



## POP Displays and Marcelle Wins GOLD

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Groupe Marcelle and POP Displays won a Gold Design of the Times award for the new Marcelle skin care and cosmetics wall at the In Store Marketing Expo on October 7 in Chicago.

“This has been a great example of collaboration with a top beauty company. Groupe Marcelle had a vision of what they wanted to communicate at retail and we added our strategic understanding of what works at retail to create an award winning display. We even dedicated a team room to Marcelle to ensure we were in-step throughout the process,” said Joe Berzok, SVP Sales for POP Displays.

Marcelle is a masstige brand sold primarily in Canadian drugstores. They are well known for skin care but less known for cosmetics. Their prior wall lacked a cohesive look and gave minimal attention to cosmetics. They needed additional linear footage and an upscale shelf presence, as they were lost in the cluttered sea of in-line beauty products.

The new wall is exciting and interruptive. The sweeping boutique styling gives it an elegant, prestige-like look, consistent with their brand personality. Testers, a hallmark of prestige brands, are integrated in the design, and not an “add-on” as is typical in Canada. The Marcelle testers sit on oversized panels so they are clearly visible and shoppers are no longer tempted to open products to “try on” a color.

The entire display is illuminated with LED lights to showcase product. This innovative lighting solution is plug-and-play for simple installation and resets. This patent pending system requires no wires to move, no rewiring and no wire management.

Sustainability was integral in the development of this unit. The prior wall used fluorescent light, which was not acceptable to most retailers because of the energy cost. This wall uses LED lights, which last 4x longer, require 1/3 less energy to power and generate minimal heat so they won’t affect product integrity. Components are marked with recycling symbols and designed to be easy to dismantle to facilitate recycling.

Marcelle beat the odds. Even during these tough economic times, they generated double digit growth in cosmetics and single digit growth in skin care on the core, more profitable SKUs, not just promotional SKUs. Linear footage was added and many retailers requested additional 1-2’ sections be added. The POP Displays wall helped Marcelle surpass other competitors who experienced double-digit losses.

Delivering a product with improved shoppability, functionality, speed of installation and sustainability was made even sweeter with a unit cost lower than the prior unit. The lower price was a result of fewer parts and the use of recycled material.