

## THE BENEFITS

Floor graphics are a cost effective and creative way to create brand awareness, especially in retail situations. Most customers do not choose a particular brand until they are in the store. Properly placed floor graphics can influence this decision. Images that are placed properly will be seen by customers as they watch where they walk. **Floor graphics have been proven to increase sales by up to 20 - 30%.**



## APPLICATIONS

Although grocery and retail stores are the most popular situations for floor graphics, there are many other applications that are just as effective. Floor graphics can improve safety by locating them in specific problem areas and displaying safety tips. They can also direct traffic at special events, malls, hospitals and other large buildings. Other applications include:

- High school and college basketball court logos
- Trade show booth & display marketing
- Car dealership showroom floors
- Permanent floor graphics on concrete installed before epoxy finishes are applied
- Lobbies - displaying current promotions in banks, insurance offices & hair salons
- Public utilities offices and shop buildings promoting safety or special events

## TECHNICAL INFORMATION

Floor graphics are adhesive backed prints that will stick to most smooth, non-porous floor. They are designed to be used in high traffic areas for around 6 months and removed with no adhesive residue. Floor graphics are laminated with a slip resistant laminate with the same slip rating as most flooring. Most people do not notice any surface change as they are walked over. Floor graphics can even be contour cut to any shape or size. We also provide design and installation services along with all graphics we sell.

**Thickness** - between 6.8 - 12.4 Mil

**Durability** - up to 2 years indoors - permanent with epoxy finish applied by a flooring contractor.

**Finishes** - gloss, luster, matte, luster textured, matte textured

FOR MORE INFORMATION OR TO REQUEST A QUOTE CONTACT US:

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