



## VISUAL CREATIONS

### FRONT OF STORE

The custom fixtures, merchandising and visual messaging strategies that you use front-of-store can make the difference between customers passing you by or strolling through your front door. Once inside, you don't want front-of-store clutter, but you do want to offer impulse purchase opportunities, wayfinding guidance that helps customers find what they're looking and a design aesthetic that conveys a positive impression.

See the complete collection at [www.visualcreations.com](http://www.visualcreations.com)

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