



**HOW TO USE**

**GLUE-FREE STICKERS**

**IN ADVERTISING**

**STAFIX**

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# INTRODUCTION

## HOW TO USE GLUE-FREE STICKERS IN ADVERTISING?

Advertising can be challenging, especially in retail and grocery stores. How to stand out from the crowd and attract consumer attention? That is why advertising agencies and brands have to come up with innovative and fresh ideas in order to promote the brand effectively.

Selecting the right advertising material to promote sales is often challenging, yet it is one of the most important decisions for the success of the campaign. Choosing the campaign material is often seen as a secondary issue for the success of the campaign, when in fact, it has a very significant impact on not only your overall campaign costs, but also to the effectiveness of the campaign.

Having easy-to-remove materials helps to ensure that the in-store advertising materials are up-to-date and old campaign materials are removed promptly as well.

The purpose of this eBook is to offer you new and innovative ideas for in-store advertising through many examples of successful advertising campaigns made with glue-free stickers.

**Enjoy!**

**Stafix Ltd.**



***WHY CHOOSING THE RIGHT  
ADVERTISING MATERIAL IS  
IMPORTANT?***

Selecting the right advertising material to promote sales is often challenging, yet it is one of the most important decisions for the success of the campaign, especially in retail and grocery stores. Many eye-cam studies have revealed that around 95-98% of the different advertisements in the store get completely missed out by the consumers. That is why it is very important to put some extra effort on planning and designing the campaigns.

Campaign planning usually starts with the campaign's visual identity. However, the limitations set by the store, as well as, the selection of the campaign material should be taken into account even prior to the visual aspects of the campaign being planned.

Choosing the campaign material is often seen as a secondary issue for the success of the campaign, when in fact, it has a very significant impact on not only your overall campaign costs, but also to the effectiveness of the campaign.

The stores can have very strict controls on where one can install the advertisements and where not. The ads shouldn't leave any residue or otherwise damage the surfaces in the store, either. A versatile campaign material with multiple application possibilities can also help making sure that the campaign functions in different store plans throughout the retail chain on different surfaces.

Having easy-to-remove materials helps to ensure that the in-store advertising materials are up-to-date and old campaign materials are removed promptly as well.

Because standing out from the crowd is challenging, brands have to use innovative and new ideas in order to attract consumer attention and promote the brand effectively.

According to studies, the closer you can have your message to the promoted product, the more effective your campaign will be. In other words, if your advertisement is on the wall at the end of the aisle and the product is on the shelf at the other end of the aisle, the consumer might have already forgotten the promoted product when he or she walks by the shelf.

# ***WHAT IS A GLUE-FREE STICKER?***

*A glue-free sticker is a non-sticky sticker that adheres to the surface without glue. There are many different types of glue-free stickers, such as statically charged, low-tack silicone, "microsuction" and PVC stickers. In this eBook, we will mainly concentrate on statically charged and low-tack silicone stickers.*

*Glue-free stickers are easy to use compared to traditional paper stickers. The installation does not require professional help and the stickers typically are completely or relatively bubble-free. The stickers are also suitable for various surfaces without damaging them. That is why glue-free stickers are ideal for in-store and retail advertising campaigns.*

## **STATICALLY CHARGED STICKERS**

Statically charged sticker consist of two layers; a printable, electrically charged polypropylene film and a cardboard backer.

Statically charged stickers adhere on average for 3 months to almost any dry and clean surface from the unprinted side. The material does not stick to textile, porous or to very uneven surfaces. The less the sticker is repositioned, and the smoother the surface is, the longer it stays.

Static stickers are ideal for short-time/temporary indoor advertising because of their easy installation and due to the fact that they can easily be removed and reused again. As the material is easy to install and can be used on wide variety of surfaces, it is also more likely that your campaign will be spread efficiently and positioned favorably close to the product to get the consumers attention.

### **APPLICATIONS**

- Retail/In-store advertising
- Posters, banners and stickers
- Promotions
- Products launches
- Magazine inserts and direct mail

### **INDUSTRIES**

- Retail
- Food (especially frozen food and ice cream)
- Beverages
- Pharmaceutical
- Banking and Insurance

### **LOCATIONS**

- Freezers
- Vending machines
- Drink cabinets
- Window display
- Cardboard displays



# LOW-TACK SILICONE STICKERS

Low-tack silicone sticker consist of two layers; a printable sticker face material with low-tack silicon adhesive layer and a release liner.

Low-tack silicone sticker is suitable for short, medium and long-term applications (up to 12 months). It can be removed and reused and it adheres from the unprinted side to various

clean and very smooth surfaces, such as glass, plastic, stainless steel, aluminum, tiles and varnished wood. The adhesion is stronger than e.g. with statically charged stickers, and is recommended for use where stronger adhesion or longer duration is needed.

## APPLICATIONS

- Retail/In-store advertising (especially on freezers and fridges)
- Store decoration and window displays
- Events and exhibition/trade-show advertising
- Posters, banners and stickers

## INDUSTRIES

- Retail
- Food (especially frozen food and ice cream)
- Beverages
- Pharmaceutical
- Banking and Insurance

## LOCATIONS

- Freezers
- Vending machines
- Drink cabinets
- Window display
- Cardboard displays



# ***HOW TO USE GLUE-FREE STICKERS IN ADVERTISING?***

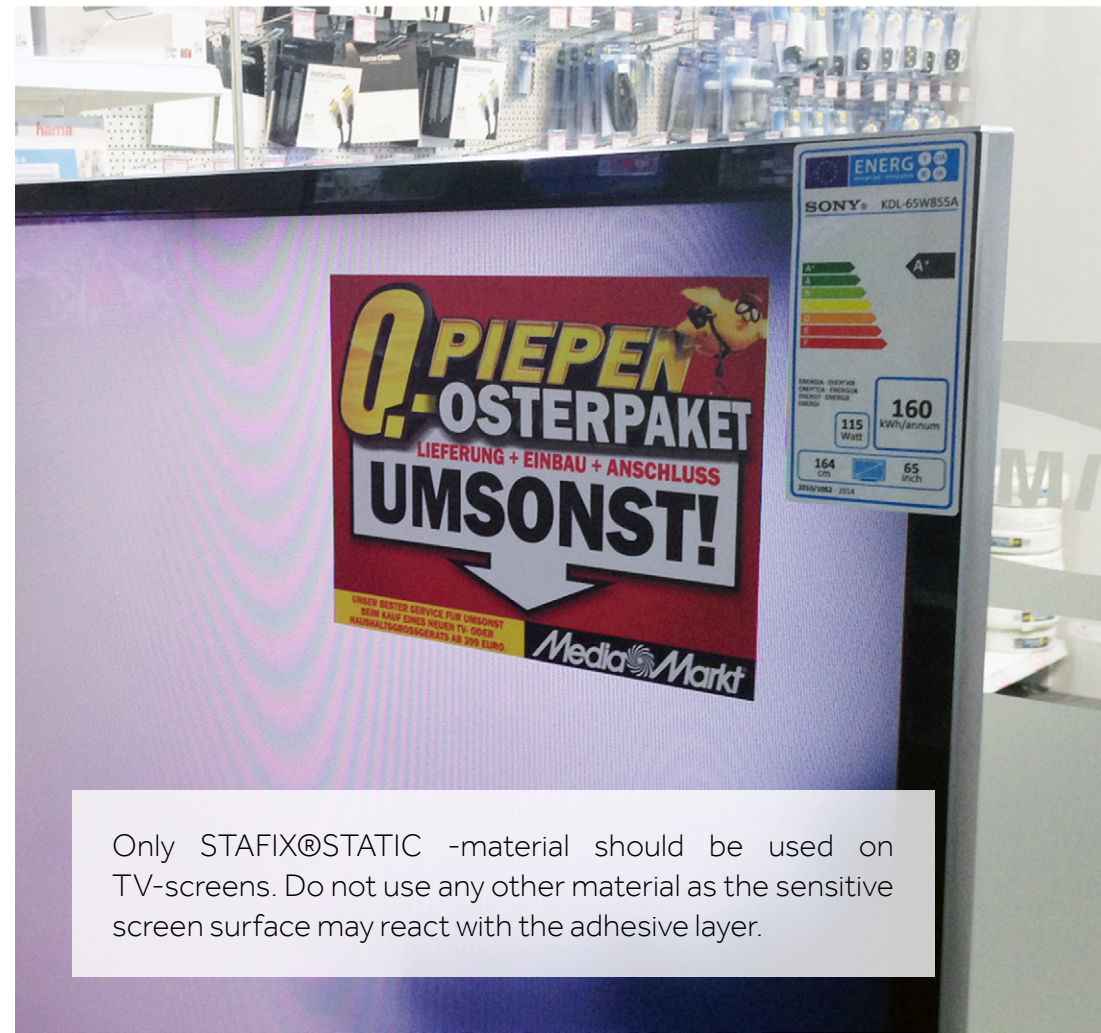
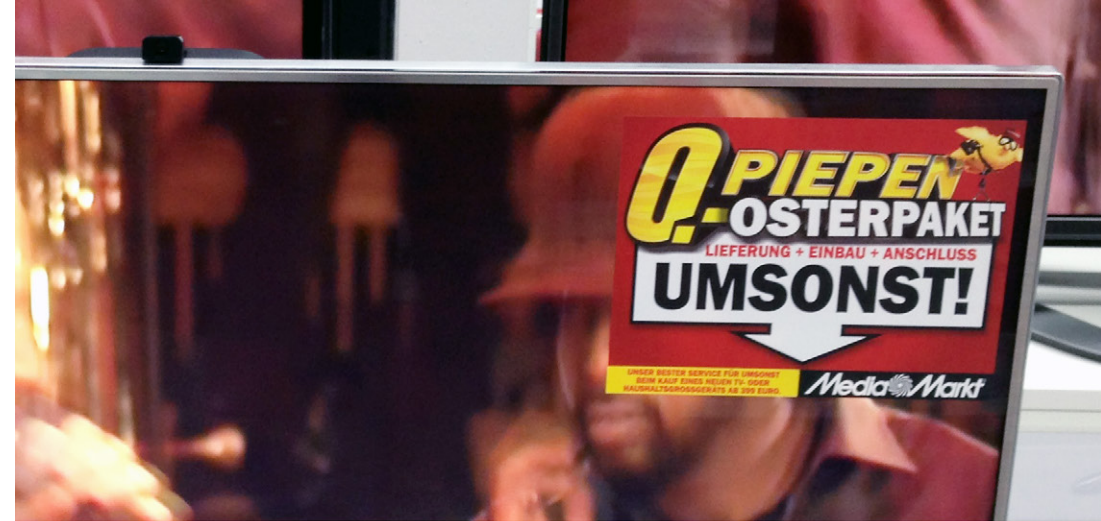
*In this chapter, we will introduce you some of the most effective advertising campaigns made with glue-free stickers. Hopefully, you will get some fresh and innovative ideas for your next campaigns!*

# CHALLENGING LOCATIONS

In order to create successful in-store advertising campaigns, brands should be able to spread the word throughout the whole store. However, stores can have very strict controls on where one can install the advertisements and where not. The ads shouldn't leave any residue or otherwise damage the surfaces in the store, either.

Even the ultimate best solution doesn't sell if it is in the wrong place. That is why the location of the in-store advertisement, as well as the product being promoted, is crucial for the success of the campaign.

With an advertising material that is easy-to-install and remove without any residue, it is possible to spread your campaign all around the store on various surfaces, such as freezers and other places often unused.



Only STAFIX®STATIC -material should be used on TV-screens. Do not use any other material as the sensitive screen surface may react with the adhesive layer.



## Campaign stickers on vending machines

Selecta has high-value advertising space on the front of their vending machines, reaching daily around one million consumers. However, because the cool vending machine builds up some moisture, finding the right advertising material for such a challenging location turned out to be quite difficult.

They also wanted the material to be easily installed by the merchandizers, strong enough to last and look good throughout the whole campaign, and leave no residue after being removed. After some pre-tests and piloting, the low-tack silicone sticker STAFIX®GRIP turned out to be the best solution for communicating new product launches and campaign advertisements on their vending machines.





## Promotional posters for retail advertising

Every year Nestlé has a multibrand national campaign lasting for two weeks. Nestlé chose a static, glue-free sticker material; STAFIX®STATIC for their campaigns to promote the brand in the supermarkets.

The stickers were used together with various other advertising materials, such as displays and hangers. However, the glue-free stickers gave Nestlé the opportunity to promote the brand also on challenging locations and surfaces like freezers and fridges, which couldn't be used for promotion



earlier because the markets didn't allow materials that leave residue behind. With glue-free stickers they were able to spread the campaign all over the store.

*"The STAFIX® electrostatic posters have been very appreciated because they are practical and multi-functional."  
Nestlé Switzerland*



## Promotional stickers for advertising on and inside the freezers

Iglo, the European-wide producer of high quality frozen food, relies on advertising right at the POS. Stickers with illustrations of new products installed directly on the freezers

should catch attention and trigger sales. However, standing out among the crowd of frozen foods has been a challenge for them because of the challenging advertising location – the freezer.



They needed to find an advertising material that would be temperature resistant, adhere without any glue and could be used both on and even inside the freezers. Therefore Iglo chose a static glue-free sticker material; STAFIX®STATIC in order to promote their different product groups in supermarkets.

# CAMPAIGN ADVERTISING SOLUTIONS

In some cases, the problem might be that there are some changes or updates that need to be made to the advertising materials during the campaign; such as updating the promotion, adding product-specific enhancements or further price reductions (e.g. daily newspaper half price after 7pm, bigger sales at the end of the campaign etc.). In cases like this, completely new advertising materials must be produced and delivered.

For these purposes, the brand would need a solution that is temporary and easy-to install and remove at the end or even during the campaign without wasting time to clean the surfaces afterwards.

The use of glue-free stickers is especially useful for temporary campaigns and promotions since it is fast and easy to install and does not leave any residue when the stickers are removed at the end of the campaign.



# Kellogg's

## Promotional stickers for displays

Kellogg's® was looking for a reusable campaign advertising solution to inform its customers about promotional periods in stores. They decided to use STAFIX®STATIC glue-free stickers that would be installed on their cardboard POP displays that the brand has in the stores during promotional times.







## Seasonal promotion stickers for window graphics

Polar used STAFIX®STATIC glue-free stickers for their in-store Christmas campaign to promote their colorful range of fitness watches designed for fitness and cross-training.

The window decals for their fitness collection were not only eye-catching in the store windows as POS, but also easy to install by the store staff. After the campaign there were no marks or residues left behind.

*"We like to use the STAFIX®STATIC -film in campaigns for retailers and studios. Beneficial is the simple application, but also the residue free removal of the film on cabinets, windows or doors."*

*Mark D. Seng, Head of Marketing*





## Campaign stickers for ice-cream on freezers

The famous ice cream brand Ben & Jerry's used STAFIX®STATIC glue-free stickers to promote its first local ice cream flavor, which is available only in Scandinavia.

Glue-free stickers were placed on Ben & Jerry's fridges in supermarkets and kiosks in order to draw attention to the new flavor. A short description of the campaign, "Project Baltic Sea" on the sticker also explained that 15 cents out of each purchased ice cream bowl would be donated to the project to help save the Baltic Sea.



# VARIOUS SURFACE TYPES

When the brand decides to spread the campaign all around the store, it is important to select an advertising material that can be used on various surfaces.

Since glue-free stickers can be quickly and repeatedly applied to majority of surfaces, the store staff won't have to worry about sticky residue that would need to be cleaned when the campaign is over.

Ideal advertising material especially for in-store advertising is suitable for and easily installed on all kinds of surfaces, like walls, windows and counters as well as freezers and fridges.





## **Stickers for promotional offers on various surface types**

Canal+ has been using STAFIX®STATIC glue-free stickers frequently for communicating the temporary promotional offers in their point of sale. The distributors are given the freedom to use the stickers as they prefer, either as a promotional material in the shops, on the television screens or on the walls in the store.



Glue-free stickers are an ideal advertising material and media for communicating promotional offers because they can be easily installed on all kind of surfaces in the store.

*"Our sales force as well as our distribution channels have been very satisfied with STAFIX®STATIC because of its duration, ease of use and especially because it doesn't damage the TVs or other surfaces used in the stores."*  
*Linda Reguieg, Canal+ France*

# KESKO

## *Sales campaign stickers all around the store*

The Finnish supermarket chain KESKO has been using STAFIX®STATIC glue-free stickers for their in-store promotions.

To make their sales campaigns more visible also in the stores the company has used glue-free stickers so that the campaign mascot "Mammoth" can be found throughout the entire store – on store windows, displays, vegetable trays and even on the meat counter.

Since glue-free stickers can be quickly and easily applied to the majority of the surfaces, the store staff does not have to worry about sticky residues that would need to be cleaned when the campaign is over





## MULTIPLE LOCATIONS

When the brand has multiple locations for the advertisements, it is important to make sure that the ads are as easy and fast to install and remove as possible so that no professional installation or removal is required.

It is also good to be aware that, although the unit price of the advertising material may seem relatively small, the costs of the logistics can still easily be surprisingly high especially if there are multiple locations and if the whole distribution chain is not carefully planned.

Glue-free stickers are ideal for short-term applications, such as promotions, due to the fact that they can be easily installed anywhere and removed without any residue left to the surface.



## Short-term campaign stickers on multiple locations

Beiersdorf is one of the leading 'personal care' product manufacturers with brands like Eucerin, Labello, La Prairie and Nivea. They selected STAFIX®STATIC glue-free stickers as their new marketing communication support material for point of sale promotions. The material was selected with the aim of increasing the visibility of their advertisements and to highlight special short-term campaigns for its' Eucerin products.

Glue-free stickers were placed in the pharmacies as point of sale materials in both the windows, and in-store on multiple locations like counters, columns, etc.



# THE BENEFITS OF USING GLUE-FREE STICKERS IN ADVERTISING

## #1 COST-EFFICIENCY

With glue-free stickers, implementation of effective instore campaigns is not only cost-effective but also quick and easy to set up by the store staff. The costs of the campaigns are lower when no professional installation and cleaning are required.

With glue-free stickers it is also possible to replace most of the traditional POS and POP materials, such as paper banners, magnets and different materials hanging from the ceiling. The costs are lower when there is a need for only one printing material, making the distribution of the POS and POP materials easier, as well.

## #2 EASY-TO-INSTALL

Glue-free stickers enable a fast and visual campaign to be set up all around and also outside the store. With glue-free stickers setting up a campaign is fast to implement and it has great visual results.

Because setting up a campaign with glue-free stickers is rather easy, it is possible to test the campaign in one or couple of locations before launching it to all the other places. If the campaign wasn't as effective as it should, it is easy and cost-effective to make another test before spending lots of money on an ineffective campaign.



### **#3 LESS LIMITATIONS ON SURFACES**

Most glue-free stickers adhere to various surfaces so there are fewer limitations on where you can install your advertising. With glue-free stickers it is possible to spread your campaign all around the store on various surfaces, such as freezers and other places often unused.

With glue-free stickers it is also possible to create and implement unique and fresh in-store campaign ideas in order to get more attention.

### **#4 ENVIRONMENTAL FRIENDLINESS**

Using glue-free stickers for advertising is also eco-friendly because there is no glue or other harmful chemicals. Glue-free stickers are also a safe choice for the stores because you don't have to worry about cleaning and damaging the surfaces.

Statically charged and silicone stickers are also recyclable and they can be disposed by burning because there is no glue or other chemicals used in the material.

# WE BELIEVE THAT

**1** Self-adhesive materials should be easy-to-install by the store staff, without the need and cost of professional installation.

**2** There should be as little as possible limitations on which surfaces, and where, you can install your advertising.

**3** You should be able to trust that you are not damaging the surfaces, which you are using the materials on.

If you like easy and effective in-store campaigns, get in touch!



# WANT TO KNOW MORE?

Stafix Ltd. is a manufacturer of specialty printing materials used mainly in POS advertising. All our products are glue-free and easy to install.

The materials can also be removed without leaving any residue or cleaning afterwards. STAFIX® -materials are recyclable and PVC-free.

## CHECK OUT OTHER USEFUL, DOWNLOADABLE MATERIAL FROM OUR WEBSITE

**BLOG**

**DATA SHEETS &  
PRINTING  
GUIDELINES**

**EBOOKS**



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