

Press Release
Fresh Food 411™ Interactive Kiosk

FOR IMMEDIATE RELEASE

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Image: [Kiosk .jpg]

Blanc Industries Signage & Display Group unveils the Fresh Food 411™ Interactive Kiosk



Blanc Industries Signage & Display Group has introduced its latest innovation, the Fresh Food 411™ Interactive Kiosk. Combining cutting-edge technology with consumer demand in one sleek package, Blanc Industries' kiosk is the solution to retailer's perpetual customer engagement quandary. The Fresh Food 411™ Interactive Kiosk promotes consumer involvement by providing on-demand information regarding fresh products like produce, and soon-to-be-released categories: seafood, cheese and meat at their fingertips in seconds. Retailers offering this service ensure customer satisfaction while gaining consumer loyalty, giving them an edge in the competitive market.

TECHNOLOGY. Equipped with the i DISPLAY tablet, an attractive, ergonomic 10-inch touch-screen (a 15-inch tablet is also available), consumers simply search or select a category, like produce and then choose an item. In an instant an array of information tabs appear from which to choose a topic. Tabs include: selection and storage tips, nutrition facts, preparation tips, recipes, general information and trivia. Once the tab has been chosen, customers have the option of sending the information to their smartphones or email accounts.

DIMENSIONS. Standing 77-inches tall, 20-inches wide and only 16-inches deep (77" x 20" x 16"), the trim and durable Fresh Food 411™ Interactive Kiosk has a mere 2-foot footprint, a space-efficient profile beneficial to all retail establishments. The solid kiosk is available in black metal or natural oak, materials designed to complement any retail space.

CUSTOMIZATION. When it comes to customer service Blanc Industries strives to meet the specifications and requirements of each retail outlet and the Fresh Food 411™ Interactive Kiosk is no exception. Retail customers have the option to include their logo on the home page and on the header graphic. The ability to link to the company's website is also available.



While the Fresh Food 411™ Interactive Kiosk is a substantial stand-alone display, it also complements Blanc Industries recently launched QR Code Produce Inserts. Special package pricing is available.

The Fresh Food 411™ Interactive Kiosk is a one-stop shopping experience deftly connecting technology and consumer engagement in an entertaining, interactive and informative manner.

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