How-to-guide

Your customers will love the Schwan's Asian products you're serving. But first, you have to get the word out! We've created in-store signage and digital assets that will make it easy to promote these products in your stores. Just download the files you want to have printed and refer to the instructions in this guide.

DOWNLOAD PRINT-READY PDFS

To print your in-store marketing materials, just **download the print-ready PDFs** and provide them to your printer. Printing guidelines are included in this guide as well.

DOWNLOAD DESIGN FILES

If you choose to customize the materials provided with logos, price points or even adjust the size of the piece, **download the design files**. These files will be downloaded as an InDesign or Photoshop file and will need the Adobe Creative Cloud Suite of applications to edit. Most graphic designers and printers will have these applications to make adjustments.

MAKE IT YOUR OWN

Or, if you would like to create completely custom in-store marketing materials, **download the full asset library**. You'll get the images, patterns, logos and headlines that can be used to design your materials according to your own store, specs, preferences, etc.

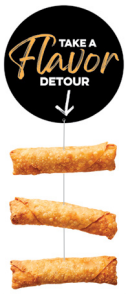
SCHWAN'S FOOD SERVICE, INC.

How-to-guide

4″x 4″ CLINGS

Recommendation: Print 4c/1s on static cling material..

Special considerations: Please let your printer know what type of surface (hot or cold) the cling will be adhered to.



DANGLERS

Recommendation: Print 4c/2s on 16 pt. stock with aqueous coating.

Special considerations: Please let your printer know that there are die cut holes and should be assembled with string.

12″x 36″ POLE COVERS

Recommendation: Print 4c/1s. Ask your printer to recommend a weather-resistant outdoor material.

Special considerations: Please let your printer know that there are score lines for easy folding and assembly. Have your printer recommend the best way to connect the sides.

22″x 22″ POSTERS

Recommendation: Print 4c/2s on 100# text stock.

22″x 28″ POSTERS

Recommendation: Print 4c/2s on 100# text stock.

32″x 6″ WARMER CASE CARD

Recommendation: Print 4c/2s on 12 pt. coated paper stock, plus lamination.

35″x 5″ ROLLER GRILL CARD

Recommendation: Print 4c/2s on 12 pt. coated paper stock, plus lamination.

2″x 2.5″ ROLLER GRILL TAGS

Recommendation: Print 4c/2s on 15 mil synthetic paper stock, plus lamination.

MENU BOARD GRAPHICS

Vertical (1080px x 1920px) and horizontal (1920px x 1080px) jpgs have been provided to easily upload to your menu board hardware.

SOCIAL POSTS

It's easy to promote your Asian offerings on your social channels. Simply download the images, use the copy on the included PDF (or write a caption of your own) and upload to your social media channels!

SCAN TO DOWNLOAD YOUR MARKETING MATERIALS