

Heading In The Right Direction. UK POS Launches Innovative A4 Floor Standing Sign Holder



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UK POS is sending customers in a new direction by developing an innovative product that is not only suitable for promotions, but is also ideal for directional signage and displaying information. The new A4 Floor Standing Sign Holder allows customers to easily interchange between portrait and landscape formats for the same cost and quality as a floor standing sign holder with fixed poster position or [Show Card Stand](#).

The A4 Floor Standing Sign Holder is multifunctional and as such, can be used in a myriad of sectors. Debra Jamieson, Sales and Marketing Director for UK POS commented: "It is often easy to focus on the promotional attributes of point of sale materials, however we believe it is just as important to consider their use as directional signage and displaying information. The Floor Standing Sign Holder is ideal for such purposes as well as being cost effective and aesthetically pleasing."

Finished in silver anodised aluminum and with smooth, rounded corners, the A4 Floor Standing Sign Holder is quick and easy to assemble and as such, can be used in either a landscape or portrait A4 option. The poster can be rotated using fastenings at the back which keeps it secure.

Suitable for internal use only, it stands at a fixed height of 1m with a weighted base for stability. Signage can be swapped with ease due to its snap shut front opening mechanism. The anti-glare poster cover sheets will make information inside clear to see.

Key components are fully recyclable including the aluminum leg and frame, polystyrene (HIPS) back panel and steel base, as well as the PET front cover.

As a reworked version on UK POS' Single Post A4 Frame, Debra Jamieson explains why there is a constant push to improve products: "UK POS' research and design team is constantly looking to innovate to benefit our customers. Seeing that we could create a more dynamic version of our current Single Post A4 Frame product, we decided to produce the alternative A4 Floor Standing Sign Holder which can easily be adjusted between portrait and landscape poster displays by the customer – all without a hike in cost or quality. We expect it to be a popular option due to its multifunctional characteristics."

To promote the launch, UK POS will be offering the A4 Floor Standing Sign Holder at a special introductory price of £27.95 per unit plus VAT and excluding carriage until stocks last. These are usually priced at £36 each.

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For more information on this story, please contact Fiona Shackleton at Manifest Communications on 01484 469601 or email: fiona@manifestcomms.co.uk

Notes to editors:

Established in 1989 and with its head office in Stockport, UK Point of Sale Group Limited (UK POS) is a leading manufacturer of innovative point of sale display systems. Already a preferred partner to some of the biggest names in supermarket, department store and high-street retailing, it offers over 3,000 quality items - ranging from acrylic and [PVC ticket holders](#) to [pavement signs](#). The majority of these items are made in the UK at the company's own manufacturing facility and all are available for next day, nationwide delivery. The company also offers bespoke solutions and continues to invest into the latest plant and machinery to keep its capabilities abreast of the very latest PoS advances.

For further information visit: www.ukpos.com

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