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POPAI Awards 2016

Well done!

Congratulations to all the winners in the POPAI Awards 2016. Savour your success – you've earned it. At the same time, continue to aim high and do ever better work – building value in your business, and the industry, through creativity, efficiency, innovation and professionalism. Thank you for joining us this evening and for giving the industry the opportunity to recognise outstanding achievement.

To read detailed case studies of all our 2016 POPAI Awards winners, please visit: www.popai.co.uk/awards

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Foreword



The POPAI Awards exist to recognise and celebrate the creativity, professionalism and innovation that we find throughout the sector.

Every year, the Awards offer a chance to look back at a job well done. This year we are in a particularly reflective mood. As we mark our tenth year of celebrating excellence, it is also important to recognise just how much the industry has evolved in that time. The last decade has seen an unprecedented amount of change. A recession, the rise of discounters, advances in shopper technology, an increasing spotlight on promotional strategies and government legislation, and the referendum decision to leave the EU; all have given the industry an opportunity to demonstrate its resilience in overcoming challenges. Something that is echoed by our Awards winners – clear examples of how imaginative thinking and focus can overcome almost any barrier.

Behind almost every award is a small army of marketers, insight specialists, account managers, designers, production specialists, installers and so on. As the largest celebration of excellence in the UK and Irish industry, the Awards always prove to be an inspiring event in which to be involved, recognising outstanding achievements in shopper engagement. Congratulations once more to all

those who were shortlisted for an award and a special round of applause for the ultimate winners of the prestigious Display of the Year Awards.

The quality of the Awards entries made it very difficult for our experienced judges to pick the winners. It's certainly worth a visit to the POPAI website to read more about some of the incredible entries that have been submitted, not only in 2016 but over the last decade of the POPAI Awards, so that we can continue to deliver best practice standards throughout the industry.

On behalf of POPAI, I'd like to thank all the entrants, sponsors and attendees of the POPAI Awards 2016. I'd also like to thank the judges for their time, experience and all-round enthusiasm. The continued support of everyone within our industry means that we can continue to draw attention to the vital role that the physical store environment plays in commercial success for retailers and brands, of every size and in every sector.

Let's raise a glass to celebrate a sector that has every reason to look at the past and to the future with a genuine sense of pride.

Martin Kingdon

Director General – POPAI UK & Ireland

To view all of this year's winners, visit www.popai.co.uk/awards

The Judges

Our judging panel is made up of retail and brand marketers from the world of in-store. We are extremely grateful for the time and insight they have put into analysing the entries in the POPAI Awards 2016 and selecting the cream of the crop in the industry.

 <p>Nick Bentley Category & Shopper Marketing Controller AG Barr</p>	 <p>Mike Bradshaw Director of In-Store Marketing & Merchandising Boots UK</p>	 <p>Nathan Dennis Retail Marketing Manager EMEA Callaway Golf Europe</p>
 <p>Paul Phillips Channel Marketing Manager Camelot</p>	 <p>Louise Williams Area Shopper Marketing Manager - Oral Care GSK Consumer Healthcare</p>	 <p>Jamie Buxton Senior Retail Marketing Manager HSBC UK</p>
 <p>Hannah Phillips Shopper Marketing Lead KP Snacks</p>	 <p>Rebecca Jacobs Display Solutions Manager - Temporary Display Mars Chocolate UK</p>	 <p>Andy Turnbull Group Creative Principle New Look Retailers</p>
 <p>Alison Waite Merchandising Controller PepsiCo International UK & Ireland</p>	 <p>Sarah Perry Store Format and Proposition Manager Pets at Home</p>	 <p>Claire Briggs Store Design and Development Manager Post Office</p>
 <p>Jo Martin Head of Brand Strategy & Communications Sally Hair & Beauty Supplies</p>	 <p>Fran Scorer Retail Marketing Controller Sky UK</p>	 <p>James Swain Shopper Marketing Manager Tesco Plc</p>
 <p>Nick Widdowson Merchandising and Creative Controller Unilever UK</p>	 <p>Chris Gilroy Principle Manager - Store Concept Evolution Vodafone Group</p>	 <p>Kelly Latham-Gough Senior Marketing Manager Store Format Wickes</p>

Details correct at time of judging

POPAI Awards 2016 Gold Winners



Categories

2016 Gold Winners

Students Design Award	Alice Power
Automotive & Leisure	HRG UK
Sports, Toys & Fashion	DisplayPlan
Grocery, Convenience & G.M – Permanent	InContrast
Grocery, Convenience & G.M – Temporary	Blue Chip Marketing
Alcoholic & Soft Drinks	The Maxim Design Group
Confectionery – Temporary Display	InContrast
Home & Garden	Four Graphics
Consumer Electronics	arken P-O-P
Cosmetics, Beauty, Hair & Fragrance – Permanent Display	arken P-O-P
Cosmetics, Beauty, Hair & Fragrance – Temporary Display	Superior Creative Services
Pharmacy	InContrast
Retail Services & Stationery	Once Upon a Time
Short Run – Permanent Display	Communis/Impact Retail
Short Run, FMCG – Temporary Display	Smurfit Kappa Display (Ireland)
Short Run, Non-FMCG – Temporary Display	Impact Creative Partnership
Flagship & Store	Dalziel & Pow
Shop in Shop	Alrec UK
Campaign	Once Upon A Time
Installation	Onedotzero
Innovation	SMP Group/Breed/CreateLondon
Sustainability	DisplayPlan
Display of the Year – Temporary	Superior Creative Services
Display of the Year – Permanent	DisplayPlan



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Student Design Award

Category Sponsor:



The Student Design Award recognises young people with emerging talent who are bright sparks that will go on to fly the industry flag one day. The judges all agreed that Alice's *Toby's Crayola* award submission had creativity, considered thinking and genuine impact at its heart, marking her stand out as one to watch.

Gold Award



The judges said:

The standard of entries into our Student Design Awards never fails to impress our experienced panel of judges. That shone through again this year and Alice's entry was a deserving winner. Creativity, appreciation of the retail space and an eye for detail in material choice all combined to make this the stand-out entry of the year

Alice Power

Univeristy of Derby

Toby's Crayola

Silver Award



Charlotte Woodward

University of Derby
Kopparberg
Freestanding Point
Of Purchase Display

Bronze Award



James Bucklow

University of Derby
Sudocrem
Multifunctional
Promotional Stand



For 40 years Momentum Instore has worked with numerous major players in the retail arena, including industry heavyweights such as Camelot and Boots. Our unrivalled expertise in Installation, Merchandising, Store Surveys and Field Marketing means that we can ensure our clients will get the very best return from their in-store marketing activity.

Momentum Instore's aim is to take on more challenging projects and has continued to develop dynamic and exciting new ways for our clients to keep up to date with their retail estate.

This year we have launched our brand new app, Insite, which allows retailers to see their store data and project status at the swipe of a screen. Insite allows users to track their project status and store portfolio data whilst also being able to view a full image gallery of their estate. In addition to this our Retail Response feature gives our clients the ability to log maintenance requests to be fixed within 24 hours.

We have also recently launched our brand new service, Asset Tracking, which tags all valuable assets within a store with a unique barcode. Barcodes are then uploaded to a database, detailing anything from stand size to maintenance history on that particular piece of kit. This gives our clients the ability not only to track their items, but allocate accurately against CapEx budgets. Asset Tracking provides retailers with enhanced survey information, historical fixture data and a fast response to any POS queries whilst also giving them the opportunity to ensure this data is always kept up to date.

Your brand in SAFE HANDS

MOMENTUM INSTORE LIVE TO DELIVER ON OUR CLIENTS INSTORE BRAND EXPERIENCES. LAST YEAR WE DELIVERED THE BIGGEST INSTALLATION PROJECT EVER TO TAKE PLACE IN EUROPE. WITH OUR HIGHLY SPECIALISED SERVICES AND AN EYE FOR DETAIL, WE CAN DELIVER YOUR RETAIL MARKETING CAMPAIGNS RIGHT FIRST TIME.



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COSMETIC
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MERCHANDISING

If you would like to know more please contact Tim Ellis on:
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Automotive & Leisure

This award applauds creativity and best practice thinking within the automotive and leisure sectors. The judges felt *TomTom Runner 2* and *Spark* delivered just that, thanks to its premium look and integrated digital applications.

Gold Award



HRG UK

TomTom Runner 2 and Spark (TomTom International BV)

Silver Award



Pivotal Retail Marketing

G3 Permanent Bay (Farécla Products)



The judges said:

An ideal, standout solution in a crowded marketplace, this display went a long way towards educating the shopper on both product usage and benefits, with sales performance that speaks for itself.

Category Sponsor:

momentum
instore
YOUR BRAND IN SAFE HANDS



The judges said:

TomTom wanted to bring to life category leadership for the global launch of a new range and achieve best-in-class retail presence. This display delivered just that. Visually attractive and engaging, it invites shopper attention and interaction.

arken
creators of award winning p-o-p

Founded in 1948, arken design and manufacture point of purchase displays as well as off-the-shelf and bespoke poster display products. Since the launch of the original P-O-P awards in 1997, arken have won over 40 awards for their outstanding displays.

arken are creative led manufacturers, producing bespoke retail displays for a wide range of sectors including cosmetics, consumer electronics and tobacco. They understand what drives product sales and provides ROI, creating displays that encourage interaction and therefore enhance the shopper experience at the point of purchase.

arken's poster display products include off-the-shelf items such as poster frames, light boxes, poster hanging systems, pavement signs, forecourt signs and literature dispensers. Products can also be customised to any colour or size requirements. They are also specialists in creating completely bespoke poster displays solutions for either internal or external use.



**P-O-P
TO SHARPEN YOUR
BRAND IMAGE**

arken

creators of award winning p-o-p

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Sports, Toys & Fashion

Category Sponsor:

arken
creators of award winning p-o-p



Brands in these sectors are often associated with the use of creative imagination. The winning entry by DisplayPlan for toymaker Hasbro, was felt by the judges to represent best-in-class display, delivering real stopping power in the aisle.

Gold Award



The judges said:

A wonderful display solution that makes good use of colour and brand cues, as well as the latest advances in 3D printing, to give Hasbro a stand-out in-store presence that has real depth.

DisplayPlan

Hasbro EMEA POE Program (Hasbro)

Bronze Award



Missouri Creative

Foot Locker
'Sneaker Curation'
(Foot Locker Europe)



The judges said:

It's clear to see that the work behind the delivery of this project was extremely well planned, with a retail led calendar brought to life in a series of fun themes.

Bronze Award



SMP Group/BBH

Tesco Toy Town
(Tesco)



The judges said:

This serves as a great example of how to deliver a relatively low cost aisle execution that is well-themed and captures the shopper's eye to superbly drive awareness in category.



At Kalista, we are merchandising experts who have worked alongside retailers and their suppliers since 2005, supporting them in this ever-changing market. Our clients are brands and retailers in areas as diverse as FMCG, DIY, apparel and pharmaceuticals.

Right from the word go, our priority has been to build strong and lasting relationships with our clients, creating partnerships based on trust. We have many years of hands-on experience, coupled with operational agility and a wide experience of innovation management, so we can help you to achieve multiple objectives, simultaneously improving: brand visibility, customer experience, sales output on a store by store basis.

New technologies have had a huge impact on the way we work, not only because multi-channel sales have changed the way people shop, but also because merchandising tools have evolved at an unprecedented rate, to better to serve your business objectives.

In order to offer you the best possible service, utilising the latest innovations, we have established partnerships with the most advanced software publishers in retail. In particular, we have exclusivity for the distribution of Dassault Systèmes' highly effective 'Perfect Shelf' and 'MyStore' solutions in France and in the UK. In 2015, Kalista became part of the Visiativ group, which is a key player in the arena of innovative business focused software development and deployment, helping businesses embrace digital transformation.

Our promise is to offer merchandising expertise (built on an ongoing day-to-day conversation with our clients about their needs and requirements), to identify and integrate useful innovation in our methods such as image recognition, 3D, collaborative platforms, virtual reality, and to offer first hand knowledge of the in-store environment to ensure you get realistic, effective and relevant solutions. Because our clients need a fast and efficient response to whatever issues may arise.



We help you to create a better shopping experience for your customers, whilst making your processes ever more efficient.



- Pre-view your innovations on shelf
- Test your store and merchandising concepts
- Simulate and analyse your clients journeys
- Facilitate acceptance and collaboration

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Grocery, Convenience & G.M. - Permanent Display

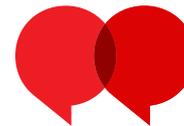
Category Sponsor:

Kalista

Success in-store within this category requires brands and agencies to understand and respond to many factors. The judges were impressed by InContrast's solution, which imaginatively overcame the challenges in front of it to deliver a significant increase in sales.



Gold Award



The judges said:

This is a great example of how a simple, well thought out idea can be used to great effect. Issues were overcome brilliantly, with slip resistant materials used to counter the weight and fragility of the glass jar product. Genius.

InContrast

Marmite Gravity Feed (Unilever UK)

Silver Award



The judges said:

This display has a small footprint that sits well at the front of store and a shape that is synonymous with the brand. Bold, fun and playful, the surprise element delivers high levels of engagement.

Creative Instore Solutions (Europe)

Kinder Egg FSDU
(Ferrero UK & Ireland)

Bronze Award



The judges said:

The display's ability to deliver strong brand awareness while at the same time maximise use of space is to be applauded. Both neat and robust, it also succeeds in being easy to shop and merchandise.

arken P-O-P

Greenies Rotating Display
(Crown Pet Foods)

Alrec

We create, develop and deliver tailored display, shop-in-shop and brand store solutions. We are a leading, truly pan European business, located in 5 of the major European consumer markets. With a heritage stretching back almost 60 years we are able to put our expertise and market knowledge into effect to deliver high impact retail experiences that help our brand and retail clients turn shoppers into buyers.

Our in house group production facility, with the latest manufacturing techniques and continual improvement ethos, ensures the quality of the overall solution as well as the build itself. With most disciplines in house, together with a large scale state of the art assembly plant, we are large enough to cope but also small enough to care.

We offer full service project management through our experienced client service teams who make sure they understand your brand, products and challenge. Powered by advanced on-line project management tools, our teams are ready to reduce your project workload whilst keeping you informed and in control.



Alrec

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- ▲ Production
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Get in touch to find out how we can turn shoppers into buyers.

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Bringing brands to life in-store

Grocery, Convenience & G.M. - Temporary Display

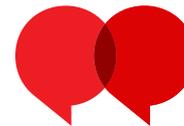
Category Sponsor:

Alrec

Brands are crying out to find new ways of achieving standout on shelf and high compliance within this highly competitive and crowded environment. Blue Chip Marketing won the judges' vote this year by delivering a clever on-pack display solution that did just that.



Gold Award



The judges said:

Simple, cost efficient but so effective, this display has tapped into the brand's need to create a distinctive on-shelf presence for its promotion without needing any additional space. An imaginative solution that's focused on impact and compliance.

Blue Chip Marketing

Bodyform Pink Ticket On-pack (SCA Hygiene Products UK)

Silver Award



The judges said:

Keeping the product packaging front and centre helped the brand to achieve an eye-catching display with real immediacy and a small stable footprint to allow siting in dual locations, producing impressive sales uplift.

InContrast

Comfort Intense Launch Hero (Unilever)

Bronze Award



The judges said:

The team produced an FSDU that was not just bold and on brief, with some nice additional touches incorporated within a small footprint design, but also proved to be effective.

DS Smith Packaging

Morrisons Back to Back Penguin (RMF on behalf of United Biscuits)

Bronze Award



The judges said:

This display superbly captures the issue of showcasing flavour variants of a familiar brand in a new and more engaging way, and all within a small compact unit. A great design.

InContrast

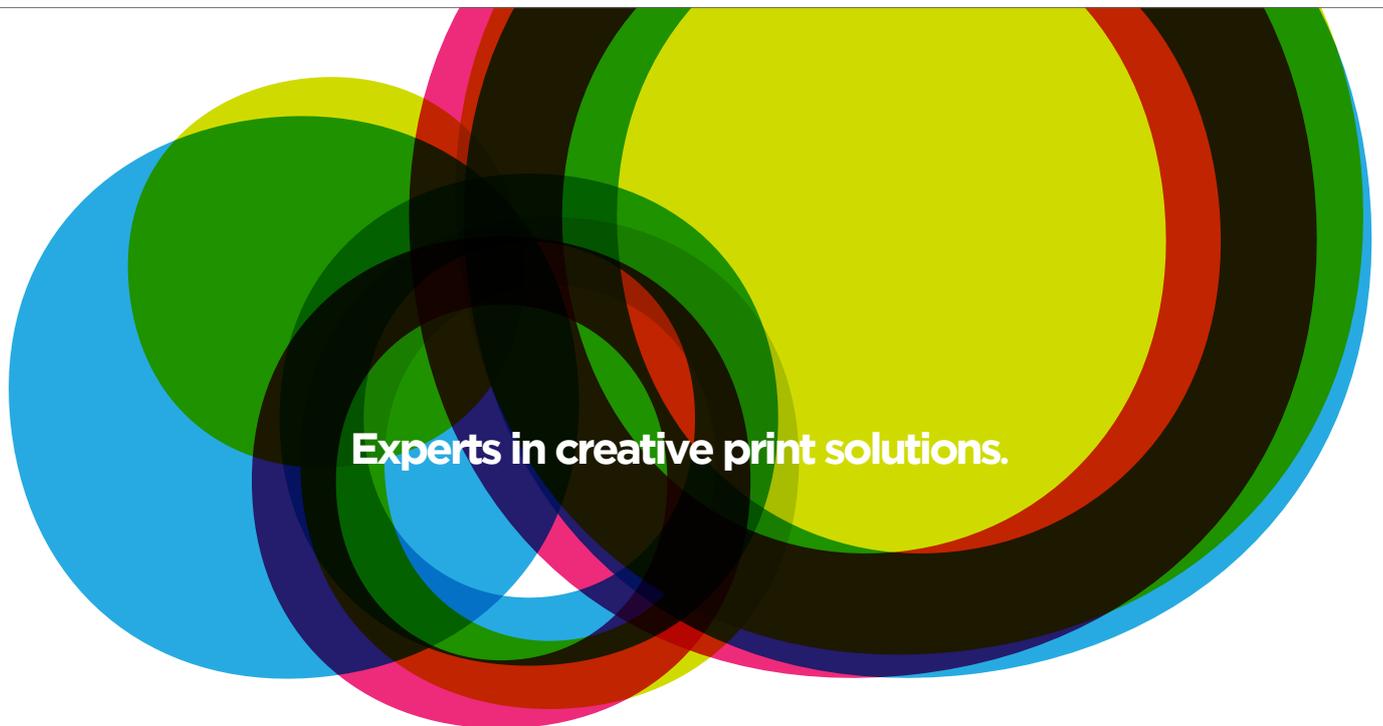
Pot Noodle Snack Stack (Unilever)



Four Graphics are experts in creative and innovative print solutions. Based out of Central London, Warwick and Dubai we offer award winning, cutting edge solutions, integrated project management and the highest quality finish every time.

Over the last 13 years we have worked extensively with key clients across retail, brand, energy, entertainment and transport giving us the ability to create and produce amazing work for amazing clients.

Our print and design scope of services and formats span a wide range from outdoor large single roll outs and installations, retail and point of sale full scale roll outs and events, museums and galleries with everything else in between. We don't want to limit ourselves by category, only with what is possible through imagination, innovation and teamwork.



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Alcoholic & Soft Drinks

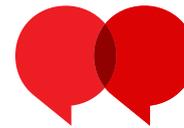
Category Sponsor:



The ongoing see-saw of creative form versus function is frequently highlighted in this sector as brands and retailers weigh up the advantages of promotion versus functional creative visibility. Judges felt the *Display Buddy* entry struck this balance well, giving its client the flexibility to achieve both objectives.



Gold Award



The judges said:

An incredibly flexible display that delivered fantastic sales results. The units gave the client an innovative way of delivering a consistent quality look and feel.

The Maxim Design Group Display Buddy (BP Oil Retail Operations)

Silver Award



The judges said:

A good use of space and stockholding whilst linking Stella and tennis with a premium feel.

Elvis

Stella Artois:
Wimbledon 2016
(AB InBev)

Bronze Award



The judges said:

The display delivered impulse opportunities which delivered a higher than expected ROI with colour and text being synonymous with the Costa branding.

Displaymode

Costa Express
Cups at Till
(Costa Express)



Ledridge Lighting is a leading supplier of bespoke display lighting solutions. We have proudly worked alongside some of the biggest shopfitters in the UK and Europe to help deliver effective POS solutions that stand out from the crowd.

LED lighting is a cost-effective and energy efficient way to illuminate temporary and permanent point-of-sale. Our LED strip lighting solutions are available in a variety of outputs and colour temperatures from stock and can be supplied completely bespoke to suit your individual requirements. All of our products are high lumen and high CRI to guarantee a superb quality of light.

We also understand that safety is of paramount importance and have developed a range of LED power supply and connectivity solutions to ensure that our LED lighting solutions are quick and easy to install whilst also ensuring compliance with all relevant electrical legislation.

We are proud to be supporting the 2016 POPAI awards and would like to wish all nominees the best of luck.



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As specialists in LED lighting and market leaders in bespoke strip lighting we have the knowledge and experience to help you create innovative displays to entice customers and boost sales.

At Ledridge we have a rich history of working with design consultants, shopfitters, electrical contractors

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Our consultation team are on hand to discuss your project requirements and guide you from conception through to delivery.

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Confectionery - Temporary Display

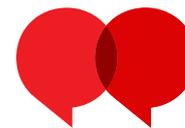
Category Sponsor:



This year saw a large number of entrants into this category. The standard was extremely high so picking the winner took much debate. The Gold Award goes to InContrast for its considered use of materials and how its display performed against targets.



Gold Award



The judges said:

The display successfully incorporated LED technology and clever detailing to deliver additional impact during this key seasonal trading period and to win over shoppers in-store. The display was also able to demonstrate impressive sales uplift.

InContrast

Kinder Halloween 360 Wow Display (Ferrero UK and Ireland)

Silver Award



The judges said:

The agency has done an extremely good job of replicating the core product attributes within the display's design, with good material use and clear messaging to carve out real standout in-store.

Smurfit Kappa Inspirepac

Walkers Tear & Share
Flat-Pack
(Walkers Snacks)

Bronze Award



The judges said:

This Lindt display not only strengthened the brand's already well-known association with Christmas, but played a significant part in enhancing retail performance during the festive period with good sales uplift that cannot be argued with.

DS Smith Packaging

Lindt Christmas
Sleigh
(Lindt & Sprungli)

SOLUTIONS DIVERSE

Solutions Diverse Ltd is a family run business that was established and has successfully traded for over 20 years now. We are experienced retail design and display sector specialists and more recently, design and manufacturer of our own SD=™ (patent pending) mobile tech security devices supporting some of the best known manufacturers and retailers in the business.

Our aim is to help transform and raise the profile of YOUR brand. Solutions Diverse become one of the vital links in communicating your brand identity, image and personality with creative design, value engineered manufacturing, through to professional, fast and safe installations across the UK, Europe and beyond.

Our team is vastly experienced and consider the client to be at the heart of everything we do. This philosophy has enabled Solutions Diverse Ltd. to retain a loyal customer base and forge new partnerships as a result of our reputation and "getting it right first time" attitude.

In fact over this last 2 years Solutions Diverse Ltd have become a multi award winning business across many disciplines including picking up 3 awards via POPAI. Which goes to show that when you work hard for your clients you can sometimes be recognised by your peers.

This year we are again proud sponsors of the POPAI awards 2016. So a big well done and good luck to all who have been nominated in this year's final.



RETAIL DISPLAY SOLUTIONS

BESPOKE RETAIL DESIGN,
MANUFACTURING
& INSTALLATION

Solutions Diverse would like to wish all the 2016 POPAI award nominees the best of luck.

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Home & Garden

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The *Outdoor POS for Wyevale Garden Centres* is an impressive example of a considered production development, combining extensive material pre-testing and thought given to in-store longevity to provide the retailer with a flexible, durable and cost-effective end solution that won the judges' vote.



Gold Award



The judges said:

The agency ticked all of the boxes. It is well executed, on brand and looks good, but has also been developed with a high level of care given to performance, with extreme weather testing ensuring it can deliver in what is a demanding retail environment.

Four Graphics

Outdoor POS for Wyevale (Wyevale Garden Centres)

Silver Award



The judges said:

Unmistakably Kärcher, the display has once again established a strong presence for the brand within the category, with clear navigation that puts information at the fingertips of shoppers and product within easy reach.

Octopos

Kärcher Mixed Range Display (Kärcher UK)

Bronze Award



The judges said:

Top marks for being so shopper-centric. The project highlights how insight should work and be included into display solutions to frame purchase choices more effectively and assist shopper decision-making in-store.

HRG UK

Bosch Homebase Garment Care Bay (BSH Home Appliances)



Fastrak Retail are industry experts in retail Point of Sale Solutions. We bring brands to life within the retail environment, delivering projects on time, on budget and manufactured to the highest standards.

Our teams have in depth knowledge of every aspect of POS design and manufacturing processes, which include prototyping, toolmaking, plastic injection moulding, print and metal fabrication. Our 'most appropriate' manufacturing philosophy means that we always tailor a solution in line with our customer's needs whether the objectives are commercial, process or lead-time driven we will design the perfect manufacturing solution. So, whatever the challenge or brief, we're ready to provide truly dynamic solutions.

With locations in the UK, Asia, Australasia and the USA, we are ideally positioned to support all types of businesses, from global brands to local companies. Furthermore our design experts use their knowledge, imagination and creativity to deliver the best possible design solution. Then our engineers and production team will bring your design to life – all in house.

Our core personnel have been in the business for over 25 years so we know exactly what our clients need. We have the very best people, the brightest ideas, all the machinery and equipment required to produce outstanding POS/POP for a wide variety of markets and categories.

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Consumer Electronics

Category Sponsor:



This award recognises those who are shaping trends and applying innovative thinking in what is a highly competitive retail sector. The way in which arken P-O-P incorporated a closed loop power supply within its display solution ensured that it merited this award when viewed alongside other strong contenders.



Gold Award



The judges said:

A really clever interchangeable design with clear branding, the display succeeded in educating the shopper on key product benefits and encouraged interaction. The introduction of a closed loop power supply is truly innovative, while the use of LEDs added a real touch of quality.

arken P-O-P

Intel 2-in-1 Risers (Intel Corporation UK)

Silver Award



DirectionGroup

Next Generation
Hive POS
(British Gas)



The judges said:

When competing against others in the same category, this display has real standout. The use of materials and subtle LED illumination complement the design objectives and treatment perfectly, resulting in a display that brings to life the product functionality with real clarity.

Bronze Award



m4 Design Company

Motorola Wall Bay
and Table
(Motorola
Mobility UK)



The judges said:

Stylish and modern, this display delivers impactful branding at high, eye and buy levels. Above all, it is a considered approach that has led to a solution that is highly sustainable, accommodating product updates and trend changes with ease.



For 40 years Momentum Instore has worked with numerous major players in the retail arena, including industry heavyweights such as Camelot and Boots. Our unrivalled expertise in Installation, Merchandising, Store Surveys and Field Marketing means that we can ensure our clients will get the very best return from their in-store marketing activity.

Momentum Instore's aim is to take on more challenging projects and has continued to develop dynamic and exciting new ways for our clients to keep up to date with their retail estate.

This year we have launched our brand new app, Insite, which allows retailers to see their store data and project status at the swipe of a screen. Insite allows users to track their project status and store portfolio data whilst also being able to view a full image gallery of their estate. In addition to this our Retail Response feature gives our clients the ability to log maintenance requests to be fixed within 24 hours.

We have also recently launched our brand new service, Asset Tracking, which tags all valuable assets within a store with a unique barcode. Barcodes are then uploaded to a database, detailing anything from stand size to maintenance history on that particular piece of kit. This gives our clients the ability not only to track their items, but allocate accurately against CapEx budgets. Asset Tracking provides retailers with enhanced survey information, historical fixture data and a fast response to any POS queries whilst also giving them the opportunity to ensure this data is always kept up to date.

Your brand in SAFE HANDS

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Cosmetics, Beauty, Hair & Fragrance - Permanent Display

Category Sponsor:

momentum
instore
YOUR BRAND IN SAFE HANDS

Brands have to work hard to ensure their in-store presence is both engaging and easy to shop. The judges were looking for a winner that demonstrated a dedication to strong branding and effective merchandising, and they found it in arken P-O-P.



Gold Award



The judges said:

This display ticks all the boxes. Good in-store visibility is combined with clear, consistent branding and a highly flexible solution that can easily be relocated to different areas of the store, and it can promote 'coming soon' messages to get shoppers engaged ahead of new launches.

arken P-O-P

Freedom Cosmetic POD in Superdrug (Medichem)

Silver Award



The judges said:

A 'grand' display with great standout. But it is the addition of the personalised consultation experience – a clever space that avoids putting the shopper 'on show' when testing products – that makes this a worthy winner.

DIAM International

Max Factor MUA Gondola (Procter & Gamble)

Bronze Award



The judges said:

Functional and easy to shop, this was an excellent interpretation of the brief. Proving that sometimes giving the range a simple understated frame can deliver great results, all retailers who took the tray reported strong sales uplift.

InContrast

Lynx Trilogy Tester Tray (Unilever)



Essentra is a leading global manufacturer of speciality tapes and components used in P-O-P installations. With manufacturing centre capabilities that include hot-melt, solvent-based and aqueous adhesives, we work with customers to supply both standard and bespoke solutions that enhance their displays and enable excellence in execution.

Our international network extends to 33 countries and includes 53 principal manufacturing facilities, 64 sales and distribution operations and 5 research & development centres.

With over 65 years of industry expertise, we keep our fingers on the pulse of category trends in order to help leaders like you thrive in the P-O-P Industry. It's a flexible and responsive process, catering for short lead times and varying order volumes. Combined with our consistent product quality and trusted performance, our customers rely on us for an extensive range of tapes and components every day.

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Cosmetics, Beauty, Hair & Fragrance - Temporary Display

Category Sponsor:



ESSENTRA

This category seeks to reward those who can demonstrate creative thinking that goes far beyond just visual appearance. In selecting *NIVEA Sun Campervan*, the judges commended Superior Creative Services for the strength of both the message and branding.



Gold Award



The judges said:

A great example of creative thinking that is highly relevant to its context, this display is truly show-stopping, with promotional messages well communicated. In short, a fantastic example of brand storytelling that is fun and distinctive yet also big on functionality.

Superior Creative Services

NIVEA Sun Campervan (Beiersdorf)

Silver Award



The judges said:

This display demonstrates a creative and exceptionally well executed interpretation of the brief, achieving strong brand recognition and a good use of secondary display space, with product benefits clearly communicated.

Impact Creative Partnership

Rimmel The Only 1 Lipstick GE (Coty)

Bronze Award



The judges said:

Showing that small can be beautiful, this display is a great solution to a complex brief, making the most of limited in-store space in a way that is highly relevant and impactful.

StormDFX

NIVEA Men Blip - Superdrug (Beiersdorf)



At Kalista, we are merchandising experts who have worked alongside retailers and their suppliers since 2005, supporting them in this ever-changing market. Our clients are brands and retailers in areas as diverse as FMCG, DIY, apparel and pharmaceuticals.

Right from the word go, our priority has been to build strong and lasting relationships with our clients, creating partnerships based on trust. We have many years of hands-on experience, coupled with operational agility and a wide experience of innovation management, so we can help you to achieve multiple objectives, simultaneously improving: brand visibility, customer experience, sales output on a store by store basis.

New technologies have had a huge impact on the way we work, not only because multi-channel sales have changed the way people shop, but also because merchandising tools have evolved at an unprecedented rate, to better to serve your business objectives.

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Our promise is to offer merchandising expertise (built on an ongoing day-to-day conversation with our clients about their needs and requirements), to identify and integrate useful innovation in our methods such as image recognition, 3D, collaborative platforms, virtual reality, and to offer first hand knowledge of the in-store environment to ensure you get realistic, effective and relevant solutions. Because our clients need a fast and efficient response to whatever issues may arise.



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Pharmacy

This sector has recently developed into one of the most fiercely competitive and hard-fought categories, with innovation and creativity running through all entries. The Q10 winning entry oozes impact and closely pipped the other entries to the post.

Category Sponsor:

Kalista



Gold Award



The judges said:

Impact, interruption and increase in sales were three recurring themes across all elements of the judges' remarks for this entry. Fantastic sales results versus category whilst delivering a good halo effect across the range.

InContrast

Q10 Pearls Mother's Day Arch (Beiersdorf)

Silver Award



The judges said:

Effective use of message and colour reflecting the iconic shape of the bottle. The unit had great stand-out, delivered strong sales uplift and had a large stock-holding capacity.

Creo

Listerine 21 Day Challenge (Johnson & Johnson)

Bronze Award



The judges said:

Use of the Berocca tube created great impact and added to the strong branding. It struck a great balance of education, sales and retail standards.

StormDFX

Berocca On The Go (Bayer)

Alrec

We create, develop and deliver tailored display, shop-in-shop and brand store solutions. We are a leading, truly pan European business, located in 5 of the major European consumer markets. With a heritage stretching back almost 60 years we are able to put our expertise and market knowledge into effect to deliver high impact retail experiences that help our brand and retail clients turn shoppers into buyers.

Our in house group production facility, with the latest manufacturing techniques and continual improvement ethos, ensures the quality of the overall solution as well as the build itself. With most disciplines in house, together with a large scale state of the art assembly plant, we are large enough to cope but also small enough to care.

We offer full service project management through our experienced client service teams who make sure they understand your brand, products and challenge. Powered by advanced on-line project management tools, our teams are ready to reduce your project workload whilst keeping you informed and in control.



Alrec

- ▲ Design
- ▲ Production
- ▲ Implementation

Get in touch to find out how we can turn shoppers into buyers.

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Client Services Director | UK

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clare.feather@alrec.co.uk

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Bringing brands to life in-store

Retail Services & Stationery

The judges were looking for a winner that could bring a promotional story to life in-store, and they found it in Once Upon A Time. The agency's solution for the latest Game of Thrones DVD launch underlines that it is possible to achieve big impact cost effectively.

Gold Award



Once Upon A Time

Game of Thrones Dragon Head (Warner Bros)

Silver Award



InContrast

Thunderbirds Are Go Magazine Rocket (DC Thomson & Co)



The judges said:

This entry particularly impressed with how they approached design considerations and material choices, delivering a very creative solution that was instantly recognisable and successfully met a number of objectives.

Bronze Award



SMP Group

WHSmith Art Surround Unit (WHSmith)



The judges said:

This display makes good use of materials to create a durable, modular unit that works well within the retail environment and allows extension of fixture space, without encroaching into the aisle.

Category Sponsor:

Alrec



The judges said:

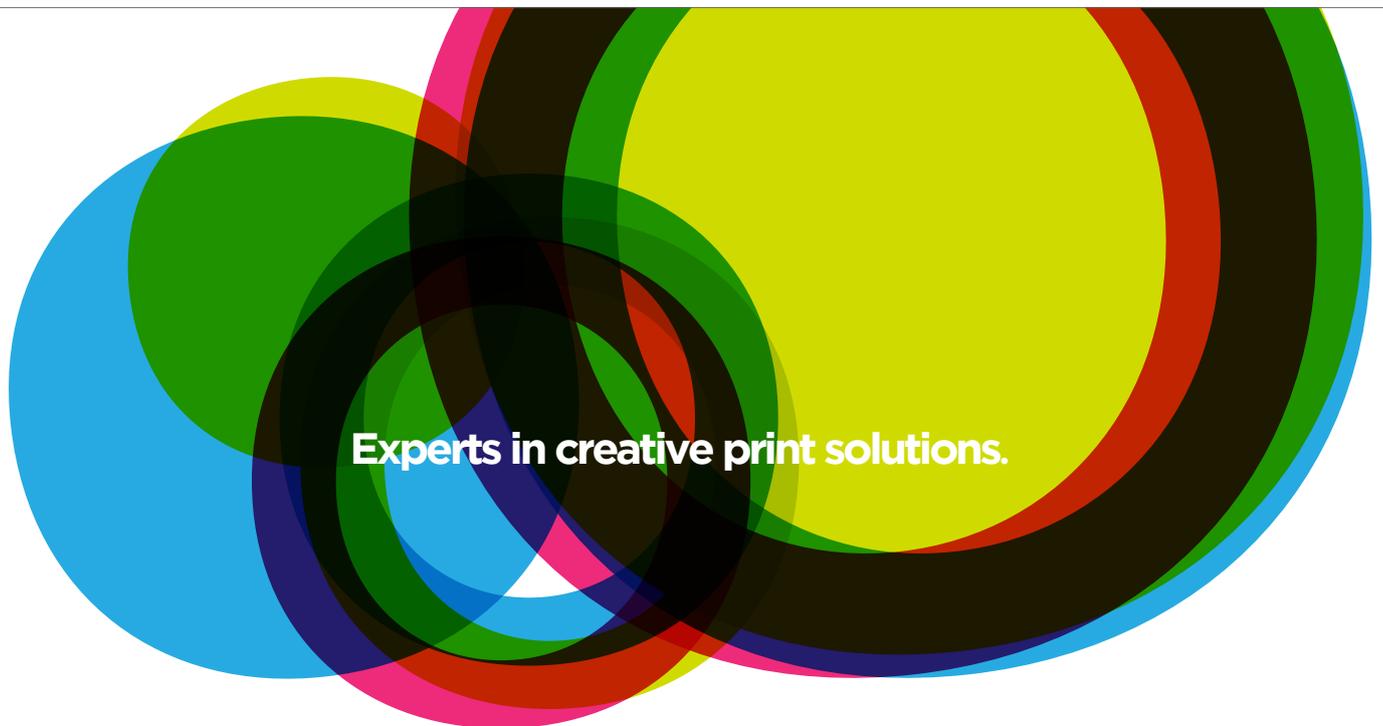
The stand-out winner in this category – a very strong visual execution with immense in-store presence that performed well, receiving a great reception from shoppers.



Four Graphics are experts in creative and innovative print solutions. Based out of Central London, Warwick and Dubai we offer award winning, cutting edge solutions, integrated project management and the highest quality finish every time.

Over the last 13 years we have worked extensively with key clients across retail, brand, energy, entertainment and transport giving us the ability to create and produce amazing work for amazing clients.

Our print and design scope of services and formats span a wide range from outdoor large single roll outs and installations, retail and point of sale full scale roll outs and events, museums and galleries with everything else in between. We don't want to limit ourselves by category, only with what is possible through imagination, innovation and teamwork.



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Short Run - Permanent Display

Short run projects can often provide brands with the opportunity to be a little more experimental. Communisis, in conjunction with Impact Retail, won for leading the way in securing greater shopper interaction at the fixture. Their solution's strong performance marked them out as winners.

Gold Award



Communisis/Impact Retail
Oral-B Power Fixture Asda (Procter and Gamble)

Silver Award



Alrec UK
Sony Golden Space
(Sony Europe)



The judges said:

The agency produced a premium display solution that not only looked fantastic, with a good use of lighting and a clear consideration given to in-store sightlines, but also proved to be both flexible and effective.

Bronze Award



DisplayPlan
Hasbro Nerf Blaster
Zone
(Hasbro)



The judges said:

The agency has tapped into the fact that there is no greater proof point for kids when buying toys than being able to play with them. Delivering an 'experience zone' in-store, this is a great concept that's genuinely interactive.

Category Sponsor:



The judges said:

The contribution this display has made to aiding product comparison and informed decision-making in-store makes it a worthy winner. The use of innovative elements such as handle lift tracking was particularly impressive.



Fastrak Retail are industry experts in retail Point of Sale Solutions. We bring brands to life within the retail environment, delivering projects on time, on budget and manufactured to the highest standards.

Our teams have in depth knowledge of every aspect of POS design and manufacturing processes, which include prototyping, toolmaking, plastic injection moulding, print and metal fabrication. Our 'most appropriate' manufacturing philosophy means that we always tailor a solution in line with our customer's needs whether the objectives are commercial, process or lead-time driven we will design the perfect manufacturing solution. So, whatever the challenge or brief, we're ready to provide truly dynamic solutions.

With locations in the UK, Asia, Australasia and the USA, we are ideally positioned to support all types of businesses, from global brands to local companies. Furthermore our design experts use their knowledge, imagination and creativity to deliver the best possible design solution. Then our engineers and production team will bring your design to life – all in house.

Our core personnel have been in the business for over 25 years so we know exactly what our clients need. We have the very best people, the brightest ideas, all the machinery and equipment required to produce outstanding POS/POP for a wide variety of markets and categories.

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Short Run, FMCG - Temporary Display

Category Sponsor:

Fastrak
RETAIL

Now in its third year of being judged, this award recognises those who achieve display excellence with a production of less than 50 units. Smurfit Kappa Display Ireland won the judges' vote this year with its impactful creation for Lucozade Ribena Suntory Ireland.



Gold Award



The judges said:

With its strong visual attributes, this display stood out as the clear winner. Providing a stunning oasis of colour that shoppers couldn't help but be drawn to, it delivered genuine impact as well as clear product and variant branding.

Smurfit Kappa Display (Ireland)

Ribenary WOW Dumpbin (Lucozade Ribena Suntory Ireland)

Silver Award



The judges said:

Particularly impressed by this inventive piece of retail display, which delivered excellent retail performance. This display hit the brief extremely well, with little space used to display a significant amount of product.

Superior Creative Services

KP Red Phone Box
(KP Snacks)

Bronze Award



The judges said:

A strong approach to making the product the hero, this display delivered well against its core objectives and proves that when you have great products to showcase, P-O-P should complement and not overshadow them.

P+D

Musgrave C&C
Hamper Display
(Musgrave Cash
and Carry)



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Short Run, Non-FMCG - Temporary Display

This award is designed to recognise P-O-P best practice specifically for displays with a production run of less than 50 units. The judges applauded Impact Creative Partnership for its premium and highly effective *Hair and Beauty Experiential Unit*, which was developed from detailed research into shopper needs.

Gold Award



Impact Creative Partnership

Hair and Beauty Experiential Unit (Unilever)

Category Sponsor:



ESSENTRA



The judges said:

It's clear to see that the agency behind this display spent time to research shoppers' needs. The careful consideration given to the display's design also means it can deliver strong branding in-store even when not in use.

Silver Award



The One Off

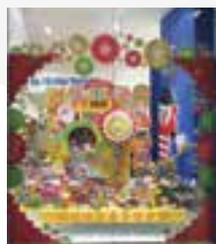
OVO Mid-Mall retail
Concept
(OVO Energy)



The judges said:

In what is typically a low engagement category, the agency has done a great job with this original and well thought-out execution. Particularly liked the 'walk in the park' metaphor to communicate the ease of switching energy provider.

Bronze Award



Simpson Group

The Entertainer 2015
Christmas Window
(The Entertainer)



The judges said:

This interactive display superbly captures the spirit of Christmas, while clever design touches and use of materials ensure the inner workings of the display remain out of sight, maintaining the 'magic' for shoppers.

SOLUTIONS DIVERSE

Solutions Diverse Ltd is a family run business that was established and has successfully traded for over 20 years now. We are experienced retail design and display sector specialists and more recently, design and manufacturer of our own SD=TM (patent pending) mobile tech security devices supporting some of the best known manufacturers and retailers in the business.

Our aim is to help transform and raise the profile of YOUR brand. Solutions Diverse become one of the vital links in communicating your brand identity, image and personality with creative design, value engineered manufacturing, through to professional, fast and safe installations across the UK, Europe and beyond.

Our team is vastly experienced and consider the client to be at the heart of everything we do. This philosophy has enabled Solutions Diverse Ltd. to retain a loyal customer base and forge new partnerships as a result of our reputation and "getting it right first time" attitude.

In fact over this last 2 years Solutions Diverse Ltd have become a multi award winning business across many disciplines including picking up 3 awards via POPAI. Which goes to show that when you work hard for your clients you can sometimes be recognised by your peers.

This year we are again proud sponsors of the POPAI awards 2016. So a big well done and good luck to all who have been nominated in this year's final.



RETAIL DISPLAY SOLUTIONS

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Solutions Diverse would like to wish all the 2016 POPAI award nominees the best of luck.

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Flagship & Store

Outstanding physical experiences are the lifeblood of retail. This award is for the flagship or store which best demonstrates a commitment to pushing boundaries in-store, promoting a clear focus on the shopper and excellent brand delivery. The judges chose Mamas & Papas as the clear winner.

Gold Award

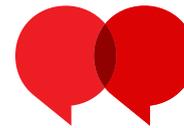


Dalziel & Pow

Mamas & Papas (Mamas & Papas)

Category Sponsor:

SOLUTIONS ■
DIVERSE ■



The judges said:

What a transformation. This store design delivers on everything the brief prescribed, and more – creating a calm, warm and inviting store environment. This is everything a retail experience should be, and does it with absolute conviction and authority.

Silver Award



Four Graphics

Wyevale Garden Centre - Cardiff (Wyevale Garden Centres)



The judges said:

The agency's imaginative design approach is a great example of how blending a mix of traditional P-O-P materials and 'up-cycling' items from a retailer's own product range can produce some interesting and highly engaging touches in-store.

Bronze Award



Harlequin Design

Joseph-Plastic Restraint (Joseph)



The judges said:

This is a really clever interpretation of the brief that makes good use of materials to create a cohesive window display - showcasing the product in a way that is likely to evoke shock and intrigue.



Ledridge Lighting is a leading supplier of bespoke display lighting solutions. We have proudly worked alongside some of the biggest shopfitters in the UK and Europe to help deliver effective POS solutions that stand out from the crowd.

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We also understand that safety is of paramount importance and have developed a range of LED power supply and connectivity solutions to ensure that our LED lighting solutions are quick and easy to install whilst also ensuring compliance with all relevant electrical legislation.

We are proud to be supporting the 2016 POPAI awards and would like to wish all nominees the best of luck.



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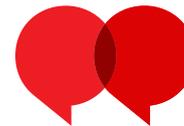
Shop in Shop

This award is designed to recognise excellence specifically in the area of shop in shop display concepts. The judges applauded the Sky – The Engage concept for its premium, restrained brand aesthetic and operational flexibility.

Category Sponsor:



Gold Award



The judges said:

A singular idea, very well executed, that definitely delivers on the premium brand cues requested. Highly adaptable, it features high quality design and engineering that delivers a refined and expressive customer experience – a real success.

Alrec UK

Sky - The Engage (Sky)

Silver Award



The judges said:

This is a high quality temporary retail environment with a permanent feel, using well-considered Scandinavian elements and innovative touches, such as face recognition technology, to bring the Volvo brand experience to life.

TRO

Volvo Pop Up Stores (Volvo Cars UK)

Bronze Award



The judges said:

This solution clearly met the objective to disrupt and engage the shopper. Bold, simple and recognisably EE, the display was well executed and promoted the brand in a fun and interactive way.

Vivid Brand

EE Interactive Brand Experience (EE)

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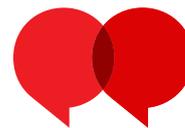


Campaign

This award, now in its fourth year, recognises the increasing importance of engaging with shoppers across multiple touchpoints. The judges were looking for a case study that demonstrated integrated campaign delivery, and they found it in *LEGO Dimensions Launch Campaign* by Once Upon A Time.



Gold Award



The judges said:

A highly effective campaign that tapped into the inherent look and feel of the LEGO brand and achieved a high level of compliance at launch across all retailers, including the roll-out of interactive displays.

Once Upon a Time

LEGO Dimensions - Launch Campaign (Warner Bros)

Silver Award



The judges said:

This was an impressive and incredibly fluid experience, with the innovative touchpoint material really harnessing the key campaign messaging and product features of Sky Q to convey how this new technology can improve your viewing experience.

Onedotzero

Sky Q Experiential Campaign (Sky)

arken
creators of award winning p-o-p

Founded in 1948, arken design and manufacture point of purchase displays as well as off-the-shelf and bespoke poster display products. Since the launch of the original P-O-P awards in 1997, arken have won over 40 awards for their outstanding displays.

arken are creative led manufacturers, producing bespoke retail displays for a wide range of sectors including cosmetics, consumer electronics and tobacco. They understand what drives product sales and provides ROI, creating displays that encourage interaction and therefore enhance the shopper experience at the point of purchase.

arken's poster display products include off-the-shelf items such as poster frames, light boxes, poster hanging systems, pavement signs, forecourt signs and literature dispensers. Products can also be customised to any colour or size requirements. They are also specialists in creating completely bespoke poster displays solutions for either internal or external use.



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Installation

Category Sponsor:

arken
creators of award winning p-o-p

This award recognises the enormous contribution that retail implementation makes to in-store campaign success. In this highly contested category, the judges couldn't fault how agency Onedotzero managed the Sky Q project, with its multifaceted solution and high levels of connectivity.



Gold Award



The judges said:

The team created a good example of attention to detail, careful project planning and managing complex technology-reliant installations so that shoppers can enjoy memorable brand interactions. This is of increasing importance in today's connected retail environments.

Onedotzero

Sky Q Experiential Campaign (Sky)

Silver Award



The judges said:

Another example that underlines how frequently the application of technology is now an integral part of modern installation projects. This project is a worthy winner because it delivered complex in-store calibration and ongoing support to the highest standards.

Vivid Brand/ Skratch

EE Interactive Brand Experience (EE)

Bronze Award



The judges said:

This is a project for every other large-scale in-store rollout to look to and be measured against. It rightly acts as a shining example of best practice standards, endorsed by testimonials from a highly satisfied client.

Momentum Instore

Camelot National Lottery Rollout (Camelot)

SOLUTIONS DIVERSE

Solutions Diverse Ltd is a family run business that was established and has successfully traded for over 20 years now. We are experienced retail design and display sector specialists and more recently, design and manufacturer of our own SD=TM (patent pending) mobile tech security devices supporting some of the best known manufacturers and retailers in the business.

Our aim is to help transform and raise the profile of YOUR brand. Solutions Diverse become one of the vital links in communicating your brand identity, image and personality with creative design, value engineered manufacturing, through to professional, fast and safe installations across the UK, Europe and beyond.

Our team is vastly experienced and consider the client to be at the heart of everything we do. This philosophy has enabled Solutions Diverse Ltd. to retain a loyal customer base and forge new partnerships as a result of our reputation and "getting it right first time" attitude.

In fact over this last 2 years Solutions Diverse Ltd have become a multi award winning business across many disciplines including picking up 3 awards via POPAI. Which goes to show that when you work hard for your clients you can sometimes be recognised by your peers.

This year we are again proud sponsors of the POPAI awards 2016. So a big well done and good luck to all who have been nominated in this year's final.



RETAIL DISPLAY SOLUTIONS

BESPOKE RETAIL DESIGN,
MANUFACTURING
& INSTALLATION

Solutions Diverse would like to wish all the 2016 POPAI award nominees the best of luck.

SOLUTIONS DIVERSE LTD.
www.solutions-diverse.co.uk

Solutions Diverse Ltd, 23 Newbold Road,
Kirkby Mallory, Leicestershire, LE19 7QG




OT Store of the Future
Manufactured & Installed
by Solutions Diverse



Project Management



Design & Value Engineering



In-Plant Mock Shop



Warehouse & Distribution



Installation Services



Project Support

Innovation

This category is designed to recognise those who are demonstrating new thinking in the sector, whether that's being experimental with technology or materials, or applying existing thinking in new, imaginative ways. SMP Group/Breed/CreateLondon won the judges' vote this year by taking P-O-P into a new era with social selling.

Gold Award



SMP Group/Breed/CreateLondon
Benefit Cosmetics Twitter Vending Machine (Benefit Cosmetics)

Silver Award



Vivid Brand
EE Interactive Brand Experience (EE)



The judges said:

The brand and consumer experience is at the heart of this in-store solution. With real innovation against competitors that is rarely seen outside of a single flagship store, it is full of exciting technology that culminates in a highly engaging store environment.

Bronze Award



Onedotzero
Sky Q Experiential Campaign (Sky)

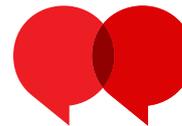


The judges said:

The brand's investment in retail innovation has led a welcome alternative to traditional methods of engaging customers within the shopping centre environment, with high levels of interaction and increased positivity toward the brand underlining its impact.

Category Sponsor:

SOLUTIONS ■
DIVERSE ■



The judges said:

This project clearly demonstrates how P-O-P is being taken into a new era, providing an exciting marriage of digital and retail with a solution that not only promoted the brand's social profile but also product trial and in-store sales as well.



Fastrak Retail are industry experts in retail Point of Sale Solutions. We bring brands to life within the retail environment, delivering projects on time, on budget and manufactured to the highest standards.

Our teams have in depth knowledge of every aspect of POS design and manufacturing processes, which include prototyping, toolmaking, plastic injection moulding, print and metal fabrication. Our 'most appropriate' manufacturing philosophy means that we always tailor a solution in line with our customer's needs whether the objectives are commercial, process or lead-time driven we will design the perfect manufacturing solution. So, whatever the challenge or brief, we're ready to provide truly dynamic solutions.

With locations in the UK, Asia, Australasia and the USA, we are ideally positioned to support all types of businesses, from global brands to local companies. Furthermore our design experts use their knowledge, imagination and creativity to deliver the best possible design solution. Then our engineers and production team will bring your design to life – all in house.

Our core personnel have been in the business for over 25 years so we know exactly what our clients need. We have the very best people, the brightest ideas, all the machinery and equipment required to produce outstanding POS/POP for a wide variety of markets and categories.

FastrakTM

RETAIL

INNOVATIVE DESIGN

RAPID PROTOTYPING

HIGH QUALITY MANUFACTURING

AWARD WINNING POS / POP

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www.fastrakretail.co.uk

01625 439966

Sustainability

Category Sponsor:



The award was introduced in 2009 to recognise those that place sustainability requirements at the heart of the overall design, production and implementation process. The DisplayPlan *Walkers Slim Line Unit* wowed judges by the level of attention given to the entire lifecycle of the display, from concept to end-of-life.



Gold Award



The judges said:

The agency clearly demonstrated how they 'went the extra mile' in sustainable design, materials choices and logistics to optimise the entire lifecycle of the display. Achieving an overall carbon footprint reduction of 87.2% makes this the standout winner.

DisplayPlan

Walkers Slim Line Unit (PepsiCo International UK and Ireland)

Silver Award



The judges said:

This display not only made use of fully recycled and recyclable materials, but also saw the introduction of an innovative carrying system that delivered significant supply chain savings, with compliance increased and, importantly, waste kept low.

StormDFX

Health & Beauty
Asda Event Tray
(Unilever)

Bronze Award



The judges said:

An interesting approach that delivered some strong sustainable wins. The team demonstrated good materials selection and created a display that was easily interchangeable for future campaigns, ensuring it was straightforward to extend its life.

arken P-O-P

Freedom Cosmetic
POD in Superdrug
(Medichem)



Essentra is a leading global manufacturer of speciality tapes and components used in P-O-P installations. With manufacturing centre capabilities that include hot-melt, solvent-based and aqueous adhesives, we work with customers to supply both standard and bespoke solutions that enhance their displays and enable excellence in execution.

Our international network extends to 33 countries and includes 53 principal manufacturing facilities, 64 sales and distribution operations and 5 research & development centres.

With over 65 years of industry expertise, we keep our fingers on the pulse of category trends in order to help leaders like you thrive in the P-O-P Industry. It's a flexible and responsive process, catering for short lead times and varying order volumes. Combined with our consistent product quality and trusted performance, our customers rely on us for an extensive range of tapes and components every day.

SMASH YOUR CAMPAIGN

Our high quality products are designed for maximum performance

Essentra works with you to supply both standard and bespoke solutions that enhance your displays and enable excellence in execution, enabling leaders like you to thrive in the P-O-P Industry.

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Display of the Year - Temporary

Superb levels of creativity alongside strong branding and in-store impact meant that Superior Creative Services scooped this year's flagship award for temporary display, which recognises standout excellence from all eligible category winners.

Gold Award



Superior Creative Services
NIVEA Sun Campervan (Beiersdorf)

Silver Award



Once Upon A Time
Game of Thrones
Dragon Head
(Warner Bros)



The judges said:

A very strong and creative visual execution that lives up to the high expectations within the entertainment sector. With immense in-store presence, it performed well and received a great reception from shoppers.

Bronze Award



InContrast
Q10 Pearls Mother's
Day Arch
(Beiersdorf)



The judges said:

Impact, interruption and increase in sales were three recurring themes across all elements of the judges' remarks for this entry. Fantastic sales results versus category whilst delivering a good halo effect across the range.

Category Sponsor:



ESSENTRA



The judges said:

A strong approach to creativity has resulted in a truly eye-catching front-of-store piece that delivered excellent levels of shopper engagement and sales uplift. The way the display incorporated key campaign messages was particularly impressive. All in all, a stand-out winner.



For 40 years Momentum Instore has worked with numerous major players in the retail arena, including industry heavyweights such as Camelot and Boots. Our unrivalled expertise in Installation, Merchandising, Store Surveys and Field Marketing means that we can ensure our clients will get the very best return from their in-store marketing activity.

Momentum Instore's aim is to take on more challenging projects and has continued to develop dynamic and exciting new ways for our clients to keep up to date with their retail estate.

This year we have launched our brand new app, Insite, which allows retailers to see their store data and project status at the swipe of a screen. Insite allows users to track their project status and store portfolio data whilst also being able to view a full image gallery of their estate. In addition to this our Retail Response feature gives our clients the ability to log maintenance requests to be fixed within 24 hours.

We have also recently launched our brand new service, Asset Tracking, which tags all valuable assets within a store with a unique barcode. Barcodes are then uploaded to a database, detailing anything from stand size to maintenance history on that particular piece of kit. This gives our clients the ability not only to track their items, but allocate accurately against CapEx budgets. Asset Tracking provides retailers with enhanced survey information, historical fixture data and a fast response to any POS queries whilst also giving them the opportunity to ensure this data is always kept up to date.

Your brand in SAFE HANDS

MOMENTUM INSTORE LIVE TO DELIVER ON OUR CLIENTS INSTORE BRAND EXPERIENCES. LAST YEAR WE DELIVERED THE BIGGEST INSTALLATION PROJECT EVER TO TAKE PLACE IN EUROPE. WITH OUR HIGHLY SPECIALISED SERVICES AND AN EYE FOR DETAIL, WE CAN DELIVER YOUR RETAIL MARKETING CAMPAIGNS RIGHT FIRST TIME.



INSTALLATION



STORE SURVEYS



COSMETIC
MERCHANDISING



MERCHANDISING

If you would like to know more please contact Tim Ellis on:
+44 (0) 7957 175 406, tim.ellis@momentuminstore.com



Display of the Year - Permanent

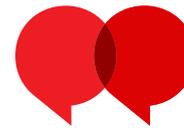
Category Sponsor:

momentum
instore
YOUR BRAND IN SAFE HANDS

Selected by judges from Gold Winners in eligible individual categories, this award celebrates the best of the best in permanent display. After much debate, DisplayPlan was named as this year's winner for its inspirational in-aisle stopping power and impressive brand presence.



Gold Award



The judges said:

This display stood out as the clear winner. In an environment where competition for attention is fierce, the agency created a strong in-store presence for Hasbro that delivered real depth and featured the interesting application of cutting-edge manufacturing technology.

DisplayPlan

Hasbro EMEA POE Program (Hasbro)

Silver Award



The judges said:

A clever interchangeable design that succeeded in educating the shopper on key product benefits and encouraged interaction. The introduction of a closed loop power supply is truly innovative, while the use of LEDs added a real touch of quality.

arken P-O-P
Intel 2-in-1 Risers
(Intel Corporation UK)

Bronze Award



The judges said:

Visually attractive and engaging, it invites shopper attention and interaction. The objective was to bring to life category leadership for the global launch of a new range and achieve best-in-class retail presence. This display delivered precisely that.

HRG UK
TomTom Runner 2
and Spark (TomTom International BV)



Gold Sponsors



Silver Sponsors