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# POPAI AWARDS BOOK 2007

THE AWARDS FOR THE P-O-P INDUSTRY



Promoting Retail Marketing



## WHAT IS POINT OF PURCHASE?

Any form of advertising, signage or communication within a retail environment that is designed to influence or assist the consumer in locating and purchasing a product or service.

## WHAT IS POPAI?

POINT OF PURCHASE ADVERTISING INTERNATIONAL is the only trade association exclusively committed to serving the interests of all those involved in the world of Point Of Purchase advertising. POPAI helps members make Point Of Purchase advertising work effectively.

Membership of POPAI is more than 1800 worldwide. Aside from Europe with over 600 members, POPAI is active in the USA, Australia and New Zealand, South America, Mexico, Canada, India and Japan.

The POPAI organisation looks to be the centre of expertise for all matters relating to Point Of Purchase. POPAI conducts research, provides networking opportunities, conducts education and training programmes, and runs seminars and conferences specific to the industry.

## POPAI'S MISSION

Point of Purchase Advertising International is dedicated to serving its more than 1,800 members internationally by promoting, protecting and advancing the broader interests of point of purchase advertising through research, education, trade forums, networking & legislative efforts.

## MARKETING AT RETAIL

As the reach of retail media is seen to increase and its relevance to brand marketers and retailers grows, the traditional view of point of purchase and its role in communicating with shoppers is also developing.

POPAI globally has been looking at this phenomenon and, having taken notice of how its members are actually working with their clients, is recommending a wider definition for our industry based on the realities of the marketplace. This new definition serves to strengthen the position of POPAI and the P-O-P industry as it recognises some of the other areas away from pure Point of Purchase in which many of the POPAI members are now contributing. It also highlights the position of P-O-P as an integral part of an overall retail strategy. Whilst at this stage the definition does not fully incorporate the position of other above the line media in the communications mix, it is another step on the road for the development and recognition of our industry.

"Marketing at Retail" is defined as the strategy and tactics employed by the brand and retailer to attract, inform, and stimulate the buyer to purchase goods and services from within the retail location.

These tactics include exterior and interior store design and signage, promotional displays (commonly referred to as point-of-purchase), in-store advertising, customer-oriented information systems, store layout and merchandising, and overall retail environment design.

## POPAI'S OBJECTIVES

- To promote the importance of P-O-P in the total marketing mix
- To improve levels of education in the industry
- To develop and encourage high standards of practice
- To represent industry views
- To promote a better understanding of the medium
- To provide an opportunity to exchange ideas and experiences
- To conduct research for a more effective strategy

Promoting Retail Marketing



# The POPAI Awards Book 2007

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# Introduction to The POPAI Awards Book 2007

## Welcome to the POPAI Awards 2007 Book of Winners.

This is the first year that POPAI has run its own Awards and it has been marked with a significant rise in entries and a very high standard of displays overall. POPAI would like to thank all the Judges, particularly Brid Bickerton, as Chair, for the efforts that they put into the judging process. Judging this year was carried out against photographs of displays and detailed case studies as opposed to the system in previous years of judging physical displays. The high level of entry has justified this decision which was based on the desire to give more companies the opportunity of taking part. POPAI has also re-introduced the Bronze awards to provide full recognition of a quality standard of work, which whilst not of Gold or Silver quality, merits being placed above other entries in the category.

POPAI has recognised the growing impact of digital networks in retail through the introduction in 2007 of two categories for the digital sector. It is likely that there will be further developments in the categories available in 2008 to reflect the continually developing market place.

Finally POPAI would like to thank all the Sponsors of the POPAI Awards 2007 as without their vital contribution it would not be possible to run the competition.

Congratulations to all the winners, and we look forward to an even higher level of entry in 2008.

All the winners may be seen on-line at [www.popai.co.uk](http://www.popai.co.uk)

## CORPORATE SPONSOR

POPAI UK & Ireland would like to thank the Corporate Sponsor for the competition



## JUDGES

POPAI UK & Ireland would like to thank the Judges for the competition

Brid Bickerton, Category Controller - Allied Bakeries  
Nick Widdowson, Merchandising Manager - Unilever UK Ltd  
Simon Rowe, Merchandising & Display Manager - Pepsico UK & Ireland  
Rob Johnson, Retail Development Manager - Dyson  
Jake Kirkham, Retail Marketing Manager - HBOS plc  
John Leventhall, Space Planning Manager - Woolworths plc  
Liz Bean, Visual Merchandising & Events Manager - Hasbro UK Limited  
Ben Deller, Strategic Marketing Controller - Alpha Retail  
Orit Peleg, 2nd Moment Of Truth Development Manager - Coca Cola Enterprises Ltd  
Jonathan Fulwell, Purchasing Manager POS & Design - L'Oreal  
Hilary Leam, Category Manager, Haircare - Boots The Chemist  
Gary Harwood, Global Retail Director - G2  
Sarah Brown, Trade Marketing Executive - Mars Petcare

## SPONSORS

POPAI UK & Ireland would like to thank the Sponsors for the competition





# 10 good reasons to join

## Make the most of POPAI Membership



JOIN THESE AND OVER 200 OTHERS!

# POPAI

POINT•OF•PURCHASE ADVERTISING INTERNATIONAL

UK & IRELAND

- Improve your marketing strategy through research
- Keep abreast of industry trends
- Raise professional & corporate standards
- Increase your knowledge of P-O-P
- Raise standards of practice
- Join other P-O-P professionals
- Meet regularly for networking
- Participate in the industry's premier trade events at preferential rates
- Be part of a global network
- Add to Your Company's Credibility

- 5 members meetings a year featuring external speakers
- Discount on space for the In-Store Design & Marketing Show
- Discount on entries for the POPAI Awards
- Discount on POPAI training, conferences and seminars
- Discount on the Certificate in P-O-P Course
- Access to library of research & speaker presentations
- Networking
- European & global contacts
- Global website members area, creative gallery & reference section
- Members newsletter
- Free legal helpline
- Free employment legislation updates
- Free company profile on POPAI UK & Ireland website
- POPAI expertise

Promoting Retail Marketing



marketplacemerchandising  
the thinking behind the thinking



We are an established team of forward-thinking, industry professionals who work closely with our clients to design, manufacture and deliver effective retail display solutions across the globe.

We offer a full service from identifying opportunities and creating initial concepts, through to manufacturing and implementation at the point of purchase. Based in Farnham and Paris we have a unique culture and dedicated team ensuring we provide our clients with the very best retail and brand solutions.

Our mission is simply to create, develop and inspire our clients, our colleagues and the industry as a whole.

Contact us  
Marketplace Merchandising Ltd, The Design Building, Hewetts kilns, Tongham Road, Farnham, Surrey, GU10 1PJ  
Tel: 01252 78115 Fax: 01252 78116 Email: [clare@marketplace-merchandising.com](mailto:clare@marketplace-merchandising.com)  
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# Travel, Automotive, Leisure & Entertainment

## Head Judge For The Category

Nick Widdowson, Merchandising Manager - UNILEVER UK LTD

## Category Sponsor

Amari Plastics Plc

Join the **AMARI BACKING YOU** campaign today. Register your interest at [www.amariplastics.com](http://www.amariplastics.com).

AMARI PLASTICS Plc, the UK's exclusive distributor of **PLEXIGLAS®** acrylic sheet and THE major supplier of plastics and associated products to the P-O-P/POS industry for more than 30 years, is proud to be a Sponsor of the POPAI Awards 2007.

As the UK's largest national plastics distributor with 25 stocking locations, Amari is ideally placed to supply the widest range of branded products and services.

A selection includes **PLEXIGLAS GS®** and **PLEXIGLAS XT®** cast and extruded acrylic, **MAKROLON®** and **MARLON** polycarbonate; **EX-Cel PVC**; **VIVAK®** and **AXPET®** polyester; **Reynobond®** aluminium composite panel; LED and high voltage lighting systems; Alcan's Forex, Kapa-board, Gatorfoam and Foam-X; MACtac marking films and a comprehensive range of digital print consumables

For further information contact your local branch, visit [www.amariplastics.com](http://www.amariplastics.com) or call our head office on Tel: 01932 835000, Fax: 01932 835001, Email [ho@amariplastics.com](mailto:ho@amariplastics.com)

## When your customers are looking for a sign...

...you need the right materials, at the right place, at the right time...

As the UK's largest supplier of semi-finished industrial and engineering plastics, Amari Plastics can provide the materials you need for every application, including building, signage, POP and fabrication.

Our 24 local and specialist distribution centres throughout the UK mean you'll have rapid access to the widest range of quality branded products, such as PLEXIGLAS®, Makrolon, MACtac, Reynobond and Amari Foam.

From neon signs to laminates and mounting films, whether the next job is big or small, the future for signs, POP and corporate imaging is Amari Plastics.



Leading supplier of plastics for the sign, POP and corporate imaging industry

Park Royal, Nottingham, Southampton, Bristol, Glasgow, Gateshead, Leeds, Oldham, West Midlands, Cardiff, Plymouth, Basildon, Bedford, Norwich.

[www.amariplastics.com](http://www.amariplastics.com)

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## GOLD

SKY "EYE" HD DISPLAY  
for  
BSKYB

by **The Valley Group**

Judges' comments:

"The Sky Eye display utilised the available space well to highlight the product benefits in an otherwise confusing environment.

With effective use of colour and shape the eye is drawn to the display."



Judges' comments:

"Great use of the iconic Toblerone shape translates the unit well in the retail environment; the shopper is drawn to the display and this has proven successful in keeping Toblerone as the leading brand."

## SILVER

TOBLERONE DUTY FREE DISPLAY  
for  
KRAFT FOODS SWITZERLAND

by **Sector**



## BRONZE

NIGHT AT THE MUSEUM DVD  
LAUNCH CAMPAIGN for  
TWENTIETH CENTURY FOX

by **bezier**



# Sports, Toys & Accessories

## Head Judge For The Category

Jonathan Fulwell, Purchasing Manager POS & Design - L'OREAL

## Category Sponsor

SMP Group plc

With our unique shopper insight-led approach to in-store marketing, combined with over 80 years experience in both P-O-P and large-format outdoor media, SMP Group have established our own niche in maximising the effectiveness of "the last 4 feet" of the shopper journey.

Our creative P-O-P solutions are all based on sound shopper behavioural insight rationale. Taking this strategic approach, adding one of the most advanced in-house P-O-P production facilities in the UK, and then taking our installations & post-campaign review services into the mix, SMP offer the only truly integrated in-store marketing service in the UK.

We promise to deliver:

- Increased footfall to clients' retail space
- Better navigation of store or fixture
- More effective campaign/brand communication
- Improved ROI from in-store spend
- Integrated in-store and outdoor strategy
- Higher overall sales

Find out more at [www.thelast4feet.com](http://www.thelast4feet.com).

**Want to know  
a secret?**

### How do you:

- Increase footfall in your retail space?
- Improve navigation and promotional awareness?
- Achieve better return on investment from in-store spend?
- Entice shoppers to buy more?

Find out more at [www.thelast4feet.com](http://www.thelast4feet.com)  
Retail Printer of the year 2007 – Quality in Print Awards



## GOLD

TOMY THOMAS SPINNER CTU  
for  
TOMY UK LTD

by **Display Creatives Ltd**

### Judges' comments:

"Produced with the help of a clear, concise brief, this counter top unit was required to display the complete Tomy range of Thomas wind up toys.

Under budget, simple and yet very effective, this is a very well executed piece of P-O-P."



## SILVER

WETSUIT DISPLAY  
for  
O'NEILL

by **arken**

### Judges' comments:

"This striking, modular display for O'Neill is essentially a simply constructed unit that uses bold curves to strike a pose in store. Fitting either back to back or side by side, these units utilise graphics and branding in a very bright, clear and controlled manner.

Everything fits together.

Overall a funky design - very much "on" brand."



## BRONZE

MOUNTAIN HORSE FSU  
for  
HORSEMASTERS LTD

by **Pure Point of Purchase**



# Alcoholic & Soft Drinks

## Head Judge For The Category

Rob Johnson, Retail Development Manager - DYSON

## Category Sponsor

POS Direct Ltd

POS Direct Ltd are an established company specialising in **e-commerce, fulfilment, distribution and storage solutions** for point of sale/ point of purchase materials, display & promotional items, stationery, print & consumer goods. Our reach extends throughout the UK, Europe and Worldwide, utilising **POS LIVE**, our e-commerce solution including real time 24/7 **online ordering & reporting**.

## Background, Aims and Objectives

Independently owned, we are now in our 17th year of trading which has seen progressive, ongoing expansion. We have a consistent and proven track record with high profile brands, retailers and publishers and our objective is to provide **premium service** with complete **visibility, outstanding value for money** and **innovation** in delivering the best solution for our clients. These objectives are underpinned by our continuous review and improvement ethos.

Our business model is all about sustainable long term relationships with our clients, employees and suppliers alike, working together to achieve best results for all parties.



**E-Commerce - Fulfilment - Distribution - Storage**  
Solutions for your POP - 'delivering brand presence'  
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## GOLD

REFRIGERATION UNIT  
for  
DIAGEO

by **arken**

### Judges' comments:

"The judges were impressed by the Guinness Refrigeration Unit's impact and brand presence. It combines the convenience of chilled cans and multi-pack stock in one location and has boosted Guinness sales in 150 stores throughout Ireland."



## GOLD

SPIRITS BACK OF THE BAR  
PLINTHS for  
DIAGEO

by **Kleerex Group (UK) Ltd**

### Judges' comments:

"The Diageo Back of Bar Plinth uses a small footprint to maximum effect, highlighting each drink's brand using an impactful modular design. The low display cost versus product cost ratio particularly impressed the judges."

## SILVER

"BIG NIGHT IN/ PROJECT FUNKY"  
COMBINED UNIT for  
COCA COLA ENTERPRISES LTD

by **bezier**

### Judges' comments:

"The Big Night In display ambitiously combines snack products from different brands with DVDs to provide everything that is needed for a night on the sofa."



# Grocery, General Merchandise Products & Snack Products - Permanent Display

## Head Judge For The Category

Jake Kirkham, Retail Marketing Manager - HBOS PLC

## Category Sponsor

CJ Services UK Ltd

Our aim is simple: "To provide a specialist in-store marketing solution for all of our customers which maximises their return on investment by delivering high levels of in-store compliance."

Over the past 12 years our in-depth knowledge of in-store marketing has helped us deliver and implement some of the largest Point of Purchase campaigns across the UK, both on a strategic and tactical basis. Over the past 12 months we have established key strategic working partnerships with some of the UK's leading brands including, PepsiCo, Tesco Retail Services, Imperial Tobacco, Orange, PayPoint, GM Vauxhall, and most recently the Alliance and Leicester.

CJ Services' dedication to continuous improvement has allowed us to pioneer some of the most advanced reporting systems in use in the Point of Purchase industry, enabling our clients not only to view activities in a real time manner but also to track and monitor their return on investment.



**CJ Services**

Corporate Sponsors of the POPAI Awards 2007

Wishing you an enjoyable evening.

**POP Installation and Maintenance Specialists**

To find out more visit [www.cjservices.co.uk](http://www.cjservices.co.uk) or call 01928 531 748

POP awards 06  
IN-STORE  
POPAI  
CJ Services  
GOLD  
WINNER



## GOLD

CHILLER BASKET  
for  
PEPSICO INTERNATIONAL

by **Displayplan (A leggett & Platt Co)**

### Judges' comments:

"This unit has gone some way to helping convenience retailers get their 'meal deal' items co-located - a major factor in the success of this type of promotion.

It can be on display in minutes and takes up no valuable shelf or floor space.

There's no wonder it has been so successful."



## SILVER

MAIN CROP POTATO STAND  
for  
MARKS & SPENCER PLC

by **Counter Intelligence Retail**

### Judges' comments:

"The sturdy design and easy-shopability of this unit made it a popular winner with the judges.

In the not-so-interesting world of potatoes, the client has seen increased sales within the category, particularly when located within the chilled category to promote menu ideas."



# Grocery, General Merchandise Products & Snack Products - Temporary Display

## Head Judge For The Category

Jake Kirkham, Retail Marketing Manager - HBOS PLC

## Category Sponsor

SMP Group plc

## Company Profile

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- Integrated in-store and outdoor strategy
- Higher overall sales

Find out more at [www.thelast4feet.com](http://www.thelast4feet.com).



## GOLD

JIF LEMON POP UP FSDU  
for  
UNILEVER UK FOODS

by **Lauren Displays Ltd**

Judges’ comments:

“Following on from successful previous campaigns, this larger Jif unit does everything it was meant to do; but it’s real success factor is it’s ease of installation - just 20 seconds from start to finish, saving the retailer plenty of time that can be best used elsewhere.”

## SILVER

BOOTS CADBURY EASTER FSDU  
for  
CADBURY TREBOR BASSETT

by **SCA Speciality Products**

Judges’ comments:

“Always a fun brand, the Cadbury Creme Egg unit fulfils both retailer and brand briefs incredibly well. The eye-catching design, bright colours and easy shopability, make it a winner.”



## BRONZE

KITKAT CHUNKY PEANUT BUTTER  
“AROMA” FSDU for  
NESTLE IRELAND

by **Print & Display**



# Fashion & Accessories

## Head Judge For The Category

Liz Bean, Visual Merchanding & Events Manager - HASBRO UK LTD

## Category Sponsor

Perspex Distribution Ltd

### Perspex Distribution – the one stop shop for plastics

Perspex Distribution supply a wide quality of plastics including Perspex® from Lucite® cast and extruded acrylic sheet – the leading name in shop fitting and retail point of sale.

From each of our 3 UK sales and service centres, we offer innovative products and excellent service including cut to size and next day delivery.

And our experienced sales professionals can help you with advice to make sure that your products and designs stand out from the crowd.

For further information on the range of products and services from Perspex Distribution Ltd visit [www.perspexdistribution.com](http://www.perspexdistribution.com) or contact your nearest sales and service centre.

**North**  
Perspex Distribution Ltd – Blackburn  
Tel 01254 272800 Fax 01254 272801  
Email [sales.blackburn@perspex.co.uk](mailto:sales.blackburn@perspex.co.uk)

**Midlands**  
Perspex Distribution Ltd – Tamworth  
Tel 01827 263900 Fax 01827 263901  
Email [sales.tamworth@perspex.co.uk](mailto:sales.tamworth@perspex.co.uk)

**South**  
Perspex Distribution Ltd - Chelmsford  
Tel 01245 232800 Fax 01245 232801  
Email [sales.chelmsford@perspex.co.uk](mailto:sales.chelmsford@perspex.co.uk)



## BRONZE

SEASONAL WINDOW DISPLAY  
for  
NEXT RETAIL LTD

by **Sector**

Judges' comments:

"The display offered good use of space allowing the product itself to stand out.

The flexibility and interchangeability of the display and the 3D graphics were important in revitalizing the windows for Next."



there's only one  
name you need  
on your list



Perspex Distribution supply a wide range of quality plastics including Perspex® from Lucite® cast and extruded acrylic sheet, the leading name in shopfitting and retail point of sale.

We offer innovative products and excellent service including cut to size and next day delivery from all 3 of our UK sales and service centres.

Our experienced sales professionals are here to give you help and advice so that your product or design stands out from the crowd.

**PERSPEX**  
Distribution Ltd

PVC Foam Polycarbonate PETG PVC Aluminium Composite Adhesives Mirror

**North:** 01254 272800  
[sales.blackburn@perspex.co.uk](mailto:sales.blackburn@perspex.co.uk)

**Midlands:** 01827 263900  
[sales.tamworth@perspex.co.uk](mailto:sales.tamworth@perspex.co.uk)

**South:** 01245 232800  
[sales.chelmsford@perspex.co.uk](mailto:sales.chelmsford@perspex.co.uk)

[www.perspexdistribution.com](http://www.perspexdistribution.com)



# Home, Garden & Tobacco

## Head Judge For The Category

Hilary Leam, Category Manager, Haircare - BOOTS THE CHEMIST

## Category Sponsor

SF2 Retail Solutions Ltd

### Stronger, Faster, Cheaper, Better...our business and yours.

Fast prices, rapid prototypes, short leadtimes and years of experience...just why our clients value our exceptional service levels.

The retail environment has never been so challenging. In any market innovation is key and this is how we continue to go from strength to strength, through what we produce and how we operate our business. We recognise each business is different, we understand you need flexibility and we continually adapt our business to match.

Our dedicated team draws experience from manufacturing, design and project management. We identify what is important to you and develop a project plan based around your key criteria, whether it is problem solving or an integrated logistics operation.

**Gemini Group** - the combined services of SF2 & GPX all under one roof. Ready-made or custom-made in-house design and manufacturing for your in-store requirements. Why not involve us in your next project?

Call us on 0208 327 3200 or email [sales@sf2.co.uk](mailto:sales@sf2.co.uk)



## GOLD

SNUS CHILLER UNIT  
for  
HOUSE OF PRINCE

by **Sector**

### Judges' comments:

"The SNUS display was a deceptively simple unit that offered flexibility to the retailer whilst projecting strong premium cues."

The marketing objectives were achieved and return on investment to the brand were key to its success - a real winner!"

## BRONZE

BAT - KENT BACK OF BAR TOWER  
UNIT for BRITISH AMERICAN  
TOBACCO SWITZERLAND SA

by **Marketplace Merchandising Ltd**



## SILVER

BOSCH ISIO  
for  
BOSCH

by **Kesslers International**

### Judges' comments:

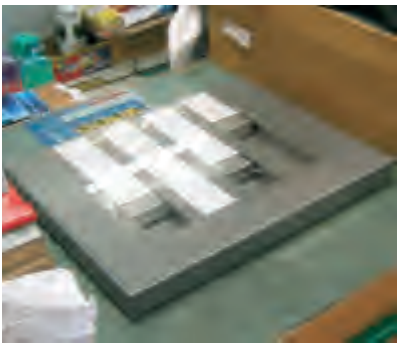
"The simplicity and shopability of the Bosch display made this a real success."

The unit offered excellent brand projection, simple but effective brand glorification and cost effective production. This, coupled with great retailer feedback gave this unit real standout!"

## BRONZE

PHILIP MORRIS CASH MAT  
for  
PHILIP MORRIS LTD

by **Display Creatives Ltd**





# Personal Products & Accessories

### Head Judge For The Category

John Leventhall, Space Planning Manager - WOOLWORTHS PLC

### Category Sponsor

Quinn Plastics

Quinn Plastics is proud to be sponsoring this year's POPAI Awards 2007. It is our pleasure to be associated with the great work and efforts applied to achieve the Award for Personal Products and Accessories and also the Health, Beauty and Skincare Award.

Quinn Plastics is one of Europe's foremost manufacturers and suppliers of transparent, translucent and opaque plastic sheet products. We offer a range of industrial and domestic products that are used mainly in the advertising, point of sale/point of purchase, sanitary ware and construction sectors. Applications of our products range from simple picture framing through to complex construction projects, such as sound barrier systems.

We pride ourselves in our dedication to providing solutions to our customers, commitment to high quality products with first class customer service.

Quinn Plastics congratulates all tonight's nominees and winners and we would like to wish them a very enjoyable evening.

QUINN *plastics*



Because whatever you do we're there too.

QUINN-plastics works with customers to find new ways to present and enhance P-o-P displays, by using our unique product range and knowledge of materials to offer the most cost effective choice of sheet.

Whether you are looking for economical clear Polystyrene through to virtually unbreakable Polycarbonate, you can be sure that Quinn Plastics will have a sheet material that looks good and will meet your specification. In keeping with our strategy of strength through diversity, QUINN Acrylic is naturally available in both Cast and Extruded formats - giving you the widest possible choice of material selection. QUINN-plastics also offer SAN, PETG and HIPS sheet.

### Key Benefits...

Extensive range of stock held in the UK,  
Experienced national sales team,  
Factory led technical support available,  
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Wide range of other materials including:  
QUINN PC, QUINN SPC, QUINN SAN, QUINN HIPS  
QUINN ABS, QUINN PS, QUINN HI XT

For more information just call  
**01773 838 400**

[www.quinn-plastics.com](http://www.quinn-plastics.com)



**GOLD**

PHAIDON SPINNER FOR WALLPAPER  
for  
PHAIDON

by **Kesslers International**

### Judges' comments:

"This unit was superbly economical - it really lets the product do the talking and is simple, eye-catching, cost effective and suitable for a wide variety of in-store locations."



**SILVER**

INTERACTIVE FSDU  
for  
TRANSITIONS OPTICAL

by **Sector**

### Judges' comments:

"A stylish and modern design, very in line with the brand values of Transitions lenses, this unit cleverly capitalises on customer 'dwell time' in the opticians at the right point to offer interactive information to suggest choice of lenses.

Whilst at first sight it seems a little over engineered for its function, the networked connectivity allows strong brand control of content and provides designed-in 'future proofing' for long term placement."

**BRONZE**

SUUNTO WATCH DISPLAYS  
for  
SUUNTO OY

by **CPI**





# Telecommunications & Computers

## Head Judge For The Category

Jonathan Fulwell, Purchasing Manager POS & Design - L'OREAL

## Category Sponsor

SF2 Retail Solutions Ltd

### Stronger, Faster, Cheaper, Better...our business and yours.

Fast prices, rapid prototypes, short leadtimes and years of experience...just why our clients value our exceptional service levels.

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## GOLD

SONY CI PRODUCT DISPLAY  
for  
SONY UK LTD

by **Marketplace Merchandising Ltd**

Judges' comments:

"Computers have been commoditised – there is one priced for every pocket. And one can see them stacked on shelves in computer retailers. To differentiate the Sony Viao 'C' series of laptops and to highlight the fact that this laptop is available in a number of different colours, the elegant display presents the laptop to the consumer surrounded with LED lighting which sequentially changes colour.

Controlled, simple graphics finish off this piece. Very much "on" brand."

## SILVER

N95 POS TOOLKIT  
for  
NOKIA

by **Rivet**

Judges' comments:

"A suite of P-O-P printed items that were designed to meet the needs of a number of different retail environments. The Nokia N95 is a multi-faceted device and the P-O-P reflects this well with amongst other items, a uniquely shaped standee and an illuminated poster which uses LED lighting to sequentially illuminate the different features of the Nokia N95.

The graphic language is well executed across all the items giving a coherence to the brand when seen in store"

## BRONZE

COMET-LIFE ON THE MOVE DISPLAYS  
for  
COMET

by **arken**



# Cosmetics - Temporary Display

**Head Judge For The Category**

Sarah Bown, Trade Marketing Executive - MARS PETCARE

**Category Sponsor**

arken

arken is the market leader in the design and manufacture of award winning P-O-P and graphic display products.

Their offering is two fold, firstly providing off the shelf and customised graphic display products such as light boxes, poster cases, free standing signs etc.

Secondly arken provide a full service bespoke design and manufacturing facility creating highly innovative P-O-P display and merchandising solutions, tailor made to customer's individual needs.

arken have won numerous awards for their highly effective display solutions. Having created display solutions for various well known brands in sectors such as consumer electronics, cosmetics, tobacco, jewellery and automotive, their experience and knowledge from concept through to installation is vast.

p-o-p to make your brand  
**stand out**  
from the crowd

**arken**  
creators of award winning p-o-p

[www.arken-pop.com](http://www.arken-pop.com) T: +44 (0)1638 565656 F: +44 (0)1638 662770 E: [marketing@arken-pop.com](mailto:marketing@arken-pop.com)



## GOLD

MAGNIF'EYES MASCARA LAUNCH  
for  
COTY

by **Pointer (part of the bezier group)**

Judges' comments:

"A successful FSU which delivered over and above sales projections.

It combines a strong and striking design with great stand out and presence in store and clear communication of the product benefits."

## SILVER

LANCOME JUICY TUBES FSU  
for  
L'OREAL (UK) LTD

by **SF2 Retail Solutions Ltd**

Judges' comments:

"A contemporary and light showcase display which fits well with its retail environment and with a small footprint creates a clever focal point for its brand counter."



# Cosmetics - Permanent Display

## Head Judge For The Category

Liz Bean, Visual Merchanding & Events Manager - HASBRO UK LTD

## Category Sponsor

Amari Plastics Plc

Join the **AMARI BACKING YOU** campaign today. Register your interest at [www.amariplastics.com](http://www.amariplastics.com).

AMARI PLASTICS Plc, the UK's exclusive distributor of **PLEXIGLAS®** acrylic sheet and THE major supplier of plastics and associated products to the P-O-P/POS industry for more than 30 years, is proud to be a Sponsor of the POPAI Awards 2007.

As the UK's largest national plastics distributor with 25 stocking locations, Amari is ideally placed to supply the widest range of branded products and services.

A selection includes **PLEXIGLAS GS®** and **PLEXIGLAS XT®** cast and extruded acrylic, **MAKROLON®** and **MARLON** polycarbonate; **EX-Cel PVC**; **VIVAK®** and **AXPET®** polyester; **Reynobond®** aluminium composite panel; LED and high voltage lighting systems; Alcan's Forex, Kapa-board, Gatorfoam and Foam-X; MACtac marking films and a comprehensive range of digital print consumables

For further information contact your local branch, visit [www.amariplastics.com](http://www.amariplastics.com) or call our head office on Tel: 01932 835000, Fax: 01932 835001, Email [ho@amariplastics.com](mailto:ho@amariplastics.com)

**Amari**  
PLASTICS PLC



## GOLD

RUBY & MILLIE  
for  
BOOTS THE CHEMIST LTD

by **Checkland Kindleysides & Diam UK Ltd**

### Judges' comments:

"The Ruby & Millie permanent cosmetics displays have consistently returned sales over and above expectation."

Year on year sales have increased by 42%, clear merchandising has been instrumental in this achievement."



## SILVER

REVLON FERRARI MERCHANDISING  
SYSTEM for  
REVLON

by **Kesslers International**

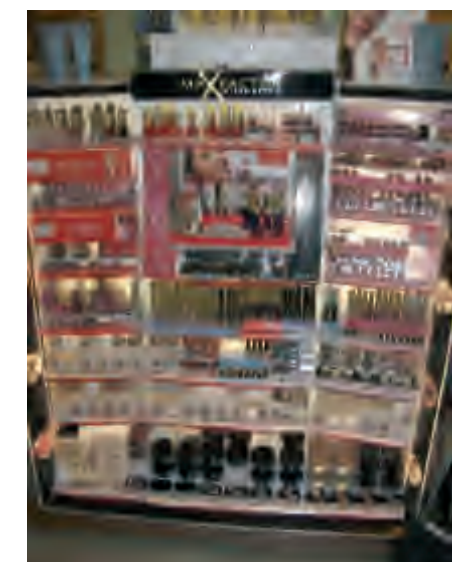
### Judges' comments:

"The Revlon Ferrari merchandising system is entirely modular to suit a range of categories and environments across UK and Europe. This was critical to the success of this system which has achieved a 22% uplift in sales."

## BRONZE

MAX FACTOR HATCH II  
for  
PROCTER & GAMBLE

by **Pointer (part of the bezier group)**  
and **Invicta Plastics Ltd**



# Hair Products & Fragrances - Men & Women

## Head Judge For The Category

Brid Bickerton, Category Controller - ALLIED BAKERIES

## Category Sponsor

Perspex Distribution Ltd

### Perspex Distribution – the one stop shop for plastics

Perspex Distribution supply a wide quality of plastics including Perspex® from Lucite® cast and extruded acrylic sheet – the leading name in shop fitting and retail point of sale.

From each of our 3 UK sales and service centres, we offer innovative products and excellent service including cut to size and next day delivery.

And our experienced sales professionals can help you with advice to make sure that your products and designs stand out from the crowd.

For further information on the range of products and services from Perspex Distribution Ltd visit [www.perspexdistribution.com](http://www.perspexdistribution.com) or contact your nearest sales and service centre.

**North**  
Perspex Distribution Ltd – Blackburn  
Tel 01254 272800 Fax 01254 272801  
Email [sales.blackburn@perspex.co.uk](mailto:sales.blackburn@perspex.co.uk)

**Midlands**  
Perspex Distribution Ltd – Tamworth  
Tel 01827 263900 Fax 01827 263901  
Email [sales.tamworth@perspex.co.uk](mailto:sales.tamworth@perspex.co.uk)

**South**  
Perspex Distribution Ltd - Chelmsford  
Tel 01245 232800 Fax 01245 232801  
Email [sales.chelmsford@perspex.co.uk](mailto:sales.chelmsford@perspex.co.uk)

**PERSPEX**  
Distribution Ltd

## GOLD

PANTENE COLOUR EXPRESSIONS  
for  
PROCTER AND GAMBLE UK

by **Line Packaging & Display Ltd**

### Judges' comments:

"This display was unique in its use of fluorescent polycarbonate material which reflected vibrancy and illuminated the products, hence enhancing the impact of the display."

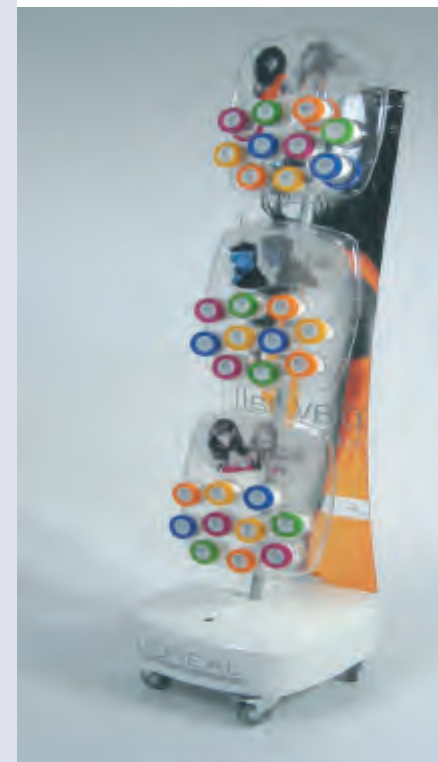
## SILVER

TECHNI-ART PLAYBALL DISPLAYS  
for  
L'OREAL PROFESSIONAL UK LTD

by **CPI**

### Judges' comments:

"This unit was produced effectively, reflected the young, active style of the target market, whilst allowing customers to test and interact with the product in a scalable modular solution to fit any size salon."



## BRONZE

COFFRETS  
for  
L'OREAL UK LTD

by **Line Packaging & Display Ltd**



## BRONZE

ROMANCE  
for  
L'OREAL UK LTD

by **Line Packaging & Display Ltd**





# Skincare,Health & Beauty - Permanent Display

## Head Judge For The Category

Sarah Bown, Trade Marketing Executive - MARS PETCARE

## Category Sponsor

Quinn Plastics

Quinn Plastics is proud to be sponsoring this years POPAI Awards 2007.

It is our pleasure to be associated with the great work and efforts applied to achieve the Award for Personal Products and Accessories and also the Health, Beauty and Skincare Award.

Quinn Plastics is one of Europe's foremost manufacturers and suppliers of transparent, translucent and opaque plastic sheet products. We offer a range of industrial and domestic products that are used mainly in the advertising, point of sale/point of purchase, sanitary ware and construction sectors. Applications of our products range from simple picture framing through to complex construction projects, such as sound barrier systems.

We pride ourselves in our dedication to providing solutions to our customers, commitment to high quality products with first class customer service.

Quinn Plastics congratulates all tonight's nominees and winners and we would like to wish them a very enjoyable evening.

**QUINN** *plastics*



## GOLD

SUPERDRUG STUNNING PROJECT  
for  
SUPERDRUG

by **Kesslers International**

Judges' comments:

"A simple yet effective POS solution to bring order, ease and premiumisation to the retail environment both for the customer and in-store staff.

Trial store sales results were extraordinary and was rolled out into 200 stores to achieve great execution and success."



## SILVER

NICORETTE DEMONSTRATION UNIT  
for  
PFIZER LTD

by **Coutts Retail Communications**

Judges' comments:

"A flexible unit which has been made to site anywhere due to its non-obtrusive nature and fulfills its educational purpose whilst re-enforcing the brand significance within the category."

# Skincare,Health & Beauty - Temporary Display

## Head Judge For The Category

Orit Peleg, 2nd Moment OfTruth Development Manager - COCA COLA ENTERPRISES LTD

## Category Sponsor

Foamalite Ltd

Foamalite is an independent, family owned business and its success has been built on providing the highest quality range of Foam PVC products to the sign & display sector worldwide since 1997.

Foamalite have just launched a comprehensive range of APET & PETg sheet material for the point of purchase sector. These new products will give brands, designers, P-O-P producers and retailers a more flexible and varied product choice and assist them to meet the challenging needs of an ever changing industry. APET is a product of the future in P-O-P as its versatility and recyclability make it one of the most environmentally friendly plastic substrates on the market.

Foamalite are proud to be a sponsor of the POPAI awards and together with our distributors would like to say congratulations to all the entrants and winners.

For further information on our Foam PVC, APET & PETG product range please consult our website [www.foamalite.ie](http://www.foamalite.ie)



FOAMALITE



APET lite



PETG lite



FoamaLite



FoamaLiteX



FoamaBrite



FoamaLiteAS



FoamaDur



FoamaLite  
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FoamaLite  
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The Designers Choice  
for Foam PVC, APET & PETG Sheets



Experts in POP Plastics



Foamalite Limited, Loch Gowna, Co. Cavan, Ireland  
tel: +353 43 83525 / 26 email: [info@foamalite.ie](mailto:info@foamalite.ie)



[www.foamalite.ie](http://www.foamalite.ie)



## GOLD

TCP FSDU  
for  
CHEFARO

by **Inlett Ventures Ltd**

Judges' comments:

"The TCP display achieved strong brand presence and stand out via a simple yet impactful design and messaging."

The incremental sales uplift achieved and high customer satisfaction were a key to their success."



## SILVER

ALWAYS SILK FSDU  
for  
PROCTER AND GAMBLE

by **Wilmot Budgen Ltd**

Judges' comments:

"The through-the-line consistency achieved via the satin material attached to the display, alongside the cost effectiveness of the prefilled unit, truly contributed to their success. In addition, the high compliance rate and overall ROI achieved were instrumental to the display's overall performance."

## BRONZE

BOOTS CHANGE ONE THING  
for  
BOOTS

by **Momentum**





# Stationery, Office Supplies, Financial and other Services

## Head Judge For The Category

Sarah Bown, Trade Marketing Executive - MARS PETCARE

## Category Sponsor

TNT Fulfilment Services

TNT Fulfilment Services is an established and specialist division of TNT Express Services, Europe's leading distribution company.

We provide personalised solutions to organisations, large or small through the following areas of expertise:

• Fulfilment • Stock management • Storage and call-off • Pick and pack • Collation and consolidation • Distribution

TNT Fulfilment Services work with large and small organisations across various industries. Whether it's a 'one-off' solution or regular business requirement, TNT Fulfilment Services will develop the right bespoke solution to meet your needs.

We can pick, pack and collate whatever you need, from large scale print, to sample packs, from PCs to brochures. Our highly skilled team will collate, insert and pack accurately to order so you know the right quantities will be delivered to the right destination - when you need them.

For more information call the fulfilment team on 01827-303030 alternatively email [fulfilmentservices@tnt.co.uk](mailto:fulfilmentservices@tnt.co.uk) or visit [www.tntfulfilment.co.uk](http://www.tntfulfilment.co.uk) for more information.

TNT Fulfilment Services delivering excellence in partnership with POPAI.



POPai  
AWARDS 2007

TNT Fulfilment Services  
delivering excellence  
within the industry

SMILE  
YOU'RE  
ALIVE

If you get  
a chance  
take a chance

Don't try.  
Do it.

GET RICH QUICK (easy)  
Plus friends. Plus money. Plus...  
POSITIVE LIVING  
DRESS TO IMPRESS  
Living the Dream  
THIS WAY UP

You don't need to rely on  
positive thinking to find  
personal fulfilment

Whether it's a 'one-off' solution or regular business requirement, TNT Fulfilment Services will develop a personalised solution to meet your individual fulfilment needs.

As a specialist division of TNT Express Services, Europe's leading distribution company, we have the resources to meet any fulfilment requirement, no matter how big or small.

Our services include:

- Fulfilment
- Stock management
- Storage and call-off
- Pick and pack
- Collation and consolidation
- Distribution

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TNT

It's our business to deliver yours



**GOLD**

KODAK IN COUNTER PRINTER  
DISPLAY for  
KODAK LTD

by **arken**

Judges' comments:

"An innovative and modern unit placed within a difficult retail environment.

It has a great balance of branding, education, theatre and interaction and utilises space in an efficient manner."



# Installation

## Head Judge For The Category

Gary Harwood, Global Retail Director - GS

## Category Sponsor

TNT Fulfilment Services

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TNT Fulfilment Services delivering excellence in partnership with POPAI.



## Judges' comments:

"The installation involved refitting 88 MOTO stores using a small number of teams and fitters. This effectively allowed MOTO and WHSmith to achieve a speedy, efficient re-branding programme. The judges were impressed by the additional services provided with the installation including delivering a queuing system, other 'bundled services' as well as a comprehensive pre-training of the fitting teams to ensure minimal disruption."

## SILVER

MOTO STORE REFIT  
for  
MOTO HOSPITALITY LTD

by **Bartuf Systems Ltd**



## BRONZE

THORNTONS WINDOW DISPLAY  
for  
THORNTONS

by **Momentum**



Head Judge For The Category

Simon Rowe, Merchandising & Display Manager - PEPSICO UK & IRELAND

Category Sponsor

POS Direct Ltd

POS Direct Ltd are an established company specialising in **e-commerce, fulfilment, distribution and storage solutions** for point of sale/ point of purchase materials, display & promotional items, stationery, print & consumer goods. Our reach extends throughout the UK, Europe and Worldwide, utilising **POSITIVE**, our e-commerce solution including real time 24/7 **online ordering & reporting**.

Background, Aims and Objectives

Independently owned, we are now in our 17th year of trading which has seen progressive, ongoing expansion. We have a consistent and proven track record with high profile brands, retailers and publishers and our objective is to provide **premium service** with complete **visibility, outstanding value for money** and **innovation** in delivering the best solution for our clients. These objectives are underpinned by our continuous review and improvement ethos.

Our business model is all about sustainable long term relationships with our clients, employees and suppliers alike, working together to achieve best results for all parties.



GOLD

WALLS ECO-DESIGN LITTER BIN  
for  
UNILEVER UK

by **Signwaves Ltd**

Judges' comments:

"Great example of where innovation works....an adaptation of an existing item i.e. it's a bin!

Great execution with such a simple design.

Great environmental credentials."

# Digital Content

## Head Judge For The Category

Ben Deller, Strategic Marketing Controller - ALPHA RETAIL

## Category Sponsor

Office Twelve

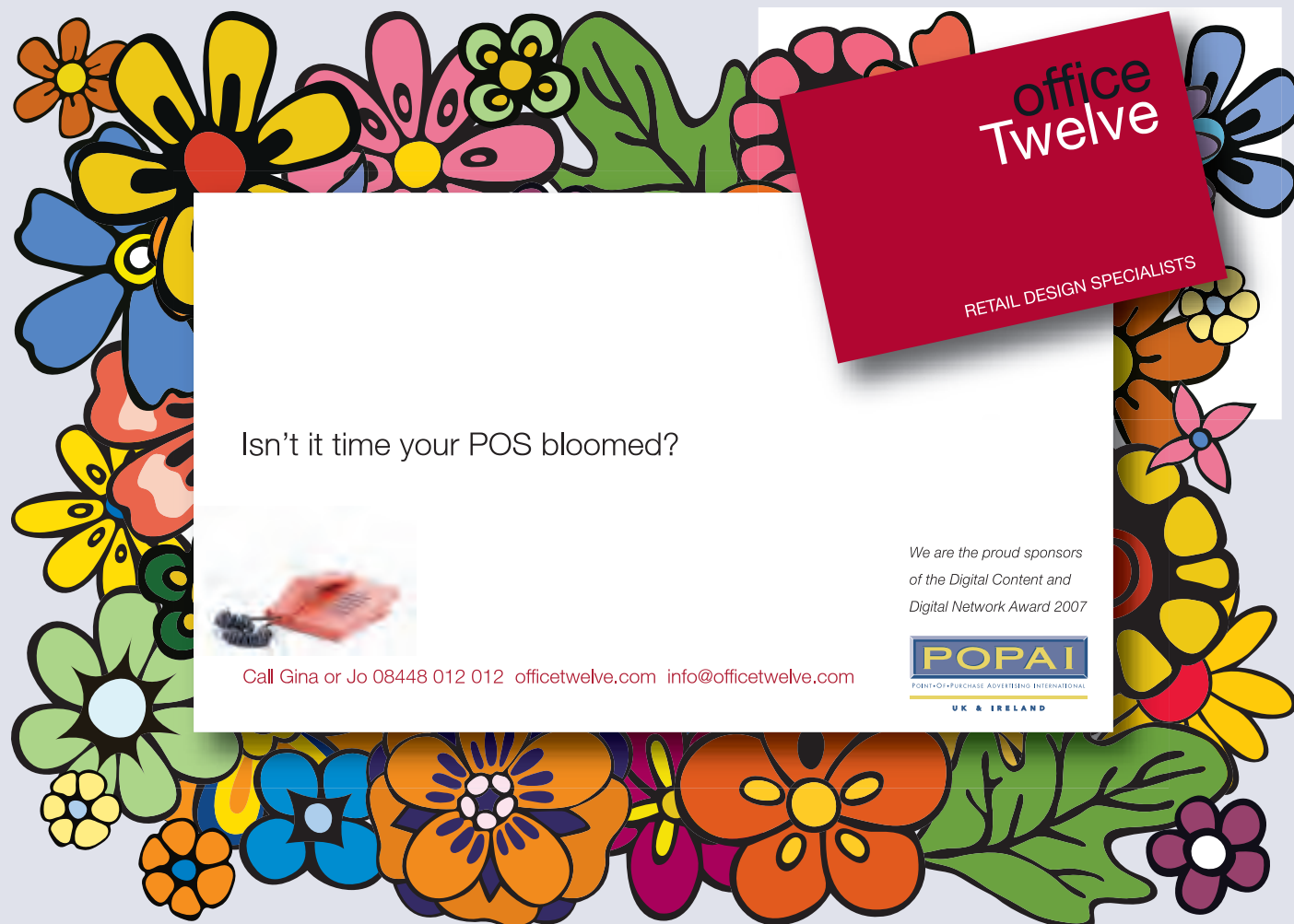
**Retail Design.** Your brand is unique, a character in its own right. We look at what you want to achieve and use our multi-disciplined team to create a targeted approach. We combine dynamic design and a mature, experienced approach to delivering a final solution.

Retail Interiors  
P-O-P  
Shop-in-shop  
Graphic Design  
Brand Identity & Communication

**We design, source, develop, deliver.** Our purpose through design is to engage and persuade consumer purchase from first look to repeat choices. The synergy in our working practice brings together an in-house team of talent, knowledge and expertise.

**Providing a fantastic service is what we love doing.** We take great pride in working with some of the biggest brands. We go above and beyond the norm to deliver an entire retail interior or a stand-alone fixture. Using our extensive supplier base, we select the most cost effective solution to perfectly suit the requirements of your brief.

Young minds in experienced heads.



## GOLD

LLOYDS TSB RADIOVISION  
for  
LLOYDS TSB

by **Immedia Broadcasting plc**

Judges' comments:

"The judges commented on the very slick, yet simple production.

The winning content had strong messaging, a robust central theme, clear visual & audio cues as well as a very effective 'call to action'."

## SILVER

3 - MOBILE INTERNET 'FREEDOM' -  
FULL CAMPAIGN for  
HUTCHISON 3G UK LTD

by **Realisation Marketing Services Ltd**

Judges' comments:

"The judges acknowledged the challenges presented in demonstrating phone technology and so appreciated the blending of various different filming and editing techniques to deliver efficient communication of the message."





Head Judge For The Category

Ben Deller, Strategic Marketing Controller - ALPHA RETAIL

Category Sponsor

Office Twelve

**Retail Design.** Your brand is unique, a character in its own right. We look at what you want to achieve and use our multi-disciplined team to create a targeted approach. We combine dynamic design and a mature, experienced approach to delivering a final solution.

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Young minds in experienced heads.



RETAIL DESIGN AND BUILD CONSULTANTS

GOLD

LLOYDS TSB RADIOVISION  
for  
LLOYDS TSB



by Immedia Broadcasting plc

Judges' comments:

"The judges were impressed how the channel effectively combined visual content with live audio commentary.

There were strong production values throughout the channel which had clear objectives and a content strategy to promote many of the bank's products & services."



SILVER

GAME LIVE! - LIVE INSTORE GAMING  
RADIO STATION for  
GAMESTORES GROUP LTD

by Immedia Broadcasting plc

Judges' comments:

"The judges were impressed with how this channel was highly targeted towards its key audience. Although primarily aimed at shoppers, the judges commended how they had developed content aimed specifically at staff which encouraged their interaction with the channel – including requests and competitions to enhance their product knowledge. There was also clever use of customer, staff & manufacturer commentary to bring the computer games to life on-air."

BRONZE

DIGITAL SIGNAGE NETWORK  
for  
CAMELOT GROUP PLC

by Remote Media



SILVER

ASDA FM LIVE  
for  
ASDA STORES LTD

by Teamtalk Broadcast

Judges' comments:

"The channel gave clear demonstration of the store's range & value. The judges particularly praised the content which increased pre-awareness of forthcoming offers to drive future store footfall and also the adverts that reflected the 'feel of nation' and those that had local a flavour. The channel had a high standard of production with a good mix of music, offers, editorial & celebrity association."



Category Sponsor

Foamalite Ltd

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Foamalite have just launched a comprehensive range of APET & PETg sheet material for the point of purchase sector. These new products will give brands, designers, P-O-P producers and retailers a more flexible and varied product choice and assist them to meet the challenging needs of an ever changing industry. APET is a product of the future in P-O-P as its versatility and recyclability make it one of the most environmentally friendly plastic substrates on the market.

Foamalite are proud to be a sponser of the POPAI awards and together with our distributors would like to say congratulations to all the entrants and winners.

For further information on our Foam PVC, APET & PETG product range please consult our website [www.foamalite.ie](http://www.foamalite.ie)



GOLD

KITKAT CHUNKY PEANUT BUTTER  
“AROMA” FSDU for  
NESTLE IRELAND

by **Print & Display**

Judges’ comments:

“The display provided strong branding with an innovative use of new technology to provide both interaction for the shopper and the use of aroma as a reminder of the product itself.

As a vehicle for the launch of a new product the display performed extremely well.”



# Display of The Year

## Category Sponsor

CJ Services UK Ltd

Our aim is simple: "To provide a specialist in-store marketing solution for all of our customers which maximises their return on investment by delivering high levels of in-store compliance."

Over the past 12 years our in-depth knowledge of in-store marketing has helped us deliver and implement some of the largest Point of Purchase campaigns across the UK, both on a strategic and tactical basis. Over the past 12 months we have established key strategic working partnerships with some of the UK's leading brands including, PepsiCo, Tesco Retail Services, Imperial Tobacco, Orange, PayPoint, GM Vauxhall, and most recently the Alliance and Leicester.

CJ Services' dedication to continuous improvement has allowed us to pioneer some of the most advanced reporting systems in use in the Point of Purchase industry, enabling our clients not only to view activities in a real time manner but also to track and monitor their return on investment.



## GOLD

RUBY & MILLIE  
for  
BOOTS THE CHEMIST LTD

by **Checkland Kindleysides & Diam UK Ltd**

**Judges' comments:**

"The Ruby & Millie permanent cosmetics displays have consistently returned sales over and above expectation.

Year on year sales have increased by 42%, clear merchandising has been instrumental in this achievement."

## SILVER

SNUS CHILLER UNIT  
for  
HOUSE OF PRINCE

by **Sector**

**Judges' comments:**

"The SNUS display was a deceptively simple unit that offered flexibility to the retailer whilst projecting strong premium cues.

The marketing objectives were achieved and return on investment to the brand were key to it's success - a real winner!"



## BRONZE

REFRIGERATION UNIT  
for  
DIAGEO

by **arken**

**Judges' comments:**

"The judges were impressed by the Guinness Refrigeration Unit's impact and brand presence. It combines the convenience of chilled cans and multi-pack stock in one location and has boosted Guinness sales in 150 stores throughout Ireland."





Working together  
to succeed

Winning designs are worth protecting  
Veale Wasbrough, POPAI's lawyers, are specialists in:

- Design protection and licensing
- Brand protection and disputes
- Copyright – including music and video licensing
- Technology – including digital signage
- Commercial contracts
- Terms and conditions of business
- Website development and legal compliance
- Employment issues
- Property transactions and usage
- Data protection

For advice, please contact:  
Paul Sampson  
0117 314 5300  
[psampson@vwl.co.uk](mailto:psampson@vwl.co.uk)



Orchard Court, Orchard Lane, Bristol BS1 5WS

Central Court, 25 Southampton Buildings, Chancery Lane, London WC2A 1AL

[www.vwl.co.uk](http://www.vwl.co.uk)

CONGRATULATIONS  
TO ALL THIS YEARS WINNERS

see you next year



01509 504913  
[WHYGECKO.COM](http://WHYGECKO.COM)  
enhancing the retail environment



Thank you to those taking part in the inaugural  
POPAI Awards 2007

Congratulations to all the winners



CJ Services

Amari  
PLASTICS PLC

arken



PERSPEX  
Distribution Ltd



QUINN-plastics

S2 GPX  
GEMINI



TNT

office  
Twelve  
RETAIL DESIGN AND BUILD CONSULTANTS