

DIGITAL COUPON SHELF TAG OVERLAYS

Enhance your store's promotions with our shelf tags for digital coupons and sale prices

UNFI collaborates with digital coupon partners like AppCard to create shelf tags that highlight products with digital coupons and sale prices, driving in-store sales with attractive promotions.

How It Works

Each week, UNFI and our partners compile a list of upcoming digital coupons. This information is integrated into our shelf tag program, allowing you to receive a pre-printed overlay tag or print them yourself using a provided file.

Retailer Benefits

- Access to national CPG and iBotta digital coupon content
- Inclusion of UNFI-negotiated items for retailers signed to the UNFI Media Network (UMN)
- Drive loyalty program participation
- Flexibility to hang overlay digital coupon tags on any existing shelf tag
- Option to print overlay tags in-store or through UNFI Retail Pricing
- "Save By" Dates to ensure coupons work as expected for consumers
- Limited characters and item restrictions to fit tags
- Disclaimers for offers requiring clipping before checkout

Program Requirements

- Available as an add-on to our Pangea in-store print or Pangea central print programs via UNFI Retail Pricing
- Enrollment in the [UNFI Custom Point blank stock catalog](#) to order the overlay tag stock

For more information about our shelf tag, label & sign programs, please reach out to [UNFI Retail Pricing](#).

[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](#).

RETAIL MARKETING



WHY CHOOSE UNFI?

- Tags are compatible with UNFI-endorsed digital coupon programs
- UNFI support through Retail Pricing department
- Stock paper available through UNFI

DOWNLOAD
Digital Coupon

Save 2.00

Limit 1 Offer
Ends 10/26/25

Colgate Toothpaste
8-27854-00189