



# Business 2 Business

a monthly newsletter published by PIP

## Elevate Your Lobby with Branded Graphics & Signs

Create a memorable experience for clients from the moment they walk through your door, transforming a plain reception area with strategic wall graphics, dimensional logos and carefully crafted signage. Use colors, images, designs and words to turn your lobby into a powerful extension of your brand, reinforcing credibility. Choosing modular, professionally produced visual elements makes your space easy to refresh as your business evolves.

### Dimensional Logos Stand Out

Dimensional logos convey stability and attention to detail, especially when crafted from materials like acrylic, metal, or composites. Depth, shadow and optional backlighting create a focal point that guides the eye and sets the tone for the entire space.

### Wall Graphics That Grab Attention

Large-format wall graphics turn blank walls into storytelling surfaces. From bold imagery to subtle patterns, these prints reinforce your visual identity while creating an immersive, intentional environment.

### Branded Wayfinding & Information Panels

Clear, branded directional signs and information panels help visitors navigate confidently. Consistent colors, typography and graphics across directories, door signs and department markers create a unified experience.

### Materials, Color & Finish Choices

Premium substrates such as acrylic, metal, glass, and high-performance vinyl elevate quality and durability. Thoughtful use of your brand colors, lighting and finishes

ensures your lobby reads as polished and proficient, at a glance.

### Partnering with a Print & Sign Expert

Working with a print signage provider means every element—from wall graphics to dimensional lettering—is color-matched, properly scaled and produced for long-term performance. End-to-end support across design, production and installation helps maintain consistency across locations while maximizing your branding impact.



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## Brains Prefer Print

For decades, studies have shown that brains prefer paper. Whether it's students in a classroom or shoppers in a retail aisle, brains process information more deeply and accurately in print. But why?

A recent study conducted by Yu-Cin Jian, professor in the Educational Psychology and Counseling Department at the National Taiwan Normal University in Taipei, sheds some light. The study used eye-tracking with 50 undergraduate students to investigate the differences in how people read in print versus digital media.

Specifically, Jian wanted to understand how comprehension fares in print and digital formats, including when readers have to process information that requires a heavier cognitive load, such as representational or explanatory diagrams. Jian assigned participants to read the same six-page Popular Science article (complete with complex diagrams) either in print or on a tablet. She then asked participants to answer reading comprehension questions.

### Here are the results:

- Participants spent about the same amount of time reading in print and on the tablet.
- Participants' comprehension was better in print.
- How participants consumed the information was different between print and digital.

### What We Can Learn from Eye Tracking

Eye tracking studies ask participants to view a visual stimulus while an eye-tracking device, which uses infrared light and cameras, measures their eye movements. Eye movement data indicated that, while the print and digital groups spent about the same amount of time reading their assigned content, the time was not divided evenly in how they did it.

The digital group spent more time reading the article initially but rarely went back to re-read any portion of it. By contrast, the

print group skimmed the article first, then went back and re-read the parts they felt were important.

We can also extrapolate that this is a reason why graphics, pull-outs and bullet points are so effective. They are easier for brains to process anyway. However, because our brains identify these sections as set apart and distinct from the main text, readers are likely to go back and re-read them, too.

When information needs greater processing to be understood, put it in print. Use visual elements when possible but understand their multiplied value when delivered on paper.

*Article reprinted from WhatTheyThink.com.*



## Portable Exhibits Made Easy



Portable exhibits do not have to be complicated for small team use. With the right mix of banner stands, pop-up walls and modular components, two people can assemble a professional, high-impact booth in minutes. Lightweight pieces pack small, travel easily and adapt to different venues so your brand is always ready.

### Portable & Flexible Banner Stands

Banner stands are the simplest piece in your portable exhibit collection. Retractable stands store the graphic in the base, so one person can set them up in about a minute. Telescopic and fabric styles add flexibility with adjustable heights, step-and-repeat options and polished, modern graphics.

### Pop-Up Walls

For a stronger visual presence, pop-up walls create a full backwall without adding complexity. Tension fabric and Silicone Edge Graphic walls deliver nearly seamless graphics

on lightweight frames, letting teams “pop” the structure open, lock in place and be show-ready in 10-15 minutes. Geometric and 3D systems add dimension while collapsing into wheeled cases.

### Modular Kits That Grow with You

Modular systems give small teams room to grow. Frames with magnetic or tool-free connectors can reconfigure from a 10'x10' to a 10'x20' layout, and hybrid kits accept shelves, monitor mounts and lighting without rebuilding from scratch. Many kits break down into individual banner stands, stretching one investment across multiple events.

For small teams, portable displays turn logistics into a manageable checklist, freeing teams up for what matters most: engaging attendees and generating leads.

## Did you know?

Restaurant marketing works best when everything—from menus to signage—works together seamlessly. PIP helps restaurants turn everyday touchpoints into powerful brand experiences. With decades of experience in the food and beverage industry, PIP delivers end-to-end marketing and printing solutions designed to save you time and drive results. From custom menus, table tents, to eye-catching indoor and outdoor signage, we make sure your brand shows up clearly and consistently.

Our team also supports targeted direct mail and promotional campaigns that help restaurants attract new guests and keep loyal customers coming back. When service, speed and presentation matter most, our experts manage your marketing from planning through production—so you can focus on delivering great food and memorable dining experiences.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

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THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### Portable Exhibits Made Easy

### Keep Spaces Fresh with Seasonal Signage Refreshes

Keep customer-facing spaces feeling fresh, relevant and on-brand with small, seasonal signage swaps. Use this checklist to plan sustainable, high-impact refreshes year-round.

- **Rotate window and wall graphics** – Highlight seasonal colors, themes, or spotlight products with removable vinyl or fabric wall graphics that peel off cleanly and can be stored for next year.
- **Leverage sidewalk signs and A-frames** – Use double-sided inserts to promote rotating offers, events, or hours; swap only the printed panels while reusing the same frame.
- **Create reusable “evergreen” bases** – Design core, stationary signs (logos, wayfinding, hours) and layer them with smaller seasonal decals, clings, or toppers for quick updates.
- **Choose durable, sustainable materials** – Opt for reusable substrates like aluminum, PVC, or magnetic vinyl, and print seasonal pieces on recyclable or eco-conscious stocks whenever possible.
- **Be strategic with placement** – Focus seasonal messaging on key decision points such as entry doors, point-of-sale, feature tables and endcaps where customers naturally pause.

### Brand Your Walls With Style



Elevate your interior walls with stunning graphics that reflect your brand story.



Make your business memorable when you partner with PIP.

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