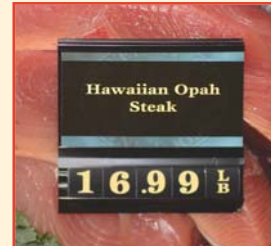


SERVICE CASE PRICE TAG SYSTEMS



Clamp-Swing Pricing Company

Since 1924



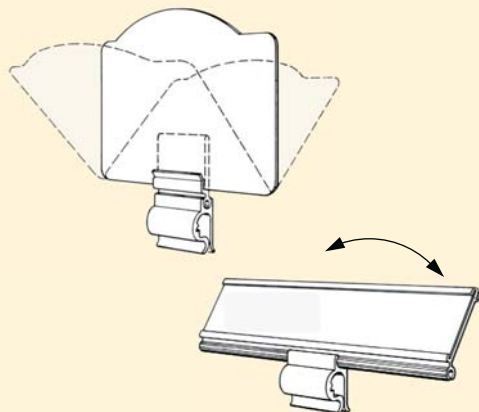


Clamp-Swing Pricing Company is a third generation, family run business founded in 1924. As our last name implies, we began by providing merchandising solutions specifically relating to pricing and this remains our core business today. All of our products are made in the USA in our 47,000 ft., Oakland, California facility.

This presentation is designed to demonstrate a wide variety of the tag systems we manufacture. We have chosen some basic graphics to illustrate different signing methods using the various systems. Once the operational decisions are made, we can refine the graphic style to suit your needs.

Service Case Signage Innovations From Clamp-Swing

1985

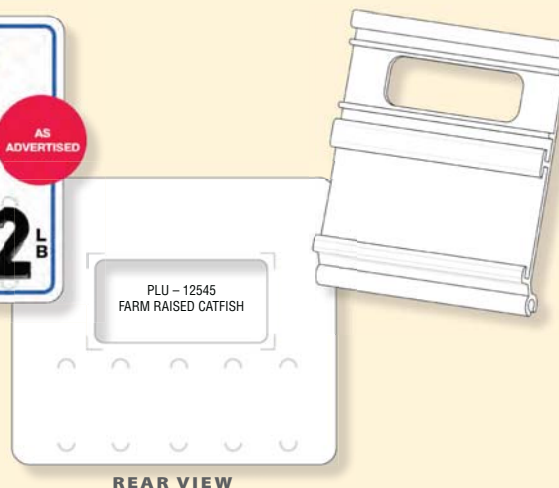


View-Lok® Adjustable Angle Price Tags and Attachments

1989



DoubleTalk® Window for PLU# Display



REAR VIEW

New Products

2005 – Tag Cover Signs

2006 – Snap-in Tag Holders

2007 – Add-A-Line™ Tag Holder

2007 – “Sell By” Inserts

These unique products and more are illustrated on the following pages.

STANDARD EXTRUDED TAG HOLDERS

Display variations using the same 2-Line Tag Holder. Shown with 1¼" tracks, 3½" wide. Single line holders and other sizes available.



Basic sign with Price Points



Folded Numbers, Card Price Point Toppers and COOL Bullets



Folded COOL Panels, Price Points and Slogan Bullets



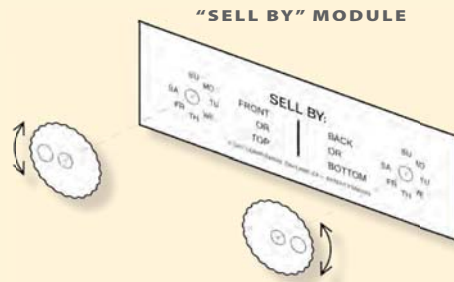
COOL Toppers and Price Points

Provide the Right Tools to Maximize Profits

DoubleTalk® Window for accurate pricing



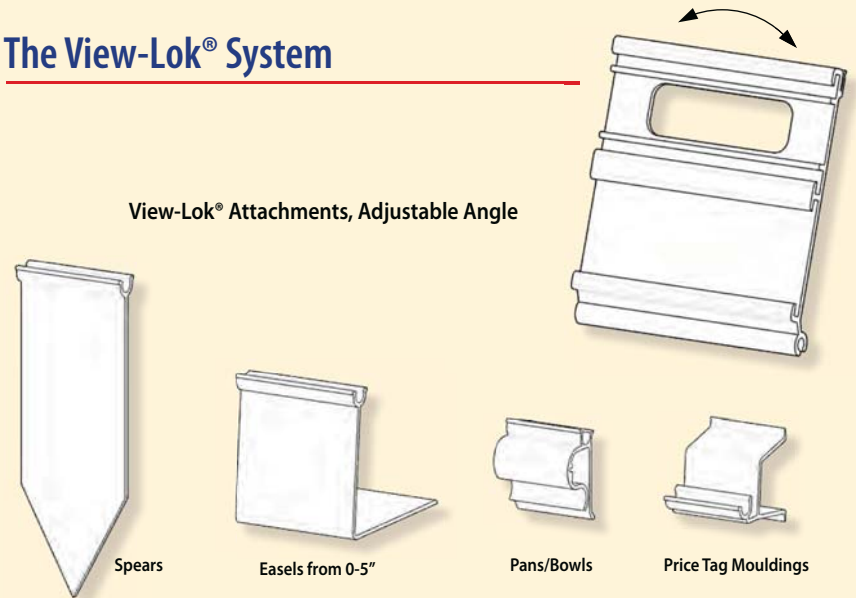
Modular "Sell By" Insert monitors stock rotation.



Knurled wheels turn to display day product must be removed from case. Customized for your application, DoubleTalk® and "Sell By" features can be added to any sign program.

The View-Lok® System

View-Lok® Attachments, Adjustable Angle



ADD-A-LINE™ TAG HOLDERS

Designed for Card Pricing and Special Promotions. Shown with 1¼" and 2" tracks, 3½" wide. Other sizes available.



Basic sign with Price Points and Slogan Inserts



COOL Topper and Price Points



Folded COOL Panels, Price Points and Slogan Toppers



Add-A-Line™ for Card Price Points

Add on 3rd line snaps into main holder



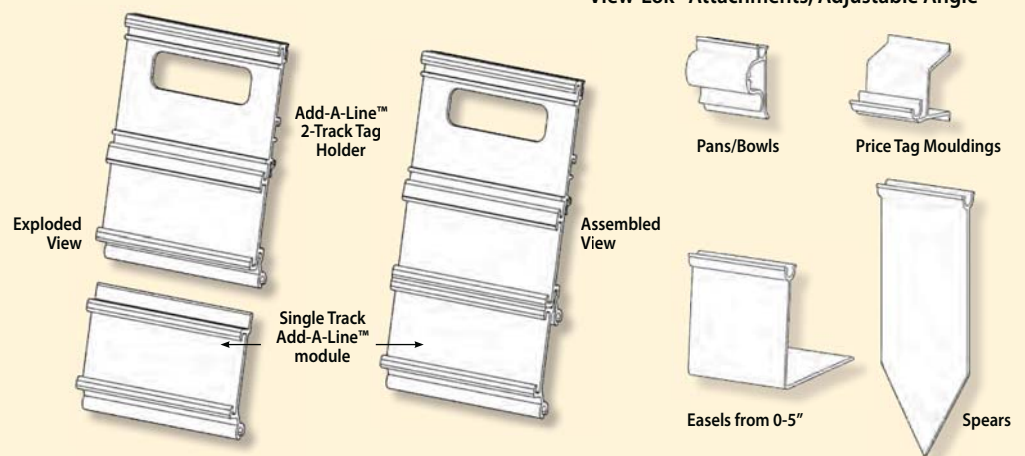
Folded Numbers, COOL Toppers



Add-A-Line™ for Card Folded Numbers

The View-Lok® System

View-Lok® Attachments, Adjustable Angle



CUSTOM EXTRUDED TAG HOLDERS

Customize the message and pricing areas to suit your needs. Shown with 2⁹/₁₆" x 3³/₈" wide names, 7⁷/₈" high numbers.

Tag Holder is 4" x 3³/₈".



Basic sign with Folded Numbers



Regular and Card Price Points

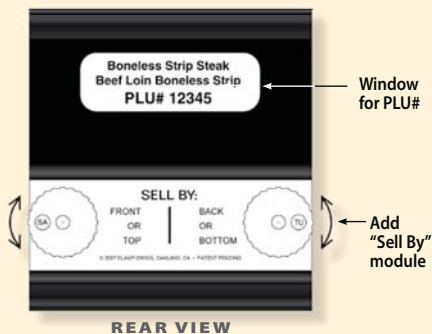


Folded COOL Panels and Price Points



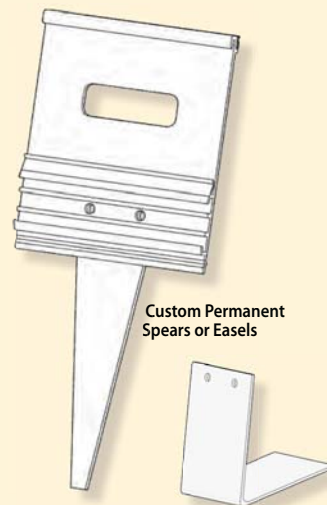
Card Price Point Bullets replaced with standard messages when not on sale

Special Features

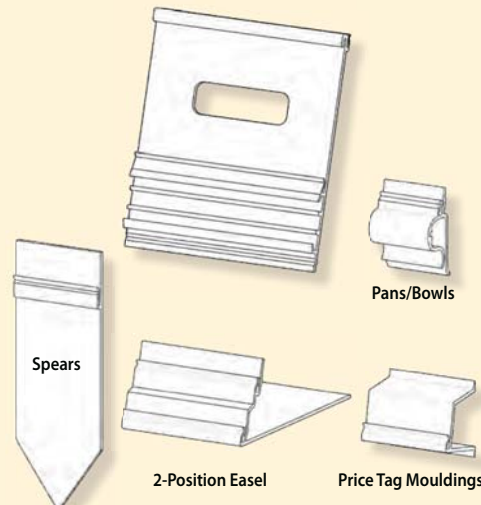


Attachment Options

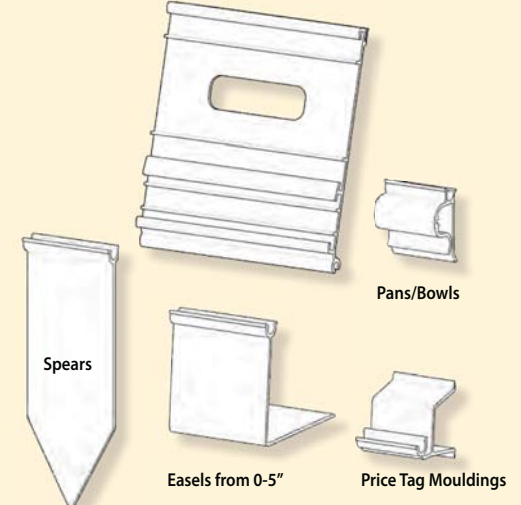
Permanent Attachment



Snap-in Attachments



View-Lok® Attachments, Adjustable Angle



TAG COVER PROGRAM

Tag Covers made with Single or Double Windows placed over clear Tag Holder. *Shown at 4 1/4" x 2 1/2", other sizes available*

Jumbo Raw Shrimp
21/25 CT
Frozen/Thawed
\$12.99^L/_B
Easy to Prepare
Everyday VALUE!

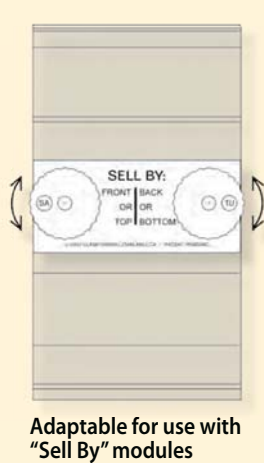
As Advertised
Price With Card **\$8.99^L/_B**
Jumbo Raw Shrimp
21/25 CT
Frozen/Thawed
Farm Raised Product of USA
Easy to Prepare
\$12.99^L/_B

Certified Angus Beef PRIME
Beef Loin
Boneless Strip Steak
21/25 CT
Aged to Perfection
\$12.99^L/_B
Great on the Grill
Product of USA

COOL Bullets, Regular Price Point and Slogan Insert

Card Price Point Toppers and COOL Inserts

Slogan Toppers and Bullets



Small, Single Window Clear Holder, 2 1/2" x 2 1/2"

As Advertised
Price With Card **\$8.99^L/_B**

Jumbo Raw Shrimp
21/25 CT
Frozen/Thawed
\$12.99^L/_B
Farm Raised Product of USA

Optional Topper

Product of USA

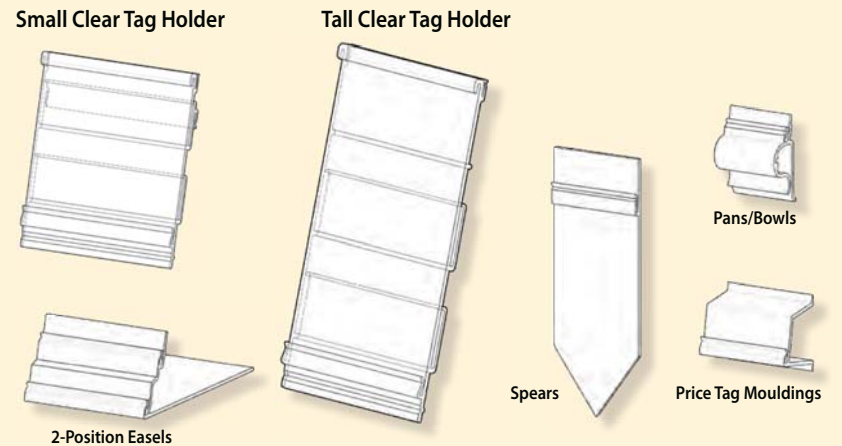
Beef Loin
Boneless Strip Steak
21/25 CT
Frozen/Thawed
\$12.99^L/_B

Price Point Overlay
.95^L/_B

Card Price Point Toppers and COOL Bullets

Cool Bullets and Slogan Topper

Snap-in Tag Holder System



Also available with View-Lok Adjustable Angle Attachments

INJECTION MOLDED & EMBOSSED VINYL TAG OPTIONS

Embossed Tags can be made in almost any size and shape and allow colorful graphics to be incorporated into the total sign.

Offset or Digital printing for ultimate sharpness and laminated for durability.



2 5/8" x 2 5/8" Pre-printed Tags with pockets for Price Points, COOL Bullets



Toppers added with DTH Attachment



3" x 3 1/2" Double Pocket Tags accommodate all your sign requirements



Molded 2-Track Holder, 2 1/2" x 4"



Embossed Numbers, Name Inserts and CSP COOL Corner Bullets



Pre-printed Tags, Embossed Numbers with DTH Attachment for Toppers

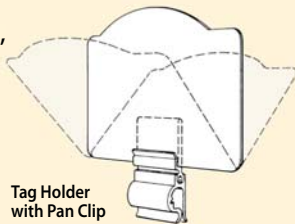


COOL and Folded Number Panels, Card Price Point Topper

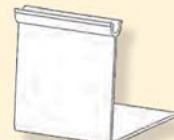


Rear view with DTH Attachment to hold Toppers and "Sell By" modules

View-Lok® Attachments, Adjustable Angle



Tag Holder with Pan Clip



Easels from 0-5"



Price Tag Mouldings



Spears



With Spear



With Medium U-Clip, 2" or 4" stems available



"Sell By" System and DoubleTalk Windows for PLU#'s can be added to any tag style

PAST, PRESENT and FUTURE

Recent Projects and Proposals



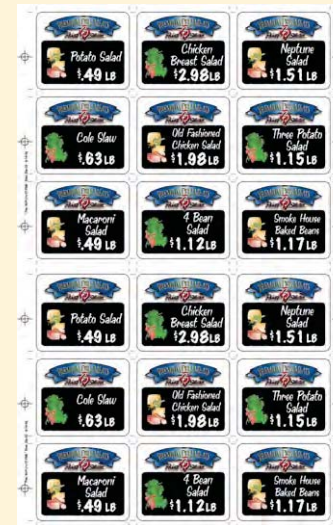
Variable data plastic price tags, customized to your needs and shipped on your schedule.

Coming Soon – Pre-printed durable plastic price tags with weekly update capability

In 2007 we installed our first digital printing press specifically designed to print variable data files on a wide range of plastic materials. We have done some preliminary testing and are now prepared to partner with a leading retailer to bring full-color, variable data plastic price tags into service case signage.

The tags will be printed on the same durable plastic materials we currently use and can be formatted to include the price, COOL information, PLU Number, barcode, sale dates or whatever else you need. Sale tags can be a completely different size, shape or graphic to call attention to those items. Tags for price changes, new items and sale items can be ordered on a weekly program, packed for individual stores. We can drop-ship direct to your stores or you can distribute by your internal mail system.

We welcome the opportunity to work with you.



FRONT



BACK

View-Lok® and DoubleTalk® are registered trademarks of Clamp-Swing Pricing Company. DoubleTalk® US Pat D348,286. Snap-In and Add-A-Line Tag Holders, Tag Covers and Sell-By Tags are Patent Pending.