



POP Displays won Gold and Silver POPAI Outstanding Merchandising Achievement Awards

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POP Displays won a Gold POPAI OMA award for the L’Oreal Eclipse cosmetics wall and a Silver OMA for the Walmart Project Impact cosmetics wall at the POPAI Global Shop event on March 29 in Las Vegas.

“This has been a great example of collaboration with a top beauty company and a top retailer. Our relationship with L’Oreal began in 1985 and with Walmart in 1999. We are proud to be strategic partner with each of these best-in-class companies. Our goal is to continue to innovate and help each of them stay in a leadership position,” said Joe Berzok, Senior Vice President of Sales at POP Displays.

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.

The Project Impact cosmetics wall defines beauty for Walmart. This merchandising solution meets their requirements for communication and branding and enhances the Walmart brand with sustainable LED lighting and focus on new products.

Hundreds of merchandisers compete in this annual competition. Entrants are required to submit detailed case studies on how the merchandiser met its objectives and how it provided benefits to consumers, shopper and retailers.