

## What to look for in a good brochure stand

When looking for a brochure stand to display your promotional material, try to find one that will present your brochures in the most professional way possible. The way you present your material says a lot about your business and how you carry out your business. Simply thrown your brochures down on a table and you are giving a slapdash impression to potential clients. Display them neatly in a brochure stand and you give the impression that you care about your business and your customers by giving them easy access to your literature.

A brochure stand should be functional as well as attractive and presentable. You could choose a brochure stand in your trademark colours or with your logo displayed at the top or somewhere on the stand's body. Your stand needs to be easy on the eye and attract potential customers to take a copy of your brochure. Larger brochure stands are liable to stand out and give the attention your brochures deserve. People will remember your brand more if they are impressed with your business image and literature so make sure they don't get away.

A good quality brochure stand will ensure you get years of reliable use. You don't want your brochure stand to fall apart just as a customer takes a copy of your brochure.&nbsp;What would that say about your company?&nbsp;Brochure stands are not expensive and you can get some good quality items for very little if you shop around, particularly online.&nbsp;Choose a durable, versatile, eye-catching and easy to move brochure stand for the best results.

A brochure stand should be fairly lightweight so that it can be easily moved around. Remember you may be moving it around fully loaded with brochures and the less the stand itself weighs the less likely you are to do yourself an injury as you move it from place to place. Of course, most brochure stands will stay in a static location in which case you can choose some of the more heavyweight models on the market.

The price you pay for a brochure stand will depend on a number of factors. Think about how many brochures you want to display, whether you want your company logo featured, and the type of material you want your brochure to come in. There are many different styles and sizes available and the price you pay will depend greatly on the specification of the brochure stand. Shop around online for some fantastic deals and the best choice available.

## About the Author

Graham Croston talks about [Brochure Stands](#), a wide range of brochure display stands products offering various options and alternatives can be found at [GJ Plastics](#). Copyright information this article is free for reproduction but must be reproduced in its entirety, including live links & this copyright statement must be included. Visit [gjplastics.co.uk](http://gjplastics.co.uk) for more information.

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