



THE AWARDS BOOK

Celebrating
creativity,
innovation and
excellence in store

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PART OF THE **shopi** GLOBAL NETWORK

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Foreword

Welcome to POPAI Awards Book 2021.

We have lived through events that none of us have seen before in our lifetime and hopefully will never see again. The cost over the last 20 months in economic, social, corporate but most of all in human terms has been shocking.

The human condition, though, is to be resilient. What we have seen of late has been companies and individuals fighting to stay afloat and to prosper. And in most, but not all cases, succeeding in that.

We've seen companies rapidly adapt to a changing market. They've made regretted redundancies in order to survive, furloughed staff, moved or reduced space in offices and factories. Some have looked for new markets, developed different products or set up offices overseas. And in all cases, they've had to adapt faster than they have ever had to before.

We've seen individuals take on new skills, reinvent themselves, set up new ventures and recover from the hard knocks they have taken.

In summary, these have been unbelievably testing times for many.

What has all of this meant for these Awards? An incredible year with the highest-ever number of entries proving both the resilience and underlying strength of our industry. I hope you'll enjoy seeing them all in this book. A huge thank you for all your entries.

I'd also like to say thank you to our judges. They do an incredible and diligent job reading all the entries, looking at photos and watching videos, before having to justify their conclusions to all the other judges.

And without the support of our sponsors, we simply could not afford to run the Awards as we do. This is particularly true over the last year.

Congratulations to all our winners and here's to a brighter 2022 for our industry.

Martin Kingdon
Chairman, POPAI UK & Ireland



The Judging Process

Your work is judged and nominated for an Award, according to POPAI's set criteria, by a panel of esteemed retail and brand professionals.

Each judge is allocated one or more categories. After a round of initial judging, the panel gathers online for a final day, with full and fair discussion of initial nomination recommendations before a final selection is made. In the first round, entries are scored based on how well they perform against the set judging criteria.

The identities of individual entrants remain undisclosed to judges throughout the process.

Judging criteria

Judges are asked to consider several important factors when deciding on whether an entry is worthy of nomination, including:

- How well does the entry meet the brief and satisfy both brand objectives and shopper needs?
- How well did the entry overcome practical in-store challenges and demonstrate original thinking?
- How well did the entry perform in terms of retail impact, and was it well executed and relevant to its context?
- How well were brand and promotional messages communicated?
- Did it perform well against key performance measures?

Each criterion in the table below is measured on a 0 - 10 rating system.

Criteria	Shopper Marketing Campaigns / Experiential	Insights	Shopper Technology	Project Management & Installation	Sustainability	All Other Categories
Interpretation of Brief & Marketing Objectives	✓	✓	✓	✓		✓
Design	✓		✓		✓	✓
Materials					✓	✓
Touchpoints	✓		✓			
Use of Retail Space	✓		✓			✓
Branding	✓		✓			✓
Performance	✓		✓	✓		✓
Planning		✓		✓		
Complexity		✓		✓		
Resource Management		✓		✓		
Timescale				✓		
Production					✓	
Supply Chain					✓	
Installation					✓	
End of Life					✓	
Project Impact		✓				
Methodology		✓				

The Judges

Our judging panel consists 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 2021 and selecting the cream of the crop in the industry.



Ainsley Sykes
Head of Commercial Initiatives & Retail Design
Dixons Carphone



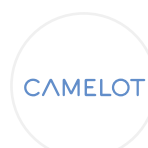
Andy Bodley
Instore Marketing Operations
Boots



Charles Hartley
Marketing Activation Controller
Heineken



Chris Gilroy
Marketing & Communications Director
Decathlon



Colin Ayres
Channel Marketing Manager
Camelot



Gary Stevens
Senior Manager, Global Retail & Brand Experiences
Sonos



Helen Onions
Senior Manager, Shopper Marketing
Johnson & Johnson



Karen Kemp
Shopper Marketing Executive
Unilever



Liz Howells
Retail Marketing Manager
Hasbro



Mari Jones
Head of Retail & Commercial Operations
EE



Neil Sharp
Head of Shopper Marketing
Red Bull



Nicola Coles
Instore Experience Manager
Dunelm



Paul Phillips
EU Head of Retail Display
Amazon



Rebecca Prindiville
Perfect Store - Permanent Merchandising Manager
PepsiCo



Robbie Dapaah
Global Head of Visual Merchandising
Revolution



Sarah Perry
Store Format & Proposition Manager
Pets at Home



Steve Gell
Format Equipment Development Manager
Co-op



Suzanne Hammond
Merchandising Manager - Garnier
L'Oréal

Details correct at time of judging



Categories

2021 Gold Winners

Student Design Award	Jessica Holmes
Pandemic Retail Experience	Meiyume
Pandemic Safety Solutions	ITAB UK
Consumer Electronics	arken POP International
Pharmacy & Wellbeing	Swytch Graphics
Project Management & Installation	Custodian
Grocery & General Merchandise - Temporary Display	DS Smith Retail Marketing
Merchandising	H L Display (UK)
Retail Services & Signage	SMP Group
Sports, Fashion & Visual Merchandising	Displayplan
Entertainment & Leisure	TracyLocke Europe
Cosmetics & Beauty - Temporary Display	Impact Retail
Cosmetics & Beauty - Permanent Display	arken POP International
Window Display	KGK Genix
Home & Garden	P+D
Short Run - Permanent Display	Impact Retail
Insights	Lobster
Store Design	WDC and Quantum 4
Wholesale	mint in conjunction with Top Corner Marketing
Shopper Marketing Campaigns	Altavia-HRG
Short Run - Temporary Display	arken POP International
Grocery & General Merchandise - Permanent Display	Linney
Confectionery	Easypack POP Displays and TMS
Shop-in-Shop & Pop-Up	KGK Genix
Shopper Technology	Big Group Retail
Experiential	Alrec In Store
Innovation	Displayplan
Sustainability	Swytch Graphics
Sustainability	Willson & Brown / Array
Display of the Year - Temporary Display	SMP Group
Display of the Year - Permanent Display	Linney



Student Design Award

The Student Design Award has once again produced some outstanding entries. With more universities than ever taking part, the Award is going from strength to strength.

GOLD AWARD



Jessica Holmes 'Taste the Tonic' bar - Fever-Tree

De Montfort University



What our judges say:

Highly interactive and has considered how to engage shoppers.

SILVER AWARD



Charlotte Wright Little Moons - Bitesize Adventure Counter *De Montfort University*



What our judges say:

A great interactive stand. This entry really considers the brand and its heritage.

BRONZE AWARD



Megan Evans Apple Watch - Series 6 *De Montfort University*



What our judges say:

Fabulous design, fun and interactive, thinking about the shopper.

International Winners (entries from the US)

Overall, we received 11 entries from the USA in 2021.

GOLD AWARD



Kyle Arby Santos

Y-3 Bucket Hat Display

California State University Long Beach



What our judges say:

A very well designed entry that shows a great understanding of the customer.



How to enter for the Student Design Award 2022

You'll be amazed what you'll learn by entering the POPAI Student Design Award competition. Discover what life is like creating in-store display concepts for a leading global business, explore your own strengths, and begin your journey to gaining experience for the future.

We are looking for amazing design concepts submitted alongside a short case study in one of six categories. The briefs are all the same: **Design a WOW piece of retail display, explaining what it is and why it's WOW!**

All entries must be submitted digitally via our entry site.

Previous Award winners have gone on to work for major players in our industry, as well as some of the biggest brands on the high street.

Learn more online at:
www.popaistudent.design

POPAI members, we need your help!

The role of the Student Design Award is to raise awareness of our industry amongst young, creative talent and to nurture them as they choose their design career path. POPAI recognises that bringing fresh young talent into our industry is key to its continued development.

The Student Design Award plays a key role in achieving these objectives but the ongoing success of the Awards depends on the involvement of our creative members.

If you would like to get involved by linking up with a local university or college and mentoring students through the entry process, please get in touch with the POPAI office. There is no minimum (or maximum!) time requirement but the more members that get involved, the greater the success of the Awards in achieving our goals.

SILVER AWARD



Daisy Ramirez

Dezi POP Display

California State University Long Beach



What our judges say:

A great design that promotes that product well, yet compliments the overall brand.

BRONZE AWARD



Alison Yanacek

Sailor Jerry Spiced Rum Display

California State University Long Beach



What our judges say:

A disruptive in-store stand that is true to brand and understands the shopper well.



Pandemic Retail Experience

A special category recognising the innovative ways in which brands and retailers adapted to and managed the shopper experience during the COVID-19 pandemic.

GOLD AWARD



Meiyume

La Vie Est Belle Display

L'Oréal



What our judges say:

This is a great solution for circumstances when perfume cannot be tested. Also post-COVID restrictions were considered with the ability to replace the scented paper with real testers.

SILVER AWARD



ITAB UK

Costa Drive Thru Delivery Shelf

Costa



What our judges say:

This one-size-fits-all solution is very clever. It was well researched so the shelf was at the right height for most shoppers.



BRONZE AWARD



Pivotal Retail Marketing

Pets at Home Consultation Unit

Pets at Home



What our judges say:

100% recyclable, this unit is designed to fit existing units rather than creating entirely new equipment.



Pandemic Safety Solutions

A special category recognising how retailers implemented safety, sanitisation and health-related solutions directly as a result of the COVID-19 pandemic, in order to allow as near a normal shopper experience as possible.

GOLD AWARD



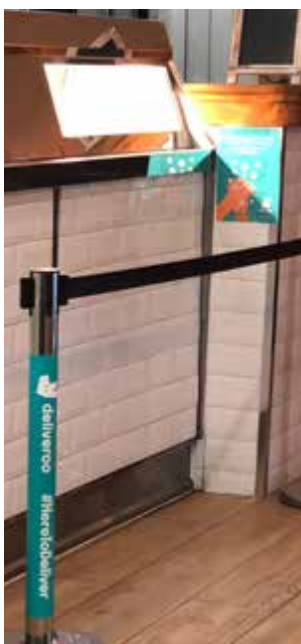
ITAB UK
Costa Counter
Protection Screen
Costa



What our judges say:

Really impressive piece of kit. Can be fitted without using any permanent fixings on the counter so you wouldn't know it had been there. The use of Costa colours makes it on brand, and it fitted every different store counter shape.

SILVER AWARD



Adare International
Delivering for Deliveroo
Deliveroo



What our judges say:

Provided weatherproof signage with good branding. Produced really quickly. Features a simple and practical set of elements which can serve the same vital purpose regardless of the size of the location.

BRONZE AWARD



Pivotal Retail Marketing
PAH Multi-Purpose
Sanitiser Unit
Pets at Home



What our judges say:

This unit has a sleek look and includes a post-COVID application. Delivered into store really quickly.

Consumer Electronics

Sponsored by



GOLD AWARD



arken POP International Intel Evo Display

Intel



What our judges say:

Making good use of modularity and space, this display is also very scalable and stands out against similar displays. A QR code is supplied to instruct staff on disassembly and recycling.

SILVER AWARD



My Player Ring Retail 2.0 Ring (Amazon)



What our judges say:

Making good use of both digital screen and graphics for shopper education, this uses space well. It can be difficult to demo smart tech in store but this does it well.

LET US HELP YOU REACH YOUR SUSTAINABILITY OBJECTIVES



At 100% we are committed to reducing the impact retail marketing products make on our planet. We believe that sustainable P-O-P should have the end-of-life mapped out from the start of its lifecycle.

We offer a range of solutions to handle retail displays which have served their purpose, from disassembly & removal to refurbishment, repurposing, recycling and target zero waste to landfill.

Whether you have already deployed your P-O-P or are developing a new campaign, we are your perfect partner to help solve the challenge of closing the loop on full circle sustainability.

To discuss your specific requirements contact our team:

www.100percentgroup.com
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hello@100percentgroup.com



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Pharmacy & Wellbeing

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WEIYU ME

GOLD AWARD



Swytch Graphics
Faith In Nature FSDU
Faith In Nature



What our judges say:

This really robust unit can support 45 litres of soap. It is 100% recyclable, including the metal drip trays, which are easy to clean. Interchangeable graphics will extend display life and allow the brand to own the space in store for a long time.

SILVER AWARD



P+D
Dettol Pharmacy Launch
Reckitt



What our judges say:

This project was set up in record time with multiple executions in different-sized pharmacies, some of which hadn't previously stocked Dettol. The display features clear, effective, simple messaging.

BRONZE AWARD



Impact Retail
Bulldog Glass Razor Launch FSDU
Bulldog



What our judges say:

This display really brought the bathroom experience to life with the use of the tile imagery. It was also cost effective and sustainable.

RE IMAGINE RETAIL WITH TAILORED SOLUTIONS

We create memorable retail experiences for your customers through engaging and customisable in-store solutions and technologies.



TRADITIONAL POS DISPLAYS

End-to-end capabilities & expertise in promotional & permanent retail solutions - Wall units, glorifiers, etc

TOUCHLESS TECHNOLOGY

Innovative solutions to reduce touchpoints & improve brand & product interaction



INTERACTIVE DISPLAYS

Create a seamless & experiential retail journey for consumers that delightfully engages & promotes discovery through interactivity & social media sharing; with components of data collection & analytics for ROI tracking

CONSUMER DATA & INSIGHTS

Provide a consolidated multi-source data & analytics capture, including a window into your consumer behaviour, to reveal ROI & help shape your retail strategy



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+44 (0) 7917170372



marketing@meiyume.com



www.meiyume.com



Project Management & Installation

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arken
creators of award winning p-o-p

GOLD AWARD



Custodian
Jameson Tap the Cap
Irish Distillers



What our judges say:

A huge number of components were required to be brought together in order to deliver this project.

SILVER AWARD



The Delta Group
Lidl Project Management
& Installation
Lidl



What our judges say:

The complexities overcome and the overall finish achieved in the short period of time makes this commendable.

BRONZE AWARD



Eden
Co-op Lab Stores
The Co-operative Group



What our judges say:

Some good planning has gone into this display. Given the short lead time described the results landed were impressive.

arken

creators of award winning p-o-p

arken is a creator of award-winning retail display

We are the trusted manufacturer of bespoke point-of-purchase display solutions for both brands and retailers across the world.

We provide in store retail display, signage and poster display for a wide range of retail sectors including cosmetics, consumer electronics, sport and fitness, transport and food and beverage.

With over 70 years' experience in supporting the growth of the brands we work with, the customer and their brand is at the centre of everything we do – which is why brands and retailers trust us.

As brand partners we create display that enhances and upholds the brand experience at the point-of-purchase and delivers an immediate and visible return on investment. The collaboration of our talented design and production teams result in the highest standard of manufacturing to deliver the very best for our clients.

Our global insights, trend research and market analysis ensures we have a comprehensive understanding of what drives both shopper engagement and product sales, informing and enabling our award-winning innovative design. We pride ourselves in the collaborative approach and working relationships we have with our clients, and we are proud to represent the brands we work with.

DESIGN
DEVELOP
MANUFACTURE
EVERYTHING HAPPENS HERE



arken

creators of award winning p-o-p

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Grocery & General Merchandise

Temporary Display

Sponsored by

horizon

GOLD AWARD



DS Smith Retail Marketing

McVitie's V.I.B. Limo at Asda

pladis



What our judges say:

Great wow factor and sales uplift. The display also has great branding and stockholding and is scalable. Quarter pallets are pre-filled to improve compliance.

SILVER AWARD



DS Smith Retail Marketing

Air Wick Christmas Range Display

Reckitt



What our judges say:

Pre-filled for compliance and economy, this display received great feedback and achieved a 234% year-on-year sales uplift.



SILVER AWARD



Custodian

Moët & Chandon
#MOETMOMENT

Edward Dillon & Co.



What our judges say:

Good call to action. The QR code takes shoppers to the website with a link for food pairings. Interchangeable graphics to extend display life. Great sales uplift.



BRONZE AWARD



DS Smith Retail Marketing

Premier Foods Unicorn FSDU

Premier Foods



What our judges say:

Impactful, flexible and modular with good branding. Can be shopped from both sides. Pre-filled to improve compliance.





Andrew Moss >

Today 16:45

Hi Ryan, can you create an
A4 advert for POPAI please 😊

Sure! What information do
you want included?

Say we have been proud gold
sponsors for the POPAI awards
since 2018

Anything else? 🤔

Logo, QR code to our
website and all that jazz

Perfect, i'll work on it now!

Can you do it as quick as
possible as we have some
client stuff to do 🏃💨

Done.



iMessage



Merchandising

Sponsored by



GOLD AWARD



HL Display (UK)

Asda Click n Collect
toyon (Asda)



What our judges say:

Impactful and visible from a long way off, this design met the brief really well and features clean, simple branding.

SILVER AWARD



mint in conjunction with Top Corner Marketing

Elumen Gondola Ends
Kao Group (Goldwell)



What our judges say:

Very disruptive, with lots of colours working well. There was good communication of what the dye would look like once applied.



BRONZE AWARD



Willson & Brown / Array

L'Oréal Paris Trend Area
L'Oréal



What our judges say:

Good detailed submission and good in-store execution. This had a strong premium feel – it was eye-catching but simple and uncluttered.





3A Composites Display Europe, an international division of the 3A Composites Group and part of Schweiter Technologies AG, is active internationally. We are the leading manufacturer of sheet materials for the field of visual communication, along with the Polycasa Group and Perspex International Ltd.

Thanks to a diversified range of products that include DIBOND® aluminium composite sheets, FOREX® and FOAMALITE® rigid foam plastic sheets, KAPA®, FOAM-X®, SMART-X® and GATORFOAM® lightweight foamboards, DISPA® paper boards, LUMEX® and HIPEX® PET sheets as well as PERSPEX®, CRYLUX®, CRYLON® and AKRYLON® acrylic glass sheets and IMPEX® polycarbonate sheets we can offer our customers a unique and perfectly coordinated range of products – and everything is from a single source.

The main areas of application for our products include: digital and screen printing, exhibition booth construction and shop fitting, interior and shop design, photomounting as well as signage, POS / POP displays and furniture construction.

Thanks to a worldwide network of producers and dealers, our branded products are available at short notice in more than 80 countries. This network is based on our partnership with leading distributors in the paper, plastics and metal sectors, who offer not only competent advice, but also services catering to the individual requirements of our customers.

We attach particular importance to sustainable manufacturing processes and environmentally friendly materials. Our goal is to ensure the prompt supply of innovative, top-quality products which are tailored to our customers' needs.



YOUR VISION. OUR BRANDS. ENDLESS POSSIBILITIES.

Communicating brand value and the associated lifestyle over an extended period of time and all around the world is what makes unique retail worlds.

3A Composites develops, manufactures and markets high-quality material for these retail worlds: a broad variety from aluminium composite panels, rigid plastic sheet material,

paper boards through to transparent and translucent panels used for shop and interior design, furniture construction, product shelves and price signage, directional information or changing room number tags.

Giving you scope to implement your creative ideas!

DIBOND® HYLITE® FOREX® SMART-X® KAPA® DISPA® LUMEX® FOAMALITE® FOAM-X®

CRYLUX® CRYLON® AKRYLON® HIPEX® IMPEX®



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Retail Services & Signage

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GOLD AWARD



SMP Group
Waitrose Christmas
Waitrose & Partners



What our judges say:

Good, consistent messaging across both the TV campaign and in-store execution. Great value given the number of elements involved.

SILVER AWARD



HH Global with FERO
Asda Christmas 2020
Asda Stores



What our judges say:

Good execution of brief, with a very economical and sustainable solution which works at high, eye and buy level.

BRONZE AWARD



Adare International
Sustainable Retail Fabric
Graphic Solution
Reiss



What our judges say:

Good sustainability credentials. A simple and very well deployed solution that adds a big impact when combined with the backlighting.



Stunning, Sustainably Created, Price Conscious Point of Sale for Brands and Retailers...

Here at Mint we design, manufacture and distribute **award winning displays** for brand and retail customers in the UK and Europe. With a passion for turning creative vision into reality, we manage both simple and complex multi-material campaigns through our 60,000 sq ft facility in Leicester. **Sustainability lies at the heart of our offer** and everything we manufacture is scrutinised from both a materials and distribution perspective. We are privileged to work with some of the High Street's best known brands and retailers where **customer service excellence, quality and innovative thinking** are mandatory. Please get in touch to learn more....



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GOLD AWARD



Displayplan
Garmin MID Modular
Display system
Garmin



What our judges say:

Took into account different store formats and sizes, and shoppers are driven to the display.

BRONZE AWARD



Impact Retail
Converse JD Sports Wall Bays
Rosie Lee



What our judges say:

Achieved a super-premium look and is scalable to accommodate store guidelines.

The UK's leading independent corrugated packaging and point of sale company



- Artwork Creation
- State of the Art Digital Printing
- Innovative Concept & Structural Design
- Point of Sale and Display Solutions
- Delivery, Distribution & Compliance



Find out more: www.cepac.co.uk



Entertainment & Leisure

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display

A part of the Smurfit Kappa Group

GOLD AWARD



TracyLocke Europe
NOW TV Retail Suite
Sky



What our judges say:

Good use of customer insights to influence design. Scalable to fit different sizes of space available. Great results and good pricing information.

SILVER AWARD



Communis in conjunction with **Studio CO2** and **Mauveworx**

FIFA 21 Modular POS
Electronic Arts



What our judges say:

Really brought football to life. Good CSR story with the goals going to local communities after use.

BRONZE AWARD



arcken POP International
Nordic Spirit Back Bar
JTI



What our judges say:

Great standout. Good modular design to accommodate the different spaces available in pubs.

Future success depends on what you're made of



In these very uncertain times it is essential to know that your in-store promotional activities are in the safest hands possible.

Display is not just a standalone POS company, we are part of the Smurfit Kappa Group which operates a global circular economy, controlling our material supplies from managed forests through to paper recycling in the most sustainable way. This ensures that you will always receive market leading service backed by our global shopper insights and expert creative, design and manufacturing from our production sites in the UK and Republic of Ireland.

We use all of our experience and knowledge to create the Point of Sale solutions of today that meet the demands of tomorrow.

Your brand is too important to risk with anything less.



Visit our website to find out more
www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Cosmetics & Beauty

Temporary Display

Sponsored by

SAMSUNG

GOLD AWARD



Impact Retail

L'Oréal Air Volume
Superdrug FSDU

L'Oréal Paris



What our judges say:

This display ticks all the boxes in terms of creative use of space, communication of complex messages and sustainability.

SILVER AWARD



DIAM UK

Fenty Skin Card FSDU – Boots
Kendo Brands



What our judges say:

Clean and simple branding without lots of additional messaging. Simple, easy-to-shop design.

BRONZE AWARD



Impact Retail

L'Oréal Wonder Water FSDU
L'Oréal Paris



What our judges say:

The unit achieved standout in store and presented the new product as the focus. This is an eye-catching display which targets existing customers, at the same time attracting new shoppers.

SAMSUNG

Established in 1969, Samsung Electronics has grown to become a global leader in technology. Dedicated to creating new possibilities for people and businesses everywhere, we boldly invest in R&D to fuel our aspirations of creating new technologies that inspire. With our extensive global network and relentless innovation, we strive to create a better world for everyone. Samsung's end-to-end display capabilities offer a comprehensive portfolio of solutions that make an impressive statement, command attention from visitors throughout any facility and create a unique experience through state-of-the-art technology.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.



**Designed for every
business, delivering
peace of mind**

**Looking to modernise and
grow your business?**

Introducing Samsung Kiosk, the all NEW self-ordering solution. It's aesthetic design blends into any store space, delivering operational reliability with powerful performance and security.

Samsung is working alongside an ecosystem of application partners ensuring Kiosk integrates with existing EPOS systems.

Want to learn more?





Cosmetics & Beauty

Permanent Display

Sponsored by



GOLD AWARD



arken POP International
Urban Decay
Permanent FSDU
L'Oréal



What our judges say:

This fantastic design concept is led by sustainability and is super simple. The QR code is built seamlessly into the execution and there is good product information and use of iconic brand colours. The display is also easily shoppable.

SILVER AWARD



Impact Retail

L'Oréal Magic Retouch
Double Stacker
L'Oréal Paris



What our judges say:

This display is a very detailed brief well met. Taking an outstanding approach to sustainability, it is made from recycled plastic.

BRONZE AWARD



Willson & Brown / Array

Maybelline Wilko Unit
Maybelline



What our judges say:

A fantastic message for the generation this product speaks to. A brilliant platform for an excellent message.

BRONZE AWARD



arken POP International
Revolution XX launch in Boots
Revolution Beauty



What our judges say:

An impactful digital execution with sustainability credentials. The display really enhanced the shopper experience, with a good explanation of what products were in the boxed items.



100% connects brands with shoppers through experiences at retail, by providing award-winning solutions to Implement and Optimise marketing campaigns in stores across the world.

We provide a comprehensive range of services to manage the activation of your retail marketing campaign, from initial installation, new product updates, maintenance, to end of life, as well as sourcing and project management of campaign materials.

We specialise in seamless delivery of in-store campaigns across the globe. We give you a single point of contact to implement your retail experiences with consistency to over 65 countries, across Europe, Middle East, India, Africa, USA & Canada and beyond.

We've completed projects for brands like Adidas, Beats by Dre, North Face and Sonos. We've worked on high-profile product launches and ground-breaking in-store experiences. We bring ideas to life for some of the world's biggest retail brands.

We are committed to reducing the impact retail marketing makes on the environment and the planet as a whole. Our vision is to become the most sustainable retail installations expert and promote change across the industry through collaboration and partnerships.

Whether you've got big ideas for a new product launch or need to execute a retail campaign in short timescale, **we can make it happen in-store.**

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Window Display

Sponsored by

WEIYU ME

GOLD AWARD



KGK Genix

Snow

Superdry



What our judges say:

An eye-catching design which really created depth to the window space. Met the brief well.

SILVER AWARD



SMP Group

M&S Christmas Windows

M&S



What our judges say:

Excellent, scalable design used in a range of different-sized windows. Easy for staff to install.

BRONZE AWARD



The Delta Group

FatFace Window Display

FatFace



What our judges say:

Innovative use of lenticular material in a window helps deliver the brand message and answer the brief.



Meiyume's vision is to enhance the in-store experience by streamlining the customer's overall shopping journey using traditional systems, cutting-edge technologies and data insights; providing a gateway into the future of retail. With bespoke solutions, we help global brands and retailers transform how they engage with their customers.

From traditional POS displays to digital interactive solutions with anonymous real-time data tracking and insights, Meiyume creates innovative and tech-driven solutions - from conceptual design, implementation, monitoring to maintenance. Many of our solutions use social media sharing, CRM data collection, and a centralized content management system. Global brands and retailers are granted, through these solutions, a holistic view of consolidated data that uncovers important consumer behaviour insights to shape their business strategy. Our solutions create an enriching experience from start to finish, ensuring a seamless retail experience is achieved. From local one-offs to global rollouts, we have the scope and scale to deliver the tailored solutions for your retail needs.

Meiyume is part of the Fung Group, a business entity headquartered in Hong Kong, whose core businesses operate across the entire global supply chain for consumer goods including sourcing, logistics, distribution and retail. Rooted in rich history and heritage, with a global reach and end-to-end supply chain in the beauty industry, **Meiyume is your global partner in trailblazing retail solutions.**

RE IMAGINE RETAIL WITH TAILORED SOLUTIONS



TRADITIONAL POS DISPLAYS

End-to-end capabilities & expertise in promotional & permanent retail solutions - Wall units, glorifiers, etc



TOUCHLESS TECHNOLOGY

Innovative solutions to reduce touchpoints & improve brand & product interaction

INTERACTIVE SOLUTIONS

Create a seamless & experiential retail journey for consumers that delightfully engages & promotes discovery through interactivity & social media sharing; with components of data collection & analytics for ROI tracking



CONSUMER DATA & INSIGHTS

Provide a consolidated multi-source data & analytics capture, including a window into your consumer behaviour to reveal ROI & help shape your retail strategy



We create memorable retail experiences for your customers through engaging and customisable in-store solutions and technologies.

Envision the future of retail with us:



+44 (0) 7917170372



marketing@meiyume.com



www.meiyume.com



Home & Garden

GOLD AWARD



P+D

Cuprinol Ducksback "Duckhouse" Display

Dulux Paints Ireland



What our judges say:

A complex, impactful unit which makes good use of store floor space. Delivering strong branding, it really shows the finished paint colours well. They even had to produce additional units to meet demand.

SILVER AWARD



Team ITG

Halfords VM
Gondola Car Display
Halfords



What our judges say:

Simple but brilliant. This display offers good shopper education and really prompts shoppers to pick up what they need for winter.



BRONZE AWARD



Display a part of the
Smurfit Kappa Group
Evergreen Greenhouse
Evergreen Garden Care



What our judges say:

An impactful design which makes clever use of cardboard to hold heavy products. The display can be used to cross merchandise product ranges, and provided an increase in stock holding compared with the previous display.



POPAl Sustainability Services



Recognising the global focus on sustainability

As an industry body, POPAl is committed to raising standards and has developed **four key products**, available to all sectors to establish a single, recognised standard to support, operate by and measure sustainability achievements.

POPAl's Sustainability Vision

POPAl UK & Ireland is committed to reducing the industry's impact on the environment. We recognise that the most effective approach to improving the sustainable performance of retail marketing is to work collaboratively throughout the supply chain.

We are committed to achieving this within the POPAl Sustainability Partnership, working with all parties in the value chain to achieve real and measurable reductions in our environmental impact.



POPAl Sustainability Standard – Supplier

Developed in direct response to calls from the industry for a standardised approach, the **POPAl Sustainability Standard (PSS)** embeds sustainability principles within organisations and challenges traditional practices by helping industry professionals better understand how, where and when sustainability issues translate to their business.



POPAl Sustainability Partnership

This is specifically created to help brands and retailers reduce the environmental impact of all materials in store and to reinforce their sustainable credentials. It will include making commitments to the sustainability of your in-store activities and aligning your supply chain to fully reflect your values.



Sustain® the eco-design tool

Sustain® measures the environmental impact from the production of display and sales promotion items of all types. It includes supply chain, transport, componentry, processes, energy use and end of life.

Recommended by major brands and retailers.



POPAl Sustainability Consultancy

Recognising the need for support across the industry, POPAl now provides a range of consultancy services in sustainability, including sustainability audits in store, sustainable design criteria, metrics and analysis of environmental performance, plus advice on procedures and practices, for both clients and suppliers.



Short Run

Permanent Display

Sponsored by



GOLD AWARD



Impact Retail

Moët & Chandon
Sainsbury's Fixture

Moët Hennessy UK



What our judges say:

This display looks very premium, with good use of interactive screen matching the products to different occasions and pairing with food. A great example of how to merchandise numerous different stock-keeping units.

SILVER AWARD



ISI Global

Casio Wall Bay
Casio Electronics



What our judges say:

It was a novel idea to use models, as this made the display fun. Interchangeable display components and interesting use of radio frequency identification to open the drawers rather than using a key.

BRONZE AWARD



Altavia-HRG in association with VMLY&R Commerce

Evergreen Garden Care
Homebase Installation
Evergreen Garden Care



What our judges say:

Good blocking of product categories and good shopper education. This installation achieved great standout.

BRONZE AWARD



arken POP International

Sanctuary Spa -
Superdrug Island
PZ Cussons



What our judges say:

This unit featured 360 degree shoppability and made good use of hero areas. Colours were right on brand, and the display was educational for shoppers.



Together we achieve more

Cepac Ltd, is the UK's leading independent corrugated packaging producer. We provide the state-of-the-art alternative to conventional corrugated packaging offering cost-effective options to make products stand out.

Founded in 1999, Cepac pioneers innovative, performance packaging and print solutions across our four UK plants, working in close partnership with our customers, suppliers and stakeholders.

We have achieved our leading position through our ethos of working together. Harnessing the latest technologies and the most advanced materials while attaining the best environmental credentials, we achieve more for our customers, always delivering products that exceed expectations.

The dedicated Cepac Display team works from a purpose-built facility designed to fast-track production from initial concept to completion in the fastest possible time. This experienced team of specialists in shopper marketing, retail spaces and retail communication provides the expertise you need to ensure your POS meets the diverse demands of retailers.

From iconic in-store theatre to free standing display units, pallet displays of all sizes, shelf and counter displays – we've got years of experience designing, producing and developing all types of POS across every retail environment.

We'll work closely with you every step of the way, from concept and design through to manufacture and fulfilment. Because we understand every stage of the process, we minimise waste, errors and outlay resulting in a highly-efficient and cost effective outcome. With cutting-edge digital technologies and logistics helping speed up time to market, on-site fulfilment and co-packaging, there's no better partner for your retail communications and POS & Display needs.

To find out more visit www.cepac.co.uk

The UK's leading
independent
corrugated
packaging
and point
of sale
company

- Artwork Creation
- State of the Art Digital Printing
- Innovative Concept & Structural Design
- Point of Sale and Display Solutions
- Delivery, Distribution & Compliance



Find out more:
www.cepac.co.uk



Together we achieve more



Insights

Sponsored by

mint

GOLD AWARD



Lobster

Permanent display analysis - Ferrero

Ferrero



What our judges say:

It's a simple insight activity in a complex minefield and helps focus spend on what matters most. Use of the Plan-Apps, a software tool, gave a massive uplift in ROI.

SILVER AWARD



dunnhumby media

Arla & Kellogg's:
Driving Exposure
Arla Foods UK



What our judges say:

Bringing the two household brands together really helps the customer with decision making on healthier choices. Adherence to the Tesco Media Centre guidelines is impressive.



We are a design and manufacturing business derived to bring the very best in creative display provision to the most recognised Brands and Retailers on the High Street. We take pride in our ability to translate creative designs into stunning displays that are both cost effective and sustainable in their execution.

The sustainability conversation has been ongoing for many years – our industry must now take responsibility and start to reflect the sentiment that many of the brands that we promote are conveying to their customers. Sooner or later brands and retailers will be called to task on the complete lifecycle of their promotional output. Here at mint we are moving very quickly to mitigate waste and provide greater transparency around reuse, repurpose and disposal – in order that we can truly and honestly promote a more ‘sustainable rhetoric’.

In addition to Ecovadis Silver accreditation (2021), POPAI Sustain® scoring on all projects, Sedex and FSC membership, our facility is now a ‘Carbon measured Operation’ – with significant investment in waste stream management.

We manufacture as much as we can in our 60,000 sq ft Leicestershire factory, and for any components that are required to be bought in, our supply chain sits within a 5 mile radius of the facility – once again reducing our impact on the environment while maximizing supply chain control.

With customer service at the heart of our offer, perhaps now is the time to get in touch!

Creative | Design Development | Prototype | UK Manufacture | Installation



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Stunning, Sustainably Created,
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for Brands and Retailers.

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Store Design

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display

A part of the Smurfit Kappa Group

GOLD AWARD



WDC and Quantum 4

Outsiders Store, Coal Drops Yard

Ellis Brigham Mountain Sports



What our judges say:

Sustainability was considered throughout the project, with the structure minimised by not having panels, etc. Flexibility and longevity objectives were met well.

SILVER AWARD



The One Off

Sky - Access All Areas store
Sky



What our judges say:

Brilliantly branded and great use of technology. Ticks all the boxes for successful store design.

BRONZE AWARD



Asda Stores

Asda Middleton
Sustainability
Concept Store
Asda Stores



What our judges say:

Good demarcation of product lines and good recycling credentials. Good examples of how the marketing objectives were met and the innovation that was incorporated.



A part of the Smurfit Kappa Group

It takes more than just a good idea to create and successfully deliver a great POS campaign!

It takes creativity combined with a knowledge of what will work through the supply chain and within the retailer environment. It takes a high level of customer service and project management and the ability to be fast to market in order to achieve the retailer deadlines.

At Display, we are experts in designing and creating award winning POS Solutions, all manufactured within our three production facilities in the UK and Republic of Ireland.

Our expert 3D POS Creative Agency 'Colours' along with our structural design & production teams, specialise in taking a campaign from an initial concept stage to delivering cost effective and high quality solutions that maximise your brand and your sales promotions in-store.

As part of the Smurfit Kappa group we have access to global market information that enables us to focus on the consumer both now and in the future. We make displays that are simple to implement and hard to ignore.

With our commitment to sustainability we have a vast range of environmentally friendly POS display solutions that will improve the impact and effectiveness of your brand promotions, whatever challenge the retail environment brings.

colours
OFF SHELF • ON BRAND

**Your specialist 3D POS
and graphic agency**



smurfitkappadisplay.com/colours



display

A part of the Smurfit Kappa Group



Wholesale

Sponsored by

horizon

GOLD AWARD



mint in conjunction with **Top Corner Marketing**

Goldwell Wall and Gondola

Kao Group (Goldwell)



What our judges say:

Really good value for the quality and achieved great standout, taking space from key competitors. Scratch resistant and scalable — from eight bay to just gondola end size.

SILVER AWARD



DS Smith Retail Marketing

Nestlé Zebra KitKat
Wholesale Display
Nestlé UK



What our judges say:

Clever design, with the zebras delivered flat packed but they pop up when unpacked. The product cases integrated well into the display, and there were no plastic parts.



BRONZE AWARD



InContrast

Raspberry Rays
Wholesale Hero

Suntory Beverage & Food



What our judges say:

Good use of large pack shots for standout. This display really achieved a summer look and feel and is very robust given the complexity of the design. Great stockholding and is cost effective, too.



horizon

Horizon are a retail design and brand communications agency, with offices in UK, Holland and Germany.

Significant in-house design and production facilities bring award winning creative at factory gate timelines and prices.

For over 13 years Horizon have been designing and producing innovative display solutions for brands and retailers, however a post COVID world has seen a seismic shift in shopper behaviour.

We understand the shopper journey and can help you optimise your position within bricks and mortar retail.

You will find us a willing partner, who will guide you through the complexity of POS production and implementation, domestically and throughout EMEA.

www.horizon-rms.com



horizon

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POP AI AWARDS
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NBCC
SINCE 1987



Shopper Marketing Campaigns

GOLD AWARD



Altavia-HRG

Glenfiddich
Father's Day
Aroma Lab

William Grant & Sons



What our judges say:

A great example of how to educate customers in a confusing market, with education which would continue to work beyond Father's Day.

SILVER AWARD



arken POP International

Revolution "Halloween-at-Home" Takeover

Revolution Beauty



What our judges say:

All the through-the-line touch points were met. Slightly different take on Halloween but worked well.

BRONZE AWARD



TracyLocke Europe

We Summer. Oui Boursin.

Bel Group



What our judges say:

Makes customers think about the product all year round, not just at Christmas. Gets customers to re-evaluate the product to use for recipes.

THE BENEFITS OF MEMBERSHIP

POPai is a progressive industry association, promoting best practice and dedicated to enhancing the total shopper experience.

Visit our website to learn more about how members benefit from:

INSIGHTS

MARKETING & VISIBILITY

EVENTS & CONFERENCES

EDUCATION & TRAINING

RESEARCH SERVICES

INDUSTRY KNOWLEDGE

SUSTAINABILITY



Annual corporate membership fee **£1,695**_{+VAT}

To discover more, visit: **popai.co.uk/whyjoin**

Or contact: **info@popai.co.uk** | **01455 613651**

Short Run

Temporary Display

GOLD AWARD



arken POP International
Benefit A-Wall Promo Display
Benefit Cosmetics



What our judges say:

This sustainable unit featured easily updatable graphic panels and made good use of sustainable materials. Overall, it was impactful with good sales uplift.

SILVER AWARD



CP Arts
Kinder Easter Island
Ferrero UK



What our judges say:

Good value and easy to assemble by store staff. Great brand standout, easily recognisable.



BRONZE AWARD



DS Smith Retail Marketing
Batchelors and COD Helicopter Display
Premier Foods



What our judges say:

Great standout and good value. The Batchelors logo is also very prominent. Easy to shop and for stores to replenish.



BRONZE AWARD



Display
a part of the Smurfit Kappa Group
Pipers Christmas FOS Display
PepsiCo UK & Ireland



What our judges say:

Great standout, which really created a wow factor. Good value and right on brand. Showed good sales uplift.



SEARCH ENGINES



BOXFILE

This search engine contains over 500 case study presentations, insight reports, global retail trends and magazine back issues.



BENCHMARK

This powerful best-in-class search engine contains 2,500+ POPAI Award entries across all retail categories and formats since 2007.



POPWATCH

With 13,000+ in-store photos covering 100s of brands and retailers since 2012, this search engine is an essential tool for scanning the in-store environment.





Grocery & General Merchandise

Permanent Display

Sponsored by

SAMSUNG

GOLD AWARD



Linney
Warburtons
Slimline FSDU
Warburtons



What our judges say:

Shows flexibility, with the display available as both an FSDU or integrated into an existing fixture. They have created a beacon within the bread category, with the high-quality unit reflecting the craft product. The inclusion of the oven makes the product feel really fresh.

SILVER AWARD



Communis in conjunction with **mint**
Sainsbury's Detergents POS
Procter & Gamble



What our judges say:

Brave and pioneering in trying to create a category solution. Good communication explaining the different detergent credentials. The display is well merchandised and very attractive, with interactive elements making it even more engaging.

SAMSUNG

Established in 1969, Samsung Electronics has grown to become a global leader in technology. Dedicated to creating new possibilities for people and businesses everywhere, we boldly invest in R&D to fuel our aspirations of creating new technologies that inspire. With our extensive global network and relentless innovation, we strive to create a better world for everyone. Samsung's end-to-end display capabilities offer a comprehensive portfolio of solutions that make an impressive statement, command attention from visitors throughout any facility and create a unique experience through state-of-the-art technology.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.



**Designed for every
business, delivering
peace of mind**

**Looking to modernise and
grow your business?**

Introducing Samsung Kiosk, the all NEW self-ordering solution. It's aesthetic design blends into any store space, delivering operational reliability with powerful performance and security.

Samsung is working alongside an ecosystem of application partners ensuring Kiosk integrates with existing EPOS systems.

Want to learn more?





Confectionery

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GOLD AWARD



Easypack POP Displays and TMS

Green & Black's
Valentines Theatre

Mondelēz



What our judges say:

Good category solution which really encourages multiple purchases. The display is designed around the products with great merchandising and 360 degree shopability.

SILVER AWARD



CP Arts

Thorntons Christmas Hut 2020
Ferrero UK



What our judges say:

The project established strong relationships between Wilko and the design team — they have created a great way of working.

BRONZE AWARD



Cepac Group

Kinnerton Harry Potter Pallet FSDU
Kinnerton



What our judges say:

The display really creates a link between Harry Potter and the chocolate and would appeal to all age groups. Really good use of branding.



3A Composites Display Europe, an international division of the 3A Composites Group and part of Schweiter Technologies AG, is active internationally. We are the leading manufacturer of sheet materials for the field of visual communication, along with the Polycasa Group and Perspex International Ltd.

Thanks to a diversified range of products that include DIBOND® aluminium composite sheets, FOREX® and FOAMALITE® rigid foam plastic sheets, KAPA®, FOAM-X®, SMART-X® and GATORFOAM® lightweight foamboards, DISPA® paper boards, LUMEX® and HIPEX® PET sheets as well as PERSPEX®, CRYLUX®, CRYLON® and AKRYLON® acrylic glass sheets and IMPEX® polycarbonate sheets we can offer our customers a unique and perfectly coordinated range of products – and everything is from a single source.

The main areas of application for our products include: digital and screen printing, exhibition booth construction and shop fitting, interior and shop design, photomounting as well as signage, POS / POP displays and furniture construction.

Thanks to a worldwide network of producers and dealers, our branded products are available at short notice in more than 80 countries. This network is based on our partnership with leading distributors in the paper, plastics and metal sectors, who offer not only competent advice, but also services catering to the individual requirements of our customers.

We attach particular importance to sustainable manufacturing processes and environmentally friendly materials. Our goal is to ensure the prompt supply of innovative, top-quality products which are tailored to our customers' needs.



YOUR VISION. OUR BRANDS. ENDLESS POSSIBILITIES.

Communicating brand value and the associated lifestyle over an extended period of time and all around the world is what makes unique retail worlds.

3A Composites develops, manufactures and markets high-quality material for these retail worlds: a broad variety from aluminium composite panels, rigid plastic sheet material,

paper boards through to transparent and translucent panels used for shop and interior design, furniture construction, product shelves and price signage, directional information or changing room number tags.

Giving you scope to implement your creative ideas!

DIBOND® HYLITE® FOREX® SMART-X® KAPA® DISPA® LUMEX® FOAMALITE® FOAM-X®

CRYLUX® CRYLON® AKRYLON® HIPEX® IMPEX®



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Shop-in-Shop & Pop-Up

Sponsored by

WEIYUWE

GOLD AWARD



KGK Genix
FAO Schwarz Pop-Up
Selfridges + FAO Schwarz



What our judges say:

Moving elements like the clock are great for TikTok and Instagram. This is a truly interactive experience.

SILVER AWARD



ISI Global
BISSELL Shop in Shop
BISSELL International



What our judges say:

Plenty of touch and feel and can engage digitally. Made a complex category easy to shop.

BRONZE AWARD



SMP Group
Sky Store Launch
Sky UK



What our judges say:

Stops you in your tracks. The overall design elements are exciting, fun and complement the sale of products.

RE IMAGINE RETAIL WITH TAILORED SOLUTIONS

We create **memorable retail experiences** for your customers through **engaging and customisable** in-store solutions and technologies.



TRADITIONAL POS DISPLAYS

End-to-end capabilities & expertise in promotional & permanent retail solutions - Wall units, glorifiers, etc

TOUCHLESS TECHNOLOGY

Innovative solutions to reduce touchpoints & improve brand & product interaction



INTERACTIVE DISPLAYS

Create a seamless & experiential retail journey for consumers that delightfully engages & promotes discovery through interactivity & social media sharing; with components of data collection & analytics for ROI tracking

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Provide a consolidated multi-source data & analytics capture, including a window into your consumer behaviour, to reveal ROI & help shape your retail strategy



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www.meiyume.com



Shopper Technology

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arken
creators of award winning p-o-p

GOLD AWARD



Big Group Retail
Samsung
Present Space
Samsung UK



What our judges say:

Fully immersive and very John Lewis. Great use of technology, eliminating the need for shoppers to touch the display.

SILVER AWARD



Displayplan
Boots Electrical
Beauty Play Tables
Boots



What our judges say:

Provides good security while enabling great interaction for shoppers. Great use of floor space and highly engaging.



SILVER AWARD



M-Cube UK
Sky Access All Areas
Sky UK



What our judges say:

Good use of gesture technology. Really slick and clean, and really encourages trade up.



BRONZE AWARD



Play Retail
PMI Discover IQOS
Philip Morris International



What our judges say:

Very impressive and clever. Good use of technology including QR codes.



arken

creators of award winning p-o-p

arken is a creator of award-winning retail display

We are the trusted manufacturer of bespoke point-of-purchase display solutions for both brands and retailers across the world.

We provide in store retail display, signage and poster display for a wide range of retail sectors including cosmetics, consumer electronics, sport and fitness, transport and food and beverage.

With over 70 years' experience in supporting the growth of the brands we work with, the customer and their brand is at the centre of everything we do – which is why brands and retailers trust us.

As brand partners we create display that enhances and upholds the brand experience at the point-of-purchase and delivers an immediate and visible return on investment. The collaboration of our talented design and production teams result in the highest standard of manufacturing to deliver the very best for our clients.

Our global insights, trend research and market analysis ensures we have a comprehensive understanding of what drives both shopper engagement and product sales, informing and enabling our award-winning innovative design. We pride ourselves in the collaborative approach and working relationships we have with our clients, and we are proud to represent the brands we work with.

DESIGN
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creators of award winning p-o-p

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Experiential

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GOLD AWARD



Alrec In Store

Currys eSports Gaming Arena

Dixons Carphone



What our judges say:

Great community activation, fantastic for driving people into retail.

SILVER AWARD



Team ITG

DT arcade

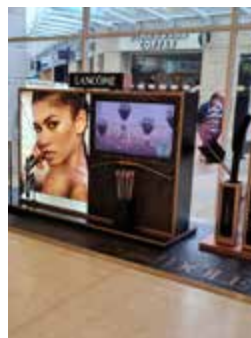
Dixons Carphone



What our judges say:

This unit looks very well thought through, bringing a 2D display into a 3D world, making it much more inviting for shoppers to use. Very scalable, and created an impressive increase in footfall.

BRONZE AWARD



Pixel Inspiration

Lancôme Lash

Idôle

Lancôme



What our judges say:

Delivered on getting shoppers to sign up to the new letter and engage with the brand.

BRONZE AWARD



N2O

Tesco Cheer

the Nation

Tesco



What our judges say:

Really nice idea. Great 'retailtainment'. Provides something that's not available on the other 364 days of the year.

The UK's leading independent corrugated packaging and point of sale company



- Artwork Creation
- State of the Art Digital Printing
- Innovative Concept & Structural Design
- Point of Sale and Display Solutions
- Delivery, Distribution & Compliance



Find out more: www.cepac.co.uk



Innovation

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display

A part of the Smurfit Kappa Group

GOLD AWARD



Displayplan Boots Electrical Beauty Play Tables

Boots



What our judges say:

Great attempt at bridging the physical and digital world. Good integration of numerous technologies.

SILVER AWARD



Meiyume La Vie Est Belle Display L'Oréal



What our judges say:

Removes the need for human interaction as no-one has to spray the scent. New use of scented paper.

SILVER AWARD



Willson & Brown / Array Universal Hotspot Grocery Stores L'Oréal



What our judges say:

Modularity allows it to be used in multiple locations using half the amount of cardboard in traditional displays.

BRONZE AWARD



CHEP UK Collaborative Dolly platform trial Britvic



What our judges say:

Great end-to-end consideration of the whole solution. Can be installed and merchandised in one-fifth of the time of a traditional FSDU. A lot of thought has gone into getting acceptance from multiple retailers. A cracking solution to a difficult problem.

Future success depends on what you're made of



In these very uncertain times it is essential to know that your in-store promotional activities are in the safest hands possible.

Display is not just a standalone POS company, we are part of the Smurfit Kappa Group which operates a global circular economy, controlling our material supplies from managed forests through to paper recycling in the most sustainable way. This ensures that you will always receive market leading service backed by our global shopper insights and expert creative, design and manufacturing from our production sites in the UK and Republic of Ireland.

We use all of our experience and knowledge to create the Point of Sale solutions of today that meet the demands of tomorrow.

Your brand is too important to risk with anything less.



Visit our website to find out more
www.smurfitkappadisplay.com



display

A part of the Smurfit Kappa Group



Sustainability

To recognise the diverse range of manufacturing techniques and materials and their associated sustainable credentials, the judges have decided to allocate two gold awards in this category.

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GOLD AWARD



Swytch Graphics

Faith In Nature FSDU

Faith In Nature



What our judges say:

Everything about the display is sustainable. The constant replenishment of liquids will guarantee long placement. Really well thought through.

GOLD AWARD



Willson & Brown / Array

Maybelline Wilko Unit

Maybelline



What our judges say:

Uses fully recyclable materials. This is the only design that produced detailed measurement of metrics.



SILVER AWARD



arken POP International

Benefit A-Wall Promo Display

Benefit Cosmetics



What our judges say:

Once the fixture is in place, everything is recyclable, and it has a high use of recycled materials. Constantly updatable to extend life using fewer materials.



BRONZE AWARD



Asda Stores

Asda Middleton Sustainability Concept Store

Asda Stores



What our judges say:

A great initiative that has utilised sustainable materials and supplier knowledge to deliver increased sustainability for a whole store.



LET US HELP YOU REACH YOUR SUSTAINABILITY OBJECTIVES



At 100% we are committed to reducing the impact retail marketing products make on our planet. We believe that sustainable P-O-P should have the end-of-life mapped out from the start of its lifecycle.

We offer a range of solutions to handle retail displays which have served their purpose, from disassembly & removal to refurbishment, repurposing, recycling and target zero waste to landfill.

Whether you have already deployed your P-O-P or are developing a new campaign, we are your perfect partner to help solve the challenge of closing the loop on full circle sustainability.

To discuss your specific requirements contact our team:

www.100percentgroup.com
+44 (0)161 929 9599
hello@100percentgroup.com



100%
INTERNATIONAL RETAIL
EXPERIENCE SOLUTIONS



Display of the Year

Temporary Display

Sponsored by

horizon

GOLD AWARD



SMP Group
Waitrose Christmas
Waitrose & Partners



What our judges say:

Good, consistent messaging across both the TV campaign and in-store execution. Great value given the number of elements involved.

SILVER AWARD



DS Smith Retail Marketing

McVitie's VIB Limo at Asda
pladis



What our judges say:

Great wow factor and sales uplift. The display also has great branding and stockholding and is scalable. Quarter pallets are pre-filled to improve compliance.

BRONZE AWARD



Impact Retail

L'Oréal Air Volume
Superdrug FSDU
L'Oréal Paris



What our judges say:

This display ticks all the boxes in terms of creative use of space, communication of complex messages and sustainability.



Andrew Moss >

Today 16:45

Hi Ryan, can you create an A4 advert for POPAI please 😊

Sure! What information do you want included?

Say we have been proud gold sponsors for the POPAI awards since 2018

Anything else? 🤔

Logo, QR code to our website and all that jazz

Perfect, i'll work on it now!

Can you do it as quick as possible as we have some client stuff to do 🏃💨

Done.



iMessage





Display of the Year

Permanent Display

Sponsored by



GOLD AWARD



Linney
Warburtons
Slimline FSDU
Warburtons



What our judges say:

Shows flexibility, with the display available as both an FSDU or integrated into an existing fixture. They have created a beacon within the bread category, with the high-quality unit reflecting the craft product. The inclusion of the oven makes the product feel really fresh.

SILVER AWARD



Swytch Graphics
Faith In Nature FSDU
Faith In Nature



What our judges say:

Everything about the display is sustainable. The constant replenishment of liquids will guarantee long placement. Really well thought through.

BRONZE AWARD



arken POP International
Urban Decay Permanent FSDU
L'Oréal



What our judges say:

This fantastic design concept is led by sustainability and is super simple. The QR code is built seamlessly into the execution and there is good product information and use of iconic brand colours. The display is also easily shoppable.



Stunning, Sustainably Created, Price Conscious Point of Sale for Brands and Retailers...

Here at mint we design, manufacture and distribute **award winning displays** for brand and retail customers in the UK and Europe. With a passion for turning creative vision into reality, we manage both simple and complex multi-material campaigns through our 60,000 sq ft facility in Leicester. **Sustainability lies at the heart of our offer** and everything we manufacture is scrutinised from both a materials and distribution perspective. We are privileged to work with some of the High Street's best known brands and retailers where **customer service excellence, quality and innovative thinking** are mandatory. Please get in touch to learn more....



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GOLD SPONSORS



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