



Adaptive Graphics & Signage

Retail environments are undergoing a fundamental transformation, where permanent fixture displays are no longer static installations but dynamic platforms for storytelling, engagement, and conversion.

Advances in graphics and signage—particularly adaptive, and modular integrated solutions—are enabling retailers to respond in real time to changing shopper behaviors, inventory needs, and marketing priorities. In this eBook, we explore the latest trends shaping fixture-based graphics and signage, and examine how adaptive approaches are driving greater effectiveness, efficiency, and long-term value in modern retail.



Creative Fixture Graphics

Creative fixture graphics allow retailers and brands to update promotions, seasonal messaging, or product features quickly – turning a standard permanent fixture into custom themed display. This flexibility reduces costs, extends fixture life, and keeps in-store messaging fresh and relevant. Digital production technologies in printing and cutting combined with creative strategies allow brands to quickly grab the attention of shoppers.



Architectural elements and hero headers are great opportunities for pushing the creative bar. Adding dimension and creative cuts can set brands apart from run-of-the-mill designs, especially when adding a theme to a permanent fixture.

Graphic Header Features

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Graphic header features, when strategically paired with stacked product and displays, can easily transform retail space into a branded destination.



Interchangeable Signage

Interchangeable corrugate signage offers retailers a uniquely agile and cost-effective alternative to permanent and semi-permanent options. Corrugate allows for rapid graphic refreshes, seasonal rotations, promotional swaps, and localized messaging with minimal disruption to the retail environment.

The result is a flexible signage strategy that supports speed-to-market, evolving campaigns, and budget efficiency—without sacrificing merchandising effectiveness.

And the sustainable virtues are unmatched by any other material or substrate to validate brands' sustainability initiatives.



Corrugated signage continues to play a critical role in retail environments, offering a highly effective and cost-efficient way to influence shopper behavior at the point of purchase. With as many as 70% of purchase decisions made in-store, well-designed printed signage remains a powerful tool for capturing attention, driving impulse purchases, and reinforcing brand messaging. In today's retail landscape, corrugate serves as an agile complement to permanent fixtures—enabling rapid campaign execution, creative flexibility, and measurable impact without the need for significant capital investment.

Are you maximizing how your products are getting noticed in-store?

Bay Cities is a full-service designer and manufacturer of packaging and in-store displays that drive sales at major retailers nationwide. Our Los Angeles headquarters offer comprehensive solutions for brands looking to move products off the shelf. This includes in-house design and structural engineering, manufacturing, fulfillment, logistics, and distribution to retailers. Bay Cities is committed to sustainability which is why our corrugate is SFI™- and FSC™-certified, 100% recyclable, and is made with 99% post-consumer waste.

As leading experts in retail design, we have assembled the TrendSpotters — a unique team of our top structural, graphic and brand designers, combined with our top marketers. We are consistently tracking trends such as shopper behavior, technology, new or unique products and brand innovations. We use this data to validate our design decisions and marketing efforts and share with our customers for continued collaborative success in retail.



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