

# P.O.P DESIGN®

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## Pull-Down Signage System Created

*Retailers can change and reposition signage without a ladder*

By Anne Clark

LAKE FOREST, ILL. — “We are used to looking at things from a safety perspective,” says Annette Ricci, when talking about her design team. She’s also talking about her latest product, the Reel E-Z display sign hanging system.

The hanging system was designed by Ricci’s company, **Design & Deliver/Reel E-Z Display**. It is designed to hang signs around a store at equal lengths, from ceilings 8 feet to 14 feet in height.

Ricci wanted to design a product that responded to retailers’ requests for a sign-hanging system that doesn’t require the use of a ladder, in order to reduce employees’ safety risks. Instead, the employee uses a pole to pull down the system and attach the sign. The weight of the sign holds the unit down so it doesn’t snap back up to the ceiling. The pole must be used to put the sign back up.

A cord runs through the unit to keep it self-leveling. At every foot along the



The Reel E-Z display system from Design & Deliver helps store personnel hang signage without using a ladder. A pole is used to pull down the system and attach a sign.

cord there is a colored marking where a stopper can be placed. When the unit is shipped, instructions are included for hanging the sign from a specific height. Two clips on the clear tube include s-hooks, which hold up to 2 pounds of substrate such as plastic or

foamboard. The clips slide along the tube at different widths.

The only time a ladder must be used is in installing the unit for the first time, Ricci says. She designed it so that a person can keep one hand on the ladder and attach the system to the ceiling with the other.

The unit was tested in New York and Hong Kong at Bureau Veritas, an international laboratory that performs testing on consumer products. There, after 1,000 pulls on a unit, testers found that it showed no signs of wear. The unit also was drop-tested, from 8 feet onto concrete, four times. The unit never broke, Ricci says.

The product debuted at this year’s GlobalShop. Cost is based on the number of units purchased. One unit is \$25; 1,000 units are \$16.40 each; 50,000 units are \$13.50. The unit weighs one pound.

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