

## Guaranteed to reduce your signage costs. †

The Eye-Catcher Innovations® range is an innovative solution to the problem of outdoor ticketing and advertising. Our all-weather point of sale (POS) sign holders for nurseries, garden centres and many other applications offer dramatic cost and performance advantages over traditional point of sale solutions.

- Avoid costly laminated labels.
- No need to purchase expensive waterproof paper.
- Design and print labels on standard copy paper.
- Write your own message by hand.
- All products are weather proof.
- Suitable for both indoor and outdoor use.
- UV protected.
- Simple to use with outstanding performance.

[www.eye-catcher.com.au](http://www.eye-catcher.com.au)



† based on cost comparison with laminated signs

## Frequently Asked Questions

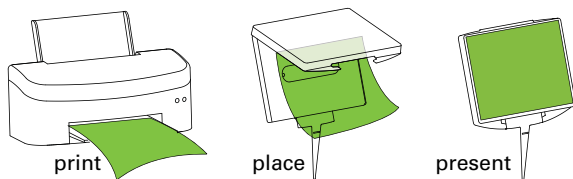
### 1. Why should I use Eye-Catcher sign holders?

There are many reasons to use Eye-Catcher all weather signage solutions, but the most important is that Eye-Catcher products will save you money every time you print a new price ticket.

### 2. How do Eye-Catcher sign holders work?

Eye-Catcher products are water resistant covers designed to protect paper signs in outdoor environments. The Eye-Catcher Innovations range offers the flexibility to easily update or change your sales message yourself. Using our products you can...

- Design and print your own price tickets or sales message on your own printer.
- Or write your messages on any paper (water resistant paper is not required).
- Simply insert your message in any one of our holders.



### 3. Are Eye-Catcher products cost effective?

The Eye-Catcher Innovations range is guaranteed to reduce your Point of Sale ticketing costs. This is because...

- Water resistant paper is not required in our products.
- Plain photocopy paper from your printer will do.
- Costly lamination is no longer required.

Eye-Catcher Innovations will save you money every time you print a new price ticket. After purchasing our sign holders your only ongoing cost is the cost of printing the ticket on standard photocopy paper. In many cases the savings are over \$1.00 per price ticket.

### 4. Are Eye-Catcher products weather proof?

All Eye-Catcher Innovations outdoor point of sale products are designed to withstand hot summers and wet winters. We thoroughly test all our designs for water resistance during the design process. The products are inserted with paper and placed in a test booth that sprays 15.5 litres of water per minute (equivalent to rainfall of more than 300 inches per hour!) from all sides of the product for a period of 5 hours. At the end of the test we check to ensure there is no evidence of moisture on the paper.

### 5. Is plastic strong enough?

Yes! We use a corrosion and moisture resistant Polypropylene plastic known for its clarity and performance in a wide range of environments.

### 6. Are the metal bases corrosion resistant?

Yes! We use galvanised steel for the maxibase and chrome plating on the multipurpose base. Both are subjected to thorough corrosion testing.

### 7. Will I need to regularly replace Eye-Catchers?

Eye-Catchers sign holders will eventually need replacement after several years depending on how they are treated during use, but remember that your investment in Eye-Catcher products will pay for itself in the first year. Thereafter you can pocket the savings.

### 8. What do others say about the product?

Here is one example of the many good things our customers have to say. "We have found that Eye-catcher ticket holders have helped us present a more professional look to our customers, and have assisted us in keeping costs to a minimum through being able to protect the tickets from the harsh elements of the Australian weather." Mark Cleemann, National Stores Development Co-ordinator, Mitre 10 Australia

Our range is continually expanding so please visit our website at [www.eye-catcher.com.au](http://www.eye-catcher.com.au) for the latest product information.

Product code	Key	Product
<b>SINGLE SIDED PRODUCT RANGE</b>		
101-100	A	A6 In-Ground Sign Holder • Landscape 148mm (5.8") x 105mm (4.1")
101-200	B	A6 Wall Mounted Sign Holder • Landscape 148mm (5.8") x 105mm (4.1")
102-100	C	A5 In-Ground Sign Holder • Landscape 210mm (8.3") x 148mm (5.8")
102-200	D	A5 Wall Mounted Sign Holder • Landscape 210mm (8.3") x 148mm (5.8")
201-105	E	Stake Extension (41cm) black
201-204	F	Minibase black • Suitable for use without stake extension
201-220	G	Maxibase
<b>DOUBLE SIDED PRODUCT RANGE</b>		
103-100	H	A4 Wall Mounted Sign Holder • Screw bracket for wall mount included • Portrait or Landscape 210mm (8.3") x 297mm (11.7")
201-320	I	Magnetic Bracket For mounting to metallic surfaces
201-300	J	Multipurpose Sign Stand • Weather resistant • Suits heights 250mm, 500mm, 750mm
201-321		Shaft Extension 250mm • Extra section to extend to 201-300



### Distributor:

