advertising
- Shelf Strips
- Table Tents
- Translites
- Under Counter Banners
- Wayfinding Systems
- Window Clings

SDD can feature the branding of various stores in a single production run, allowing manufacturer and distributors the ability to offer customized graphics for each owner group that carries their products.



Exterior Signage & Displays

SDD offers a complete line of exterior / architectural signage, graphics and displays. Our productline includes, but is not limited to:



- Awnings
- Banners
- Banner Stands / Displays
- Channel Letters
- Digital Message Centers
- Dimensional Letters
- Directional / Wayfinding Signage
- Directories
- Flying Banners
- Illuminated Displays

- Illuminated Graphics
- Monument Signs
- Plaques
- Pole Signs
- Post and Panel Signs
- Pylon Signs
- Vehicle Graphics
- Wall Signs
- Wayfinding Systems
- Window Clings



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