

CERTIFIED SOUTH CAROLINA
**Retail Merchandising
Materials**



IT'S A MATTER OF TASTE.





CERTIFIED SOUTH CAROLINA

Retail Merchandising Materials

Introduction

The Certified South Carolina program is a cooperative effort among producers, processors, wholesalers, retailers, and the South Carolina Department of Agriculture to brand and promote South Carolina grown and processed agricultural products.

Boldly displaying and identifying Certified South Carolina products in supermarkets and other retail venues is essential to increasing sales and creating a brand preference. The South Carolina Department of Agriculture appreciates your commitment to this program and will provide any of the following Merchandising materials **free of charge**.

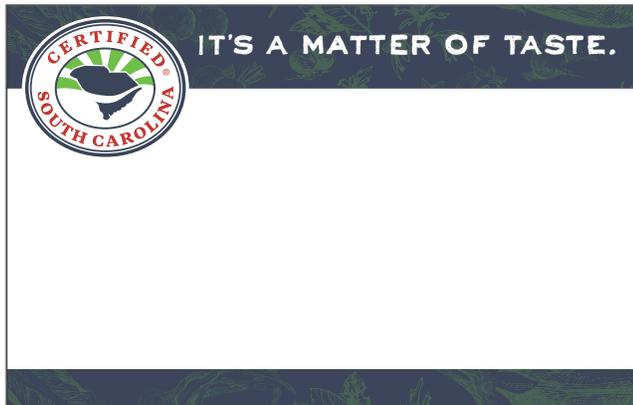
Thank you for your support of the South Carolina Department of Agriculture's marketing and branding campaign. Together, we'll make this program a success.

If you have any questions or would like to discuss co-branding opportunities, please contact:

Michael Cranford, Market Development Manager

803-734-2224 | mcranford@scda.sc.gov

Items Available



PRICE SIGN

Dry Erase

Large 11" x 7" | Small 5" x 3.5"



WINDOW / DOOR SIGN

Perforated Window Cling

8" x 6.2"



CHANNEL STRIP

3" x 1.25"



MEET THE BREWER

3.6" x 6" (two-sided)

Available as:

Aisle Interrupter

Window Cling



LOOK FOR THIS LOGO

4" x 6" (two-sided)

Available as:

Aisle Interrupter

Window Cling



RECIPE CARD

Aisle Interrupter

8.375" x 5.5" (two-sided)

Items Available



RETRO PRODUCE SIGNS

Aisle Interrupter

8.375" x 5.5" (two-sided)

Apples, Berries, Blueberries, Corn, Green Peanuts, Greens, Honey, Melons, Peaches, Strawberries, Summer Veggies, Sweet Potatoes, and Tomatoes



Items Available



CEILING HANGER

29" × 23" (two-sided)

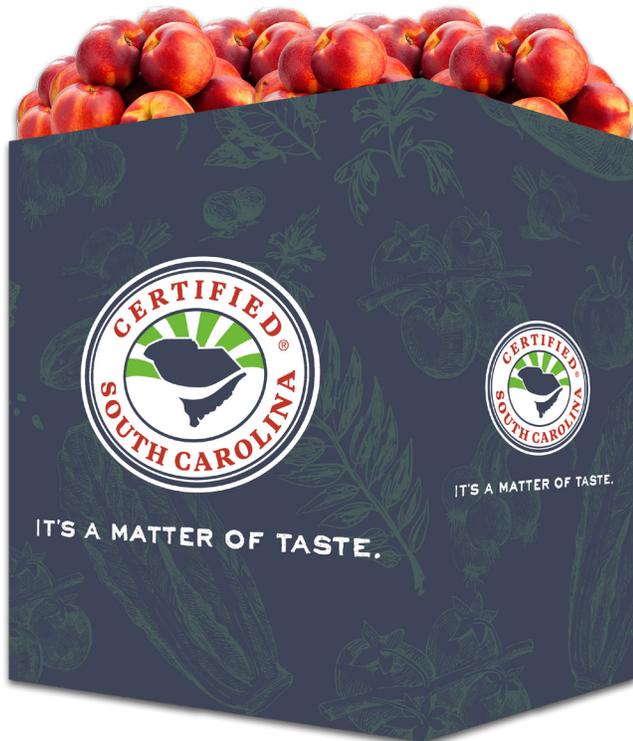


STREET TALKER SIGN

Metal Sign with Frame

24" × 36" (two-sided)

(Limit one per store)

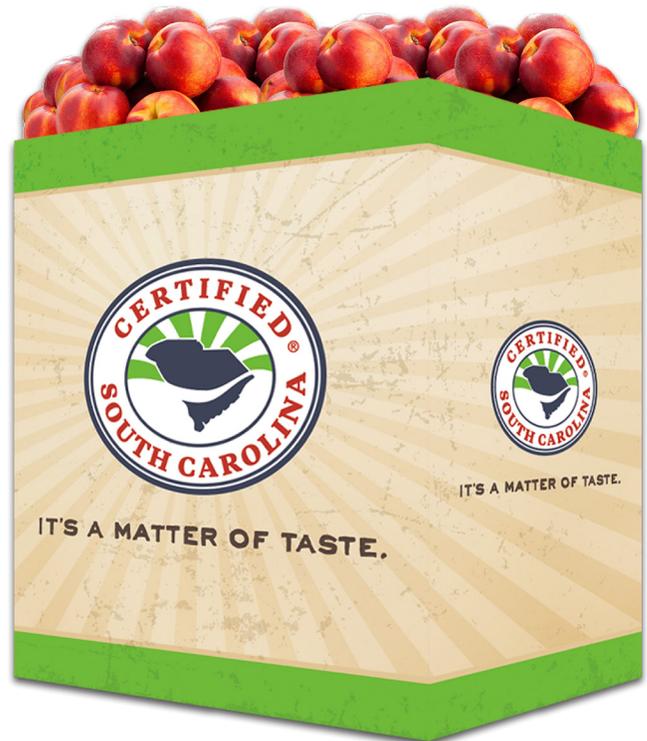


PRODUCE BIN

Four-sided Box with Corrugated Plastic Insert

23.9375" wide × 16.0625" deep × 30.3125" tall

(Limit one per store)



RETRO PRODUCE BIN

Four-sided Box with Corrugated Plastic Insert

23.9375" wide × 16.0625" deep × 30.3125" tall

(Limit one per store)

Items Available



HATS

Certified South Carolina

Provided for retail managers

(Limit two per store unless prior approval granted)



DRY ERASE MARKERS

One marker per kit

Black ink



LONG MAGNETIC GRIPPER

3" × 0.75", 0.75" wide base

Permanently attached .875" × 0.25" nickel plated steel casing containing ceramic magnets

Available with optional non-scratch inserts

Grippers are clear PVC material



CLEAR SPRING CLIP-ON KNUCKLE SIGN HOLDER

Two clips joined by a swivel knuckle

One end has a 1" wide spring clip with a maximum grip of 1.125" diameter

Other end has a 3" wide heavy duty sign clip that can display material up to 0.25" thick

Plastic material



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