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Signage and Banners Provide Solid Sales Punch for the Year-end Holiday Season

Command attention with indoor/outdoor retail signage solutions from Nu-Era. These affordable tools are your silent sales force and can make all the difference to your bottom line.

/24-7PressRelease/ - DARDENNE PRAIRIE, MO, November 14, 2007 - This holiday season, let your retail signage set the stage and provide a positive first impression. You know your store's signs and banners are doing their job when 'would be' passersby take a second look, stop and buy. These affordable tools are your silent sales force and can make all the difference to your bottom line.

You, too, can command attention with indoor and outdoor retail signage solutions from Nu-Era (www.nu-era.com). Be sure to check out the extensive line of store signs and banners all backed by Nu-Era's Low Price Guarantee. Here's a sampling of the items you'll find online:

- Ready-to-use Message Boards - quickly and easily disseminate your message.
- Open Signs - find a wide selection of low priced, ready-to-ship open signs with letter boards.
- Sidewalk Signs - bring in outside traffic with letter boards and popular write-on wash-off signs.
- Retail Signage Kits - each kit includes an assortment of banners, pennants and posters.
- Sign Holders & Frames - sturdy, self-standing frames and banners stands work inside and out.
- Tabletop Signs - make sure your customers see your promotional messages at eye level.
- Acrylic Sign Holders - set off your promotions with these plexi card frames and easels.
- Changeable Signs - sign frames adapt to your needs placed on the ceiling or in a window.
- Store Banners - get noticed with these event and sale banners in multiple promotional messages.
- Window Signs & Clings - use vinyl signs, window clings and letter kits to create custom messages.
- In-store Events/Contests - hosting a promotion is a snap with these holiday-themed event kits.
- LED Signs - a personalized, attention-grabbing way to get your message across to customers.
- Promotional Posters - sturdy sale signs are printed onto durable posterboard.

According to Jim Minard of Nu-Era, retailers can also take advantage of holiday decorations available online. "It's easy for store owners to deck out their retail space for the holidays with these inexpensive props and decor kits," he said. "Plus, don't forget signage works hard upfront to attract customers to your facility and guide them through their shopping experience once they're in the door."

Nu-Era and [nu-era.com](http://www.nu-era.com) are services of The Nu-Era Group - the industry leader in store fixtures, supplies, and fulfillment. Nu-Era has been providing its customers with competitively priced quality products with customer-oriented service since 1949. Nu-Era features an entire section of www.nu-era.com dedicated to store signage, banners and related hanging and installation hardware. For more tips and related articles, visit Nu-Era's Retail Supply Information Blog at www.retailstoresupplyinfo.com.