

# Branding on the Belt

System prints ads directly onto checkout conveyor belts

By April Miller

SALINAS, CALIF.—Devlin Media's Convey-Your-Ad prints full-color, digital images directly onto a black checkout conveyor belt. Custom cut for a retailer's lanes, the belts are clear coated with laminate for extra durability.

The company's proprietary printing application process is compatible with commercially available check stands. Up to 10 ads can be applied per belt and printing can run from end-to-end.

A variation on the belt printing now includes stand-alone images. The background of the image can be cropped out to give the appearance that the ad is "floating."

"I prefer the dramatic look of the fully printed belt," says Scott White, Devlin's CEO. "The color that is achieved with the printing is impressive and the images really pop."

Installation, done by Devlin Media, takes less than one hour. The company also maintains the belts. In August, the company signed a contract with Save Mart Supermarkets. This winter, ads will begin appearing in Save Mart's more than 240 stores throughout Northern California and Northern Nevada under the Save Mart, S-Mart Foods, Lucky and FoodMaxx banners.

"The belt is an underutilized space," adds White. "Consumers are in line in most grocery stores an average of 2.5 minutes per visit and marketers are looking to reach consumers where they are, and they continue to go to the grocery store—recession or not."

CPG companies interested in placing ads should contact Devlin Media directly. Specific creative can be produced to utilize the belt space or any current branding images and messages can be used.



Devlin Media prints full-color graphics onto conveyor belts for checkout advertising. The company also installs and maintains the belts.

The program runs on a four-month ad cycle, although White notes that the images and belts last a long time for those interested in extended campaigns. Exclusivity is also available.

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## Brilliant Graphics Wins for Print

PITTSFIELD, MASS.—Brilliant Graphics Group, a Sampco Co., received SGIA's André Schellenberg Golden Image Award for Trade Show Displays and Exhibits. "The Best of What Digital Imaging Has to Offer" Gold Medal was presented at SGIA in New Orleans



for a brick paver image printed on carpet. The company used a Dumst Rho 800 Presto UV inkjet printer to create the image. The winning entry was a carpeted floor talker for the building materials industry.

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