3 SUCCESSFUL POINT-OF-PURCHASE CAMPAIGNS USING LOGO MATS

WHAT ARE POINT-OF-PURCHASE ITEMS?

Point-of-purchase items are used in various locations in retail environments to generate consumer interest while promoting sales of a product or service. A point-of-purchase floor mat serves a dual role: provides impressions for the product, and has the added benefit of the mat’s inherent function.

Promotional items that provide a double function, such as safety in addition to advertising, make an even more positive impression on customers. Logo mats help reduce slip-and-fall accidents in the workplace, which includes point-of-purchase mats on the floor in a retail environment.
Here are a few retail examples of point-of-purchase logo mats.

“The mat was a silent salesperson, right on the floor.”
Miles Wadsworth, President, Logo Mats LLC

SHOE STORE
Floor mats were placed at displays in shoe stores. As customers entered, walked around and tried on shoes, they saw additional product information on the company’s point-of-purchase mats. The mats acted as a sales tool in the retail environment.
This company strategically placed our P.O.P. (point-of-purchase) mats around its store to promote a piece of lawn equipment. Customers received impressions from the logo mat while shopping for other items. Not only did this company use the mat for non-slip functionality, it also successfully promoted and highlighted one of its featured products.

Promotional items that provide a double function, such as safety in addition to advertising, make an even more positive impression on customers.
CONVENIENCE STORE

This mat was placed in convenience stores at the front counter where customers check out. It was used to drive customers to purchase a lottery ticket. The customer’s lottery mat was producing impressions for every customer that bought an item in the store.

For more information, visit www.logomatsllc.com or call (888) 628-7462.