



CERTIFIED SOUTH CAROLINA

# Retail Point of Purchase Materials

## Introduction

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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 Point of Purchase 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 please contact either*

*Katie Pfeiffer, Merchandising Director  
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## CERTIFIED SOUTH CAROLINA

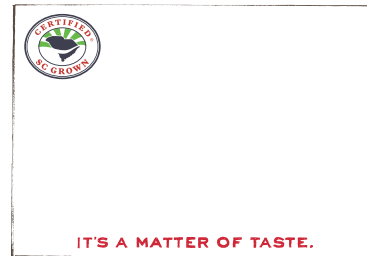
### LARGE PRICE SIGN

SC Grown one-sided, 11" x 7" to fit in frame.



### SMALL PRICE SIGN

SC Grown one-sided, 5" x 3.5".



### CHANNEL STRIP

SC Product one-sided, 1.25" x 3" to fit in most channels.

SC Grown one-sided, 1.25" x 3" to fit in most channels.



### WINDOW/DOOR SIGN

SC Grown static cling sign, 11" x 8.5".



### AISLE INTERRUPTER

Two-sided, 3.5" x 3".

Channel holder included.





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### CEILING HANGER

Two-sided, 29" x 23".  
Hangers included.



### STREET TALKER SIGN

SC Grown two-sided metal sign, 24" x 36". Metal frame stand included. (Limit one per store.)





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### PRODUCE BINS

SC Grown four-sided box, 30 5/16" wide x 35 7/8" tall x 16 1/2" deep.  
Corrugated plastic inserts included. (Limit one per store.)



### IN-SEASON STANDING SIGN POSTER

SC Grown four seasonal one-sided posters, 24" x 36".  
Metal frame not included.

