

The ENGAGED SHOPPING EXPERIENCE™

Success Story



“VIDPro helped us adapt our signage to allow shoppers to better experience the product without taking it off the shelf.”

Branca Franco

Former Category Advisor for Korhani Carpets/Walmart:

“One of the biggest challenges of selling carpets is that shoppers pull them off the shelf and lay them on the floor in order to see what they really look like,” says Branca Franco.

“VIDPro helped us at Korhani adapt our signage to allow shoppers to better experience the product without taking it off the shelf,” Franco says. “They made the signage bigger and bolder, prominently displaying colourful pictures of the rugs, along with simple and easy to read information about available sizes and prices. They even helped us overcome a problematic fixture issue: in one corner of our display they adapted the signing to fit the exact dimensions of the spot.”

“Not only does the VIDPro team have great ideas, they offer great client service and are always ready to help build their client’s brand.”



VIDPro Visual Information Display Products

