



POP Displays Wins Six Merchandising Awards

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POP Displays USA won six Outstanding Merchandising Awards (OMA's) for L'Oreal, Dermablend, Shu Uemura, Del Labs and Signature Brands at the POPAI (Point of Purchase Advertising Institute) Global Shop event on March 19 in Chicago.

"We are pleased to be jointly acknowledged with our clients for these awards. This prestigious award recognizes our strategic partnership with our customers as well as our expertise in designing, engineering and producing innovative solutions," commented Ed Wohlwender, CEO of POP Displays.

Each display met a strategic need

A Gold OMA was awarded for L'Oreal Bare Naturale. With a brand promise of "feels like you're wearing nothing at all - just a natural glow of bare, healthy skin", the retractable interactive shade chart allows consumers to precisely match their skin tone and deliver the promise of looking like bare skin. The display communicated upscale brand imagery and fit within the existing L'Oreal White Wall system, although produced by POP Displays.

Silver OMA's were awarded to L'Oreal Skin Genesis and Signature Brands.

L'Oreal Skin Genesis is made with an environmentally friendly process called Green Chemistry. The display uses a uniquely "green" energy efficient LED solution with a bulb that lasts for seven years, powered by 90-day lithium batteries that do not require in-store power. The light casts an elegant glow and creates an on-shelf beauty environment.

The Signature Brands merchandiser is a step-change for the Betty Crocker and Cake Mate decorating items and candles. The high impact unit, accented in red to reinforce brand imagery, organized and segmented products to create an easily shoppable and inviting boutique with a celebratory look and feel.

Bronze awards were given to Sally Hansen Lip Lab, Dermablend and Shu Uemura.

Sally Hansen Lip Lab is a power wing with holding power. With adaptable interlocking cubes, it efficiently uses existing power wing structures in drug stores to achieve placement. As a clinically-positioned line, the display is clean and accented with colors that reinforce the packages and, along with bold graphics, quickly communicate the product segments.

Dermablend's updated display in prestige stores is interruptive with its clean lines and black and white color palette. Stepped trays, informative before/after images and well organized product create an engaging display.



Shu Uemura is a strikingly clean and simple design that complements both the Shu Uemura boutiques and high end prestige stores. The tester has stopping power, even on cluttered counters.

Hundreds of units were entered into the OMA competition. Judging is rigorous by a panel that includes brand marketers, retailers and producer. They examine each display on design and engineering innovation, shopper engagement, retail experience and real-world results. POP Displays has won over 300 merchandising awards.