

Company's signs lure impulse buyers

Fairfield's InnoMark Communications creates wide range of displays.

By [Eric Schwartzberg](#), Staff Writer

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FAIRFIELD — A stroll through a department or grocery store shows the fruits of InnoMark Communications' labor.

That's because the Butler County company can create "anything that's in a retail store" in terms of retail signage, according to owner Paul Molyneaux.

That includes temporary displays that are up for six weeks or less, more permanent displays that are in place between six weeks to several years and permanent displays, such as signs listing the contents of an aisle.

The company is "a fully integrated, middle-market company that specializes in the designing, marketing and manufacturing of visual merchandising materials," said Molyneaux, who formed the company with Gary Boens and Bill Fair in 1991 when they purchased Printing Service Company.

The signs and displays are generally made of corrugated cardboard, and InnoMark laminates high-quality lithographic materials to the corrugated cardboard, Molyneaux said. All the lithographic printing is done in InnoMark's Vandalia, Springboro or Richmond, Ind., facilities, he said.

"A large percent of the graphics that are generated in those plants will come down here to our Fairfield operation, and that's where the finishing is done," Molyneaux said. "We take those graphics and we laminate it to corrugated or foamcore and we generate something as simple as a retail sign or something as complex as a multidimensional display, which could have lights, sound cards or motion motors in it."

Besides having its headquarters and finishing plant in Fairfield, InnoMark's design capabilities are also there.

"The heartbeat of InnoMark is its design capabilities," Molyneaux said. "We have probably one of the industries top structural design departments here in Fairfield. Before we start printing anything ... there has to be ideation, there has to be creativity. These guys and gals, they put structure to our clients' ideas or they present our clients with ideas."

Those ideas are seen nationwide at retailers such as Walmart, consumer products companies, such as Procter & Gamble, and cell phone manufacturers.

"They work on computer conceptualization through CAD software and they prototype here. It's the intellectual property of our business that really distinguishes us from our competitors."

"In the markets that we're in, we probably have the largest breadth of products and services. We are

truly an integrated visual merchandising display company," Molyneaux said.

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