



# Point of Sale Solutions



# Point of Sale Material

Draw customers in to your store



Most passport systems offered by Brands Australia come complete with the countries most recognised passport signage. The blue instant passport photos' POS is synonymous with an authorised passport dealer and will draw walk-by traffic into your store.

Each system will be provided with the following:

- 1x Passport window flag
- 1x Passport Sidewalk Stand
- 2x A1 Passport Photo Banners
- 2x A3 Passport Photo Banners
- 2x A4 Passport Photo flyers



FLAG



SIDEWALKSTAND



POSTERS – A1 / A3 / A4





# Optional extras Passport Photo Pocket

Set yourself apart from other providers of Passport Photos, with the Passport Photo Pocket.

Your store could use this as an incentive to improve your customers in-store experience.

Depending if you upsell the Passport Photo Pocket, this could help grow your store profitability too.

**Contact our sales team for a free sample of our new Passport Photo Wallets.**



Australia Passport Example



Outside of Passport Photo Pocket



Your Store Stamp

Pre Cut Photo Tabs



SKU IDSPK100  
PRICE \$33.77 EX GST

# Optional extras



## Point of Sales Material

Draw customers into your store with a stronger POS presence

Additional POS material will communicate your Biometric passport Photography services to prospective customers.

Anything but generic, set yourself apart from other providers of passport photos with additional POS that will stand out and drive walk-by traffic.

Additional POS available includes:

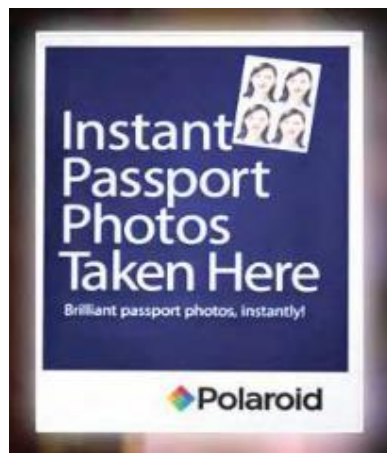
- Pull-up banner with white back drop
- Illuminated ID Station sign
- Illuminated Polaroid-branded large-size sign

ID Station internal pull-up banner

Pull-up backdrop banner



Illuminated Polaroid sign



Illuminated ID Station sign





# Optional extras Posters & Mailouts



Let people know that you are taking passport photos with these customised posters and mail outs.

## POSTERS



## MAILOUTS



# Optional extras ID station online



Let people know that you are taking passport photos with these window stickers

## STICKERS



## POSTER

A dark blue poster with a white grid pattern. At the top right is the iD station logo. The main text reads "YOUR PASSPORT PHOTO SPECIALIST". Below this is a list of three benefits, each with a green checkmark icon. At the bottom left is a white speech bubble containing the text "ASK FOR YOUR ACCESS CODE". At the bottom right is a white rectangular box containing a photo of a woman, a QR code, and contact information for iD station.

**iD station**  
biometric passport photos

# YOUR PASSPORT PHOTO SPECIALIST

- ✓ Official Passport and ID Photos
- ✓ Access code can be used for approved international online Passport applications
- ✓ Captured with Biometric Technology

**ASK FOR YOUR ACCESS CODE**

**HOW DOES IT WORK?**  
When you arrive at our digital station, you will be asked to take a biometric photo. This photo is used to create a unique digital ID card which can be used to access our online passport application service. You will also receive a QR code which you can use to access our online passport application service.

**QR CODE**  
Scan this QR code to access our online passport application service.

**DATE** 21.08.2023 10:00:02  
**PHONE** 01203 250000  
**EMAIL** info@idstation.com  
**WEBSITE** www.idstation.com  
**ADDRESS** 100, The Quadrant, London, SE1 1AF  
**PHONE** 020 7333 1234  
**EMAIL** info@idstation.com

**Online**  
**iD station**  
biometric passport photos



# Brands Australia

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