

GREETING CARD KIOSK

INK'D GREETINGS: A MODERN GIFTING EXPERIENCE

Ink'd Greetings reimagines the traditional card aisle with an interactive, self-service kiosk that lets shoppers create customized greeting cards for only \$3.99! Designed by artists and tailored to reflect the unique spirit of your community, the kiosks feature rotating seasonal collections, customizable displays, and a commitment to sustainability. Ink'd Greetings creates a destination that drives foot traffic, boosts basket size, and deepens customer loyalty.

HOW IT WORKS

- Shoppers may select from thousands of preexisting greeting cards
- Shoppers may also use the touchscreen to easily design customized and personalized greeting cards
- Shoppers have the option to pair the card with a digital gift card from a variety of trusted brick-and-mortar and online brands
- Cards print on-demand and the experience is completed in minutes!

RETAILER BENEFITS

- **Minimal Store Support Needed:** Replenishing envelope or paper stock may be requested
- **No Inventory Hassles:** Reduce overstock and shrink. With on-demand printing, there's no physical inventory to manage or lose
- **Smart-Space Design:** Maximize your floor space and free up room for other high-margin products
- **Boost Foot Traffic:** Unique, interactive experience draws shoppers in
- **Drive Incremental Sales:** Bigger basket sizes and impulse purchases
- **No Risk:** No fees, no hassle
- **Smart Optimization:** We track performance to keep the kiosk fresh and effective

PRODUCT FEATURES

- Displays start at just 3 feet wide – perfect for endcaps or underutilized spaces
- Each set includes a mix of birthday, thank-you, seasonal, and everyday sentiments, refreshed quarterly.
- Cards are individually barcoded for easy POS integration and inventory tracking.

RETAIL MARKETING



WHY CHOOSE UNFI?

Leverage UNFI's relationships with industry-leading vendors & take advantage of revenue sharing opportunities.

Drive foot traffic and incremental sales with unique, tech-forward solutions that set your store apart from competitors.



GREETING CARD KIOSK

IMPLEMENTATION

A UNFI Retail Marketing Specialist will assist the store with the following implementation process:

- Sign Ink'd Greetings agreement and complete paperwork
- Confirm kiosk space and electrical access in-store
- Schedule and host onboarding meeting
- Coordinate installation with Ricoh team
- Train designated store Project Manager
- Provide store team leader with training materials
- Share store contact info with Ink'd Greetings team

REQUIREMENTS

- Define marketing strategy via Ink'd promo materials
- Identify and assign store team leader
- Schedule and conduct employee training



RETAIL MARKETING

FAST FACTS

#1

The most important thing to modern consumers is personalization

90%

of U.S. households buy greeting cards each year, with the average household purchasing 30 cards annually.

50%

of greeting cards are purchased within 48 hours of the event

\$330B

Gift cards are a total industry size of \$330 Billion Dollars

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Contact Information: ProfessionalServices@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure.](#)