

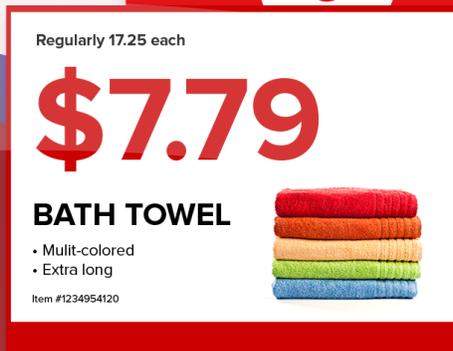
Lexmark mySignShop

Powerful web-based software for creating high quality retail signs, labels, tags and more

Research shows 76% of customers make buying decisions after they enter a store.¹ This is great news for retailers who know how to make a positive impression with impactful in-store signage.

mySignShop is a highly efficient and cost-effective tool for creating sensational signage that informs and inspires shoppers to buy. Web-based software connects your product data and pricing to sign templates with your branding.

You simply login and select items and sign formats to generate batches or individual signs. Review your selections onscreen, then click to send to a printer. You get exactly what you want, exactly when you need it.



mySignShop Benefits

- ▶ Boost sales with professional, impactful signage that supports branding
- ▶ Cut costs by eliminating premium 3rd-party printing fees and delivery charges
- ▶ Save time and hassle by printing exactly what you want, precisely when you need it
- ▶ Manage quality and accuracy of signage for a better shopper experience

Cut printing costs, lift sales

mySignShop empowers you to break free from dependence on outside printers. This means no more restrictive deadlines and turnaround schedules. And no more premium charges for smaller print jobs or delivery fees.

This software uses your product data to ensure information is always accurate, current, and perfectly in sync with point-of-sale and backend retail systems.

Simple set up, low maintenance

Because mySignShop is a hosted solution, there's no hardware to set up or software to install. You just need a computer with internet access and a printer.

Printers that work well with special media (e.g., perforated card stock) are recommended to maximize mySignShop benefits.

License, maintenance, setup, and a great selection of sign templates are included with your subscription. Select from predesigned layouts of branded sign templates in various types and sizes. Users can retrieve product information and "point and click" to print signs on demand.

Extremely user-friendly and intuitive, mySignShop requires no special training or ongoing technical maintenance. There are no hidden costs or complicated manuals.

mySignShop software as a service (SaaS) technology solution has been used by thousands of stores, including major retailers, to create millions of signs each year.

Why mySignShop?

- Fast implementation: stores can be up and running in as little as 1–2 weeks
- Comprehensive support: subscription covers sign templates, setup, and ongoing support
- Minimal training requirements: online application is user-friendly and intuitive
- Proven reliability: software developed and fully supported by industry leader
- On-demand capabilities: supports daily/weekly price changes and in-store or advertised promotional events

Contact your Lexmark certified dealer to learn more about how mySignShop can lift sales and cut costs for your business.

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