

## Displays2go: Financial Display Catalog Review Notes

### General comments:

1. Below many of the items, it says "A \$10.00 handling fee is added to orders with 'broken' case packs." What is a "broken" case pack? I think it refers to getting fewer than the normal 10 or 20 or 50 items in a normal case. You might want to add a comment somewhere to clarify if others don't know this term.
2. Throughout, there are places where the Codes and/or Prices are only listed as XXXXX or ???. Make sure this is updated.
3. Post-It graphics – I really like this idea. It works great for getting your attention for extra comments. I'd suggest making the entire graphic larger for easier readability. Also, consider placing them over a throwaway graphic (like the Displays2go graphic) or something rather than just a blank space on the page. This would make it look more realistic – like someone just put a handwritten note on a Post-It and stuck it in the catalog.
4. Are you planning any kind of index or table of contents? There is a great deal of variety of products in this catalog. It would ease finding what I need if there was an index or TOC.
5. On page 3, it says that operators are available from 8:00 a.m. – 6:30 p.m. EST but on the bottom of each even-numbered page, it indicates the hours are 8:00 a.m. – 5:30 p.m. EST. Which is it?
6. Throughout the catalog various products allow users to print signs on their office printers (8-1/2" w x 11" h) and insert. For larger graphics, that most places won't have the ability to print in house, try putting a comment (perhaps in a star graphic) saying "Larger graphics/signs can be printed directly to your local copy shop." This would indicate that they can design these larger signs on their computers then print them at their local Kinko's or whoever's copy shop.

### Edits:

The following are edits made to correct or clarify. The bold is the item title, then where the change is comes after the hyphen. The next line, in italics, is the copy in the corrected form.

#### Page 4:

**Deluxe Non-Glare Acrylic Wall Mount Poster Holder** – 3<sup>rd</sup> sentence

*An infinitely better investment than lesser quality "covers" or "sleeves" available elsewhere.*

#### Page 5:

**Convex Poster Frame** – 3<sup>rd</sup> sentence

*Contemporary look is enhanced by the 1" black accent trim...*

#### Page 6:

**Economy Light Boxes** – add "with" to sentence

*Just over 1-1/2" thick, with 30,000 hour...*

Page 8:

**Slide-In Style Wooden Poster Frames** – “creates” instead of “creats” in 1<sup>st</sup> sentence, capitalize ‘S’ to begin 2<sup>nd</sup> sentence

*Rich looking wood creates a showcase for your promotion. Simply sandwich...*

Page 10:

**How to Add Your Logo** – make sure the copy is replaced under #1., change copy under item #3.

*3. Email same day to avoid delays. A PDF proof will be sent via email for approval prior to production.*

Page 12:

**Testimonial** – changed tense in 2<sup>nd</sup> sentence

*We purchased the...*

Page 16:

**Self-Contained Tabletop Display System** – change 4<sup>th</sup> sentence

*After the presentation, just fold up the display for transportation—with the visual elements still in place.*

Page 20:

**The D2G Advantage** – last sentence general comment: list all 9 colors that are available

**Acrylic Slatwall Adjustable Pockets** – remove “e” from “makeing”, change “is” just after “making” to “it”

*These slatwall multipocket literature racks include removable dividers making it simple...*

Page 21:

Graphics cover text, need to be realigned. Copy falls off left side of the page.

Page 23:

**Bottom left photo** – Copy doesn’t match picture (item RP12CLR). Picture says “Configured for 24 brochures” but photo shows 12 magazines.

Page 24:

**Molded Curved Sign Panel** – bottom illustration remove apostrophe from “it’s”

*Simply place the snap-in foot at the middle of the frame and lay on its side for a landscape view.*

Page 25:

**Point-of-Purchase Counter Mat** – change “landscape or horizontal” to “vertical or horizontal” in 2<sup>nd</sup> sentence.

*Once piece design for displaying full vertical or horizontal 8-1/2” x 11” or 11” x 17” sheets.*

Page 37:

**CURVISO** – 2<sup>nd</sup> sentence add “of” after 360°

*The contemporary curved panels with rotator base allows for 360° of viewing.*

Page 38:

**4 Pocket Economy Molded Brochure Holders** – change “kinds” to “tiers” (“kinds” indicates sizes/types)

*Displays four tiers of brochures...*

Page 41:

**Ballot Tower** – remove hyphen from before “sided” in 1<sup>st</sup> sentence (due to line break, hyphen starts a new line)

*This sturdy stand alone, double sided display...*

Page 42:

**Black Ballot Box with Clear Header** – add dimensions of viewable area of page

*Accepts and 8-1/2”w x 11”h insert, with the top half (8-1/2”w x 5-1/2”h) as viewable area...*

Page 43:

**Solid Oak Ballot Box** – last sentence giving dimensions, change colon after “dimensions” to M-dash and add colon after “Inside” and change dash before “Inside” to a comma.

*Pocket dimensions—Outside: 5-5/8”w x 5-3/16”h x 5/8”d, Inside: 4-3/4”w x 5-1/16”h x 1/2”d.*

Page 44:

**Donation Boxes** – add a comment, perhaps in star graphic, indicating these boxes are shatter-resistant (lends credibility, makes the reader more confident that the money won’t be stolen out of them).

**Allen Key Donation Box** – is the Allen key included with this item? Copy doesn’t indicate here, does in other descriptions.

Page 45:

**Hand Crank Raffle Ticket Drum** – 3<sup>rd</sup> sentence says “(pictured right)” but photo it is referring to is above, move period outside closing parenthesis.

*Larger capacity, same great quality as our smaller raffle drum (pictured above).*

**Prize Wheel** – add a registered symbol after “Word” and “Illustrator”. You need a registered symbol after both the company name and the product name – in both main copy and copy in photo.

*...Microsoft® Word® and Adobe® Illustrator®...*

Page 46:

**Top copy block** – capitalize “let” in 3<sup>rd</sup> sentence.

*...competitive price. Let Displays2go be your supplier...*

**Top copy block** – in 5<sup>th</sup> sentence rearrange copy for clarity and change comma after “including” to a colon, add a comma after “cent signs” and cut last part of the sentence (make it its own sentence).

*Units come complete with Header, Disclaimer, Account Strips (all with your CUSTOM copy) and full sets of numbers (more than 500) including: percent signs, decimals, dollar and cent signs, and dashes. You can configure your board any way you like.*

**Bottom copy block** – remove comma after “Now” in bold headline

*Now you’re No. 1 source for Rate Displays.*

Page 47:

**Bottom right graphic (for using templates)** – make sure the URL you use takes the reader directly to the page with the templates, NOT just the homepage of your site. Don’t make them hunt for the templates.

*Easy to use templates online at [www.displays2go.com/templates/](http://www.displays2go.com/templates/).*

Page 52:

Consider flipping content on pp 52 and 53, putting the slatwall displays before the slatwall accessories. Also, make sure you consistently use the same form of a word—both “rateboard” and “rate board” are used, choose one way (I’d go with rate board as two separate words); corrected below.

**Acrylic Slatwall Adjustable Pockets** – remove “e” from “makeing” and change “is” to “it”

*These slatwall multipocket literature racks include removable dividers making it simple to adjust pockets for 4”w or 8-1/2”w materials.*

**Metal Slatwall Frame with Rate Board** – replace “rateboard” with “rate board”, “securely” is misspelled in the 1<sup>st</sup> sentence, and “magnetic” is misspelled in the 2<sup>nd</sup> sentence.

*This black finished metal frame with 22”w x 28”h magnetic rate board hangs securely on your slatwall. The included magnetic rate board...*

**Rateboard with Title Strips** - replace “Rateboard” with “Rate Board”

*Rate Board with Title Strips*

Page 54:

**Mandatory Signs for Banks & Credit Unions** – change tense in 3<sup>rd</sup> sentence, change “and” to “that” for sentence clarity.

*...unbeatable price! Packaged with our easy to use frames (the signs self align!) that eliminate the need...*

Page 56:

**Mylar Decals** – copy indicates that the decals are 15 millimeters thick. Should that read 1.5 mil thick?

Page 59:

**Magnetic Perpetual Calendars** – replace “mounted” with “mounting” after “hook and loop”

*...mounting, hook and loop for cloth panel mounting...*

Page 60:

**Fire-Retardant Security Box** – indicate max temp and how long the box will secure items.

Page 62:

Graphics overlap text making it hard to read. Also, is there an additional charge for the custom laminate finishes?

Page 63:

Graphics overlap text, needs to be rearranged.

Page 65:

**Static Cling Holiday Signs** – indicate how many signs TOTAL are included in the packet.

Page 66:

**Banners** – send directly to the template or to a templates page on the site, not just to the home page of the website.

Page 68:

**Wind & Weather Resistant Sidewalk Sign** – add parenthesis to “2” for consistency

*This sidewalk sign features (2) easy change...*

**All Weather Event Signs** – change “which” to “that” in 4<sup>th</sup> line of 1<sup>st</sup> sentence, remove hyphen from “in-front” in last sentence.

*...and rugged springs that keep the signs...*

*Includes built in wheels making it easy to put your sign in front of your customers.*

Page 70:

**Waste Containers** – eliminate repetition of “These” to start 1<sup>st</sup> & 2<sup>nd</sup> sentences.

*These 38 gallon waste containers are molded from long-lasting polyethylene. Units are...*

**Landmark Smoker’ Outpost** – change “discourage” to discourages”

*Keyhole cigarette opening discourages unwanted litter.*

Page 72:

**Nothing attracts attention like motion and light!** – for consistency, bold headline should be the name of the products, not a benefit headline.

***Moving Message Signs***

*Nothing attracts attention like motion and light! These LED displays...*

Page 78:

**Convex Letter Size Sign Displays** – “vertically” is spelled wrong in copy and both “vertically” & “horizontally” are misspelled in the graphic to the left.

*Mount your sign horizontally or vertically.*

*Convex sign holder can be oriented horizontally or vertically.*

Page 80:

**11” x 14” Sign Stand with Brochure Rack** – copy says “ 14”w x 11”h landscape format but picture shows to the left of the copy shows an 11”w x 14”h portrait format graphic.

*Puts an attention grabbing 11”w x 14”h portrait format graphic and...*

Page 81:

(same as page 80) **11” x 14” Sign Stand with Brochure Rack** – copy says “ 14”w x 11”h landscape format but picture shows to the left of the copy shows an 11”w x 14”h portrait format graphic.

*Puts an attention grabbing 11”w x 14”h portrait format graphic and...*

Page 90:

**Top left graphic, 4<sup>th</sup> copy block down** – how many brochure pockets are included?

Page 92:

**Pole Base DeluxeFrame Poster Display** – remove apostrophe from “let’s” in 2<sup>nd</sup> sentence

*Simple design lets your poster...*

**Specialty DeluxeFrame Poster Displays** – rearrange sentence to clarify

*We’re pleased to introduce—by customer demand—these new sizes...*

Page 96:

**Acrylic Slatwall Graphic Displays** – add comma to 2<sup>nd</sup> sentence after “acrylic”  
*Made of crystal clear acrylic, these displays are elegant and durable.*

Page 97:

**Dual-View Slatwall Panel** – 2<sup>nd</sup> sentence refers to products on page 84. Is this the correct page? Page 84 has FORTE accessories not slatwall accessories.

Page 98:

**Metal Slatwall Frame with Rate Board** – change “rateboard” to “rate board” in 1<sup>st</sup> sentence, “securely” is misspelled.  
*This black finished metal frame with 22”w x 28”h magnetic rate board hangs securely on your slatwall.*