

MENU SYSTEM ORDER FORM

Helpful Tips:

A menu board is more than a price list. In most cases it is a customer's only way of placing an order. It is your most important marketing tool. A well designed menu board should:

- Be legible from proper viewing distances and angles.
- Be easy to understand.
- Promote your most profitable products and focus on those items that are critical to your growth.
- Move the customer's decision process along for quicker ordering.
- Act as a "silent salesman" by promoting specials and those profit building supplemental items.
- Bring on your individuality and help to define your image.
- Organizing your menu items into common food groups, ie. "Desserts", "Side Orders", "Sandwiches" will also help move customer traffic by allowing customers to find what they are looking for more easily.

2 Ways to Order

1. Use our FREE MENU SYSTEM DESIGN SERVICE. We recommend that you take advantage of our talented graphic artists and knowledgeable menu system specialists. Most people choose this way. **We make it simple. Fill out page 4 (back page) and fax it back to us. We'll take it from there.**
2. You create your own complete menu board system or you can select the options you're partial to and we will complete your system. Any options unspecified by you will be chosen by us. **To create your own system, fill out the section on page 2 & 3.**

Important:

Fill out your contact information on **page 4** so we know who you are and how to reach you.



international patterns incorporated

50 Inez Drive, Bay Shore, New York 11706
Phone: (631) 952-2000 • Fax (631) 952-7602
www.internationalpatterns.com
email: custserve@internationalpatterns.com

ORDERING HOTLINE
1-800-I.P. 1-MENU
(1-800-471-6368)
FAX HOTLINE: (631) 952-7602

“DESIGN YOUR MENU BOARD” ORDER FORM

NOTE: We will be happy to assist in the design process. If you're unsure of any design choices, leave blank and put a (*) by the section heading.

ORDER SUMMARY

| Check Box To Select The System You Want | Lighting (Choose One) Non-Illuminated Illuminated | Mounting (Choose One) Ceiling Mounted Wall Mounted | Frame Style (Choose One) Bullnose Design Traditional Square Design | Number Of Panels | Unit Price | Total |
|--|--|---|---|------------------|------------|-------|
| <input type="checkbox"/> Signature Series | | | | | | |
| <input type="checkbox"/> Magnetic Classic Series | <input checked="" type="checkbox"/> | | | | | |
| <input type="checkbox"/> Magnetic Classic Uniframe | <input checked="" type="checkbox"/> | | | | | |
| <input type="checkbox"/> Drive Thru Unit | | <input checked="" type="checkbox"/> | | 3* | | |
| <input type="checkbox"/> Magnetic Designer Shapes | <input checked="" type="checkbox"/> | | | | | |
| <input type="checkbox"/> Surround Theme System | | | | | | |

* Drive thru units come with (3) 20"W x 43"H boards only. 29 strips on each board. x = not applicable

TYPE STYLES

| (Choose One) | All type is capital letters | Upper and lower type |
|---|-----------------------------|----------------------|
| <input type="checkbox"/> Helvetica | | |
| <input type="checkbox"/> Goudy Old Style | | |
| <input type="checkbox"/> Benguiat Italic | | |
| <input type="checkbox"/> Vag Rounded | | |
| <input type="checkbox"/> Freehand (upper & lower only) | | |
| <input type="checkbox"/> Formal Script (upper & lower only) | | |
| <input type="checkbox"/> Brush Script (upper & lower only) | | |
| <input type="checkbox"/> Brody | | |
| <input type="checkbox"/> BanCO (upper case only) | | |

TYPE COLORS

| (Choose One) | |
|---|--|
| <input type="checkbox"/> Black (Non-ill only) | <input type="checkbox"/> Banana Yellow |
| <input type="checkbox"/> Vivid Rose | <input type="checkbox"/> Yellow Ocher |
| <input type="checkbox"/> Teal Green | <input type="checkbox"/> Tangerine |
| <input type="checkbox"/> Emerald Green | <input type="checkbox"/> Camel |
| <input type="checkbox"/> Cardinal Red | <input type="checkbox"/> Raspberry |
| <input type="checkbox"/> True Blue | <input type="checkbox"/> White |

FOR MAGNETIC CLASSIC SYSTEMS ONLY

| PANEL BACKGROUND COLOR |
|---------------------------------|
| <input type="checkbox"/> White |
| <input type="checkbox"/> Black |
| <input type="checkbox"/> Green |
| <input type="checkbox"/> Maroon |
| <input type="checkbox"/> Brown |

| HEADER PANEL BACKGROUND COLOR |
|---------------------------------|
| <input type="checkbox"/> White |
| <input type="checkbox"/> Black |
| <input type="checkbox"/> Green |
| <input type="checkbox"/> Maroon |
| <input type="checkbox"/> Brown |

PANEL SIZES - Specify quantity (Most menu systems use the same height for all panels)

| FOR SIGNATURE SERIES AND MAGNETIC CLASSIC SYSTEMS ONLY | | | |
|--|-------------|-------------|-------------|
| Drive thru units come with 20"W x 43"H panels only. | | | |
| Magnetic Designer Shapes come in one size depending on the shape you choose. | | | |
| Surround Theme Systems are only available with 24" x 24" panels. | | | |
| 18H" x 20W" | 24H" x 20W" | 30H" x 20W" | 36H" x 20W" |
| | 24H" x 24W" | 30H" x 24W" | 36H" x 24W" |

FOR SIGNATURE SERIES AND MAGNETIC CLASSIC SYSTEMS ONLY

| FRAME COLORS - One per system. | |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Satin Red | <input type="checkbox"/> Jet Black |
| <input type="checkbox"/> Snow White | <input type="checkbox"/> Silver |
| <input type="checkbox"/> Blue | <input type="checkbox"/> Brass |
| <input type="checkbox"/> Green | <input type="checkbox"/> Solid Oak* |
| <input type="checkbox"/> Teal | |

* Oak is not available with Bullnose (rounded) frame style.

FRAME TRIM COLOR - Only on the Traditional Square Frame. Trim color will match the Header type color chosen.

Important:

Fill out your contact information on **page 4** so we know who you are and how to reach you.

Fax To: 631-952-7602 / Email: custserve@internationalpatterns.com

CONTACT INFORMATION:

It is important that you fill this section out and fax back to us.

| | | |
|--|--|--|
| <input type="checkbox"/> Mail Color Layout to DEALER | <input type="checkbox"/> Mail Color Layout to CUSTOMER | <input type="checkbox"/> Mail Color Layout to I.P.I. REP |
| Dealer: _____ | Customer: _____ | I.P.I. Rep: _____ |
| Contact: _____ | Contact: _____ | Contact: _____ |
| Address: _____ | Address: _____ | Address: _____ |
| City: _____ | City: _____ | City: _____ |
| State: _____ Zip: _____ | State: _____ Zip: _____ | State: _____ Zip: _____ |
| Phone: _____ | Phone: _____ | Phone: _____ |
| Fax: _____ | Fax: _____ | Fax: _____ |
| email: _____ | email: _____ | email: _____ |

FILL OUT THIS SECTION TO USE OUR FREE LAYOUT SERVICE

Name: _____ Date: _____

Type of Menu Board: Surround Theme System - Illuminated Surround Theme System - Non-Illuminated
 Signature Series - Illuminated Signature Series - Non Illuminated Drive Thru
 Magnetic Designer Shapes - Non Illuminated Magnetic Classic Series - Non Illum.

Decor colors: _____

Available Space: (width x height) _____ Preferred Panel Size* : _____ Number of Panels* _____

Mounting requirements: (Drive-thru units not applicable):

Wall mounting Ceiling mounting

Frame color preference* _____ Frame trim color preference* _____

Type Style* _____ Photos* _____ Decorative Tablet Header* _____

Additional comments* _____

Don't Forget:
Send us your menu
with this order form.

*You need not complete this section. If you prefer, our design department will use their judgement.

In a few days you will receive a full color layout designed expressly for you by our design department.

Fax To: 631-952-7602 / Email: custserve@internationalpatterns.com