



BENEFITS OF GLUE-FREE STICKERS FOR IN-STORE ADVERTISING

eBOOK FOR IN-STORE ADVERTISING DESIGNERS

STAFIX

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INTRODUCTION

BENEFITS OF GLUE-FREE STICKERS FOR IN-STORE ADVERTISING

The potential of in-store advertising is extensive, as studies have shown that most of the consumer purchase decisions are made within the store. Well thought out and properly presented POS (Point of Sale) and POP (Point of Purchase) materials attract consumer attention and promote the brand effectively so that it stands out from the crowd.

Glue-free stickers are ideal for short-time advertising because they are easy to install and remove by the store staff. Glue-free stickers enable not only new and innovative campaigns, but also easy and effective ideas and opportunities for campaign planning.

In this eBook we will explain to you how glue-free stickers work, how they differ from traditional stickers and other POS and POP materials and how brands could benefit from using glue-free stickers in their in-store marketing campaigns.

Enjoy!

Stafix Ltd.

WHAT IS A GLUE-FREE STICKER?

A Glue-free sticker is a non-sticky sticker without glue, of course. There are many kinds of glue-free stickers, such as statically charged stickers and stickers made of silicone or PVC. In this guide, we will mostly concentrate on statically charged and low-tack silicone stickers due to their versatility and ease-of-use.

Glue-free stickers are ideal for short-term advertising because of their easy installation and due to the fact that they can easily be removed and reused again. That is why they are perfect for in-store advertising.

Glue-free stickers are easy to use compared to traditional paper stickers. They are also suitable for various surfaces without damaging them.

With glue-free stickers it is possible to create both easy and effective in-store campaigns.

DIFFERENT GLUE-FREE STICKERS:

STATICALLY CHARGED STICKERS

Sticker adheres easily to almost any surface for up to 3 months on average.

LOW-TACK SILICONE STICKERS

Sticker adheres to smooth surfaces for up to 12 months.

PVC STICKERS

Sticker adheres to typically glass or very smooth surfaces for longer time.

	STATIC STICKER	LOW-TACK SILICONE STICKER	PVC-STICKER	TRADITIONAL STICKER
FEEL	Non-sticky	Slightly sticky	Non-sticky	Sticky
ADHESION	Static	Silicone	Vacuum (Van der Waals)	Glue
VERSATILITY	Adheres to almost any surface.	Adheres to almost any smooth surface.	Adheres generally to only glass or some other, very smooth surface.	Adheres to almost any surface
ENVIRONMENTAL FRIENDLINESS	100 % recyclable	100 % recyclable	Non-recyclable	Depends on the material
INSTALLATION	Easy installation. Bubble-free. No wet installation.	Easy installation. No wet installation required but can be used for large formats or window graphics.	Professional installation required and may bubble. Wet application generally needed, especially for large formats.	Professional installation required for large formats. Bubbles and wrinkles rather easily.
REMOVAL	Easy to remove, no chemicals or cleaning required	Easy to remove, no chemicals or cleaning required	Easy to remove, no chemicals or cleaning required	Removal with tools and chemicals. Cleaning required after removal.
DAMAGE-FREE	No damage or residue to the surfaces	No damage or residue to the surfaces	Residue free, generally no damage to the surfaces. Occasionally the plasticizers in the PVC may cause damage to the surface.	Can cause damage or leave residue to the surfaces
COMMENTS	Excellent especially for sensitive surfaces and short term campaign advertising	Great for campaign advertising when stronger adhesion is required. Environmentally friendly glue-free option	Low-cost option. Avoid using on sensitive surfaces (e.g. TV screens) as the plasticizers may cause damage to the surface	Good when permanent adhesion is required and professional installation used. Generally recommended for outdoor use.



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Well thought out and properly presented POS and POP materials attract consumer attention and promote the brand effectively.

PUNASIPULI 500G II SUOMI
SUOMI
Lähteetä
Valkokero
PSS
1.49
K/MPL

IN-STORE ADVERTISING

Traditionally, advertising aims to bring potential customers to the store. The main goal of in-store advertising, in turn, is to encourage these shoppers to buy even more within the store.

The effectiveness and potential of in-store advertising is huge, as studies have shown that even 8 out of 10 buying decisions are made in the store (POPAI 2014, Mass Merchant Shopper Engagement Study). It is rather easy to pick up a product that is on sale or otherwise heavily promoted, when it is available right away.

On the other hand, super- and hypermarkets are full of different kinds of stimuli that can confuse us, making it quite hard to stand out from the crowd.

In-store marketing covers e.g. sales promotion, product demonstrations and special discounts. Point of Sale (POS) and Point of Purchase (POP) materials, such as displays, shelf-talkers, roll-stands, banners and floor stickers are then used for executing these kinds of in-store campaigns.



GLUE-FREE STICKERS IN IN-STORE ADVERTISING

Glue-free stickers enable new opportunities for in-store marketing designers. There are many surfaces and products for example in a grocery store that could benefit from unique and fresh advertising with glue-free stickers.

Take frozen food goods as an example. Glue-free sticker is the easiest and probably the only way to promote a frozen food product because traditional stickers would leave some residue on the freezers.

Apart from that, glue-free stickers are quick and easy to install and remove by the store staff whereas traditional POS and POP materials usually require a lot of effort and professional installation.

Glue-free stickers are ideal for in-store advertising because of their easy installation whereas traditional POS and POP materials usually require professional installation.



**MORE
REFERENCES**





***BENEFITS OF A
GLUE-FREE STICKER
FOR IN-STORE
ADVERTISING***

1. COST-EFFICIENCY

Traditional POS and POP materials such as displays are effective but relatively expensive (nearly 35 euros per unit on average according to the 2015 study by POPAI and Quri). The study also reveals that the results of the display campaigns were often not that good because of the poor presentation and placing of the displays. Too often brands had too big expectations on what really happens to their display campaigns when they are left in the store.

With glue-free stickers, implementation of effective in-store campaigns is not only cost-effective but also quick and easy to set up by the store staff. The costs of the in-store 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.

The biggest savings compared to traditional in-store campaigns are of saving time and effort.

2. EASY-TO-INSTALL

Glue-free stickers enable a fast and visual campaign to be set up all around the store. Glue-free stickers are easy-to-install by the store staff, without the need and cost of professional installation. With glue-free stickers setting up an in-store campaign is fast to implement and it has great visual results.

Because setting up an in-store campaign with glue-free stickers is rather easy, it is possible to test the campaign in one or couple of stores before launching it to all the other stores. 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.



With glue-free stickers setting up an in-store campaign is fast to implement and it has great visual results.



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.

The closer you can have your message to the promoted product, the more effective your campaign will be.

4. ENVIRONMENTAL FRIENDLINESS

Using glue-free stickers for in-store marketing is also eco-friendly because there is no glue or other harmful chemicals. Glue-free stickers are also a safe choice for the store 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 of by burning because there is no glue or other chemicals used in the material.

There is no glue or other harmful chemicals.



WHAT TO REMEMBER WHEN USING GLUE-FREE STICKERS FOR IN-STORE ADVERTISING?

- *Glue-free stickers are ideal for short-time, indoor advertising*
- *The adhesion of the glue-free sticker varies depending on the sticker material*
- *The stickers can be used on a wide variety of surfaces*
- *You can use the stickers also as window graphics, being printed mirror-wise and backed with white*

- *Installation is easy, no damage or residue to the surface after removal*
- *Most appropriate printing technique depends on your application, sticker size and quantity*
- *Ask for samples to test the glue-free stickers before printing*

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 100% recyclable and PVC-free.

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