



**Budder Groove System™**

## for Dispensaries

Thoughtful merchandising that emphasizes customer education, product accessibility and trusted guidance goes a long way. BGS will help your dispensary:

- **Flexibility - move products and categories around as needed**
- **Rely less on your budtender to sell**
- **Swap in/out promo materials easily**
- **Improved customer shopping experience**

## for Brands

You have great products and a solid brand but your shelf presence doesn't show that. BGS will help your brand:

- **Show up fast and look good**
- **Tell your brand's story**
- **Do a lot with a small foot print**
- **Elevate your products**

**Award winning design team and proven domestic manufacturing partners.**

**budder**<sup>™</sup>  
creative for cannabis

Budder Creative is an award-winning creative agency focused on branding, packaging and merchandising for cannabis. Our multi-disciplinary design approach allows us to see projects through all stages, from initial concepts through to fabrication and realization.

**SHOWBEST**

Founded in 1969, Showbest has manufactured and installed retail fixtures for thousands of retail stores, restaurants, colleges, and airports from coast-to-coast.



71 Visuals is a large format print specialist and proven partner.

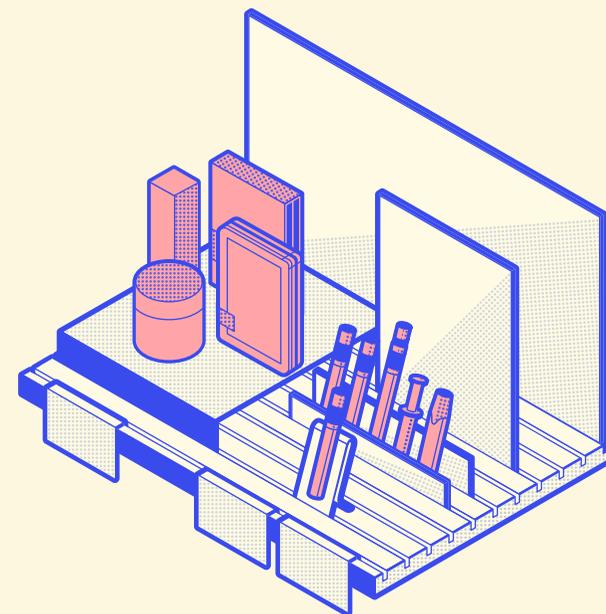


For pricing and more information please email us at

[bgs@buddercreative.com](mailto:bgs@buddercreative.com)

**Budder Groove System™**

**The only merchandising system made specifically for cannabis products.**



**SPECS & PRICING 2022**

# Design Process

1

## STEP 1 Configuration

Gather client brand(s), product(s) and merchandising goals to suggest BGS configurations for your specific needs.

2

## STEP 2 Design

Design and formatting of artwork and creation of print mechanicals for each of the configurations identified in Step 1.

3

## STEP 3 Production

Production takes between 6-12 weeks depending on material selection & availability.

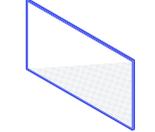
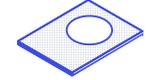


### Contact us

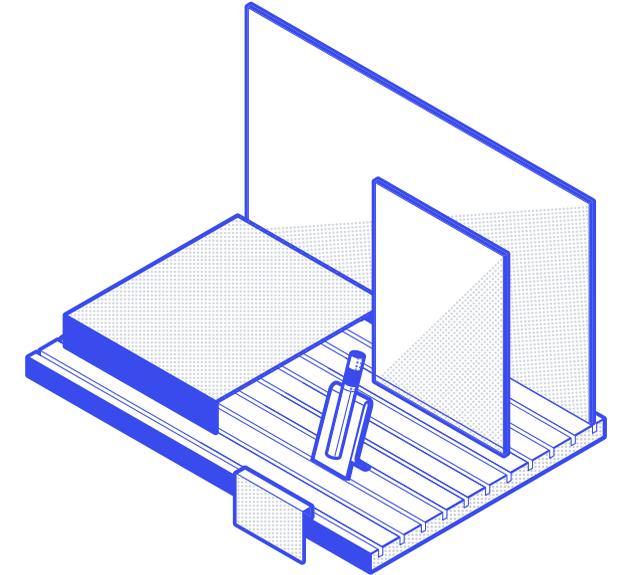
Get a sample BGS kit or start your merchandising project:  
[bgs@buddercreative.com](mailto:bgs@buddercreative.com)

# Basic Parts & Pricing

All parts and pieces included in the basic kit below are standardized to plug and play regardless of system configuration.

	<b>16" Display Base</b>	<b>\$130*</b>
	<b>Backer Card</b>	<b>\$30*</b>
	<b>Storycard</b>	<b>\$13*</b>
	<b>Pen Holder</b>	<b>\$11*</b>
	<b>Matchbook</b>	<b>\$17*</b>
	<b>4" Riser</b>	<b>\$25*</b>
	<b>8" Riser</b>	<b>\$41</b>
	<b>Flower Coaster</b>	<b>\$10*</b>
	<b>Rib</b>	<b>\$8*</b>
	<b>Shelf Talker</b>	<b>\$16*</b>

## EXAMPLE DISPLAY SETUP



<b>16" Display Base</b>	<b>\$130*</b>
<b>Backer Card</b>	<b>\$30*</b>
<b>Storycard</b>	<b>\$13*</b>
<b>Pen Holder</b>	<b>\$11*</b>
<b>4" Riser</b>	<b>\$25*</b>
<b>Shelf Talker</b>	<b>\$16*</b>
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<b>TOTAL COST</b>	<b>225*</b>

\*All pricing is based on quantity 100 with baseline materials: MDF, sintra, acrylic and powder coated steel. RAL color system is standard. Custom colors or other color systems may affect direct print pricing. Printed paper and magnet collateral is not included. Configuration and design of the BGS system is provided as a separate service and not included in the pricing shown here.

BGS is produced domestically in the USA, mitigating many overseas supply chain issues and long lead times. With that said, pricing may vary depending on multiple factors and lead times are subject to change.