



## POP Displays Wins Silver at Design of the Times

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POP Displays was honored at the Shopper Marketing Expo in Chicago with a Silver Design of the Times award.

“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 and L’Oreal won a Silver award for the L’Oreal Eclipse Cosmetics Wall. 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.

Design of the Times entries are judged by leading marketers and retailers. They evaluate based on “4C’s”: command attention, connect with shoppers, convey information and close the sale. Hundreds of entries competed for the coveted awards.