

Make fast, professional product signage, right from your RMS database of items! **DRS SmartPOP** makes it easy.

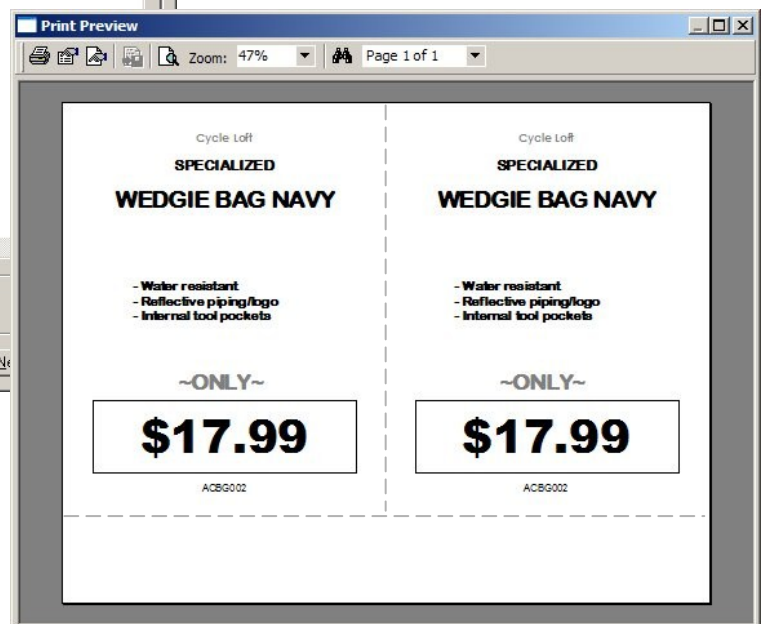
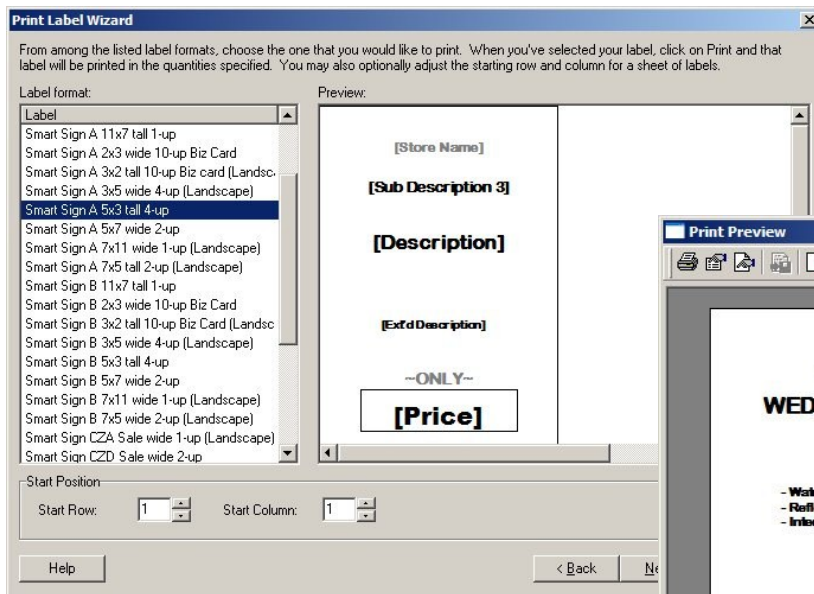


DRS SmartPOP™ for Microsoft® Retail Management System

In-store product signage is your silent salesperson throughout your store. **DRS SmartPOP** offers you a variety of ready-to-run sign templates (labels) to create point-of-purchase (POP) signage. These sign templates can also include your store name, extended item description, sub-descriptions, serial number, sale price, MSRP, and more. SmartPOP label templates can be modified in Label Designer (RMS Manager) to include your store logo or additional customizations. For best results, print signs out on inexpensive pre-perfed card stocks. SmartPOP is the fast, easy way for RMS users to make professional product signage for their stores.

Use DRS SmartPOP to:

- Make product signs in standard retail sign sizes, to fit your sign holders and your displays.
- Create product signage for inside glass display cases, using the business card-sized templates and laser or inkjet business card stock.
- Quickly re-merchandise the sales floor for a sale by creating special sale signage, automatically, from sale tagged items in your RMS database.
- Achieve a clean, consistent look storewide, no matter who is creating product signs that week.
- Merchandising tips are included to help avoid common mistakes and make your store look great!



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