



## Process Overview

- Select store locations from those available\*
- enVision to obtain measurements from selected stores' lanes (3 days)
- enVision supplies art specs, including belt dimensions (1 day)
- Create artwork to specs; send to Envision Marketing Group (TBD)
- enVision prints a proof; sends to client (2 days)
- Given approved art, enVision prints belts (5 days)
- Belts are trimmed to spec and laced for installation (2 days)
- enVision ships belts to market for installation (ground shipping, 3-5 days)
- Installation of belts by enVision contractors (3-5 days)

Total time: Typically, between 4-6 weeks from insertion order to installation, including the time it takes to create the artwork.

Other considerations:

- enVision's contractors go into each store every two weeks to clean belts and fill out a condition report (included in the program)
- enVision routinely replaces any belts that have maintenance or appearance issues for no additional cost
- Other retailers may be contacted for market-specific needs (it typically helps to have a brand/advertiser interested in the market, prior to approaching retailers).



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