



IMMEDIATE RELEASE

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## **VGS' MagaForms™ Menu Displays Revolutionize the Concept of Menu Boards By Taking on a Whole New Shape**

*These re-imagined menu boards combine patented magnetic technology with colorful, changeable dimensional image forms to capture both the customer's attention and their appetite.*

**June 29, 2009, New York, NY** - Visual Graphic Systems, Inc. (VGS), introduces [MagaForms™](#) Menu Displays, which is about to revitalize the face of menu boards for major foodservice retailers everywhere. [MagaForms™](#) is all about choices that make it easy for the user to create an ideal customized menu board system. "This system has dramatically transformed the perception that menu boards are simply flat surfaces that display utilitarian information to the consumer," says Matt Buksbaum Vice President of VGS. "[MagaForms™](#) allows you to accessorize by adding a variety of dimensional graphic and photo forms to your menu boards. This system showcases visual images of your different food options, which is sure to attract the consumer's attention and boost sales." [MagaForms™](#) incorporates VGS' user friendly magnetic backing on the various components such as the lens, strips, price tiles and dimensional image forms to accentuate menu selections and makes changes fast and easy. Buksbaum added, "Focusing the customers' attention is imperative in today's extremely competitive foodservice marketplace and [MagaForms™](#) is an unparalleled menu display system sure to enhance flexibility with food items, pricing, and promotional updates in this fast-paced food service industry."

### **A Menu of options for your Menu Display System**

This modular system allows for a variety of combinations including single, double and digital panels in any grouping to create site specific menu boards. This innovative system also employs complete versatility by enabling the user to select what type of message update works best for them: full page inserts, price tiles or magnetic strips. It even functions with customized headers and footers, which are available in a range of eye-catching shapes, colors and sizes. [MagaForms™](#) exhibits an assortment of standard accessory options, but can be easily customized as well. Another significant option that [MagaForms™](#) affords is the ability to have the displays wall-mounted, freestanding, or as CounterToppers®. VGS offers a menu of options to create an appealing and cohesive visual marketing program to showcase menu selections.

### **About VGS**

Headquartered in New York City, Visual Graphic Systems, Inc. (VGS) is recognized as a leading innovator in the design and production of visual communication and marketing systems. Their business is unique in that they offer turnkey services from design to fabrication with global project management capabilities. For nearly 30 years, VGS designs, manufactures, and installs a broad range of high quality, innovative architectural signage programs, brand development, digital displays, proprietary fixture systems, eco-friendly solutions and menu boards for thousands of corporate, food service, hospitality/entertainment and retail locations worldwide. For more information about VGS, its products and services, please visit [www.vgsonline.com](http://www.vgsonline.com). To speak directly to VGS please call 1-800-203-030 or email [info@vgs-inc.com](mailto:info@vgs-inc.com).

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VGS' MagaForms™ Menu Displays: Shaping the Future of Menu Boards!

