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For Immediate Release

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Windsor Marketing Group Launches Impact Picture Signs (IPS) -- Transforming the Future Look of Shopper Marketing *In-store Print Signage Goes High Definition with Revolutionary Technology*

SUFFIELD, CT (January 21, 2009) – Windsor Marketing Group, a leading in-store marketing solutions provider, announces the debut of its revolutionary program, Impact Picture Signs (IPS). The new print platform offers retailers in-store signage with enhanced photographic imagery. IPS will provide early adopters a distinct advantage over their competition.

The image quality from IPS is exponentially superior to products currently available to most retailers. Companies incorporating this system will have the ability to showcase high impact photographic images across an entire retail chain at a price point competitive with traditional signs. The new, full-color, high-definition platform allows clients to benefit by:

- Displaying more vivid colors, impactful images and color consistency
- Captivating shoppers and stimulating impulse purchases
- Creating an emotional connection with shoppers
- Taking advantage of speedy turnaround time on large runs
- Offering a variety of sign sizes from shelf talkers to banners

Windsor Marketing Group is the only in-store marketing solutions company offering IPS in the U.S. The process renders the most accurate reproduction of full and spot color images. Steve Belcher, Vice President of Marketing, Windsor Marketing Group, presents the following scenario, “Imagine a shopper walks into your store. She pulls out her shopping list and heads for the bread aisle when POW...a vibrant image of strawberries, kiwis and peaches catches her eye. She’s diverted to the produce aisle where a feature display of locally grown, farm fresh fruit and vegetables awaits her. Fresh strawberries are added to her shopping cart. IPS will have that effect on shoppers.” He adds, “Think of IPS as high definition signage. IPS is the new standard for in-store communications excellence.”

Though there are numerous applications for IPS in-store, Windsor Marketing Group is projecting an early demand for stanchion signs and endcap headers. Retailers will find the signs to be easily changeable, allowing for quick implementation of promotions. In addition, the attention grabbing images will allow retailers to highlight important seasonal sales and promotions.

For additional information or to schedule an interview with Windsor Marketing Group’s IPS Program Director, please contact Robert Bernarduci at 860-888-2270 or rbernarduci@jessella.com.

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Windsor Marketing Group

Windsor Marketing Group helps retailers increase sales by developing, manufacturing and distributing in-store marketing programs that captivate shoppers and inspire them to buy. The company is committed to enhancing the shopping experience, increasing basket sizes, and stimulating impulse purchases. Since 1978, Windsor Marketing Group has served over 3000 retailers.