

TAGS

To make sure the case presentation is complete: we recommend using the product description tags. Attached for example to the Expert binoculars - they assist in immediate understanding of its features.



STANDS



The simple way to create brand identity and make sure the product is well presented is to place it on the stand.

POSTERS



Nothing attracts more attention than a well-placed colorful poster. It works in many levels from direct advertisement to subliminal. Certainly, the most impact can be created in a visible spot inside a store or close to the NV or Optical products' display.



POINT OF PURCHASE
MATERIALS SETUP:
PULSAR BRAND



IMAGE QUALITY

BACKDROPS



Attractive backdrops augment the POP setup with color and excitement to create an ambience of product application environment. Designed with product colors and other POP segments in mind – the backdrops are perfect decorations for the stage of product presentation.

SHELF-TALKERS



Attract attention to the product by using adjustable moving "talker". Attachable to the edge of the shelf – it's a sure way to make them look.

НАКЛЕЙКИ



Easy to apply and long-lasting the Stickers are one of the most common and convenient ways to assist brand recognition. Glass surfaces inside and out of the counters and displays are ideal for placement of the Pulsar stickers.

PRICE TAGS



For those stores that allow special price tags, the Pulsar's special triangular tags may help create a complete professional sales presentation.