

SOLUTIONS FOR
At-Retail Brand Promotion



Self-adhesive films can create the look of wood or metal for a fraction of the cost. This POP display utilized FLEXcon's BRUSHcal® as a creative replacement for brushed metal.

LIGHTWEIGHT PROTECTION FOR A HEAVY-DUTY WORLD.



POWERFIT COMFORT SYSTEM

LIGHTWEIGHT SAFETY TOE MEETS ANSI STANDARDS.



ANTIMICROBIAL, CONTOURED ORTHOLITE® FOOTBED

LIGHTWEIGHT TOE WITH TITANIUM FOR TOUGHNESS

DURABLE POLYURETHANE MIDSOLE

LOW-PROFILE, VERSATILE TIMBERLAND PRO® RUBBER SOLE

HIGH REBOUND EVA HEEL INSERT PROVIDES DURABLE CUSHIONING AND ENERGY RETURN



TITAN™ SAFETY TOE

WINDOWdeco™ low-tack films and SEETHRU-SIGN® perforated films help you connect with shoppers.



Make A Greater Impact At The “Moment Of Truth”.

Point of purchase. Moment of truth. No matter how you say it, it’s where – and when – most buying decisions are made. Research shows that more than 70% of purchasing decisions are made in-store. That means retail space has become an even more vital marketing platform for brand owners. To capitalize in this highly competitive environment, and increase basket size, in-store advertising must grab the attention of shoppers through unique and creative ways. The more intriguing and engaging, the more effective the promotion will be in motivating shoppers to select your brand. This is where FLEXcon self-adhesive materials make an impact.

Growing Your Business.

As mass media becomes increasingly fragmented, brands are allocating more advertising spending for alternative media, inside and outside of the store. The goal is to capture the elusive consumer, who is spending an increasing amount of time outside of the home, online, and multitasking. In an environment where a brand promotion is literally within feet of the actual product, marketing dollars spent in-store can activate the brand’s message.



The most powerful vehicle for your brand message is the label and packaging. Incorporate design and functionality with eye-catching graphics for personal care items, food, beverages, household chemical and pharmaceutical products.



Bold FLEXmark® floor art™ graphics activate your brand’s message and engage with consumers within feet of your product.

With the development of standard metrics for measuring the effectiveness of at-retail advertising, it will become more important in integrated campaigns, as brands will be able to precisely measure their return on investment.

FLEXcon self-adhesive film solutions deliver the quality, consistency and adaptability required to communicate with audiences in more places. And the more the brand connects, the more likely it will win the loyalty of consumers and benefit brand owners, brand marketers and film converters alike in the form of increased revenue and business growth.

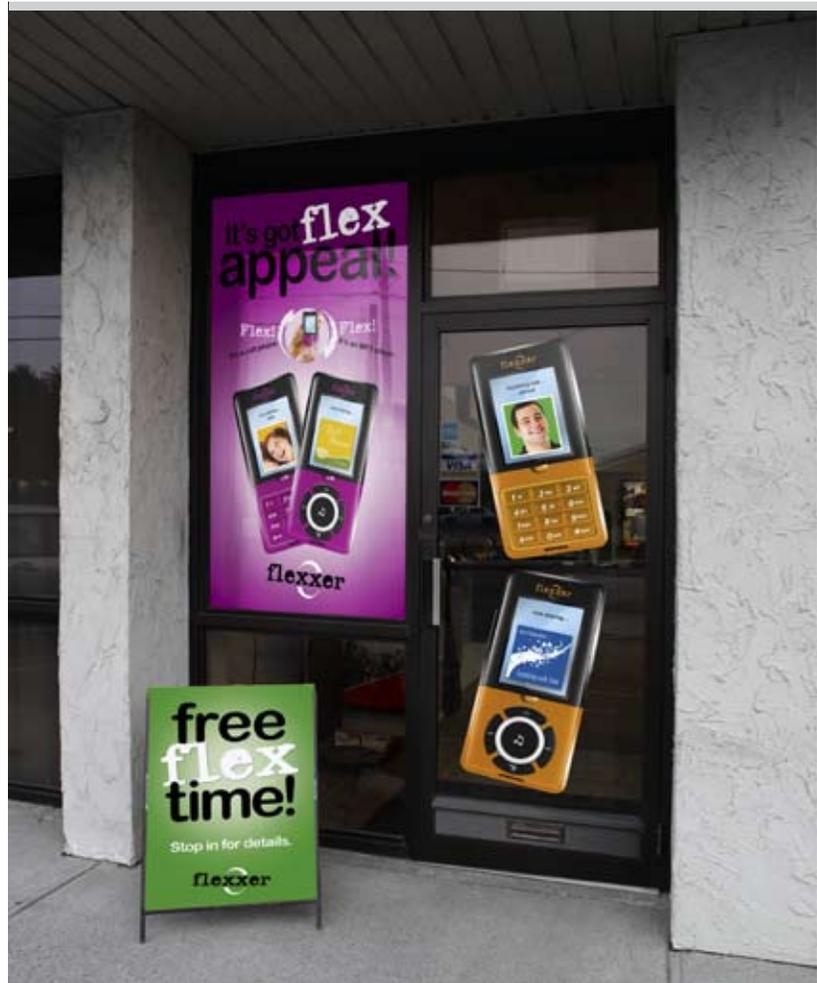
Transform Your Space With Self-Adhesive Films.

FLEXcon's in-store materials and technologies provide you with more creative and placement flexibility via a comprehensive range of substrate and adhesive characteristics that are ideal for eye-catching brand promotion displays inside or outside the store. Applications include window displays, wall graphics, floor advertising, point-of-purchase displays, on-container and shelf labeling, just to name a few. The unique creative possibilities of FLEXcon self-adhesive films, combined with the ability to provide superior image quality and unwavering color consistency, help put the brand front and center in the minds of shoppers, connecting with them when it matters most.



Colorful counter mats that resist scratching, tearing, and spills, must have sharp, crisp graphics that look great at close viewing.

Attention-getting window graphics must stand up to various weather conditions and UV exposure. Products for window applications foster easy installation in a variety of environments. In cooler applications, the film provides vivid graphics while standing up to temperature fluctuations and moisture.





Floor advertising systems not only meet ASTM anti-slip standards, but also come with a performance warranty for durability and removability.

Bring Your Ideas To Life...

You have an integrated brand promotion concept that's a sure winner. Now it's time to utilize the many surfaces of the in-store environment, but perhaps you are unsure just how to achieve the desired outcome. FLEXcon can provide self-adhesive film solutions to bring your ideas to life, in places branding has never gone before. Short-run specialty films that meet specific requirements are the core of FLEXcon's business. As you brainstorm on how to connect with the right message in the right place at the right time, remember that it's your inspiration, combined with our innovation that creates brand differentiation. The application and creative possibilities are truly endless with FLEXcon's self-adhesive films.



Dramatic wall graphics can transform any retail space. Advantages include easy installation and removability, along with the ability to adhere to the wall surface for the duration of the promotion.

For exceptional wall graphics on smooth or rough-textured walls, FLEXmark® BILBRD™ films are the answer.



FLEXcon films can be utilized on a wide array of surfaces. Combining multiple applications can transform an environment.



Before



After

Collaborate With FLEXcon.

FLEXcon is the world's leading supplier of self-adhesive films. No one knows more about film applications and solutions for the in-store environment. FLEXcon has the most extensive offering in the industry with over 500 standard products. What sets us apart from everyone else is our ability to custom tailor a solution. We work closely with you to define your exact requirements. Then we draw from over 50 years of expertise, and almost limitless materials to develop a construction to fulfill your needs.

Looking for a self-adhesive wood to create the look of a wine cellar for your wine brand? Or a self-adhesive leather to match the look of your luggage or handbag? How about a brushed metallized film for the look of steel?

Our products are organized in "Value-Better-Supreme-Custom" offerings, **V B S C**, so you can easily select the right product based on your application, price and delivery requirements. Contact FLEXcon and choose from the widest variety of films, and print methods for all of your at-retail surfaces. Consult with us on your next idea and ask "What if?..."



In-store advertising with shelf-ART® on the tops and sides of shelves helps to reduce stock-outs, cross promote, and enhance the visibility of your product.

Our Team, A Resource For Your Team.

By remaining at the forefront of new developments, FLEXcon can identify new self-adhesive film opportunities and solutions for at-retail brand promotion applications. Our unique Business Teams, led by knowledgeable FLEXcon sales representatives, work closely with customers to stay on top of their film needs. What can we do for you?

Films developed for specialty applications within the at-retail environment include horticulture labels, which require aggressive adhesives, garment labels that won't leave any residue, and shelf talkers that change from day to day.



Beyond Retail.

FLEXcon's core expertise is the selection, development and lamination of film and adhesive components. FLEXcon provides solutions for printers and brand owners ranging from outdoor advertising, product decoration, warning and instructional labeling, security and tracking, and mounting. The uses for FLEXcon films outside the realm of the retail environment are vast and expanding.

Look to FLEXcon for your next Brand Promotion challenge. Call FLEXcon at 508-885-8370 for an application consultation or product samples. Or visit us online at www.FLEXcon.com.



Let's Talk Solutions

Bring your challenges or next big idea to FLEXcon and we will work together to find a solution.

Call us at (508) 885-8200 or visit our website at www.FLEXcon.com.

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