



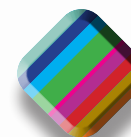
www.bdhtullford.co.uk

01603 620780

Ice Cream Sector

Product Ideas

Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

www.bdhtullford.co.uk

01603 620780

Contents

3. Intro
4. Foil Pavement Signs
5. Swing Pavement Signs
6. Profile Shaped Pavement Signs
7. **NEW** Boost 'Custom shaped' Pavement Signs
8. Beach Flags
9. Litter Bins
10. **NEW** Project Swinging Wall Sign
11. Wall Flags
12. Flange Signs
13. Open/Closed Signs
14. Flavour Stabbers
15. Cone Holders
16. **NEW** Cone Carriers
17. Magnetic Menu Boards
18. Café Barriers
19. Parasols
20. Flavour Stickers/Self-adhesive Graphics
21. Other Products
22. Meet the Team

Stay in touch:



BD&H Tullford Ltd... Here to help you sell more.

We manufacture permanent and semi-permanent POS display solutions. From our on-site design studio through to production, assembly and finishing facilities, we offer a flexible 360 degree service. Since 1968 BDH Tullford has built up successful and long lasting relationships with many national and international clients.

Having a strong brand visibility out on the street is vital because it informs and adds excitement for the consumer. From a business perspective well designed and correctly positioned POS displays, help to build brand awareness, creates shopper desire; drives shopper traffic instore; promotes increased basket size i.e. more sales and ultimately drives growth and profits for you and the store owner. It's an all round win!

Here are six key areas to focus on when considering your POS offer:

1. Outside stores i.e. store approaches
2. Store entrances
3. Self service areas
4. Freezers areas
5. Eat in areas, canteens, restaurants, pub gardens, picnic tables
6. Order pay counters

These are all point of sale advertising hot spots on the path to making a successful sale.

When planning your business POS needs, consider:

1. **Long-range POS:** allows thinking time, builds consumer awareness and desire (big and bold)
2. **Medium-range POS:** helpful reminders of products that build on the desire (use great imagery and a call to action)
3. **Short-range POS:** An engaging reminder of your product, using great imagery, plus a call to action or a price-point offer even stronger.

Remember: visual assets placed at key points in the consumer journey will help build awareness, drive footfall and ultimately sales.

So please do give us a call, we're here to help.

Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

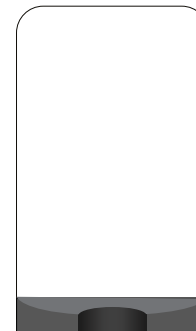
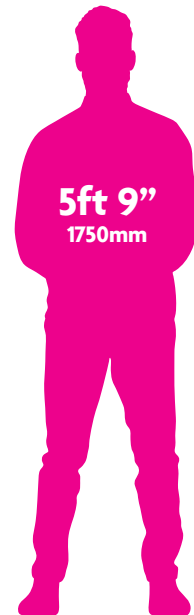
Image
Shown
TM85



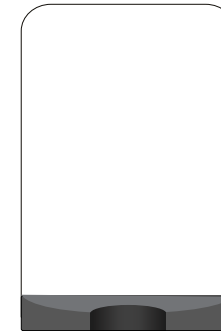
Exceptional value for money and eco-friendly.
Ideal for pavements, roadsides and forecourts.

Key Features:

- Fully recyclable panel
- Powder-coated gloss white 1.2mm tempered aircraft-grade aluminium panel.
- Large visual area for maximum impact. (See page 6 for shaped panel options.)
- Tough recycled PVC base provides low centre of gravity and maximum stability.
- Quick and easy to assemble, security-fixed panel using allen key provided.
- Rounded corners and smooth edges to minimise H&S concerns.



Foil area:
TM85 410mm x 780mm



Foil area:
TM125 480 x 780mm

Stay in touch:



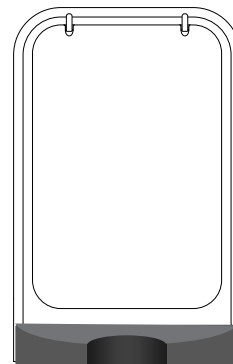
BDH TULLFORD
POINT OF SALE SPECIALISTS



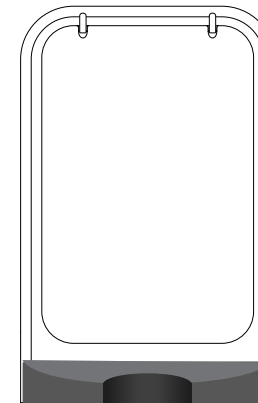
One of the UK's most popular swinging pavement signs! Designed and engineered for a long life, ease of use and all round value for money.

Key Features:

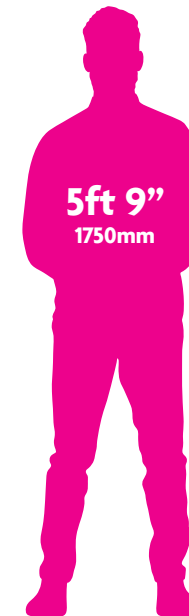
- Quick and easy no-tool assembly, simply add the push base onto frame.
- Tough powder-coated 32mm diameter tubular steel frames.
- Frames available as standard in black or white. Other colours available on request (MOQ 25).
- Gloss white aluminium panels
- Robust polished stainless steel straps.
- Recycled PVC base for maximum stability and performance.



Foil area:
TM85S: 400mm W x 600mm H



Foil area:
TM115S: 500mm W x 750mm H



Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

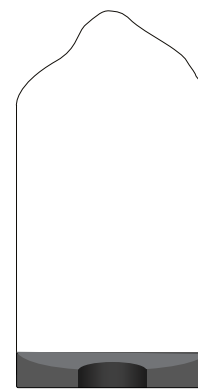
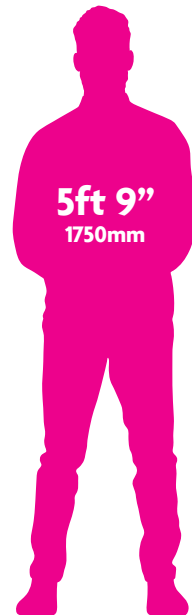


Create truly bespoke and eye-catching designs with our custom-shaped aluminium panels. Profile-cut shapes add to the theatre and maximise impact.

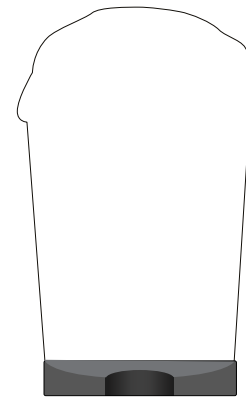
Key Features:

- Fully recyclable panel
- Powder-coated gloss white 1.2mm tempered aircraft-grade aluminium panel, ideal for screen/digital print.
- Large visual area for maximum impact.
- Tough recycled PVC base provides low centre of gravity and maximum stability.
- Quick and easy to assemble, security-fixed panel using Allen key provided.
- Rounded corners and smooth edges to minimise H&S concerns.

STAND OUT FROM THE CROWD!



Foil area:
TM85 410mm x 780mm



Shape Cut Foil area:
TM85 481mm x 800mm

Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

NEW “Boost” Bespoke Pavement Sign

www.bdhtullford.co.uk

01603 620780



Create striking breakout shapes.
Power BOOST your business,
guaranteed to draw attention.

NEW Product:

- Maintenance-free reinforced polypropylene panel (10mm thick)
- Vibrant large high-impact graphics
- Long range visibility to attract the attention of both pedestrians and motorists.
- Wholly customisable
- Free-standing water-filled or solid, recycled PVC base options available.

Max Size/area:

1000mm W x 1200mm H



Solid recycled
PVC base

Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

Beach Flags

www.bdhtullford.co.uk

01603 620780



Stay in touch:



Ideal for beach fronts, forecourts, garden centres and theme parks. Beach flags make a great addition to your POS range.

Key Features:

- Available in a range of sizes: 2.3m, 3m, 3.2m, 4m, 4.2m – 3.2m is most popular
- Single-sided print onto tough 140gsm knitted polyester material.
- Light fast full-colour digital print.
- Excellent outdoor stability
- Ideal for both outdoor and indoor use.
- Comes with our heavy-duty recycled rubber base, rotating fixed spigot and strong glass fibre pole as standard.
- Ground spikes, cross bars and water-filled bases also available.



Ask about our heavy-duty recycled plastic bases with fixed spigot.

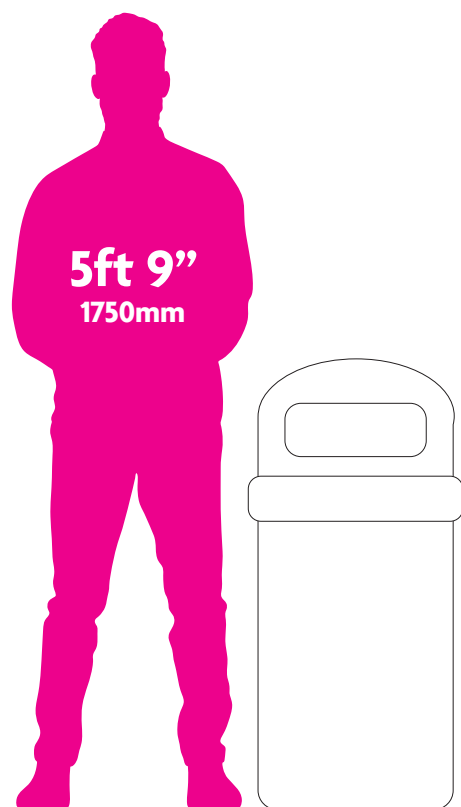


BDH TULLFORD
POINT OF SALE SPECIALISTS

Litter Bins

www.bdhtullford.co.uk

01603 620780



Practical and functional yet eye-catching. Suitable for both indoor and outdoor use.

Key Features:

- Two different graphic packages available:
 - Body graphic on a colour co-ordinated moulding
 - Complete body and bin top graphic wrap on a colour co-ordinated moulding.
- Tough two-piece bin rotationally moulded in high-quality polyethylene
- Weighted base for stability
- Produced in a wide range of colours
- Now available with a loose rigid liner.

Display Area

Body wrap 565mm H x 1200mm L

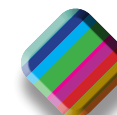
Overall Dimensions:

Height: 835mm

Diameter: 400mm

Weight: 9.5kgs

Stay in touch:



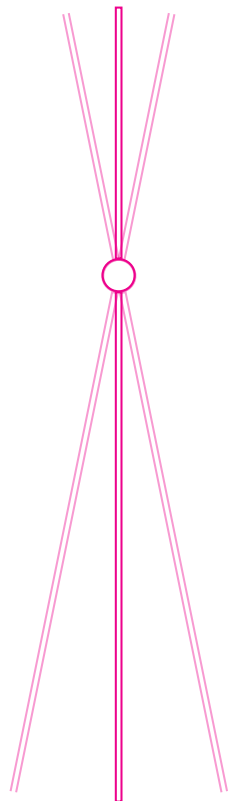
BDH TULLFORD
POINT OF SALE SPECIALISTS

NEW Projecting Wall Swing Sign

www.bdhtullford.co.uk

01603 620780

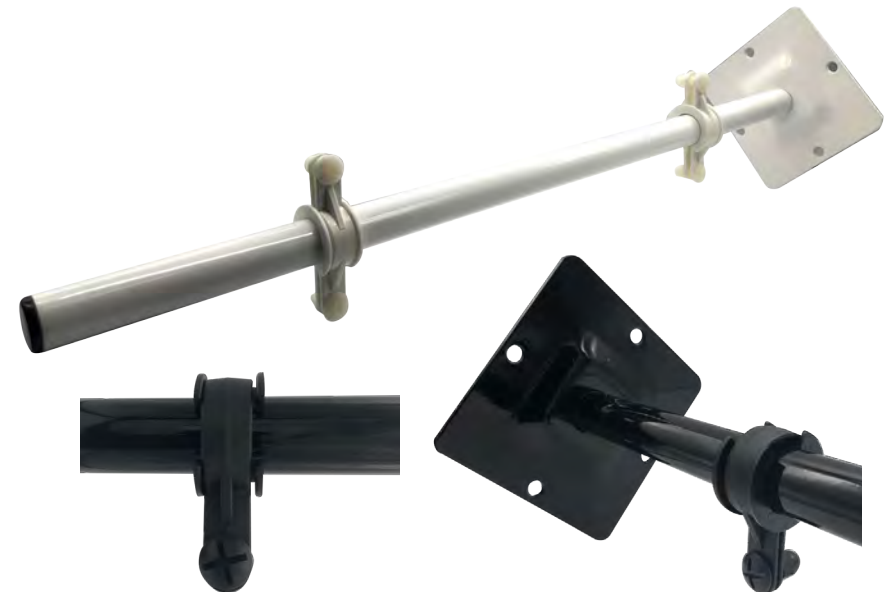
Side Profile
Swing Movement



Tough powder-coated welded steel bracket.

Key Features:

- Wall fixing plate 140mm x140mm
- Pole available in two lengths 630mm and 725mm
- Unique high-quality moulded stap and saddle fixing system
- Panels screen printed or digitally printed.



Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

Wall Flags TM30

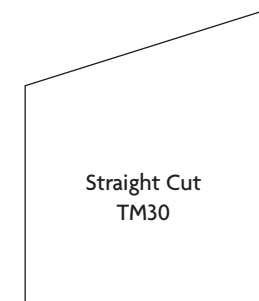
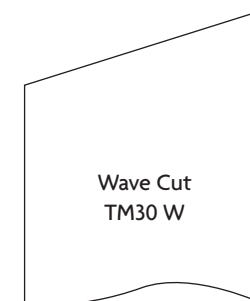
www.bdhtullford.co.uk

01603 620780

An eye-catching, beautifully printed and cost-effective POS display product suitable for both indoor and outdoor use.

Key Features:

- Suitable for screw-fixing to walls.
- Pennant made from total block heavyweight reinforced PVC.
- Kit includes an injection-moulded polypropylene bracket with self-adhesive pad, PVC pole, finial and collar.
- Tapered bracket ensures excellent pole grip and helps to prevent loss in windy conditions.
- Custom-shaped flags available (MOQ 20)
- Custom wave-shaped bottom edge available on request



Display Area:
Display area approx.:
600mm x 400mm x 400mm



BDH TULLFORD
POINT OF SALE SPECIALISTS

Stay in touch:





Make a statement with simple, high-level flange signs.

Key Features:

- Cost-effective simple shop-front advertising sign.
- Exceptional outdoor life
- Available digitally or screen printed
- Gloss white 1.5mm aluminium
- 50mm fixing flange, pre-drilled with 3 keyhole fixings
- Round, oval or rectangular as standard
- Custom sizes and shapes available on request (MOQ 25)

Display Area:

Rectangular approx:
500mm L x 354mm H

Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

Open/Closed Signs

www.bdhtullford.co.uk

01603 620780



Flip Open/Closed Sign

Key Features:

- Double-sided printed onto 1200 mic white polyprop. Other materials available.
- One side reads 'Open', the other 'Closed'
- Available in custom shapes and sizes.
- Easy, tool-free installation – use a strong cord and sucker to attach to a window or door.

Standard Display Area:
230mm W x 170mm H

Stay in touch:

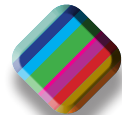


Premium Open/Closed Sign (Wheel Version)

Key Features:

- Display window with OPEN – CLOSED
- Double-sided branding opportunity.
- Simple tab on reverse for staff to change open/closed message.
- Quick and easy installation: use two strong suckers or lengths of VHB tape (dependent on design).
- MOQ – 100 off

Standard Display Area:
170mm W x 230mm H



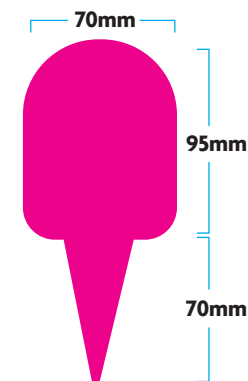
BDH TULLFORD
POINT OF SALE SPECIALISTS



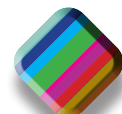
Useful for customers and staff alike, these promotional items display both flavour and price information within chiller cabinets. These can be made in a range of shapes and sizes.

Key Features:

- Our most popular size is approx 70mm W x 165mm H
- Digitally printed from your artwork supplied and manufactured from tough 800mic white polypropylene.
- Available in full-colour print, single or double-sided and die-cut to shape.
- Approx 70mm W x 165mm H



Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

Cone Holders

www.bdhtullford.co.uk

01603 620780



Practical and attractive, our cone holders put your brand and your products on display.

Key Features:

- Manufactured in a range of materials.
- 2mm powder-coated aluminium (ask about our NEW 26mm embossed holes option)
- 3mm acrylic (available in white, black or clear as standard).
- Other colours available on request with a minimum order
- Stainless Steel options

Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

NEW Cone Carrier

www.bdhtullford.co.uk

01603 620780



*Single Colour Print Only

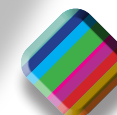
With social distancing and other precautions, many stores allow only one person per household member to enter.

Our new product allows one person to easily and safely carry up to four ice creams back to the car/beach etc. It also removes the need for serving staff to double handle cones while allowing them to maintain a safe working distance.

Manufactured in card, generic or bespoke options. Fully recyclable.



Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

Magnetic Menu Boards

www.bdhtullford.co.uk

01603 620780

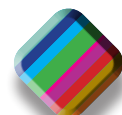


A premium yet practical way to show range and prices at outlets. Manufactured out of tough, durable powder coated steel sheet, beautifully printed and supplied with magnetic product tiles or strips. An eye-catching premium POS product.

Key Features:

- Tough powder coated surface, 0.8mm mild steel panels.
- Safe rounded radius corners, pre-drilled fixing points.
- Typical sizes 400x800mm, 480x800mm, 600x800mm.
- Magnetic flavour strips/ tiles available in various sizes.
- Optional bespoke shapes available on both panels and tiles.
- Information available on request. Please note MOQ's may apply.

Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS



Enhance your customers experience at your outdoor seating area with our branded café barrier, all offered with single or double sided branding.

Key Features:

- Loop graphics over the top cross bar.
- Strong, durable cross bar powder coated with chrome ends
- Polished chrome finish on all visible parts
- 10.5kg or 16kg medio post and base options
- Wall mounted wall bracket available
- Banner Visual area: 850 x 1775 / 1275 / 975mm
[100mm bleed at the top and the bottom for the loops]
- Finished size: 950 x 1775/1275/975mm

[Please note – 100mm of graphic is folded over to create pole pocket]

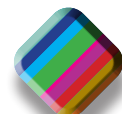
Display Area:

950mm h x 1775/1275/975mm w options



Wall Bracket

Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

Parasols

www.bdhtullford.co.uk

01603 620780



Three-sided parasol pole attractor.



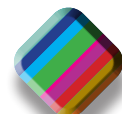
With a high specification canopy fabric and our printing expertise, the result is a unique parasol product that raises the bar in terms of quality and value for money.

Key Features:

- Big promotion platform
- Versatile; for shopping malls, terraces, gardens, promenades & beaches
- Water repellent and fire retardant options
- Shapes and sizes from 1.8m to 3m round or square
- Aluminium or wooden frames
- Please ask about our innovative three sided parasol pole attractors.



Water Fill Base



BDH TULLFORD
POINT OF SALE SPECIALISTS

Stay in touch:





A versatile, premium and cost-effective POP solution, ideal for menu boards & display areas.

Key Features:

- Single sided and double-sided options available
- Available in a range of sizes
- Ideal for window graphics and freezer branding.



Stay in touch:



BDH TULLFORD
POINT OF SALE SPECIALISTS

Looking for something else?

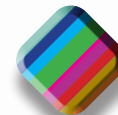
Bunting
Chalkboards for counter/table tops
Chiller bags (branded)
Floor graphics (branded social distance reminders)
Freezer graphics
Kiosk signage
Menu Boards
Napkin holders
Product stickers/roundels
Pull-up banners
PVC Banners
Spoon Holders
Table Tent Cards
Twist and lock literature / holders
Wall mounted chalkboards
Window graphics (contravision)
Wobblers
Wooden A Boards
Wooden Spoons

Stay in touch:



www.bdhtullford.co.uk

01603 620780



BDH TULLFORD
POINT OF SALE SPECIALISTS

Meet the management team



Orla Cobb

Business Development Manager

Orla@bdandh.co.uk



Adrian Kingsland

Business Development Director

adrian@bdandh.co.uk



David Hutchins

Company Director



James Fox

Company Director

Stay in touch:

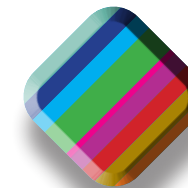


www.bdhtullford.co.uk

01603 620780



BDH TULLFORD
POINT OF SALE SPECIALISTS



BDH TULLFORD
POINT OF SALE SPECIALISTS

www.bdhtullford.co.uk

01603 620780

Stay in touch:

