



OFFICE SOLUTION PROVIDER INTEGRATES DIGITAL SIGNAGE INTO NEW BUSINESS CENTRES AS PART OF REBRANDING STRATEGY

Grand & Toy connects with customers by educating them on their small business solutions via dynamic digital signage

Toronto, ON (May 25, 2009) – ADFLOW Networks, a leading provider of web-hosted digital signage and interactive kiosk technology in the self-service vertical, announced today that it has provided Grand & Toy, the leading business solutions provider in Canada, with the latest in-store digital signage solution in participating rebranded retail locations.

“ADFLOW helped us with the implementation of our digital network. This partnership allowed us to quickly deploy our digital strategy without the anticipated pain points,” says Paul McGowan, Director, Small Business – Marketing. “We now communicate with our in-store customers in real-time with up-to-date content relevant to them. ADFLOW expertise and service helped us streamline our implementation.”

LCD monitors were strategically placed in high-traffic areas throughout the business centres, where promotional and informative content was most likely to capture the attention of customers while they shop.

As part of their rebranding initiatives, Grand & Toy had several specific business objectives surrounding their digital signage deployment; drive traffic in-store, inform and educate customers on their full range of product offerings, enhance the brand and customer shopping experience. Virtual training and presentations were other key elements to the overall strategy. Grand & Toy is eventually looking to utilize some of their screens for vendor-sponsored advertising.

“We are pleased to be working with Grand & Toy and helping to address their business and marketing needs in their retail locations”, says Wayne Ruttle, vice president of sales, major accounts, ADFLOW Networks. “Their digital signage network has proven to be a strong fit for the Grand & Toy brand and marketing strategies. Dynamic signage helps to create a stronger connection with their customers and supports the look and feel of the new store concept.”

About Grand & Toy

Founded in 1882, Grand & Toy is the leading single-source office solutions provider offering strategic office procurement to Canadian businesses. With its comprehensive product selection, Grand & Toy provides access to interiors, technology and imaging solutions and everyday office supplies. Grand & Toy powers the potential of organizations by offering an extensive technology portal, supported by a highly trained team of Tech Solutions Advisors, who our customers can access for all their technology requirements. It also offers essential professional services, such as human resources management, web design and hosting, and Grand & Toy Empower— a networking site connecting small businesses with peers, helping them stay abreast of trends and techniques while growing their business.

Grand & Toy also has a firm commitment to environmental integrity and charitable outreach manifested through numerous internal and external programs. For more information, visit www.grandandtoy.com.

About ADFLOW Networks

A true pioneer and a leader in the industry, ADFLOW Networks has over a decade of in-store experience and offers patented technology that is innovative, scalable and simple to use. ADFLOW provides a web-hosted solution for the deployment and operation of digital signage and interactive kiosk networks, and for the online management of digital media supply chains. The ADFLOW DYNAMIC MESSAGING SYSTEM™ is simple to deploy and requires zero I.T. infrastructure. To learn more, visit www.adflownetworks.com

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