

Questions and Answers About this Medium

▶ **Q: WHAT IS "PRISMATIC 3-MESSAGE DISPLAY"?**

▶ **A:** It is a display medium wherein prismatic columns (prisms) with graphic images, cut into strips and applied to each face, index one-third of a turn at a time, sequentially displaying each of the faces for a fixed period of time. In some models, the transition occurs in a "wave" pattern. In certain models, the dwell time is adjustable.

▶ **Q: IS THIS MEDIUM NEW?**

▶ **A:** Interestingly, its roots date back to the fifth century B.C., when the Greek dramatist Sophocles employed revolving (by manpower) prismatic columns with painted images, known as *periaktoi* (Greek for "rotating"), to facilitate scene changes. The first U.S. patent using this principle in a motorized display was issued in 1901.

▶ **Q: WHY, THEN, IS THIS MEDIUM ONLY NOW PROLIFERATING SO DRAMATICALLY?**

▶ **A:** It is a combination of factors: (1) A landmark POPAI study* has revealed that displays without motion average a sales increase of 39% for subject items, and displays with motion average a sales increase of 83%—more than double the effectiveness of static displays. POPAI has also documented that over 70% of brand-purchase decisions are made in-store, at the time of purchase**. Hence, larger portions of advertising budgets are leaving other forms of media for in-store displays, and increasingly so in favor of motion displays. (2) With in-store display space becoming ever-more valuable, and with the growing desire to reduce the clutter of the retail display environment, multi-image display devices are experiencing steadily-increasing demand. (3) With the increasing availability and decreasing costs of digitally-produced print media, graphic display programs are becoming more affordable and easier to manage. (4) Last, but by no means least, over a period of more than fifteen years of development, Clarr Corporation has made this medium extremely user-friendly, by offering a vast range of prismatic products, suited to a wide range of needs, that are attractive, affordable, easy to use, and above all, reliable.

▶ **Q: HOW DO I JUSTIFY THE COST OF USING THIS MEDIUM?**

▶ **A:** We would be happy to work with you to establish a pro-forma payback analysis to determine, through projected sales increases, how quickly the displays will pay for themselves, and thereafter pay you dividends. Additionally, many retailers and other users collect revenues from vendors for displaying their graphics, effectively turning the displays into lucrative profit centers.

▶ **Q: HOW DO I HANDLE GRAPHIC CHANGES?**

▶ **A:** We can assist you in producing, cutting, and shipping graphics, either directly or through recommending local sources. In most of our displays, graphic strips are easily slid in and out, without the use of adhesives, making field changes easy. For large-volume programs, on-site graphic-change programs can be established, utilizing national or international P.O.P. service companies.

▶ **Q: WHAT IS CLARR CORPORATION?**

▶ **A:** We are a family-owned company, founded in 1959, located in the North Central USA. In North America, we are in the industry leader in many categories of backlit, edgelit, and nonlit graphic display, both static and sequential-image. We are renowned internationally for producing the widest variety of 3-message displays on the globe, all to the highest level of quality. All models can be supplied to operate in any country. Our Export Department will ensure that all details of your purchasing experience are handled with proficiency and dedication.

▶ **Q: WHAT IF I HAVE MORE QUESTIONS?**

▶ **A:** That would be quite normal, and most welcome. We would be delighted to assist you, and will respond promptly to every inquiry.

* Size of the Industry Study, 1998
** Consumer Buying Habits Study, 1995

▶ ECONOMY PRODUCTS ◀

These displays were specially developed to deliver high visual impact, yet be low in cost, attractive, and easy to use. They are ideal for high-volume point-of-purchase display programs!

NEW

▶ TRIAD® E lightweight, economical 3-message displays



▶ **TRIAD® E** Our most economical 3-message display features a sturdy vacuum-formed plastic exterior, and extruded clear-plastic prisms with a slide-in graphic feature, which together provide a product that is attractive, lightweight, easy to use, and economical. The standard housing, left, may have individualized graphics applied, either at the factory or at any other time. Fluorescent down lighting (pictured) is available at a nominal additional cost.

Customized housings (center and right) are available at additional cost, and with initially-extended delivery times. Graphic treatments may also be tastefully integrated into custom **TRIAD® E** enclosure designs (center unit).

NEW

▶ DOUBLETAKE® 2-image "zigzag" displays



30" x 40" (762 x 1016mm) **DOUBLETAKE®** panel installed in our Luminaire Ultra® graphic display illuminator. The "jumbled" image viewed from the straight-on perspective often piques viewers' attention, causing them to shift viewing angles.

▶ **DOUBLETAKE®** Our latest prismatic display innovation presents two images in the space of one, via its patented "zigzag" face profile. As the prospect walks by the display (or as the panels rotate across his point-of-view in our **IMPACT ISLAND®** display—see our website) he sees a metamorphosis take place as one image transitions into another. Viewers are typically captivated, and often position themselves to view the action repeatedly.

Using the simple instructions provided, any combination of graphics can easily be set up to be printed, using common graphics software programs*. No specialized printing equipment is required. Graphics can be printed economically, using any equipment that can print on paper or film**—even high-quality copiers. Graphics are then scored and folded, and may be compressed "accordion style" into compact stacks for easy handling and shipment. They are installed between the dual plastic face sections in a matter of seconds.

DOUBLETAKE® is available in tabletop, pedestal, suspended, framed, and backlit*** (pictured) configurations, all designed to captivate and stop traffic—at budget-pleasing prices.

* QuarkXpress® and Adobe Photoshop® are recommended.

** for backlit use only

***See our website or general catalog to view our wide selection of backlit display products to accommodate **DOUBLETAKE®** faces.

CATCH THE WAVE!

Clarr Corporation Presents

THE WORLD'S

WIDEST AND FINEST

SELECTION OF

PRISMATIC DISPLAYS



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► Clarr Corporation is proud to present the most comprehensive range of prismatic displays available from any source. **TRIOLA**® fulfills large-format interior and exterior display requirement worldwide, reliably and economically. **GRAPHIC REVOLUTIONS**®, with its internally-illuminated prisms, provides exceptional visual impact to medium-format interior display applications. **TRIAD**® is available in wide variety of easy-to-use configurations, for small- to medium-format applications, both interior and exterior. **TRIAD**® E and **DOUBLE TAKE**® deliver extraordinary visual impact and versatility, at economical prices. Let our applications specialists help guide you to the ideal product to fulfill and surpass your display objectives!



► **TRIAD**® small- and medium-format 3-message displays



► **TRIAD**® H This unit, with a 3000 x 610mm (10' x 2') image area, makes an ideal trade show header. The size can be varied to suit specific requirements.



► **TRIAD**® M This "miniature" is the world's smallest prismatic display product, with prisms just 5/8" (15mm) in width. This standard model, left, has a visual area of 5-3/4" x 8-1/8" (146 x 206mm-A5), and is compatible with the most elegant display environments. The "insert" model, right, has a 8-1/4" x 11-1/4" (210 x 286mm-A4) visual area, and is designed to be built into, and be the focal point of, upscale point-of-purchase merchandising displays. Both models are available in a variety of miniature-format sizes.



► **TRIAD**® This A1 (23" x 33") **TRIAD**® illustrates the "wave" transition, 41mm (1-5/8") prism width, and our standard satin-anodized aluminum frame.



► **TRIAD**® OD, with its weather-resistant outdoor enclosure and cold-weather-rated interior perimeter lighting, continually attracts prospects to its multiple-message presentations.



► **TRIAD**® MP This display for standard-size movie posters is locking, has interior perimeter lighting, and exterior marquee "chase" lighting. Alternatively, it can be provided with exterior neon accent lighting.



► **TRIAD**® P This versatile unit features a removable (for shipment) pedestal, allowing **TRIAD**® to be used as an independent floor display, yet be elevated for best viewing. An extended spotlight further enhances viewability and visual impact. The left-hand unit features an integral literature holder; the right-hand unit serves as a powerful centerpiece for a high-visual-impact in-store product display.



► **TRIAD**® This 3' x 7' (914 x 2120mm) **TRIAD**® features a custom gold-anodized frame and 2-7/8" (71mm) prism width. **TRIAD**® is available in a wide range of standard and custom sizes and finishes.



► **GRAPHIC REVOLUTIONS**® medium- and large-format, internally-illuminated 3-message displays



► **GRAPHIC REVOLUTIONS**® CF "cylindrical format" is ideal for promoting beverages and other products which are cylindrical in shape. 2057mm (81") image height.



► **GRAPHIC REVOLUTIONS**® integrates tastefully into the most elegant retail décor.



► **GRAPHIC REVOLUTIONS**® is available in various image heights up to 2360mm (93") (pictured), and in widths up to 7240mm (24').

► **TRIOLA**® medium- and large-format 3-message displays



► **TRIOLA**® This **TRIOLA**® display is one of several hundred in Brazil. **TRIOLA**® is available in sizes up to 4,2 x 14,5m (14' x 48') and larger, and is known for its economy, mechanical simplicity, and reliability.



► **TRIOLA**® **TRIOLA**®'s exclusive rounded-frame profile is compact and attractive, and flips open for service access on all four sides.

► **TRIOLA**® TR mobile 2-sided 3-message displays

► **TRIOLA**® TR The newest member of the **TRIOLA**® family of outdoor prismatic displays opens up a new world of opportunities for temporary and semi-permanent sign applications.

Back-to-back **TRIOLA**® 3-message prismatic displays are mounted onto a specially-designed compact road trailer. Effective front lighting of both sides is accomplished through low-profile fluorescent lighting fixtures on the trailer bed.

The ability to present six illuminated messages in sequence, coupled with **TRIOLA**®'s renowned wave effect, styling aesthetics, and reliability make **TRIOLA**® TR the ultimate promotional medium for events, special promotions, and semi-permanent storefront use.

