

**McRae**  
**knows**  
**Retail**




**MCRAE**

McRae knows the impact of capturing attention and creating curiosity. Stunning imagery. Impactful signage. Brilliant lighting. Working together, these elements ignite, engage and inspire shoppers, to encourage them to buy more of the products you want them to, increasing your sales, margin and return on space.

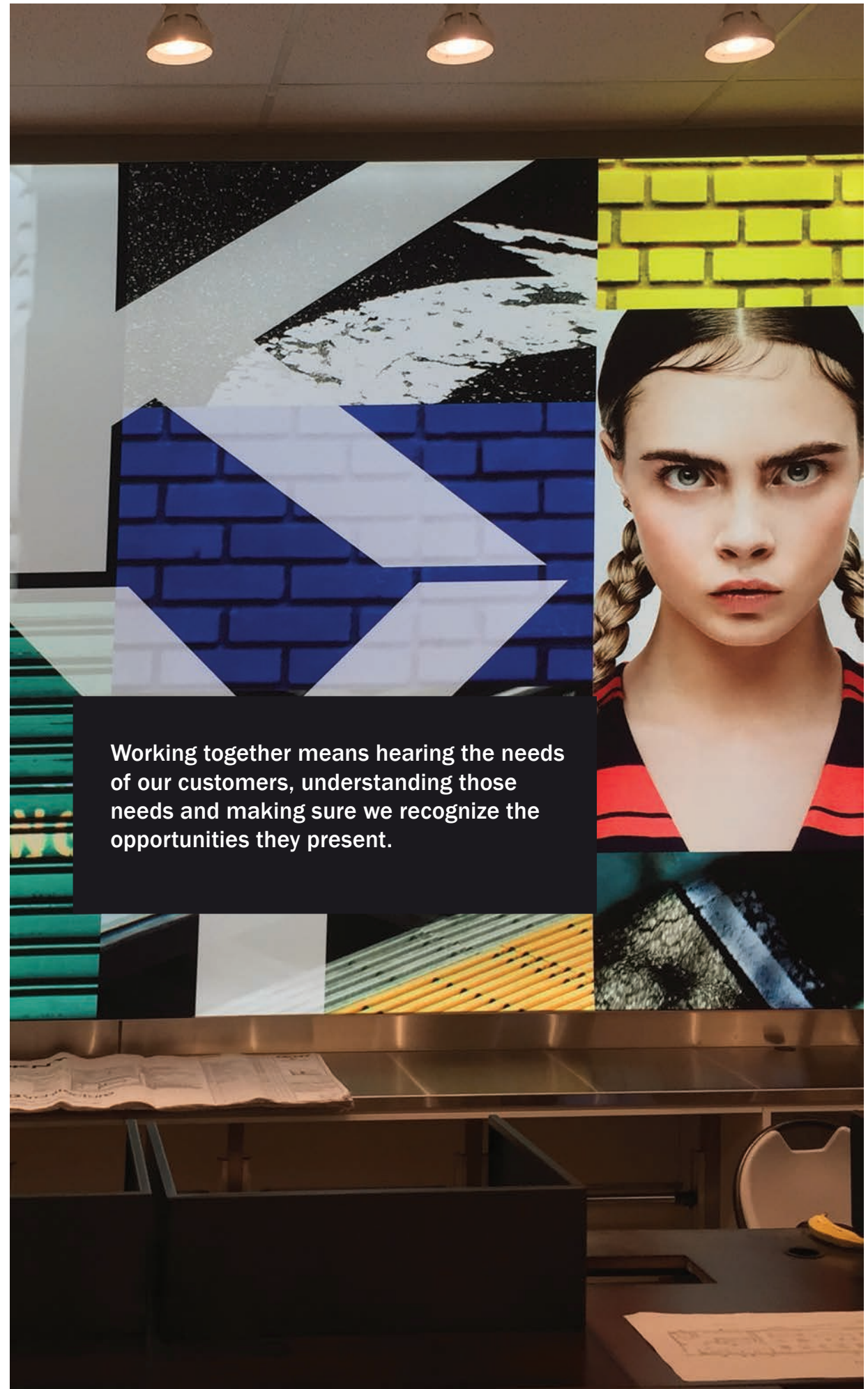
# McRae knows merchandising.

Working with McRae provides you with retail merchandising that:

- ▶ Builds cohesive messaging
- ▶ Elevates brand awareness
- ▶ Enhances customer ambiance
- ▶ Impacts the consumer, supporting their overall experience
  - ▶ Adapts to your changing merchandising environment
  - ▶ Is easily changeable



Working together means hearing the needs of our customers, understanding those needs and making sure we recognize the opportunities they present.



Whether you are looking for a back-lit solution, window display or a hanging sign; McRae has you covered. Our extensive range of products and services enable us to conquer any project.

**McRae products include:**

- ▶ Orion Fabric SEG Lightboxes
- ▶ Fabric SEG Non Lit Frames
  - ▶ Retail Displays
  - ▶ Hanging Structures

**McRae**  
**knows** how  
to meet your  
needs.



**McRae offers:**

- ▶ On-time quality guaranteed
- ▶ Every component is produced in-house
- ▶ A state-of-the-art color matching process
- ▶ The best fabric selection
- ▶ Color profiling insuring the perfect pantone matching
- ▶ Engineered solutions to reduce your costs
- ▶ Lighting expertise, ensuring your display will impress everyone who sees it
- ▶ Installation experts; ensuring your lightbox is installed in a quick and efficient manner

Let us help you tell your story with an image that stops customers in their tracks. We commit to delivering your images, product and your design, on time while simultaneously exceeding your expectations.





## McRae **knows** customer service.

McRae is no stranger to the world of innovation. Our on-going commitment to our customers combined with our collaborative approach to your design and our quest to produce the perfect image sets us apart. This dedication is evident in every aspect of our business; from your first phone call inquiring about our services to delivering your product.

### How do we achieve this?

We never stop improving on what we are doing. Research and Development and customer satisfaction are core elements of our commitment to you.

Our industry knowledge coupled with our in-house graphic capabilities, sewing, fabrication and lighting allows our customer's experience to be seamless.

# Our customer service and dedication to continuous improvement keeps us on top.

### This is evident in our evolution.

- ▶ We were one of the first North American companies to print images on fabrics
- ▶ McRae brought manufacturing in-house; producing our own frames
- ▶ Our highly skilled color technicians know their fabrics and will ensure your color printing will remain brilliant
- ▶ We design our own aluminum extrusions to best meet our customer needs
- ▶ Our facility produces a state-of-the-art LED lighting technology
- ▶ Our products are made in North America





McRae  
**knows**  
innovation.

Our longevity in the field is a direct result of our exceptional customer service and our dedication to research and development. Staying on top of the latest advancements in Europe, Asia and other global centres has enabled us to remain North American leaders while offering you an outstanding product.

**Our innovation includes:**

- ▶ A proprietary IMAGE DNA color profiling process which delivers the most brilliant printed images
- ▶ An array of fabrics that have evolved to meet your needs
- ▶ A state-of-the-art LED lighting technology; designed specifically for McRae lightboxes
- ▶ A proprietary, in-house designed lightweight aluminum extrusions to ensure ease of installation

If you can imagine it – McRae can build it.



**McRae  
knows  
lightboxes.**

**We guarantee our products and pledge to you, our customers, that we will produce the highest quality image for your business.**

McRae can make your unit stand out from the crowd. Employing our innovative lightbox technology, your image will pop with color, garnering attention from all who pass by. The lightboxes employ a unique combination of fabric, LED technology and lightweight extrusions. Working in harmony, these elements create a backlit solution that is both breath-taking and easy to install.

## **Beautiful and powerful imagery.**

**McRae has perfected a proprietary color profiling process. All our profiles contain technical specifications that relate directly to each of our fabric types and display beautifully in each and every lightbox.**

**Not only do McRae lightboxes create arresting imagery, the lightbox design is effortless to assemble:**

- ▶ Easy and quick in-store installation through our "1 Tool" design
- ▶ Modularity that allows for flexibility in design
- ▶ LED Lightboxes that provide light and ambiance at a fraction of the cost of traditional lighting and with a lifespan of 50,000 hours, dramatically reducing maintenance

**McRae's customization expertise allows for countless size possibilities and stunning imagery through:**

- ▶ Ultra HD level graphic reproduction and printing that produces an impactful impression
- ▶ A proprietary blend of fabric which allows for image perfection
- ▶ Lighting expertise that has created the perfect white point resulting in brilliant and compelling lifelike imagery
- ▶ Simplicity of Efficient Design

# McRae knows fabric.

Fabric is at the heart of our business and the quality of your image is our primary concern. As a customer of McRae, your lightbox gets created with the utmost of attention and care using specially manufactured fabrics that take dye-sub imaging to the next level. As one of the first North American companies to embrace this technology, we have perfected both the fabric and the process ensuring our digitally printed images look fabulous.

## Why fabric?

- ▶ It is highly versatile, allowing us to create an eye-catching Ultra HD image
  - ▶ Easy to transport and install
  - ▶ It is environmentally friendly
- ▶ It won't wrinkle – giving you the perfect image right when you need it
  - ▶ Fabric has minimal stretch
- making your installations easier than ever before
  - ▶ It is lightweight and can be folded
    - meaning shipping will cost less



**It's VIVID.**

VIVID Backlit by McRae is a proprietary engineered, no-wrinkle fabric. This new-to-market fabric is cutting-edge allowing for a perfect color match. It can be folded for shipping or storage without worry of wrinkles. When installed in McRae ORION Lightboxes, VIVID will magnificently reproduce your images. Available exclusively through McRae.

McRae's colorful history began over 50 years ago when our company first opened its doors; welcoming customers and customizing images tailored to their needs. Since those early days, we have not stopped innovating; pushing the possibilities of art and science in color, light and medium. Creating images that are impactful, durable and most of all, high in quality.

## McRae knows its history.

In 1965, Floyd McRae, an imaginative engineer with a keen eye for detail, started a leading-edge photo lab. With years of dedication and hard work it developed one of the best reputations in the industry. Purchased by visionaries Bob Murray and Richard Kisiel in 1997, McRae's capacity for innovation did not slow down. As technologies evolved, so did McRae; adapting early and seamlessly to the digital movement, always looking for the next printing frontier and expanding the business to meet customer needs.

McRae knows every picture tells a story.



## McRae knows your needs.

Your perfect display solution is a phone call away. Why wait. Our experienced customer service representatives are available to meet with you, understand your needs, challenges and help create instore success that will capture attention.





# McRae **knows** how to connect.

#### **Our Customers**

Our connection with you, the customer, is always based on our personal commitment to excellence, intelligent planning, and focused effort to the growth and success of your business.

#### **Community**

At McRae, community is much more than belonging to something; it's about doing something together that makes belonging matter.

#### **Environment**

McRae chooses green to connect with the environment and is based on leaving a legacy for future generations. We are committed to conserving energy, recycling all we can, and taking action to improve the quality of the environment.

**MCRAE**

McRae Imaging is based in Canada and available Globally. Call 905.569.1605  
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