

# THIS IS NOT A HANGER.

*This is a new communication space.*

*564cm<sup>2</sup> of branding  
space = 10 x more  
than hangers!*



*Most brands have to go to excessive efforts to stand-out, usually employing additional materials and waste in order to point out their product. With NORMN Hangers, the dazzle is inherent in the product itself.*

**normn**<sup>™</sup>  
NORMANHANGERS.COM

# ECO-FRIENDLINESS IS MELODIOUS

SOME OF THE BENEFITS FOR YOU AND YOUR CUSTOMERS ARE:

- Product differentiation in ways not possible with plastic or wooden hangers
- Bespoke design, full colour, full surface print
- Highlighting of in-store product ranges via the hanger that displays them
- Campaign communication, ideal for encouraging change-of-behaviour
- Stealth – wholesale concessions at a fraction of the cost – the brand's own signature within multi-brand stores
- Making it easier for brand-loyal customers – it's like having a large signpost
- Greater visibility = Increased sales
- 100% Recycled compressed paper fibres
- 100% Recyclable. All stores. All homes.



normn

*Desirable imagery → reusability → repetition of brand identity*

