



POP Displays beats out ten countries for global award

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POP Displays was honored with one of the most prestigious awards at the POPAI Global Shop event in Las Vegas. Competing against gold-winning displays from ten countries worldwide, the L’Oreal Eclipse cosmetics wall, developed and produced by POP Displays, took home the global prize in the Beauty & Cosmetics, Skincare & Haircare category.

“Reflecting the intensity of competition and innovation across the marketing at retail ecosystem, we saw an exceptionally high-quality field of contenders vying for this year’s POPAI Global Marketing At Retail Awards,” said Richard Winter, POPAI President. “It is a significant achievement to have made the qualification to be eligible to participate in this global awards program, and our warmest congratulations go to all the nominees that entered. We look forward to elevating the visibility of this year’s winners, which represents truly the best that the industry has to offer around the globe.”

L’Oreal’s already strong brand sought to raise the bar on beauty, improve shoppability and be more sustainable. The wall is showered in light, using energy efficient LEDs. It creates a powerful environment that attracts shoppers. The wall is punctuated with strong graphics, interactive elements and education to engage and educate shoppers. Every detail echoes beauty and reinforces the iconic L’Oreal message of “Because You’re Worth It”. It is completely adaptable and flexible to all retailers and uses less materials and more recycled material.

“Our relationship with L’Oreal began in 1985 and we are proud to be one of their strategic partners. Our goal is to continue to innovate and help them stay in a leadership position,” stated Joe Berzok, Senior Vice President of Sales at POP Displays.

POP Displays competed against winning displays from North America, United Kingdom, Ireland, France, Italy, Hungary, Australia, New Zealand, South Africa and Germany.