

Custom Menu Displays





Memorable and Effective Menu Boards

For over 20 years, VGS has been in the business of designing and manufacturing menu boards. We understand the unique requirements of a first-class in-store foodservice marketing communication system, and the primary objectives of effectively communicating your products, price and promotions. VGS has a rich history designing unique menu boards and in-store signage that effectively help you sell more.

Your custom menu board project starts with Studio D, VGS' in-house professional design agency, to develop client-specific menu board layouts; providing an initial concept based on your respective brand look, culture and feel while utilizing your brand image and assets. These designs are customized, unique and reflective of your brand. The type of manufacturing process and delivery system is also taken into account, based on the variety of technologies presented in this catalog.

Looking to network and manage multiple menu displays across the country, or integrate motion and sound with Digital technology? Going "green" and need a sustainable solution? VGS has designed and built tens of thousands of custom menu displays to meet the most exacting specifications.

VGS, as a full-service manufacturer of next generation signage, also supplies complementary products to support your entire in-store merchandising and communication program, such as freestanding, countertop and wall/ceiling displays.



Think. Create. Experience.

Visual Graphic Systems Inc.

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MagaLens®

Change your menu information as often as you require by simply lifting our patented MagaLens® cover and replacing your insert. Print inserts in-house yourself or send them to VGS for printing. Studio D's designers can create custom optimized inserts based on your menu content to help boost sales.



1. Red Mango – utilized a simple, solid border MagaLens® system with clean modern poster inserts.
2. Subway®– MagaLens® system with brand identity colors incorporated into custom designed borders.
3. Tyson Foods – used a custom printed decorative border to make a seamless– looking framed concept.
4. Taco Del Mar – Digital print and MagaLens® system, made from superlight materials and a hollow frame for easy shipping.

MagAlign®

MagAlign® offers a clean, flexible and interchangeable way of managing your menu. This innovative process utilizes our MagAtrak® ink on the back of your menu graphic. Position the graphic on the magnetized backplate and you're ready to go. Combine MagAlign® with MagaLens® for even greater flexibility, or add some dimensionality with raised MagaForm™ magnetic elements for headers and food photography.



1. Commons Café – vibrant yellow magnetic board with dimensional letter headers, MagaForm™ photos and interchangeable products and price library.
2. Carvel – flavor topping magnetic strip board.
3. Speedway – exterior concession stand magnetic menu board.
4. Royal Caribbean Cruiselines – fluorescent glowing magnetic strip Optix branded bar menu.



Digital Custom Menu Displays engage your customers by adding sound and movement into your menu displays. Choose from a wide variety of screen sizes to showcase menus and offerings, while using digital media to communicate your message and enhance your environmental décor. Standalone or networked to limitless locations with centralized control.



1. Hofstra University – hybrid menu board using digital and MagaLens® technology.
2. Tutti Giorni – utilizing Simplicity™ digital menu board in custom brand enclosure.
3. Purdy Hill – deli/bakery menu board digital application in custom wood surround.



ecoLogical™

All VGS' ecoLogical™ products & systems are created with sustainability in mind. We offer eco-friendly materials that can be easily integrated into your menu board solutions and are fully customizable to meet your specific program needs.



1. Maui Tacos – eco-friendly bamboo menuboard with digital displays and Magalens® hybrid solution.
2. Kobeyaki – bamboo menu board with direct eco-solvent printing technology on frosted clear dimensional strips.
3. Tropic Spice – coconut palm and bamboo Magalens® menu board system.
4. Skates – direct solvent printed reclaimed skateboard and compressed recycled paper menu panels.

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Products incorporating VGS' MagaLens® technology are subject to one or more of the following patents: U.S. 6,308,446, U.S. 6,298,591, CAN. 2243256, EP 0875056 and MEX 213529. VGS display fixtures and menuboard designs are further subject to design copyrights and trademark protection as well as other worldwide pending patents.

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