Promotional signage is a very important part of your business. You can alert customers to special pricing. You can also promote certain groups of items and direct your customers toward seasonal merchandise.

One way to achieve this is with a box of crayons and construction paper. It gets the job done but it's not very effective or professional.

As an Eagle customer, however, you can rely on Label Designer to make signs that impress your customers.

Add graphics that make the merchandise pop and choose colors and fonts that grab your customer's attention.

In this module, we'll walk through choosing a sign template, formatting the sign, modifying the fields that appear on the sign, adding new fields as needed and previewing the results.

Let's get started!

As with creating bin labels, you will begin in the 'Label Design & Printing' menu and select 'Design Inventory Labels' to launch Label Designer.

Best Practice is to start with a template and modify it to your needs.

Press 'Load Label' to choose from the different templates that are available.

In this example, we will choose a 3 inch by 3 inch sign.

Since you are working with a template, you need to save the sign with a different name before making any changes.

This ensures that you do not make permanent changes to the template itself and you can use it again.

Press 'Save Label' and enter a sign Description.

Click the 'Save' button and you are ready to work on your copy of this sign.

Now we can format this sign to suit our needs. Click 'Page Format'.

Selecting this button on the tool bar enables you to manipulate the size and layout of the sign.

Here you can indicate the number of rows and columns on a sheet. For larger signs this might be 1 column and 1 row.

You can alter the margin specifications, the height and width, and the sign orientation.

Hovering over each field provides a tool tip with a detailed definition.

Once you have the Format set, the next step is to modify the fields on the sign.

Each of these bits of information is a Field.

To move a field, simply drag and drop it where you want it to appear on the sign.

Getting rid of a field is just as easy. Click the field to select it, then press delete.

To modify a field, double click it and the Field Parameters box displays.

This is where you change the content of each field.

The 'Data Field' indicates what IMU data appears in the field. In this example it is Description.

You can set the 'Maximum Characters' for the field and enter a 'Test Value'.

The Test Value appears on the sign as a placeholder, so you can see what the final one will look like.

The Font characteristics are selected here, including size and wrapping.

Sometimes the only thing you want from a template is the correct size for your sign.

While you could delete each field individually, it's much faster to press 'Clear Label' and begin with a blank slate.

Once you've cleared the label, you're ready to elect 'Add Field' from the ribbon menu,   and a small text box is added titled 'New Field'.

Drag this field onto the label and move it into position.

Double-click to select the Data Field, size, font and so on.

If you want to add text to your sign, such as the word 'Clearance', you can set the Data Field to 'None (Title as text only)'.

The word 'Clearance' would be entered into the 'Field Title' box.

Jazz it up by changing the color of this field.

Click 'Font Color' and choose from the available palette.

Press 'OK' and then 'OK' again to close the Formatting window.

You also have the option of adding an object such as an image or line to the label.

Simply choose the add object button.

Select the type of object you want to appear.

Generic Images and SKU images must be properly named and stored in these specific directories on your PC.

Images aren't the only objects that can be added to signs.

You also have the option to add horizontal or vertical lines   and boxes.

When adding lines, select the 'Length', 'Thickness', 'Line Style' and 'Color'.

Drag the line into place.

If you need to change something, just double-click it to open the formatting options.

If you want align multiple fields select one.

Press and hold the shift key on your keyboard to select the others.

When you have finished selecting, release the shift key and click the 'Misc' button on the toolbar,

Choose the type of alignment from the menu.

This will ensure your fields are precisely aligned and give your signage a professional appearance.

The Snap To Factor, also available in the Miscellaneous Menu, offers another option for aligning fields.

Entering a number here sets up an invisible grid on your sign. Then, when you place a field, it snaps to the nearest gridline, making it easy to line up different fields.

Although you can enter any number as the Snap To Factor, we suggest starting with something between 60 and 100.

The larger the number, the larger the grid.

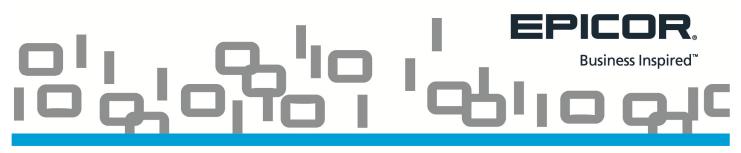After you've added, deleted or modified all fields on your sign, don't forget to save your changes.

Press 'Save Label' and use the same Description.

Now that your sign has been built, it's time to see what it looks like.

By pressing the 'Print Test' button, you can select a printer or preview the sign on screen.

If you want to print a copy, choose your printer and press 'OK'.

If you want to see it on screen, you can choose 'Preview'.

Remember, a sign is nothing but a large label. Use your label making skills to create interesting and eye catching promotional material. Templates, formatting and simple modifications allow you to guide your customers to your hot deals and ongoing events.