



A Cannon Solutions company

intelligence. innovation. implementation.

Bring the Power of Cannon to Your Point of Purchase



connecting products to people.

CARTS | POINT-OF-PURCHASE | AUTOMATION SOLUTIONS | FRONT-END MERCHANDISING

Cannon Has the Answer to Your In-Store Marketing Challenge

The power to attract, entice and influence to buy, Point of Purchase does all this and more. In fact, recent POPAI research shows that 70% of buying decisions are made in-store. At Cannon we know how to harness this power to give you outstanding brand impact where buying decisions are made.

For over 35 years, we've created award-winning Point of Purchase displays for many national brands. We've developed a full-service team that gives you everything from needs analysis to quality manufacturing to store fulfillment.

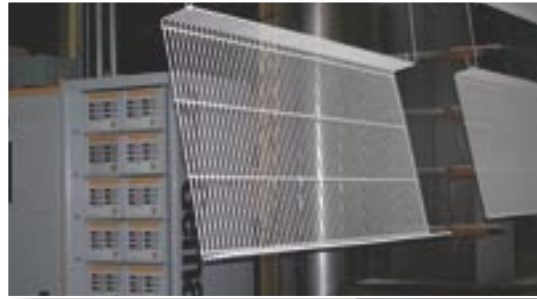
Pioneering Service from Industry Specialists

- **Knowledgeable Account Executives** well versed in project management and tuned into the latest marketing-at-retail trends
- **Cutting-edge creative and design teams** committed to delivering cost-effective solutions
- **Outstanding warehousing and logistics capabilities** combined with four strategically located manufacturing facilities – all designed to minimize shipping costs, provide nationwide coverage and deliver fast turnarounds
- **Experienced support staff** proven at executing successful nationwide roll-outs and sophisticated fulfillment and consolidation programs so your display arrives complete and ready to go



A Design and Manufacturing Powerhouse

- Innovative engineering and prototyping backed up by thorough research
- Advanced in-house domestic manufacturing capabilities geared to handling the most unique specifications with consistent quality
- Top-notch graphics production
- Wide range of material choices:
 - State-of-the-art equipment for epoxy powder-coating and electroplating
 - Wire and sheet metal
 - Wood and aluminum
 - Plastics and corrugated
- Well-supervised overseas sourcing to maximize your POP budget
- Standard displays favored by retailers – like our Magna-Bar™ Peg System and SLIP, our Self-Facing Frozen Display Shelving



**Best for
Mulching!**



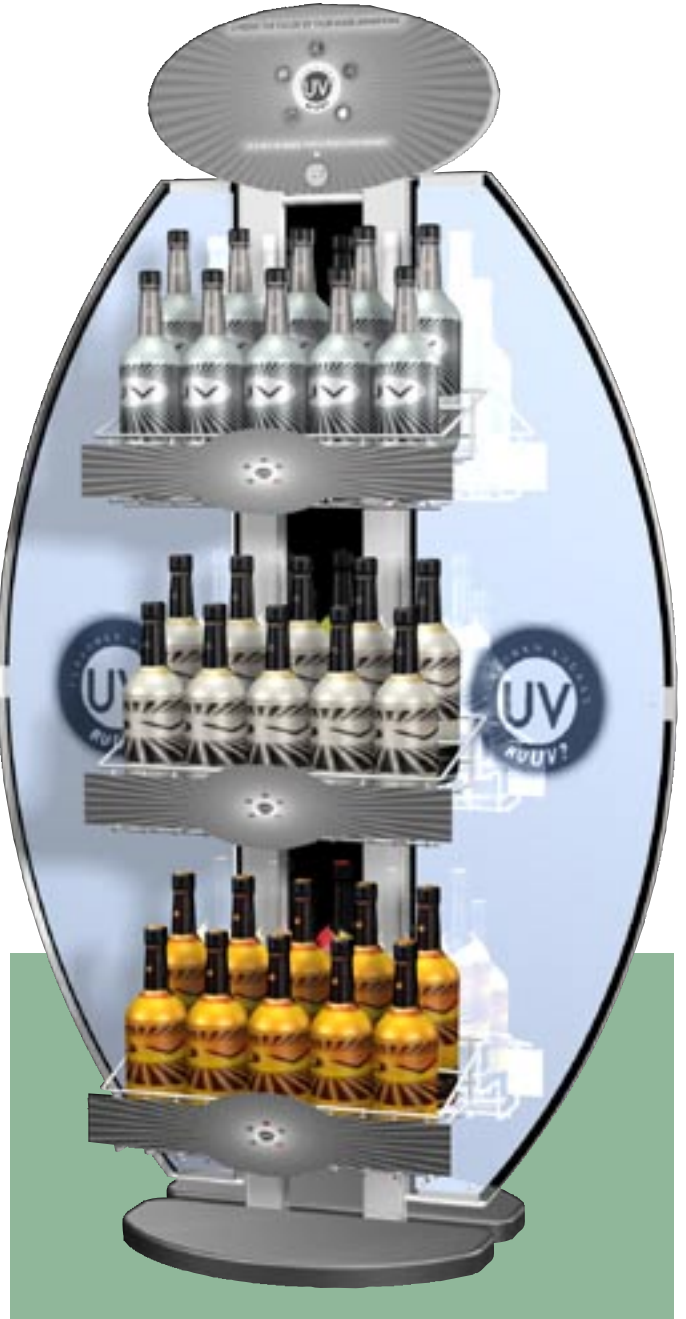
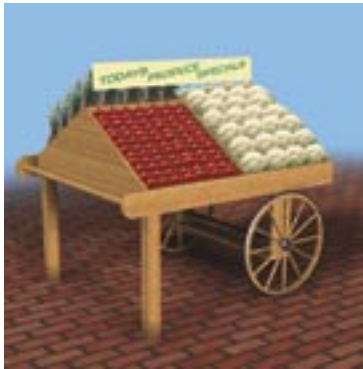
Trust Cannon To Deliver Powerful Results

Point of Purchase can be the most compelling part of your marketing program – closing the deal paid for by all that advertising and capturing the consumer at the very moment their buying decision is made. Done right, it not only increases sales but enhances your customer's experience and improves your brand image.

The Cannon approach is geared to giving your brand an outstanding store presence – one that makes the buying choice easy, outshines the competition and satisfies your retailers. All on time and on budget!

To learn more about Cannon Equipment and our retail merchandising solutions – custom or stock, call us today at 800-825-8501.

Put the “Power of Cannon” to work for you!



cannon
EQUIPMENT
A Cannon Solutions company

Cannon Headquarters
15100 Business Parkway
Rosemount, MN 55068

Cannon Midwest
324 W Washington
Cannon Falls, MN 55009

Cannon Southeast
950 Riverside Drive
Chattanooga, TN 37401

Cannon West
12822 Monarch Street
Garden Grove, CA 92841

800-533-2071 • www.cannonequipment.com • email: info@cannonequipment.com

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