

Westfield BRANDSPACE

Wollongong POS Unit

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Version: 1
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Stimulate all the senses.

POS UNIT GRAPHIC



Size of front graphic area:



Unit Specifications:

Unit Dimensions:

Length 1200mm, Height, 1100mm, Width, 450mm

Features: Lockable cupboards, Graphic is easily interchangeable using double sided velcro.



ACQUISITION GUIDELINES

maximum of 2 staff at stand

staff to be in branded uniforms, or to have branded nametags

Staff to stay within arm length distance of site

Pull up banners must be double sided for maximum exposure to max height of 1400mm (maximum of two)

Graphics required for own unit or Westfield POS unit

A frames & other unstable A3 stands are not to be used, as these can cause injuries for shoppers.

consistent branding through graphics, uniform and literature

