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**We are well into 2009 and all know that this will be a challenging year for retail.**

It's time to make the best use of your resources to blow away your competition.

We can help you create an impressive store environment promoting your brand image with our cost effective, durable graphics and cladding systems designed for the retail industry.

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## Refresh your store.....

We offer complete retail store refurbishment or simple refresh programmes to revitalise the impact of your in-store branding, renewing consumers interest in your products and services.

We have clients reporting excellent post refresh sales increases, in some cases over 30%. We can transform the look of your store without the budget of a complete store refit, increasing return on investment and significantly reducing the pay back period.

The products and solutions we design, manufacture and install include:

- o Window and glass decorative upgrades
- o Floor decoration
- o Small ( and giant!) interchangeable magnetic graphics
- o Brand and interior wall durable graphics
- o Durable signage and information/footfall directions
- o Column, checkout, wall cladding and protection

They are all designed to transform quickly and effectively with minimal disruption.

**If you want more information on our refresh service or if you wish to discuss a potential project please call us on [01355 900 100](tel:01355900100) and ask for Mick Barker or email us at [info@novograf.co.uk](mailto:info@novograf.co.uk)**

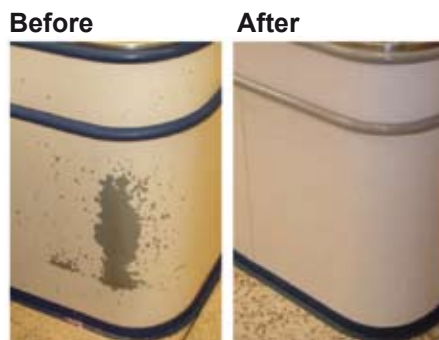
Here's an example of how we can transform an important part of many store environments, checkouts, with our highly protective lamigraf™ cladding solution.

## Checkout cladding - save up to 85% instead of buying new

There is no need to invest heavily in buying new checkouts, or going through the expense and hassle of re-painting.

lamigraf™ can be used to refurbish checkouts to make them look like new at a fraction of the cost.

- o No need to move checkouts, no electrical or EPOS connections or engineers required. We can resurface in-situ
- o A whole line of checkouts can be refurbished overnight. Minimal, if any downtime.
- o No wet trades, no solvents, no dust, no smell, no mess, no disruption
- o No showthrough of the previous or underlying colour
- o Any colour, pattern, logo or text can be incorporated into the design
- o Proven solution - over 5000 checkouts already refurbished
- o National installation service
- o Works on almost all metal, painted and laminate store furniture surfaces
- o lamigraf™ is environmentally gentle, but at the same time incredibly hard wearing



If you would like us to refurbish your checkouts or counters please call us today on [01355 900 100](tel:01355900100) and ask for Mick Barker or email us at [info@novograf.co.uk](mailto:info@novograf.co.uk)

## Next month.....

Every month we will be giving you examples on how our products and services can refresh your store without breaking the bank.

Next month we will look at:

- o Reducing maintenance costs with our protective and decorative wall cladding
- o How we can refresh your stores overnight
- o Tile effect wall cladding - antibacterial, quick and easy to install, no messy grout or additional trades

Best wishes,

Suzy

**novograf**