



MARKETING
RESEARCH
PARK

For Immediate Release

Contact: Robert Bernarduci
Jessella Public Relations
860-888-2270
rbernarduci@jessella.com

**Windsor Marketing Group Launches Impact Picture Signs (IPS)
To Give Retail Stores Taste Appeal**
Revolutionary Technology Produces New High Definition Print Signage

SUFFIELD, CT (February 10, 2009) – Windsor Marketing Group, a leading in-store marketing solutions provider, announces the debut of its revolutionary program, Impact Picture Signs (IPS). The new print platform offers retailers in-store signage with enhanced photographic imagery.

The image quality from IPS is exponentially superior to products currently available to most retailers. Companies incorporating this system will have the ability to showcase high impact photographic images across an entire retail chain at a price point competitive with traditional signs. Retailers will benefit by:

- Creating greater “Taste Appeal” with mouth-watering food images that connect shoppers emotionally to stores, departments and products;
- Giving signage programs greater visual impact that increases purchase frequency, stimulates impulse purchases, and increases basket sizes;
- Having the power to change purchase behaviors, alter shopping patterns, and command attention of time-strapped shoppers;
- Specifying print technologies that are environmentally safe, produce no VOC’s (volatile organic compounds) and use UV cured inks.

Windsor Marketing Group is the only in-store marketing solutions company offering IPS in the U.S. The process utilizes “green” technology that delivers a wide and vibrant color gamut, while giving retailers very quick reaction times. Steve Belcher, Vice President of Marketing, Windsor Marketing Group, presents the following scenario, “Imagine a shopper walks into your store. She pulls out her shopping list and heads for the bread aisle when POW...a vibrant image of strawberries, kiwis and peaches catches her eye. She’s diverted to the produce department where a feature display of locally grown, farm fresh fruit and vegetables awaits her. Fresh strawberries are added to her shopping cart. IPS will have that effect on shoppers.” He adds, “Think of IPS as high definition print signage. IPS is the new standard for in-store communications excellence.”

Though there are numerous applications for IPS in-store, Windsor Marketing Group is projecting an early demand for stanchions, wall frame inserts, endcap headers and endcap impact wings. Retailers will find the signs to be easily changeable, allowing for quick implementation of promotions. Moreover, the attention grabbing images will allow retailers to highlight important seasonal events and promotions.

For additional information or to schedule an interview with Windsor Marketing Group’s IPS Program Director, please contact Robert Bernarduci at 860-888-2270 or rbernarduci@jessella.com.

###

Windsor Marketing Group

Windsor Marketing Group helps retailers increase sales by developing, manufacturing and distributing in-store marketing programs that captivate shoppers and inspire them to buy. The company is committed to enhancing the shopping experience, increasing basket sizes, and stimulating impulse purchases. Since 1978, Windsor Marketing Group has served over 3000 retailers.