



## POP Displays Wins Two Gold Design of the Times Awards

17 November 2010

Yonkers, NY (November 17, 2010). POP Displays was honored at the Shopper Marketing Expo in Chicago with two Design of the Times Gold awards.

“We are proud of our long standing relationships with our key retailers and consumer package goods customers. It’s through collaboration that we can translate their strategies and insights into in-store marketing programs,” stated Joe Berzok, Senior Vice President of Sales at POP Displays.

POP Displays and Walmart won a Gold award for the Walmart Project Impact Cosmetics Wall. Walmart sought to elevate beauty and highlight new products in its Project Impact stores, while integrating the Walmart communication hierarchy and style guide. The Project Impact Cosmetics Wall upgraded aesthetics with stylish headers, lower gondola heights, elevated bases and the Walmart color palette. A two foot section at the beginning of four runs creates a standardized location for new products, the lifeblood of cosmetics. The wall was developed to accommodate the Walmart communication hierarchy and style guide for all brands as well create opportunities for additional beauty and brand messaging.

POP Displays and Nestle won a Gold award for the Nestle Waters Case Stacker. Nestle wanted the flexibility to merchandise S. Pellegrino, Acqua Panna and Perrier in various secondary locations. A high impact stand was designed to hold cases, individual bottles and a basket for lemons and limes. The charming unit with upscale, old-world accents enhanced the personality of the brands and was well suited for upscale grocery stores. Its unexpected design commanded attention. In particular, the basket for lemons and limes triggered incremental purchase whether the display was in produce, the water aisle or other location. Wheels made it easy to re-locate.

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.