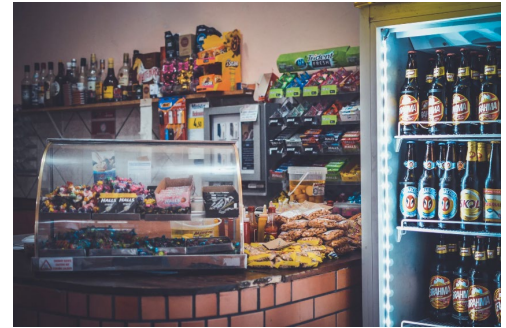


Premier Service: A Game Changer in Retail Merchandising

How we solve top challenges and revolutionize in-store execution

Marketing managers face the constant challenge of ensuring that displays and promotional materials reach the sales floor, with impact and precision. Premier Service stands as your partner in turning your in-store strategies into reality.

Our tailored solutions ensure that your marketing initiatives are not only implemented but are done so flawlessly. In this document, we explore common challenges, and we introduce our proven solutions that promise to exceed your in-store execution expectations.



Are You Facing These In-Store Execution Challenges?

As a marketing professional, ensuring that your vision for in-store promotions and displays translates into reality is crucial. Yet, frequently, the challenges of in-store execution can undermine even the most well-planned campaigns.

Here are some common hurdles you might be all too familiar with:

Underutilized Marketing Displays

You invest in creating compelling sales displays and point-of-purchase materials, but too often, they end up hidden away in back storage. This not only wastes resources but also squanders potential sales opportunities.

Poor Execution

Despite meticulous planning and significant investment in marketing initiatives, execution at the store level can falter. Misplaced displays, incorrect product arrangements, or simply unappealing presentations can all detract from the intended impact of your campaigns.

Breakdowns in Communication

Agreements and plans approved at the corporate level often fail to be communicated effectively to the stores. This lack of coordination can result in promotional activities that are either partially implemented or completely overlooked.

Lack of Time

Sales representatives and store personnel are your front line in retail execution, but they are often too stretched to add display setup to their list of responsibilities. This means that even well-intended promotional strategies may never be realized in-store.

Exorbitant Distribution Costs

The logistics of getting promotional materials to stores can be surprisingly costly, eating into the budget and diminishing the overall return on investment. These high costs can make the entire effort seem hardly worth it, especially if the execution is flawed.

Contact us:

solutions@premierservice.ca

1-800-452-5150

www.premierservice.ca

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Let's Revolutionize Your In-Store Execution

At Premier Service, we understand the frustrations that come with in-store execution. We have crafted a suite of services designed to address and overcome the specific challenges faced by marketing professionals.

Here's how we can help:

Display Installation & Dismantle

Whether it is setting up a new display for a seasonal promotion or dismantling an outdated one, our team handles every aspect of installation and dismantling. We ensure that all materials are placed according to your specifications and removed promptly when the campaign ends.

Planogram Compliance

We meticulously ensure that every shelf and display aligns with the planograms you have developed. This precision guarantees that your products are displayed optimally, maximizing visibility and customer interaction.

Point of Purchase Material & Price Signage

Our team installs POP materials to create engaging and attractive focal points that draw customers' attention. We take care of accurately placing price tags, promotional signs, and discount stickers. Additionally, we can ensure that multimedia content is current and properly displayed. Our services cover both physical and digital signage.

Expert Installation Services

For more complex setups that require specialized skills, such as electrical installations, our team of skilled technicians is equipped to handle all aspects of advanced installation, ensuring everything functions perfectly and safely.

Product Labeling & Repackaging

Our services extend to labelling and repackaging, ensuring that your products are ready for sale the moment they hit the shelves. Whether it is adhering to regulatory requirements or preparing products for a special campaign, our team guarantees that every item you sell matches your vision.

Blitz Campaign Execution

When timing is critical, especially during peak shopping seasons like Christmas, our execution ensures that your promotional efforts are launched swiftly and efficiently across multiple locations. Our processes allow us to deploy nationwide campaigns within days.



With Premier Service handling both delivery and execution, our solutions often cost less than your current distribution expenses alone!
Put us to the test and see the difference for yourself.

Our Guarantee: A Flawless Execution, Every Time

With a proven track record of success, our services are recognized as game changers by our clients. Our support is also consistently appreciated by retailers, distinguishing you as a preferred supplier to your key accounts and setting you apart from your competitors.

Let us transform your in-store execution and see the difference Premier Service makes.



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