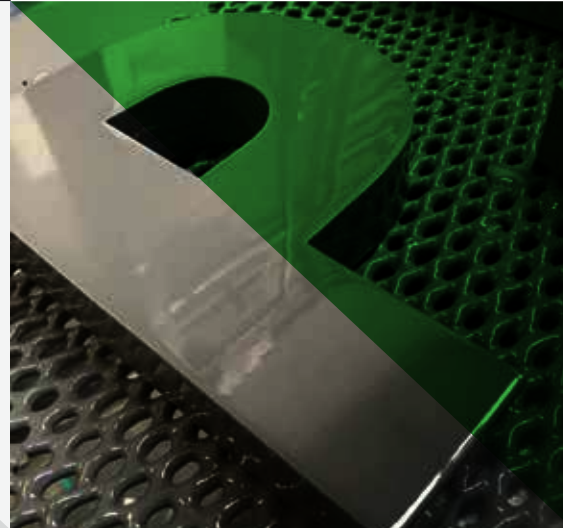




WHAT CAN YOU  
**OFFER**  
CUSTOMERS  
IN YOUR



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PHARMACY  
**THAT THEY**  
CAN'T GET  
**ONLINE?**



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# WHAT OUR CUSTOMERS & PARTNERS

LIKE ABOUT US...



"Signarama are part of our approved supplier network for signage and graphics. They have proven to be a valuable supplier, maintaining the integrity of the totalhealth Pharmacy brand while delivering the high quality finish expected by our members nationwide."



"Signarama offered knowledge and experience of the retail pharmacy industry that was invaluable in devising our signage plan for the conversion to life pharmacy. We found the service to be friendly and proactive. We have more rebrands planned for 2021 and we will be using Signarama as our preferred signage and graphics supplier"

Dan Mc Carthy Pharmacy, Cork



"We've developed a good working relationship with Signarama since 2014 and appreciate their attention to detail and flexibility. They have proven to be a good sounding board for any signage and instore marketing related issues"



THE RISE PHARMACY

"We are thrilled with the smart and clean outcome ....each member of the Signarama team were a pleasure to deal with.....well done"



"Signarama were recommended by our shopfitter. They helped design a strong logo, advised on interior and exterior signage design that was professional and future proof. As a new independent pharmacy in town we were delighted with the finished result"



"We were introduced to Signarama through a key pharmacy client a number of years back. We worked so well together we now recommend Signarama to all our clients who require signage. We work together directly which offers a seamless experience for our clients - win win for everyone"



"Signarama are definitely our go to Sign company regardless of location nationwide. They are professional, reliable and we can trust their quality will reflect the high standard we and our clients expect. They have a good understanding of retail space. We are confident Caroline and her team will deliver for us every time."





# CHECKLIST : INTERIOR REVIEW

## SANITISER UNITS

We've designed branded stands to free stand & simpler wall mounted units. All use contactless sanitiser dispensers. As customers have been rapidly conditioned to sanitiser as they enter a retail store these units are most likely to remain going forward to provide comfort while shopping.



## COVID FLOOR STICKERS

We recommend softening the message in your covid floor stickers using welcome messages and your pharmacy logo. We custom design for each pharmacy. Our range are durable non slip grade floor stickers, with a life span of 3-6 months depending on footfall.



## SCREEN GRAPHICS

Perspex sneeze screens can appear more welcoming if a positive message, tag line or logo are added using the pharmacy's colours. Screens will be required in stores for the foreseeable future so perhaps its time to consider how to normalise them so they represent less of an intimidating barrier.



## CONSULTATION AREA

Signage create a space for advertising fee paying screening or store services along with advice leaflets. We would always aim to create a feature of this space to add to the overall look of the pharmacy interior. Its an area that can be used to differentiate the pharmacy's values from the local competition.



## DIGITAL SIGNAGE DISPLAY SCREENS

Internally mounted screens are excellent for advertising current offers in store, vaccination or testing services. Bright moving images captivate the attention of customers. Units are connected via wifi and can be controlled from a laptop. The key to value for money is:

- a) Right screen brightness for its use
- b) Prepare a monthly plan
- c) Quality content



## SECURITY BARRIER COVERS & INSERTS

Newer units are manufactured to accommodate an advertising poster however for those that don't have this in built poster holder we can produce a wrap around option. These are very effective in attracting passing trade in store to avail of seasonal offers. Alternatively the security units can be used for hand sanitising.



## DISPENSARY SIGNAGE

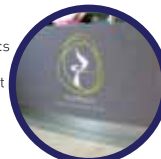
The 'Dispensary or Prescription' sign is essential for every pharmacy. You can make it an attractive addition to the internal decor. We have a range of material options using

- a) flat vinyl graphics
- b) higher spec painted 3d PVC individual lettering.



## COUNTER BRANDING

A pharmacy logo on the counter is purely for aesthetics but like any interior design concept it is the culmination of all the smaller elements together that create a professional and attractive retail space where customers will enjoy and want to come to shop in.



## COLLECTION POINT SIGNAGE

How pharmacy's interact with customers has changed rapidly due to the covid pandemic. Many customers will expect to ring or order in advance and collect. Having a specific collection point denoted with a ceiling hung sign as an express Q system provides that fast, 'collect and go' service customers are seeking.



## WALL GRAPHIC (SEMI PERMANENT)

Retailers are increasingly using wall prints because they

- a) are versatile and cost effective
- b) transform a retail space quickly - no mess
- c) are not permanent
- d) feed our customers desire for a particular type (trendy) of retail spaces to shop in



## SHOPPING BASKET STAND

Shopping baskets at the entry point offers the shopper the opportunity to place additional items they may be reluctant to carry. The basket simply enhances their shopping experience. It will also facilitate the convenience of buying non intended impulse purchases. Our custom made stand offer a poster pocket and leaflet holders too.

## TAG LINE/VALUE STATEMENT SIGNAGE

As a pharmacy's product offering is generic it's essential to demonstrate to customers why they should choose your pharmacy over the local competition. Consumers are far more complex, increasingly looking beyond the products on offer and seeking out retailers who they feel they can relate too/similar values. Make sure to have a tag line and let your customers know while they shop what you can offer them and not just on your bags!



## STORE NAVIGATION

Unfortunately for the foreseeable future pharmacy's will experience

- a) less customer footfall
- b) less time spent in store browsing due to the global pandemic.
- c) Less OTC sales

Store navigation has never been more important in meeting customers needs.

### DEPARTMENT SIGNAGE

Located in the upper ceiling area above the product bays. The department signs allows consumer to navigate the store with a single glance from the door. Also complimenting the decor and facilitating a positive shopping experience.



### WALL BAY CATEGORY SIGNS

Our focus is always the functional side to a category system. We ensure category signs for the wall bay top pelmet and the top of the floor gondolas interchange without extra fuss. By having a versatile system the pharmacy is always correctly categorised. The store is never missing titles and the staff can't lose essential fixings.



### GONDOLA CATEGORY SIGNS

Located on the top area of each individual gondola. These signs use specific category titles. We only offer solutions that interchange easily, are robust and staff proof! Simple but effective in store messaging.



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# CHECKLIST : EXTERIOR REVIEW

Sample design proposal of a pharmacy using their exterior shop front to maximise all opportunities to: attract, inform & entice customers into their pharmacy



## FASCIA LETTERING

New shop front lettering is a fantastic way to generate a conversation locally. It offers the opportunity to attract attention with new and existing customers. The update or addition of a new logo element, tag line and style can help differentiate your pharmacy from the local competition. We often find the new look gives staff and owners a lift along with sales. In terms of spend, you can create a perfectly attractive exterior on a small budget or really aim big and go high end for the longterm view. Our design team offer advice and insight into current trends to help build a new image that reflects the:

- a) values of the pharmacy
- b) area of expertise that will attract maximum footfall to your pharmacy

We offer the complete service from design, manufacturing, installation along with partnering with quality painters, electricians and shopfitters.



## MOBILE STREET A FRAMES

### CHECK FIRST:

- a) New laws now state that a permit is required to use street pavement signage on public walkways so check with your local council before purchasing one.
- b) If the pavement is wide enough to use a pavement sign without obstructing the pathway.

They are a great tool to emphasis your pharmacy's area of expertise, opening hours, or product ranges available. They come in various A sizes, poster units, mobile units, folding flat units and heavier units for more challenging weather conditions. They are not indestructible and often meet with disapproval from local pedestrians.



## WINDOW GRAPHICS

Our creative team highly recommend the use of vinyl graphics to the exterior glass of a pharmacy.

You can use window graphics 4 different ways

- 1) Functional: e.g. opening hours / website address etc
- 2) Branding: Use to compliment the external shop lettering
- 3) Informative: List of pharmacy services - emphasis key product offers
- 4) Coverage: Common for large areas of windows to be covered with vibrant lifestyle/product images to hide a shop fit.

All vinyls can be easily removed without damage to glass surfaces



## SAMPLE DESIGN



## PHARMACY CROSS

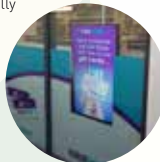
The flashing LED Pharmacy Green Cross has become essential but unfortunately as they start from €2199 not the most budget friendly buys for any pharmacy. The good news is that they are a longterm investment that keep giving for many years. The high tech LED's offer effective illumination in day light hours. They require zero maintenance and are robust to the elements. With options to add full colour images, scrolling text, date, time, various green cross designs they are worth the investment. We also have a budget unit from €999 that is only effective in the dark so not the solution for all.



## LED DISPLAY

The ultimate show stopper as it's virtually impossible to walk past without being wowed. Complement the screen with a window graphic to maximise the windows impact on passing customers. The key to value for money is:

- a) Right screen brightness for its use not investing in sun facing screens can be a big mistake
- b) Prepare a monthly content planner
- c) Quality content from suppliers or find a local designer for pharmacy content



## WINDOW POSTER POCKET SYSTEM

Window poster systems are simple, inexpensive acrylic poster pockets. Available in a range of A sizes fixed ceiling to floor using steel cables. The easy option for informing passing customers of the latest offers, in store services, upcoming promotions. It also eliminates staff sticking random A4's onto the window which makes the exterior untidy. Your local print company can provide professionally designed posters to advertise to passing customers. The key to value for money is:

- a) Prepare a monthly content planner
- b) Quality content from suppliers or find a local designer for pharmacy specific content



Tel: 01 8623520

Caroline@signarama.ie

Over 17 Years Experience

Graphic Design & Branding

Manufacturing

Nationwide Installation

[www.pharmacysignage.ie](http://www.pharmacysignage.ie)

Shop Fit Partners

Painting Partners





## RETAIL SIGNAGE THE PERFECT PROBLEM SOLVER

We specialise in retail pharmacy signage so we are here to **HELP**, that's what we do best.

Signage is an inexpensive business tool that can address many retail challenges.

**TAKE THE  
QUIZ NOW**



**Call Today: 0186 23852**



## OUTSIDE QUIZ



NOT GOOD



NOT SURE



FANTASTIC

Pharmacy shop exteriors overall appearance (top to bottom)			
Pharmacy shop front condition ..ie woodwork, paint & lettering			
Pharmacy shop front sign lettering + logo design....dated ?			
How well does our pharmacy attract the right customer ?			
How well can customers tell what you do inside from outside ?			
How would you rate your window displays generally ?			
How are your window displays compared to competitors ?			
How well are you using your gable wall or back of building ?			
Is your pharmacy cross noticeable ?			
How would you rate your pharmacy visually outside & inside compared to local competitors overall ?			



## INSIDE QUIZ

How would you rate your category management ?			
Can customers find what they came in for on their own ?			
Can customers spot special offers without prompt from staff ?			
Do customers know about your additional services ?			
How well do you use the inside wall space to tell customers about your pharmacy values & areas of expertise ?			
Do customers feel covid safe in your Pharm ?			

# PICK THE RIGHT PACKAGE

EX VAT, DESIGN, DELIVERY & INSTALLATION

## THE GET YOU NOTICED

from **€699**

### Includes:

Pavement A Frame + Window Decal + 2 Internal Hanging Signs + Floor Stickers

## THE MINI MAKEOVER

from **€1,299**

### Includes:

Pavement A Frame + Window Decal + 2 Internal Hanging Signs + Floor Stickers  
+ 35 Category Bay Signs

## THE GAME CHANGER

from **€2,999**

### Includes:

Pavement A Frame + Window Decal + 2 Internal Hanging Signs + Floor Stickers  
+ 35 Category Bay Signs  
+ Consultation Area Door Graphic + Wall Print + Branded Wall Leaflet Dispenser  
+ Exterior Shop Front Lettering

Packages are for demonstration purposes. Please call  
01 862 3852 for a customised signage package priced.

## WHAT'S TRENDING IN PHARMACY SIGNAGE.....

### EASY STORE NAVIGATION

Accurate category signage for wall bays + floor gondolas were a top seller in 2020. With less people browsing, category signage was seen as vital to ensure the customers found what they needed quickly.

### Q MANAGEMENT SIGNAGE

Covid safety concerns has driven customers to order in advance and collect where possible. These changes in consumer behavior requires specialist collection points in the store denoted with ceiling and floor graphics.

### EXTERIOR REFRESH

Pharmacy owners opted to refresh dated shop exteriors to attract customers into their shops to combat the massive leap to online purchasing, phone to collect and GP's directly emailing scripts.



**Call Today: 0186 23852**