

Success Story



Unique 3D Contour-Cut Signs
Increase Fountain Visibility and
In-store Traffic



THE CLIENT

First established in 1952, Flash Foods, Inc., based in Waycross, Georgia, operates over 170 convenience stores in Georgia and Florida.

THE CHALLENGE

The client was looking for new ways to generate interest in their Refreshments in a Flash, Fill it Up! fountain campaign. They wanted an easy-to-implement yet unique sign type at the pumps that would help drive street and fuel traffic into the store for a drink—and provide increased exposure to their fountain promotion.

THE SOLUTION

For the solution, GSP proposed an innovative three-dimensional sign called the 3D Snaplock Sign that can be easily seen from the streets. These signs feature a large contour-cut fountain shaped cup that is the 3D graphic top layer, and creates big impact in the pump area. As a result, the signs have increased street and pump visibility of the fountain campaign.

Success Story



Flash Foods is happy with how the signs turned out and especially how the sign's large three-dimensional fountain cup created the wow factor they were looking for. The 3D snaplock signs have been instrumental in increased street and pump visibility of their fountain promotion. The signs also contributed to increased in-store traffic and fountain sales, which increased by more than 30% from the previous year.