

New site signage is here!

Display your new signage when you receive your kit, and no later than 2/5.

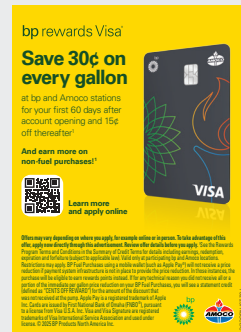
What's in the kit



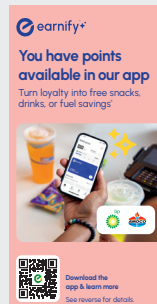
Interior POP



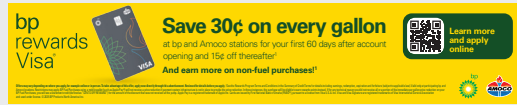
bp rewards Visa Credit Card Counter Mat



bp rewards Visa Credit Card Cooler Door Cling



earnify Tear Pad



bp rewards Visa Credit Card Window/ Door Cling



Loyalty Stand Graphic Top



bp rewards Visa Credit Card Tear Pad

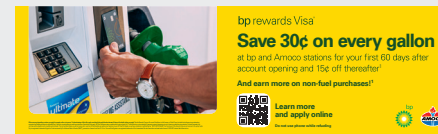


2025 Heliosplus CX Shopper Evaluation Form

Exterior POP Dispenser Signage - Refer to next page for recommended placement.



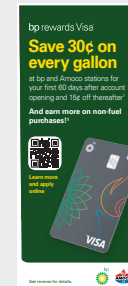
bp rewards Visa Credit Card Crind Strip



bp rewards Visa Credit Card Inverted Signage (Only for sites without crind strips)

By providing a mobile # at the pump, you will receive a one-time text message from bp's loyalty program earnify. Consent is not a condition of purchase. Text STOP to quit, HELP for help. Msg & data rates apply. T&C and Privacy Policy at bp.com/earnifyterms.

earnify On-site Registration Decal



bp rewards Visa Credit Card Brochures new brochures included in this kit



Need more signage, decals or brochures?

Quick online ordering: www.bpbetter.com/signage

Call 888-274-3578 option 4, 1, 1 or email POPOrderSupport@bp.com



Display your new signage when you receive your kit.

P0225LIT



New site signage is here!

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See all current (keep up) POP signage at bpbetter.com/signage

Exterior POP Dispenser

Recommended signage placement. Exact placement will vary based on dispenser and signage received.
Refer to the Heliosplus Program Guide for approved POP signage areas.



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Display your new signage when you receive your kit.

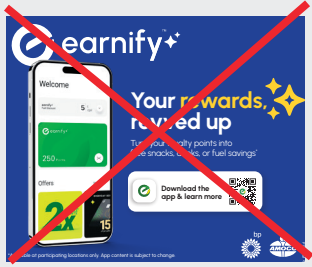


Expired POP: Take down and discard this POP

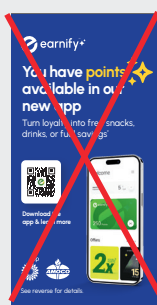
See all current (keep up) POP signage at bpbetter.com/signage

Take down

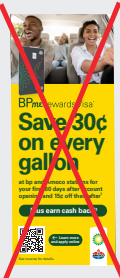
Interior POP



earnify Counter Mat

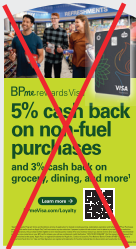


earnify Tear Pad

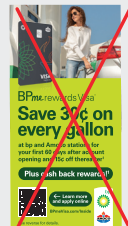
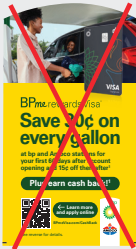


BPme Rewards Visa Credit Card Brochures

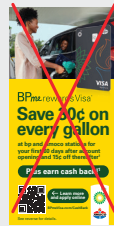
Take down any extra credit card brochures displayed inside the c-store.



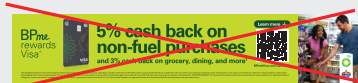
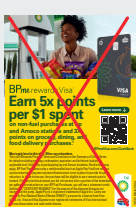
BPme Rewards Visa Credit Card Loyalty Stand Top Graphic



BPme Rewards Visa Credit Card Tear Pad



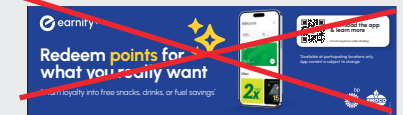
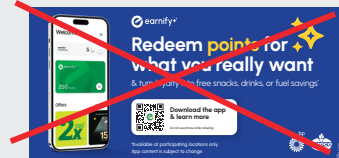
BPme Rewards Visa Credit Card Cooler Cling



BPme Rewards Visa Credit Card Window/Door Cling

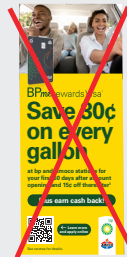


Exterior POP



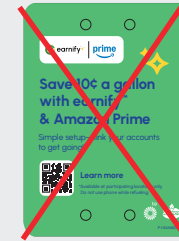
Crind Strip

Inverted Signage



BPme Rewards Visa Credit Card Brochures

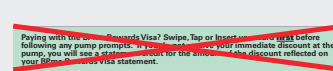
Replace with new brochures included in this kit



Amazon Hose Talker



BPme Rewards Visa Credit Card Light Approach



BPme Rewards Visa Credit Card Compliance Decal
Replace with new version included in this kit



On-Site Registration Decals (Sheet of 10)
Replace with new version included in this kit



Apollo Decal
Only for sites with Apollo Dispensers



Apollo Approach
Only for sites with Apollo Dispensers



BPme Rewards Visa Credit Card Bollard Covers

Need more signage, decals or brochures?

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Display your new signage when you receive your kit.

flip over for more information!

Important reminder: Be alert and always wear a safety vest when putting up signage!

Your go-to POP guide



Check

Make sure you received all the signage.



Remove

Take down expired signage and recycle appropriately



Put up

Install the brand new signage.



Review

Be prepared to answer consumer questions.



High-five!

You are ready for the new promotion.

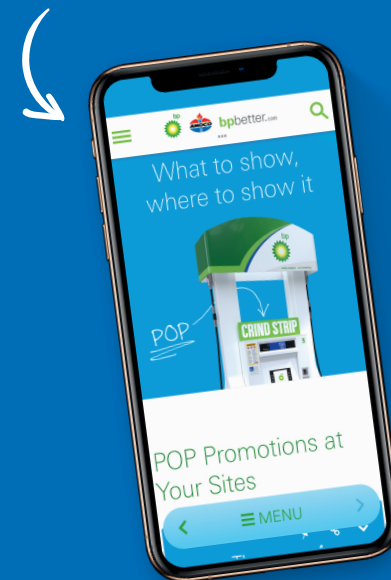
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there's more info online



Go to www.bpbetter.com/signage or download the BP Better app for interactive signage placement diagrams, expired POP, and all your bp and Amoco site signage needs!



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