

AUGUST 2005



Newsletter

Table Talkers

Table Talkers are the silent salesmen when it comes to Point of Sale. They sit quietly on tables on cafes and restaurants, displaying drinks, specials, menus and all manner of information to entice the customer into further purchases while their meal is being prepared.

They go by many names and come in various configurations: upright cardholders, triangular menu holders, tent stands; these are just a few of the names given to them. What makes a Table Talker a true Table Talker is the ability to insert a card with information for the customers. The Table Talker protects the card lengthening it's life and makes it more attractive.

But life for the diligent Table Talker is not all good. They have to endure a few knocks, often literally. Some do not survive hitting the floor when toppled off the table, some cannot stand up to the abuse that fidgeting customers put them through. For a Table Talker to last it needs to be designed to survive the being poked and prodded, and made of materials that both look good and will last for a satisfactory length of time.

At one time the straight up and down t-card holder ruled, but these days Table Talkers can be coloured, or be made using wood or metal, they can be laser engraved, or given a cut shape. Of course where the bottom line is the most important consideration, the old designs are still excellent options, but with a slight twist to give it a modern look.



Things to consider:

When designing Table Talkers:

- ✓ Choosing size of card insert that is standard, it will make life easier when you print replacement inserts.
- ✓ Similar materials can be used for the Table Talker as in your interior fit-out.
- ✓ Table talkers are magnets for fidgeters; we can design them to resist tampering.
- ✓ The complexity (and price) of the Table Talker is based around how much information do you need to display on the Table Talker and how often it needs to be changed.
- ✓ Table Talkers can have a secondary purpose, i.e. to hold table numbers.

If you would like to know more about these products please give us a call and we can design a solution for you!

Be in to win... with every newsletter!

**Congratulations to Diana from the Ministry of Social Development who won last months 1st Prize Draw - a Gift Basket from the Body Shop, for just ordering some poster holders! **

Between now and September any table Talker or Card Holder purchases go into our 2nd prize draw of tickets for 4 at any Readings Movie Theatre. Every \$100 spent gives you one entry for the draw.

Our major prize is to be drawn in mid October for everyone who has been in the previous 3 draws.

We have decided (after much thought!!) that what better place than the beautiful Kapiti Coast (where we all love to work) for our grand prize winner.

They will spend a night in a luxurious B&B with a voucher for dinner for two at one of our leading restaurants.



COMING UP IN THE NEXT MONTHS:

Signs, Brochure holders, Display Cabinets, Certificate Holders, Awards, Portable Displays, Outdoor Units, Merchandisers, Wall Products ...

.....

For those of you that are thinking about (already) organising bookings for Staff Parties in December, don't forget it's a great time to also organise awards for recognition to valuable staff members.

.....