



driving impressions
driving sales

Your customers are on the move. Sight lines are restricted. Your communications face more competition for a customer's attention. And you only have moments to make the impressions that result in up-sells and other revenue enhancers.

NEW
Drive-Thru
Menu Board
& Pre-Sell
Menu Board

Order Point Optimization is here

At Florida Plastics, we know the unique messaging challenges the drive-thru concept presents. That's why we've created Order Point Optimization—the OPO drive-thru menu and pre-sell boards. Representing the very latest in drive-thru technology OPO signage optimizes your customer's drive-thru experience and makes a significant difference in your ability to drive sales.

- Four 3-sided columns
- Dozens of display options
- Energy-efficient LED lighting
- Fully automated rotation from in-restaurant controller
- Manual version also available



the OPO drive-thru menu board

Remarkably easy to operate, the revolutionary OPO drive-thru menu board gives a huge boost to your marketing capacity, allowing you to get your customers the right message in the right place at the right time, every time.



the OPO pre-sell menu board

The perfect complement to our OPO drive-thru menu board, the OPO pre-sell menu board makes your pre-sell zone work harder and smarter than ever, with a three-sided column for even more dayparting messaging options.

contact Florida Plastics to order
your OPO menu board today.

1.800.499.0400

salesupport@keyser-group.com

FLORIDAPLASTICS
INTERNATIONAL
A Keyser Group Company

10200 South Kedzie Avenue
Evergreen Park, IL 60805

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