

# Retailing Made Easier for Everyone!

VIPColor and Gladson Interactive offer a complete end-to-end solution for your in-store retail shelf labeling and supplemental store signage.

This system will automatically combine your store data with real product images and print them either centrally or distributed across your organization.



**SUMMER SAMPLER**

Jump into summer with these great new Crunch'ums Deli Style KC Masterpiece Barbecue flavored chips. Great for summer picnics, parties and just about anytime!

- Bigger Flavor
- Crispier Crunch
- Spicier Barbecue Kick
- Lower Sodium

**QUILICI Tomato Ketchup**  
 XCCN89 1 @ 12 oz. **87987**  
**\$2.25** \$2.99 per lb. 5/15/03

**Extreme Chips**  
 PSEW23 1 @ 14 oz. **25434**  
**\$2.75** \$3.25 per lb. 5/28/03

**THE KOOL Soft Cool Sweets (12 count)**  
 EW77 12 count **90012**  
**\$5.99** \$0.50 each 5/28/03

## Store Operations Benefits

- Reduce Out-of-Stocks by up to 65%
- Virtually eliminate mis-stocks and face-overs
- Maintain planogram compliance
- 25% faster stocking with accuracy
- 40% faster tag changes with accuracy
- 25% faster resets with accuracy
- Train new employees faster
- Language neutral - easily understood by everyone who works in your stores

## Shopper Benefits

- Instant product to price recognition
- Easier comparison shopping
- Language neutral - easily understood by everyone who shops in your stores



Statistics provided by Dr Pepper/Seven Up Sorensen Study, 2000 and major retailer time studies from 2000-2003

