

POPAI AWARDS BOOK 2009

THE AWARDS FOR THE P-O-P INDUSTRY



POINT-OF-PURCHASE ADVERTISING INTERNATIONAL

UK & IRELAND



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2010**



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**Vacancies dedicated to our industry
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Promoting Retail Marketing



The POPAI Awards Book 2009

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Introduction to The POPAI Awards Book 2009

Welcome to the POPAI Awards 2009 Book of Winners.

This is the third year that POPAI has organised its own Awards competition and once again a near-record number of entries has been received highlighting a particularly high standard of displays overall.

This year has seen the greatest number of categories to date - 22 in all - including a new Environmental category. This, along with the introduction of two digital sector categories in 2007, demonstrates POPAI's determination to recognise the growing impact of both environmental best practice and the increasing diversification and implementation of digital media in retail. 2009 also sees the introduction of 'Display of the Year' for both temporary and permanent displays.

The judging of the Awards is always a challenge and this year has been no exception. POPAI would like to thank all of the judges for their time and efforts throughout the judging process.

Finally, POPAI would also like to thank all the sponsors of the POPAI Awards 2009. Without their vital contribution, it would not be possible to stage the competition.

Congratulations to all the winners!

All winning entries may be viewed online at www.popai.co.uk/awards

CORPORATE SPONSOR

POPAI UK & Ireland would like to thank Momentum for their corporate sponsorship of the POPAI Awards 2009



CORPORATE SPONSOR

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JUDGES

POPAI UK & Ireland would like to thank the judges for their invaluable contribution to the competition

Simon Rowe, Head of Retail Development - Twentieth Century Fox Home Entertainment



Nick Widdowson, Merchandising Manager - Unilever UK & Ireland Ltd



Hilary Leam, Category Manager - Haircare - Boots UK Ltd



Steve O'Neill, Head of Retail Marketing Development - HSBC



Robert Johnson, Retail Development Manager - Dyson



Jake Kirkham, Retail Marketing Manager - HBOS



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



Doug Glenwright, Marketing Manager Customer Experience - TUI Travel plc



David Hall, UK Merchandising Manager - Gallaher Limited (JTI)



Martel Lawson, Category Display Manager - McCormick Foods



Michelle Farrell, Senior Retail Marketing Executive - Meteor Mobile Communications



Jemima Bird, Marketing Director - Musgrave Retail Partners GB



David Cautley, European Director Retail Presence & Visibility - Energizer



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QUINN *plastics*



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A concise guide with practical examples which explains:

- What is digital?
- How is DMiR used?
- The business models behind successful DMiR installations
- Delivering value to the shopper
- Designing content to engage the shopper
- Effective infrastructure
- DMiR innovations
- The future of DMiR

Promoting Digital Media in Retail

DMiR

Download now @ popai.co.uk



PLAYING TO THE P-O-P BEAT

Imagesound are proud to be part of the 2009 POPAI Awards and would like to congratulate all the nominees for their recognition of promoting excellence in the P-O-P market.



- Imagesound are committed to providing the most effective music profiling, audio and on-screen media solutions to connect your brand with your customers. As providers of tonight's music, we hope you enjoy the whole P-O-P experience.

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YOUR IMAGE, OUR BUSINESS

POP AI


POINT•OF•PURCHASE ADVERTISING INTERNATIONAL

U K & I R E L A N D

10 good reasons to join

- Improve your marketing strategy through research
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- Raise standards of practice
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- 5 members meetings a year featuring external speakers
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- Access to library of research & speaker presentations
- Networking
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- Free employment legislation updates
- Free company profile on POPAI UK & Ireland website
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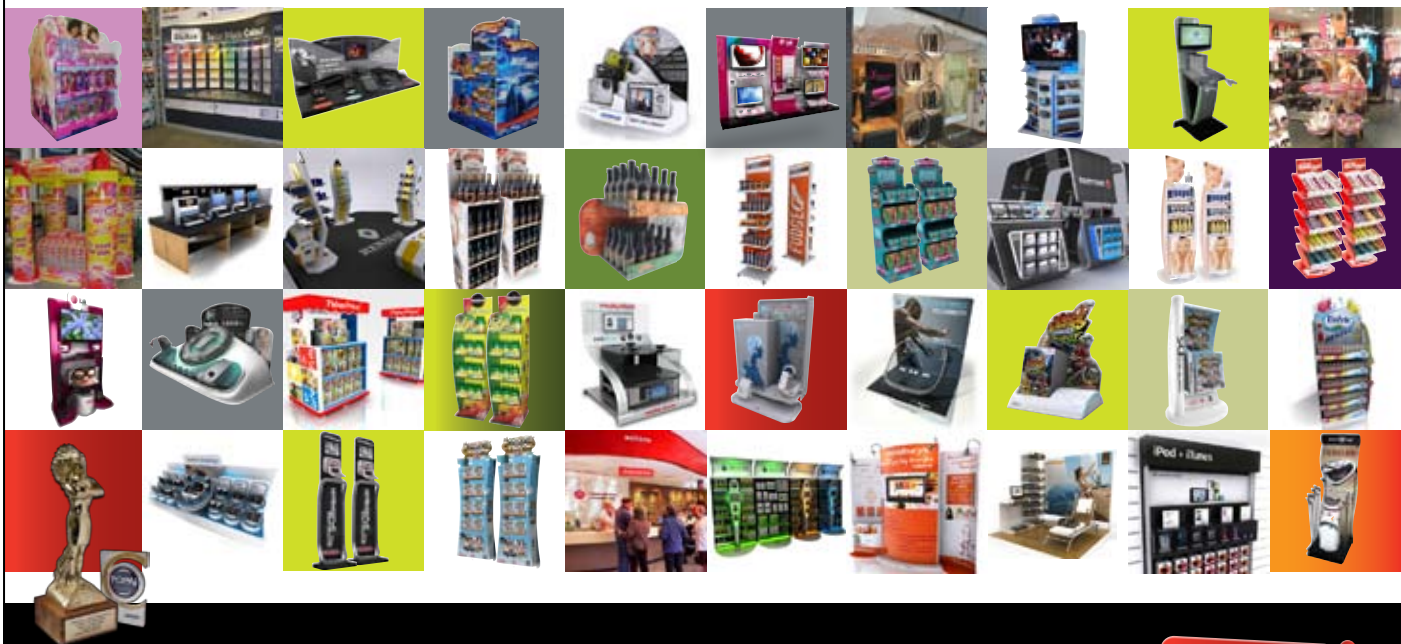
Promoting Retail Marketing



VALLEY *IS* P.O.P

We have been in the Retail Marketing business for over 100 years, however we're anything but old fashioned – except where client service is concerned!

Whether your solution requires Temporary, Semi-Permanent, Permanent Point of Purchase or full scale Shop in Shop creations, Valley has the expertise to manage the total programme.



For award winning retail marketing solutions, contact us: **+44 (0)1535 272861** or visit our website www.thevalleygroup.com
Valley lives at Harden Beck, Bingley, West Yorkshire, BD16 1BL, UK.

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Award Winning POP The Image Makers



CRP creates revolutionary award winning POP for inspired brands. Working alongside retailers and brand owners we produce outstanding displays. Enhancing products and driving sales.



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Travel, Automotive, Leisure & Entertainment

Head Judge for the Category

Jemima Bird, Marketing Director - Musgrave Retail Partners GB

Category Sponsor

Momentum

We understand what it takes to deliver winning P-O-P because we know retail.

We understand what makes shoppers tick.

We understand what keeps retailers up at night.

We know that the power of any marketing campaign only works if the message stays in the consumer's mind until they have the product in their hands.

We identify where the shopper 'opts out' from buying a brand, then reverse engineer 'opt in' solutions which radiate out from the shelf, across all consumer touch-points, in and out of store.

Of course, great theory is useless without great delivery. That's why we provide the UK's leading installation and merchandising service. From our network of warehouses, we can carry out the most demanding in-store campaigns, in every kind of retail environment across the UK.

We understand what it takes to provide winning solutions that will move your brand and your business forward.

We are Momentum.

momentum

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GOLD

THE KWIK FIT SHOCK ABSORBER COUNTER DISPLAY UNIT

for
KWIK FIT

by **bezier group**

Judges' comments:

"The display unit was the clear winner in the category given the innovative and interactive design which engaged strongly with customers.

The unit was designed to maximise the small amount of counter space available providing an educational, informative and selling tool for staff in-store. The 70% uplift was an excellent return on the low unit price.

A compelling and innovative unit which engaged and sold – always a winning combination."

SILVER

MILLETS TENT BAY for BLACKS LEISURE GROUP PLC

by **The Delta Group**

Judges' comments:

"An excellent design for a difficult to communicate product offer: The simple to use, simple to display unit engaged with customers and demonstrated a 200% sales uplift.

Importantly, the unit helped to drive brand awareness across the category and allowed the end consumer to establish the best solution for their needs. The unit delivered consistently all the while and with a small footprint - important in a busy sales environment."



BRONZE

SATELLITE NAVIGATION AUTOMOTIVE DISPLAY

for
GARMIN

by **arken P-O-P Ltd**

Sports, Toys & Accessories

Head Judge for the Category

David Hall, UK Merchandising Manager - Gallaher Limited (JTI)

Category Sponsor

HL Display

HL Display is Europe's leading supplier of products and solutions for merchandising and in-store communications. With more than 50 years experience, the company has extensive knowledge and expertise of displaying products in stores in a way that increases sales and makes the shopping environment work more efficiently, whilst at the same time providing end consumers with all the information required to make a purchasing decision.

The company is renowned for its innovative, service led approach and its unrivalled range and experience. Consequently it has built up a portfolio of international clients including retailers and brands such as **Tesco, Waitrose, ASDA, Procter & Gamble** and **Co-Op**. HL Display's **Datastrip** revolutionised the way in which prices and product information was displayed on shelf, and it has continued to build on its reputation for market-changing solutions ever since with products such as Sidekick Max and Heroshelf.

SideKick™ MAX

Make Cross Merchandising easy



Create additional sales in a limited space!

The new Modular Cross Merchandising Unit is:

- ▶ Easy to transport
- ▶ Easy to mount within a few seconds - No Tools Required

SideKick™ MAX is the first modular Gondola end unit for both hooks and shelves.

- ▶ Highlight your range whatever the category or the type of products
- ▶ Create a great gondola end presence and stimulate impulse sales



Stimulate impulse sales

HL DISPLAY UK - HL HOUSE - ARLANDA WAY - HUMBERSIDE AIRPORT - KIRMINGTON - DN39 6YH - TEL: 01652 686535 - FAX: 01652 688663 -
EMAIL: HANNAH.MCKINNON@HL-DISPLAY.COM - WWW.HLBRANDMAN.COM



GOLD

MY BLUE NOSE FRIENDS FSDU
for
CARTE BLANCHE GREETINGS LTD

by **Carte Blanche Greetings Ltd**

Judges' comments:

"This was the clear winner in the category and delivered an excellent P-O-P solution to a complex marketing brief.

The display was designed to provide retail-based merchandising for the launch of the new brand. It was delivered effectively and provided a simple yet very creative solution. The brand launched with six SKU's but ultimately would end up with 18. Using the wardrobe design it could effectively display all SKU counts without losing theatre or impact.

Overall, a very effective unit that delivered a unique proposition in-store."



SILVER

NIKE WOMEN "HERE I AM"
CAMPAIGN FALL 08
for
NIKE UK

by **Office Twelve Ltd**

Judges' comments:

"A flexible design that allowed a variety of products to be displayed with interchangeable graphics.

The solution was designed to support the European "Here I Am" campaign and allowed stores the flexibility to position the display on shelf, directly onto the floor or within window displays. The success of the solution ensured that the cubes were reused for the next three seasons thus providing excellent value for money.

A simple, creative and successful solution that supported the brief."

BRONZE

TOP FLITE BALL OPEN DUMP BIN
for
CALLAWAY GOLF EUROPE LTD

by **HRG (UK) Ltd**



Alcoholic & Soft Drinks

Head Judge for the Category

David Hall, UK Merchandising Manager - Gallaher Limited (JTI)

Category Sponsor

Eden Group

Eden Group, leading volume manufacturer of point of purchase fixtures.

Eden understands that sometimes it's the simple things that help make all the difference; that is why we offer our clients a single source solution for all their P-O-P needs. Our flexible approach means that you can use our services individually or combined to suit the way you operate. Our services include design, development, volume manufacture, value engineering, consolidation and installation.

Renowned for innovation and extensive manufacturing capabilities Eden has helped some of the world's largest retailers save money and increase efficiencies. Our well established value engineering skills and 'lean' ethos drive down costs, reduce waste and lead-times, without jeopardising the integrity of the design and the quality of the finished product.

Eden is also committed to taking a proactive role in reducing their environmental impact. As a long standing member of the POPAI Green Project, Eden continues to look at ways in which it can improve processes and materials to give a positive impact on their carbon footprint.

Keeping things simple...



Innovative thinking. Local production. Cost effective solutions.

Leading UK volume manufacturer of Point of Purchase fixtures. Please visit www.eden-industries.co.uk for more information. Alternatively, you can contact us on +44 (0)8707 259734 or email us at info@eden-industries.co.uk

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GOLD

PEPSICO SOFT DRINK UNDER-SHELF
UNIT
for
PEPSICO UK & IRELAND LTD

by **EML Retail Display Ltd**

Judges' comments:

"An outstanding and ingenious solution to give product awareness in an area of the store where space is at a premium.

This display solution utilises void space in the chilled drinks area that had been previously unused. A very simple, easy to install design that maintains the product as 'king.' Delivered at an affordable price."

Grocery, General Merchandise & Snack Products - Permanent Display

Head Judge for the Category

Steve O'Neill, Head of Retail Marketing Development - HSBC

Category Sponsor

Kolorcraft

Kolorcraft Group are one of the largest P-O-P providers in the country.

For more than 30 years, we've worked alongside some of the most successful names in UK retailing, including giants in the electrical, fashion, DIY and FMCG markets. Not to mention some of the most well respected brands in cosmetics and the automotive industry. In fact, we're one of the largest - and certainly the most proactive - P-O-P producers in the UK. Supported by experienced teams of creative thinkers, strategic planners and account managers, we're dedicated to making sure that every project is completed on time, right first time, whilst delivering outstanding value for money, whether it's in-store P-O-P production, brand ID and management, or design for print.

We're also committed to discovering and implementing new, more eco-friendly ways to secure the sustainable future of printing. To this end, we're always investigating innovative new processes, materials and procedures that help us help you better manage lifecycle costs, as well as minimise harmful environmental effects. Because maintaining a quality service at every level is something we're dedicated to achieving.

30 years in business and
**we're still
very green**



creative | print | logistics

kolorcraft.com





GOLD

ASDA FRESH COUNTERS POS
for
ASDA

by **Gratterpalm Ltd**

Judges' comments:

"This entry was simple, effective and delivered a big impact helping to reposition an often neglected zone in supermarkets and helping ASDA to reinforce their brand and expertise."

Although simple in execution, the entry answered the brief perfectly and is a great example of how simple but strong P-O-P can refresh the look of an in-store zone without resorting to budget-hungry refurbishment programmes."



SILVER

NEXT GIFT CARD FLOORSTAND
UNIT
for
NEXT RETAIL LTD

by **Office Twelve Ltd**

Judges' comments:

"This execution was bang on the brief and very 'Next' in its design and branding slotting in seamlessly to the rest of the store format. The unit is visually strong and feels simple yet stylish whilst giving maximum flexibility and a small footprint."

Once in situ, the unit delivered good sales uplifts for the client whilst offering more placement opportunities for a category sometimes limited to cash desk P-O-P'



BRONZE

ARCADIA 4 & 8 BOX
MERCHANDISER UNITS
for
PEPSICO UK & IRELAND LTD

by **DisplayPlan**

Grocery, General Merchandise & Snack Products - Temporary Display

Head Judge for the Category

Jonathan Fulwell, Purchasing Manager POS & Design - L'Oreal UK Ltd

Category Sponsor

B Print & Display Group

Many claim to put "the detail into retail"..... at B Print and Display Group we see it as part of our working day.

We believe it's what sets us apart, and it's what our business success has been built on over the past decade.

We know these days if you seriously want to put detail into retail working with blue chip clients you have to raise your game above others. It's not enough just to have a modern purpose built print factory, state of the art production facilities across litho, digital and screen printing, or achieve industry leading compliance levels in-store.

No, what really sets us apart from the crowd is our thinking. It's how we treat our customers' business, by thinking of it as part of our own and how we strive to add value to the process from concept design, through to print and fulfilment methods right down to final delivery/compliance in-store. That's the "B Print way."

Don't just take our word for it... why not ask our customers?



By providing a comprehensive design, print & logistics service for **retail communication**, we **deliver greater value** and pride ourselves in **helping drive sales** in-store.



To find out more log onto
www.b-printanddisplay.co.uk
or call **01670 735 666**
Retail communications specialists





GOLD

WALKERS 'DO US A FLAVOUR' IMPULSE HOPPER DISPLAY

for
PEPSICO UK & IRELAND LTD

by **CRP Print and Packaging Ltd**

Judges' comments:

"Effective use of colour together with strong brand communication helped create space and provide standout in high footfall areas.

A versatile unit using a common structure with some simple fixtures enabled this P-O-P unit to be displayed in some unusual incremental spaces in busy retail environments. Great retailer feedback and significant sales also made this unit stand out from the crowd."



SILVER

ARIEL GEL SHELF TRAY WITH STICKER

for
PROCTER & GAMBLE UK

by **PPE Ltd**

Judges' comments:

"Product and P-O-P working in harmony.

The nature of the gel-product is so elegantly reproduced by the use of deceptively simple poly-domed stickers. These shelf trays enabled the brand to communicate NPD, build awareness and establish standout.

Simple, elegant and well designed."



SILVER

EXTRA ICE MINTS FSDU for THE WRIGLEY COMPANY LTD

by **The Wrigley Company Ltd**

Judges' comments:

"Reflecting the 'ultra' style of the product packaging and providing clear brand presence, the Extra Ice Mints FSDU differentiates this product from the competition and maximises standout in-store.

Careful selection of materials and use of printing techniques have resulted in this unit beautifully replicating the polished steel look and feel of the packaging."



BRONZE

BISTO 'AAH NIGHT' FSDU for PREMIER FOODS PLC

by **Easypack/POP Displays Group**

Fashion & Accessories

Head Judge for the Category

Rob Johnson, Retail Development Manager - Dyson Ltd

Category Sponsor

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BRONZE

SCHOLL FOOTWEAR DISPLAY
for
SSL INTERNATIONAL LTD

by **arken P-O-P Ltd**

Home, Garden & Tobacco

Head Judge for the Category

Hilary Leam, Category Manager - Haircare - Boots UK Ltd

Category Sponsor

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A visibly better solution



GOLD

CROWN TRADE COLOUR STRIPE
CARD SELECTOR
for
CROWN PAINTS LTD

by **HRG (UK) Ltd**

Judges' comments:

"A really difficult retail environment in which to engage with the shopper i.e. outdoors where the product is usually contained within pallets under shrink-wrap. Great visibility of the range and information provided; a durable unit designed to last outside."



SILVER

SCOTTS MIRACLE-GRO MERCHANDISER
for
THE SCOTTS MIRACLE-GRO COMPANY

by **HRG (UK) Ltd**

Judges' comments:

"Great sales results delivered through excellent design, product visibility and accessibility; simple construction, well-displayed product information and good price."



BRONZE

LITTLE GREENE COLOUR CENTRE
for
LITTLE GREENE PAINT COMPANY

by **Kesslers International Ltd**



BRONZE

MAXPOD
for
GALLAHER LTD (JTI)

by **The Maxim Design Group Ltd**

Personal Products & Accessories

Head Judge for the Category

Martel Lawson, Category Display Manager - McCormick Foods

Category Sponsor

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Don't just take our word for it... why not ask our customers?





GOLD

ORDNANCE SURVEY MAP DISPLAY
for
ORDNANCE SURVEY

by **HRG (UK) Ltd**

Judges' comments:

"This is a really neat unit – just a small footprint and yet so much stock.

The nature of the products means many different maps must be stocked and this design manages it. The unit cleverly succeeds in holding more stock than the old unit despite using the same footprint and height. It also delivers on green criteria and critically grew sales as well – what more could you want? Consequently the number of units implemented grew to almost three times the initial target."



SILVER

FILOFAX DIARY, WALLET & INSERTS DISPLAY
for
FILOFAX UK LTD

by **arken P-O-P Ltd**

Judges' comments:

"This was a good design that really seemed to fit the Filofax brand and the channel – independent retailers and stationers.

The unit successfully managed to look premium whilst balancing the use of various materials on a tight budget. Flexibility was key in the brief enabling either the Filofax or the inserts to be displayed or both depending on the level of demand. The brief was well met in terms of branding, durability, flexibility and stock holding."

Telecommunications & Computers

Head Judge for the Category

David Cautley, European Director Retail Presence & Visibility - Energizer

Category Sponsor

Office Twelve

Stop your customers in their tracks

We don't like to see people wandering aimlessly round a shop. We want them to stop and take notice.

Take a look at what we've done for Next, Nike, and Virgin Holidays. Who would have imagined you could increase sales of baseball caps by merchandising them in clear perspex tubes stacked high like a wine rack? Who thought shoes would look more appealing suspended in a forest of knotted upright rods?

So let's get down to business. Behind the wow factor and product-as-hero merchandising, there are cool heads, hard calculations, and practical manufacturing issues. From raw idea to national roll-out, we plan every rivet and joint – and the fewer the better. Our business is lean, our engineering is sparing, and our costs are always within budget.

In short, we're imaginative and cost-effective. A claim which may well stop you in your tracks.

Visit www.officetwelve.com or call Gina Mula on 08448 012012.



WE'RE AN AWARD WINNING TEAM WHO KNOW HOW TO DESIGN AND MANUFACTURE GREAT VALUE, TRAFFIC STOPPING P.O.P. FOR BIG BRANDS.

WE ARE officeTwelve

For more information contact: **Gina Mula** - gina.mula@officetwelve.com
The Bull Pen, Narborough Wood Park, Enderby, Leicestershire LE19 4XT. 08448 012012

www.officetwelve.com



GOLD

DIGITAL VIDEO SECURITY DISPLAY UNIT
for
LOGITECH UK LTD

by **arken P-O-P Ltd**

Judges' comments:

"This entry left me with a strong desire to find out more about the product and potentially buy it.... a winning combination!"

The simple and compact display solution made the product the champion whilst providing the security required helping to clearly demonstrate a high value product in a highly interactive and captivating manner whilst avoiding the risk of theft."



SILVER

SONY BLU-RAY DEMO PLAYER
for
SONY PICTURES EUROPE

by **Valley**

Judges' comments:

"This highly flexible display brought to life the benefit of Blu-Ray technology within a broad and varied range of store types.

The modularity of the display was a key winning feature. Free standing, wall mounting or end of aisle - the unit maintained the essence of the Blu-Ray communication whatever the space available.

The use of blue neon draws the attention of the shopper to the display whilst the clear Sony branding provides the reassurance of the brand. The display also extends the commercial reach of the Blu-Ray proposition by not only promoting the hardware but ensuring awareness and repeat purchase of the Blu-Ray discs through the lower section of the display."



BRONZE

BLACKBERRY STORM DISPLAY
for
RESEARCH IN MOTION

by **HRG (UK) Ltd**

Cosmetics

Head Judge for the Category

Michelle Farrell, Senior Retail Marketing Executive - Meteor Mobile Communications

Category Sponsor

Quinn Plastics

Quinn Plastics is a market leader in plastic sheet extrusion and as such we are able to offer our customers the widest choice of product to suit their individual requirements.

Our products range from established materials such as **acrylics** and **polystyrene** to the more complex engineering polymers such as **polycarbonate**. In addition to this we now offer **ABS** and **ABS PMMA** variants, making us one of the largest independent extruders of thermoplastic semi-manufactured sheet in Europe, an excellent choice for any partner.

Our complete product offering includes:

- Quinn XT
- Quinn HI-XT
- Quinn CAST
- Quinn PC
- Quinn SPC
- Quinn PETG
- Quinn PS
- Quinn SAN
- Quinn HIPS
- Quinn ABS

QUINN*plastics*



QUINN-plastics... offering you more choice!

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 highest quality choice of product.

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.

Key Benefits...

Wide range of stock held in the UK,
Experienced sales team,
Factory led technical support available,
Comprehensive distribution partners,
Extensive range of other materials including:
QUINN PC, QUINN SPC, QUINN PETG, QUINN SAN,
QUINN HIPS, QUINN ABS, QUINN PS.

**For more information just call
01773 838400**

www.quinn-plastics.com



GOLD

MINX COSMETICS DISPLAY
for
KAMAL OSMAN JAMJOOM EST

by **Diam International UK Ltd**

Judges' comments:

"This unit is a perfect fit for the brand and achieves the objectives set out in the brief brilliantly. It portrays a young fun image and displays the product beautifully through the use of colour and lighting. A shopper would certainly be enticed to shop this unit."

SILVER

LASTING FINISH MINERAL POWDER
BOOTS FSU AND SUPERDRUG GE
for
COTY

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

Judges' comments:

"The unit has really taken shopability into account in its design. The designers have cleverly used the colour of the makeup on the unit so shoppers can easily find their desired shade. The unit has also allowed for plenty of branding and messaging on the unit to inform shoppers of product details."



Hair Products & Fragrances - Men & Women

Head Judge for the Category

Michelle Farrell, Senior Retail Marketing Executive - Meteor Mobile Communications

Category Sponsor

Office Twelve

Stop your customers in their tracks

We don't like to see people wandering aimlessly round a shop. We want them to stop and take notice.

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So let's get down to business. Behind the wow factor and product-as-hero merchandising, there are cool heads, hard calculations, and practical manufacturing issues. From raw idea to national roll-out, we plan every rivet and joint – and the fewer the better. Our business is lean, our engineering is sparing, and our costs are always within budget.

In short, we're imaginative and cost-effective. A claim which may well stop you in your tracks.

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office
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GOLD

GHD STYLING IRON HIGHLIGHTER
FAMILY
for
GHD

by **Valley**

Judges' comments:

"The suite of units have utilised unused space in hair salons to beautifully showcase the range of GHD hair straighteners. The range of P-O-P from window units to counter units ensures all salon formats are covered. The window unit in particular looks stunning and promotes the product to those on the street and those in the salon."



SILVER

HUGO ELEMENTS
for
PROCTER & GAMBLE

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

Judges' comments:

"The complex printing process used to achieve the reflective surface on the unit and the clever display which makes the bottle look like its floating give this unit a premium feel. The variety of pieces in this set make certain that all retail units can adopt a suitable option."

SILVER

HARAJUKU LOVERS/GWEN
STEFANI
for
COTY PRESTIGE UK

by **The Attic Room**

Judges' comments:

"The unit's unique design and branding achieves great stand-out in the retail environment. It not only displays the product excellently but also introduces shoppers to the characters and their collectability. The headboard in particular is a great standout piece on this unit!"



Skincare, Health & Beauty - Permanent Display

Head Judge for the Category

Rob Johnson, Retail Development Manager - Dyson Ltd

Category Sponsor

POS Direct

POS Direct Ltd are an established UK leading company specialising in **fulfilment** (order processing, collation, pick & pack) **distribution** (business 2 business & business 2 consumer) **e-commerce** (system integration, on-line ordering, order downloads/fulfilment, on-line stock control, on-line reporting/KPI's, web design & hosting) and **storage** (warehousing & stock management) for point of purchase /point of sale/print & consumer goods throughout the UK, Europe and Worldwide.

We undertake these services for several global brands ranging from one-off single item projects to ongoing multiple product line operations utilising '**POSLive**', our e-commerce software solution, including real time 24/7 online ordering & reporting.

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GOLD

BOOTS SKINCARE CATEGORY UPLIFT
for
BOOTS PLC

by **Kleerex Group**

Judges' comments:

"This entry went beyond the brief with the whole category being uplifted by the display which offered a fresh new boutique look.

The depth of knowledge of the Boot's retail estate which was acquired to combine brand new and redressed elements was impressive. The display manages to achieve a good balance between stock holding and a light and airy feel which lifts it above the skincare category in other retailers."



SILVER

HAWAIIAN TROPIC BEACH
for
ENERGIZER GROUP

by **DisplayPlan**

Judges' comments:

"The beauty of this display is its adaptability allowing it to be used in various retail environments from beach shops to supermarkets.

A low unit cost and high stock holding makes this a very effective display which, at the same time, maintains a prominent brand presence."



BRONZE

THE NEUTROGENA POWER WAVE
CLEANSER FSDU
for
JOHNSON AND JOHNSON SSC

by **The Printed Image**

Skincare, Health & Beauty - Temporary Display

Head Judge for the Category

Jemima Bird, Marketing Director - Musgrave Retail Partners GB

Category Sponsor

arken P-O-P Ltd

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 displays 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.



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arken



GOLD

NICORETTE INHALATOR FREE
STANDING UNIT LAUNCH
for
JOHNSON & JOHNSON

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

Judges' comments:

"This unit worked excellently in bringing the ATL media campaign to life in-store.

The integrated nature and thought process in the design made this the clear winner in the category. The 288% sales increase with 83.5% of sales coming from new users demonstrates how the integrated approach worked superbly. The clean design with simple material and product positioning was excellent."



SILVER

LYNX 360 SHIPPER
for
UNILEVER UK LTD

by **DesignFX Ltd**

Judges' comments:

"The funky bold design met not only the brief but also the target customer:

The FSDU design spin created interest and standout with the selling space maximised from all sides. Performance was excellent with a three times uplift on a low unit price and the total use of space was revolutionary in its design – brilliant."



BRONZE

MOTILIUM 10 PHARMACY PRODUCT
LAUNCH
for
JOHNSON & JOHNSON

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

Stationery, Office Supplies, Financial and other Services

Head Judge for the Category

Martel Lawson, Category Display Manager - McCormick Foods

Category Sponsor

POS Direct

POS Direct Ltd are an established UK leading company specialising in **fulfilment** (order processing, collation, pick & pack) **distribution** (business 2 business & business 2 consumer) **e-commerce** (system integration, on-line ordering, order downloads/fulfilment, on-line stock control, on-line reporting/KPI's, web design & hosting) and **storage** (warehousing & stock management) for point of purchase /point of sale/print & consumer goods throughout the UK, Europe and Worldwide.

We undertake these services for several global brands ranging from one-off single item projects to ongoing multiple product line operations utilising '**POSLive**', our e-commerce software solution, including real time 24/7 online ordering & reporting.





GOLD

DHL SERVICEPOINT
for
DHL INTERNATIONAL (UK) LTD

by **Kleerex Group**

Judges' comments:

"This was a new service that DHL implemented in WH Smith stores – enabling shoppers to pick a package, pack it and then post it in-store.

The design was the winner for the way in which it met the brief so well, the way in which it communicated the brand and the new concept and the way in which it took the shopper through the new process step by step.

All in all this was a simple yet clear and very functional design; consequently 100% of the units were sited in-store."



SILVER

ME TO YOU SOFTLY DRAWN
ISLAND-END DISPLAY
for
CARTE BLANCHE GREETINGS LTD

by **Carte Blanche Greetings Ltd**

Judges' comments:

"This is a great example of what can be achieved when a good design is executed well in-store in conjunction with a good location.

The design fits really well with this new collection of greetings cards and is brave in that it breaks with the traditional method of densely merchandising cards. The location in-store undoubtedly helped drive brand awareness for the range but the well thought through design was a key factor in delivering fantastic results."

BRONZE

MARKS & SPENCER ENERGY UNIT
IN PARTNERSHIP WITH SCOTTISH &
SOUTHERN ENERGY
for
SCOTTISH & SOUTHERN ENERGY

by **arken P-O-P Ltd**



Installation

Head Judge for the Category

Simon Rowe, Head of Retail Development - Twentieth Century Fox Home Entertainment

Category Sponsor

Eden Group

Eden Group, leading volume manufacturer of point of purchase fixtures

Eden understands that sometimes it's the simple things that help make all the difference; that is why we offer our clients a single source solution for all their P-O-P needs. Our flexible approach means that you can use our services individually or combined to suit the way you operate. Our services include design, development, volume manufacture, value engineering, consolidation and installation.

Renowned for innovation and extensive manufacturing capabilities Eden has helped some of the world's largest retailers save money and increase efficiencies. Our well established value engineering skills and 'lean' ethos drive down costs, reduce waste and lead-times, without jeopardising the integrity of the design and the quality of the finished product.

Eden is also committed to taking a proactive role in reducing their environmental impact. As a long standing member of the POPAI Green Project, Eden continues to look at ways in which it can improve processes and materials to give a positive impact on their carbon footprint.

The logo for Eden Group, featuring the word "eden" in a lowercase, teal-colored, sans-serif font. A small registered trademark symbol (®) is located at the top right of the letter "n".



GOLD

BOOTS BEAUTY REBALANCE
for
ALLIANCE BOOTS

by **Momentum**

Judges' comments:

"A return on investment after 51 weeks and a value sales increase of 18%, for Morrisons this was a ground breaking project in terms of complexity, size and deliverables. The 375 store Evening Snacking enhancement programme was accomplished over three phases: 1) survey; 2) de-installation and re-location of existing theatre; 3) installation of new theatre with an overall success rate of 97%."



SILVER

HBOS MARKETING MATERIAL
DISPLAYS
for
HBOS

by **CJ Services Ltd**

Judges' comments:

"A complex programme undertaken to install new confectionery counters in 1,300 Martin McColl stores. A very detailed 5 week survey programme was followed by a 10-store trial before the programme was rolled out over a six month period."



SILVER

FOCUS DIY BATHROOM
CATEGORY REFIT 2009
for
FOCUS (DIY) LTD

by **Momentum**

Judges' comments:

"An impressive installation project that involved a significant number of sites, each with a complex schedule of 60 individual elements of display & merchandising over a relatively short period of just 4 weeks."

What particularly stood out about this entry was the complexity of the project – it involved a large number of items to be correctly displayed in-store through a co-ordinated team of nearly 100 staff. With an online reporting system, the retail client and the installers were able to report on project status store by store to achieve 100% compliance on schedule."

BRONZE

RICHARD BURBIDGE STAIR PRODUCT
REVIEW IN B&Q
for
RICHARD BURBIDGE LTD

by **Plan 2 Install**



Retail Digital Network

Head Judge for the Category

Doug Glenwright, Marketing Manager Customer Experience - TUI Travel plc

Category Sponsor

Scala

Scala is a leading global provider of digital signage and advertising management solutions. By combining digital and traditional signage systems, Scala has become the world's first connected signage company, offering the leading platform for management and distribution of in-store audio visual networks, and the first unified platform for advertising management of both traditional and digital networks.

Scala pioneered the digital signage industry and today drives over 200,000 screens worldwide; more screens than all competitors combined. The company's customers include Rabobank, IKEA, Miele, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, McDonalds, Lloyds TSB, Warner Brothers, The Life Channel, Rikstoto, FuelCast, Repsol, Shell, NorgesGruppen and thousands more. Advertising management customers include Clear Channel Outdoor, Magic Media, Reagan, Adams Outdoor Advertising, among others.

More information is available at www.scala.com

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Scala is a leading global provider of digital signage and advertising management solutions.

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GOLD

3STORE SCREEN NETWORK
for
HUTCHISON 3G UK LTD

by **Realisation Marketing Services Ltd**

Judges' comments:

"A stand out entry in this category, the screen network is seamlessly integrated into the store environment in three locations with dedicated content tailored to each screen."

Each screen has a specific purpose, whether that is encouraging footfall into the store, promoting current campaign messages or explaining different tariff/ handsets for contract phones, content is dedicated to the same purpose making this a well thought through network. Results suggest the screens are more effective than static media."



SILVER

O2 DIGITAL POSTERS
for
WILLIAMS LEA/O2

by **MediaZest**

Judges' comments:

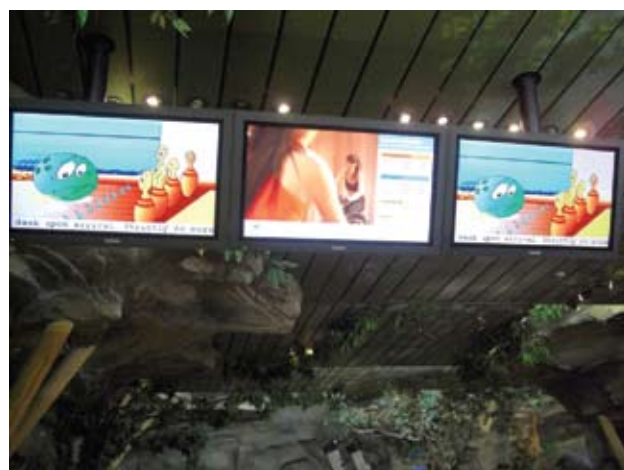
"The brief from O2 was to transform windows to achieve maximum stand out on the high street."

Each execution was bespoke which allowed O2 to create visually stunning windows, differentiating the brand in a highly competitive market. The network has been used for all campaigns since implementation and has been rolled out to key branches nationwide. This is a single-minded brief that has been exceptionally well executed to achieve maximum impact and definitely created a real "wow" factor display."

BRONZE

ACQUIRE'S KEY FLEXIBILITY FOR
CENTER PARCS DIGITAL SIGNAGE &
KIOSK NETWORK
for
CENTER PARCS LTD

by **Working Solutions
(Creative IT) Ltd**



Retail Digital Content

Head Judge for the Category

Doug Glenwright, Marketing Manager Customer Experience - TUI Travel plc

Category Sponsor

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More information is available at www.scala.com





GOLD

HARAJUKU LOVERS KARAOKE
BOOTH
for
COTY PRESTIGE UK

by **The Attic Room**

Judges' comments:

"This was a stand out entry in a highly contested category.

The personalising of content enabled one to one engagement with Harajuku Lovers. Fully branded, the booth lived on after the promotional period. More than just digital content, this is a branded experience with the content being the 'hero' of the promotion which became a talking point amongst the target market of teenage girls.

This entry helped to make Harajuku Lovers one of the most successful perfume launches to date."



SILVER

3STORE CHRISTMAS WISHING
MACHINE
for
HUTCHISON 3G UK LTD

by **Realisation Marketing
Services Ltd**

Judges' comments:

"The 'Wishing Machine' creative seamlessly incorporates offers into the content loop, presenting them in a highly impactful way.

This was a well thought through campaign that impressed the judges with the ability to accommodate tactical offers and present them in an engaging and impactful way that was consistent with the overall campaign.

The content was rolled out to all 310 stores (630 screens) and included strong branding."



SILVER

NOKIA N96 RETAIL VIDEO
for
NOKIA

by **Rivet Global**

Judges' comments:

"Nokia has cleverly developed content that could be used worldwide therefore making this a tough brief that needed to explain complex products both with and without audio.

The resultant content facilitates consistent brand engagement across all markets (in 1,000+ stores) explaining the product in bite-sized chunks in a clear and engaging way. Nokia branding was strong and the content stands out as being well thought through, allowing consistent communication of the brand and product across multiple markets and delivering great results during throughout the campaign."

Environmental

Head Judge for the Category

Nick Widdowson, Merchandising Manager - Unilever UK & Ireland Ltd

Category Sponsor

arken P-O-P Ltd

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 displays 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.

The logo for arken, featuring the word "arken" in a bold, lowercase, sans-serif font. The letters are a vibrant magenta color.



GOLD

WALKERS ARCADIA FAMILY
for
PEPSICO UK & IRELAND LTD

by **DisplayPlan**

Judges' comments:

"A worthy winner!"

Environmental considerations have been taken into account at every stage of the project from original objectives through to materials specification, assembly and disassembly with some impressive measured performance improvements as well as determining best practice from an environmental perspective.

An excellent case study highlighted how this unit met a number of environmental objectives as well as achieving cost benefits at the same time. An example of an environmentally responsible unit that still looks great in-store."



SILVER

SCOTT'S MIRACLE-GRO MERCHANDISER
for
THE SCOTT'S MIRACLE-GRO COMPANY

by **HRG (UK) Ltd**

Judges' comments:

"Great to see environmental considerations included in the original brief!"

Whilst other performance measures are critical to success for P-O-P, we cannot ignore the effect on the environment. This case study demonstrated how the process was re-evaluated to identify ways of reducing the amount of materials required, the number of individual manufacturing processes, print process and choice of materials - sustainable, recyclable and, where possible, carbon neutral materials with local sourcing."

Innovation

Head Judge for the Category

Jake Kirkham, Retail Marketing Manager - HBOS

Category Sponsor

Swanline Print

Swanline Print is a leading confidential trade supplier of specialist printed packaging and point-of-purchase displays. The company can supplement a customer's own production capabilities or provide a total service from initial constructional design to final delivery, thereby allowing its customers unlimited scope to broaden their own portfolio.

Swanline maintains an on-going programme of investment to ensure that its customers are equipped with opportunities to diversify.

Recent investments have included the Automatan Model EM, Europe's largest format litho laminator; and a Nuri SOL 2517, the world's largest flat bed semi-automatic die-cutter. This helps Swanline to provide competitive options across a range of services from screen printed displays to large format litho laminated units.

Swanline's customers are typically display manufacturers themselves, agencies, merchants, and carton companies. They can buy from Swanline safe in the knowledge that the projects will be handled with utmost discretion. Swanline do not supply end-users.



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GOLD

PEPSICO SOFT DRINK UNDER-SHELF UNIT

for
PEPSICO UK & IRELAND LTD

by **EML Retail Display Ltd**

Judges' comments:

"Any unit that gives retailers effectively free space is always onto a good thing!"

Whilst there are an increasing amount of designs looking to utilise 'dead space,' this Tropicana unit sits neatly under a chiller shelf and can be located pretty much wherever the store requires.

The unit is unobtrusive and simple design enables the fitting of the unit in next to no time at all and with the larger unit, a much greater stockholding is available. A great piece of P-O-P and a worthy winner!"



SILVER

HARAJUKU LOVERS KARAOKE BOOTH

for
COTY PRESTIGE UK

by **The Attic Room**

Judges' comments:

"This Karaoke booth manages to deliver in so many ways.

The unit itself is beautifully designed and finished and gives a top-quality look and feel. Graphically, it's a strong, impactful design that looks fantastic and is right on brand.....as is the experience, delivering a great looking, fun experience for Harajuku Lovers' target market wherever the unit is placed.

This is an absolutely fantastic piece of design and retail experience all in one!



BRONZE

WALKERS 'DO US A FLAVOUR' IMPULSE HOPPER DISPLAY

for
PEPSICO UK & IRELAND LTD

by **CRP Print and Packaging Ltd**

Best of Ireland

Category Sponsor

Quinn Plastics

Quinn Plastics is a market leader in plastic sheet extrusion and as such we are able to offer our customers the widest choice of product to suit their individual requirements.

Our products range from established materials such as **acrylics** and **polystyrene** to the more complex engineering polymers such as **polycarbonate**. In addition to this we now offer **ABS** and **ABS PMMA** variants, making us one of the largest independent extruders of thermoplastic semi-manufactured sheet in Europe, an excellent choice for any partner:

Our complete product offering includes:

- Quinn XT
- Quinn HI-XT
- Quinn CAST
- Quinn PC
- Quinn SPC
- Quinn PETG
- Quinn PS
- Quinn SAN
- Quinn HIPS
- Quinn ABS

The logo for Quinn Plastics features the word "QUINN" in a bold, black, sans-serif font, followed by a stylized red swoosh that underlines the letters. To the right of the swoosh, the word "plastics" is written in a red, italicized, serif font.



GOLD

DHL SERVICEPOINT
for
DHL INTERNATIONAL (UK) LTD

by **Kleerex Group**

Judges' comments:

"An all bar perfect example of what can be achieved in terms of real standout using standard materials. Simple but effective, the appealing curvature of the Gillette display enforced brand significance within the category and helped to ensure a prominent and contemporary presence in-store. The high compliance rate was impressive."



SILVER

BOOTS SKINCARE CATEGORY UPLIFT
for
BOOTS PLC

by **Kleerex Group**

Judges' comments:

"Stunning and original design creates impact and interest at distance and close-up without blocking sightlines around it.

Will happily stand in a variety of store locations offering flexible placement at a modest cost.

Does what it set out to do with excellence!"

Display of the Year - Temporary

Category Sponsor

Swanline Print

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GOLD

WALKERS 'DO US A FLAVOUR' IMPULSE
HOPPER DISPLAY

for
PEPSICO UK & IRELAND LTD

by **CRP Print and Packaging Ltd**

Judges' comments:

"This simplistic Pringles unit created some real interest in the impulse grocery sector and with the judges. It's understated design allows the uniqueness of the product packaging to do the talking, (always a plus for this judge), whilst the pre-packed unit is shipped with an assortment of fixings, enabling the unit to be easily hung, including locations where previously it would have been impossible to display. The unit played an important part in the success of the Pringles Rice Infusions launch and is a worthy winner."



SILVER

MY BLUE NOSE FRIENDS FSDU

for
CARTE BLANCHE GREETINGS LTD

by **Carte Blanche Greetings Ltd**

Judges' comments:

"This is a well-branded, well-printed and innovative example of P-O-P which lent itself very well to strong character development with a Halloween theme. The lights and false beams and mirrors were clever additions to standard shopping aisle P-O-P and twinned with well-merchandised planograms. The stand-out is likely to have achieved an extra uplift. Nearly all materials are made from cardboard and nothing looks too intricate to assemble or de-assemble.

The client said it was Asda's best Halloween."



BRONZE

NICORETTE INHALATOR FREE
STANDING UNIT LAUNCH

for
JOHNSON & JOHNSON

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

Display of the Year - Permanent

Category Sponsor

Momentum

We understand what it takes to deliver winning P-O-P because we know retail.

We understand what makes shoppers tick.

We understand what keeps retailers up at night.

We know that the power of any marketing campaign only works if the message stays in the consumer's mind until they have the product in their hands.

We identify where the shopper 'opts out' from buying a brand, then reverse engineer 'opt in' solutions which radiate out from the shelf, across all consumer touch-points, in and out of store.

Of course, great theory is useless without great delivery. That's why we provide the UK's leading installation and merchandising service. From our network of warehouses, we can carry out the most demanding in-store campaigns, in every kind of retail environment across the UK.

We understand what it takes to provide winning solutions that will move your brand and your business forward.

We are Momentum.



**What will your
future hold?**

Find out on the back cover...



GOLD

DIGITAL VIDEO SECURITY DISPLAY UNIT

for
LOGITECH UK LTD

by **arken P-O-P Ltd**

Judges' comments:

"Manufactured with the environment in mind the unit still managed to deliver a fantastic use of tower design with moving colours and lights - a great use of LED illumination for an in-store environment."

Eye-catching, easily updated with equally flexible plinths, the unit met all marketing objectives."



SILVER

PEPSICO SOFT DRINK UNDER-SHELF UNIT

for
PEPSICO UK & IRELAND LTD

by **EML Retail Display Ltd**

Judges' comments:

"This design for me is perfect - it's simple and very straightforward. It doesn't try too hard yet succeeds in getting across all of the key messages. It reinforces the juicy-ness (key USP) of the drink, it communicates that it's a new product and it has a strong call to action. The design, the choice of materials and the neat footprint together with a low unit cost gives it a strong innovation score...and it only takes 30 seconds to assemble."



BRONZE

DHL SERVICEPOINT

for
DHL INTERNATIONAL (UK) LTD

by **Kleerex Group**

POPAI Student Design Award for the NJM Trophy

Lynx are pleased to be sponsoring the POPAI Student Design Awards 2009.

It is always important to go to market with new and innovative displays, and in an ever demanding retail environment that brief has become harder to hit. We take our merchandising and display solutions very seriously as they are the final point of interaction with the shopper before purchase. We consider the needs of our brands, our customers, our consumers and the environment in which we operate all our activities.

It was clear that the entrants into the POPAI Student Design Awards had considered all of these elements and submitted well structured proposals with innovative design ideas together with the creativity and edge that shoppers expect from a brand such as Lynx.

LYNX



The POPAI Student Design Awards recognise excellence in design for retail display as submitted by design students in the UK & Ireland.

Last year, the Awards saw the introduction of a dedicated website (www.popaistudent.co.uk) and an enhanced prize with winners taking a share of the £2,500 prize pot and being placed for interview at a P-O-P producer. The company providing that opportunity was Arken P-O-P who POPAI are pleased to acknowledge are kindly providing the same opportunity for the 2009 competition.

As ever, students also compete for the NJM Trophy in memory of former POPAI Vice Chairman, Nigel Johnston-Maude, who tragically lost his fight against cancer in 2003 and was deeply committed to the development of our industry.

The 2009 Student Design Awards was sponsored by Lynx Deodorant.

The brief set by Lynx was:

"Design a counter-top merchandising unit to house shelf-ready packs"

LYNX

"The unit needs to be counter-top sited appropriately sized to house multiple shelf-ready packs of the Lynx Bullet. The displays will be placed in convenience stores and the cost of the display should be commercially viable although this should not limit your creative thinking and impact of the design."

GOLD

RHYS LANGDON
from
UNIVERSITY OF GLAMORGAN

Judges' comments:

"The entry incorporates an edgy design pertinent to the Lynx brand whilst at the same time taking into account environmentally responsible considerations. In-store research into the space available ensured the design is able to fit in the limited counter area whilst still communicating the brand to the shopper. It's encouraging to see such high quality creativity and consideration of the retail environment in the overall presentation of the entry."



POPAI green project

Working Together To Reduce The Environmental Impact of P-O-P

As The Green Project enters its' second year, POPAI wishes to thank the following
inaugural members for their continued support:



The Green project will soon become a full industry standard adopted by brands & retailers. To get involved now and prepare your company, contact the POPAI office.

www.popai.co.uk/greenproject

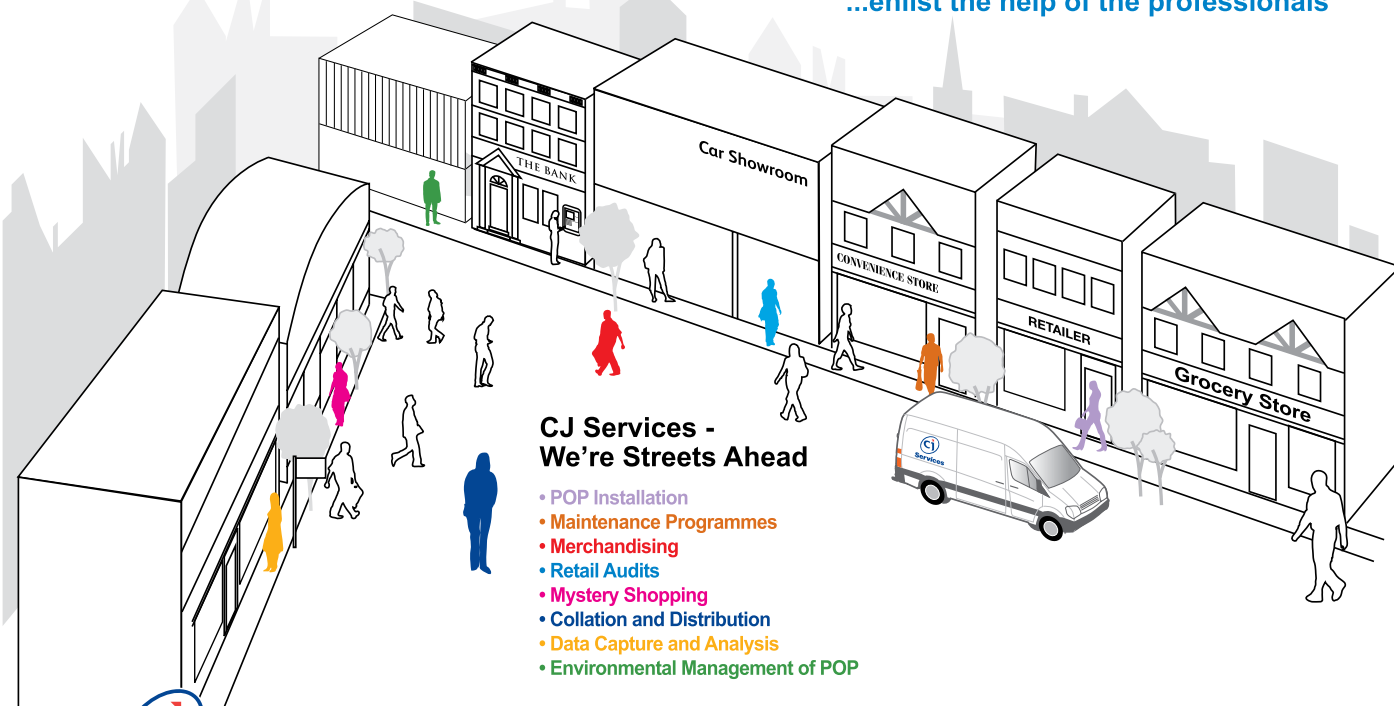


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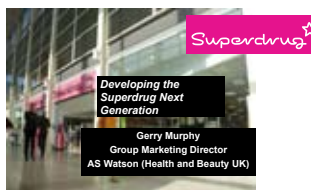
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The Retail Environment

In his presentation, "Developing the Next Generation Superdrug Stores", Gerry Murphy, Group Marketing Director of AS Watson (Health & Beauty UK) explains how Superdrug is moving through a five year strategy to truly focus on its Beauty and Fashion core objectives.



The presentation highlighted how from shopper research Superdrug had established the need to refocus on the core requirements for its retail offer.

This is a key case study demonstrating how practical collaboration between a retailer and their key suppliers are able to build both category and retail store experience.

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