

BRANDS & RETAIL



OUR MISSION

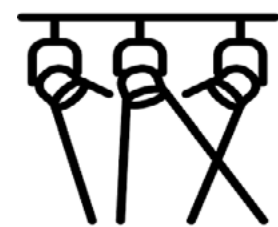
For you, we imagine and produce innovative, multi-material and circular POS solutions that arouse customer curiosity, help to create new shopping experiences and to increase sales.



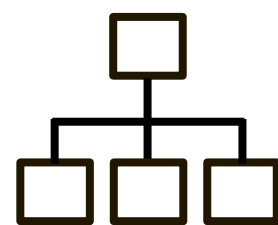
WHAT ARE YOUR NEEDS?



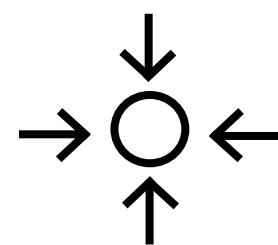
DRAMATIZE YOUR SHELF SPACE?
Corner, shop-in-shop, ...



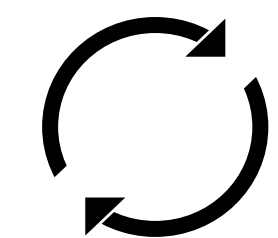
HIGHLIGHT A PRODUCT?
A range or a new product



STRUCTURE YOUR OFFER?
And clarify your range



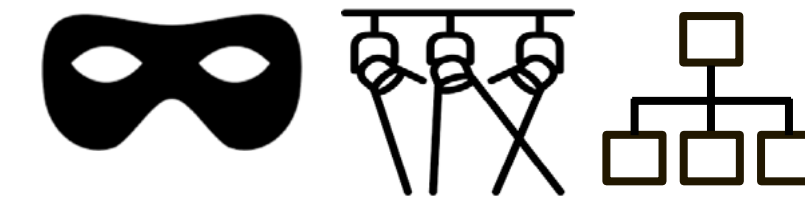
INFORM THE SHOPPER ?
To encourage a purchase



REDESIGN YOUR SHELF SPACE?
To create a new universe

Discover some of
our recent projects

ECO CLEAN 2021



Lampshade

LED lighting

Wobbler

Glorifier

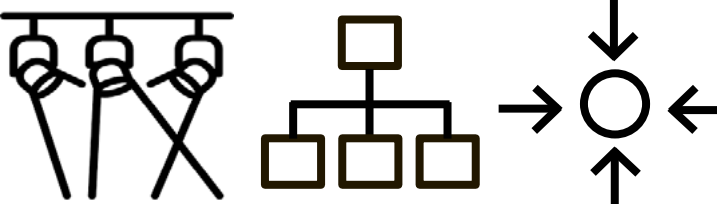
Partitioning structure

Shelf stopper

Shelf frame

*Differentiate yourself!
Dramatize your shelf to
make your brand stand out
and highlight your products.
Segment and structure your
shelf to make your range clearer.*





BRITA
2021

Glorifier & topcard

Product sheets

Wobbler

Blue partitioning structure

Shelf stop

Rail strip to hold your **segmentation ruler** in cardboard or PVC

Brita's objective was to better highlight its products and make its range clearer. At the same time, it was possible to create a whole new category design for the shelf.



WE THINK

"Brita considered the solutions with POP before proposing a 3D solution to Carrefour, based on the reality of the field and production constraints.",
Ophélie Borlée, Account manager

WE DESIGN

- > Glorifier & topcard
- > 9 product sheets
- > Rail strip
- > 10 shelf stop
- > 3 wobblers
- > Partitioning bar

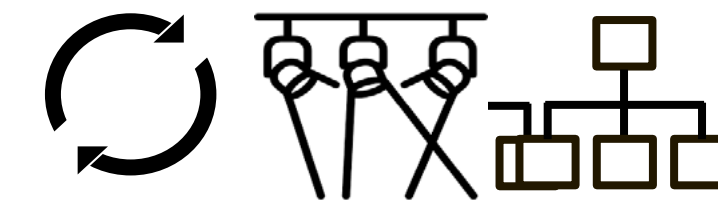
WE PRODUCE

Project carried out from A to Z at POP: production in metal, wood and plastic.

WE INSTALL

In one week, 2 teams of 2 technical ushers completed the installations in 13 Carrefour stores in Belgium.





CORA 2021

Lightbox Universe & Ambiance

Lampshade (LED) & **topbox**

Gondola heads & tops
wood panelling

Wood-covered shelves to enhance
the Natural products department

Cora's objective was to update its Beauty area by making it more cosy and selective and to provide guidance to shoppers. No less than 224 m² were entirely redesigned to create this new universe!



WE THINK

"During the briefing, Cora gave us free rein in terms of creative proposals, while focusing on the objectives of selectivity and guidance for shoppers." Marc Brassinne, Head of Purchasing Department.

WE DESIGN

- > Lightbox
- > Lampshade
- > Wooden gondola head
- > Wooden gondola top
- > Shelf

WE PRODUCE

Project carried out from A to Z at POP: production in metal, wood, plastic and backlit stretched canvas.

WE INSTALL

In two nights, a team of 9 technical ushers was able to remodel the entire Beauty area of Cora Concorde in Luxembourg. A new universe of more than 220 m²!





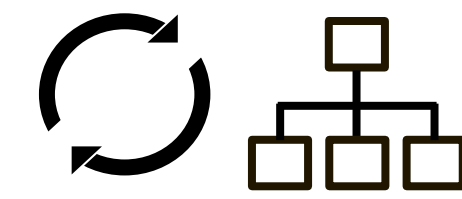
Lightbox & lampshade



In the department Natural products, wood-covered shelves to enhance the Green section



Gondola heads' wooden back



CORA 2018

Lightbox

Topbox

Wooden arch

Wooden harrow

Gondola head wood panelling

The main objective of Cora was to redesign the Wine, Beer & Spirits area to make it a premium area that promotes its wine expertise. The other objective was to provide guidance to shoppers through an interactive terminal combining 'food and wine'.



Wooden formwork and cladding to contain the 'Sommelier's advice' terminal

Wooden island to promote some 'food and wine' associations with metal structure, Forex panels and aluminium frames for the product sheets



Gondola head with MDF back panel, pine slats

Lightbox & topbox
Gondola top wood panelling
Kakemonos





GROUPE SEB 2020

Permanent rack and pinion structure, reusable for other Groupe SEB brands

Flat screen

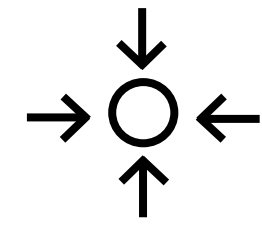
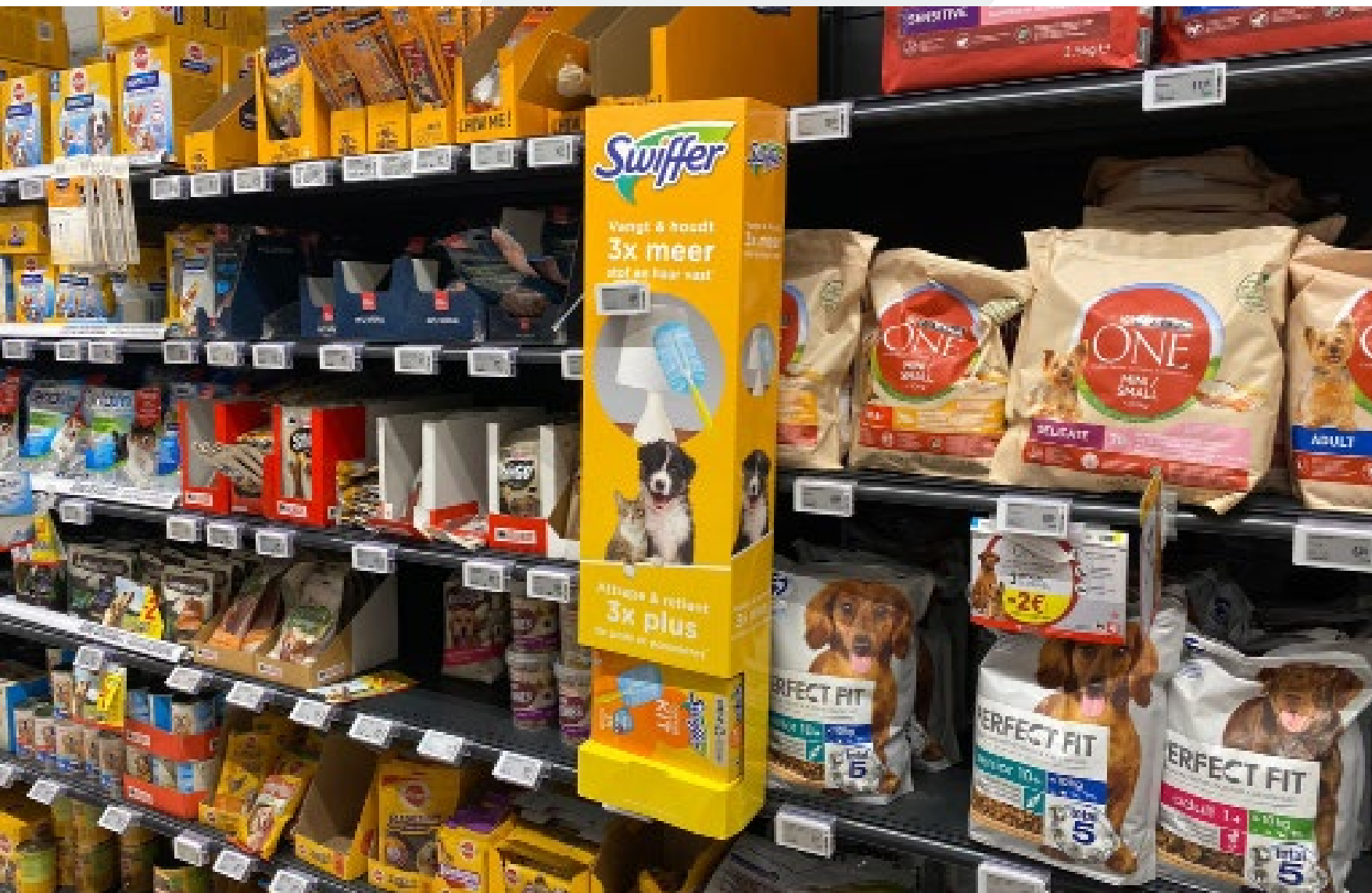
Products sheet & QR codes

Demo area

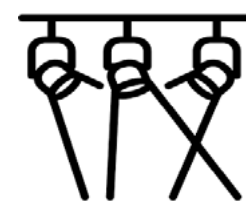
LEDs in different colours for different brands of the Group

Groupe SEB and Carrefour have boosted their sales of hoovers thanks to this 30 m² Rowenta shop-in-shop. The opportunity to offer a better customer experience in the small appliance department.

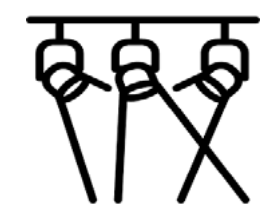
OTHERS



Swiffer
Mix products box

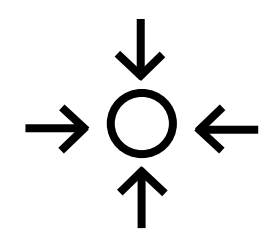


Bacardi
*Gondola head covering
Shelf frame box*



Carrefour
LED light frame





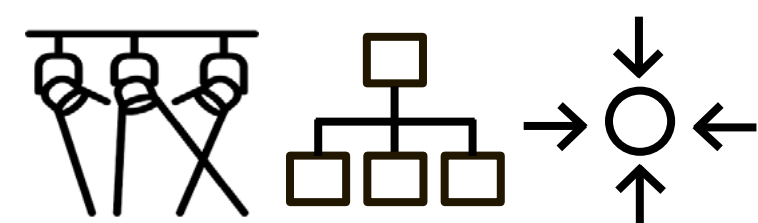
Swiffer

Mix products box



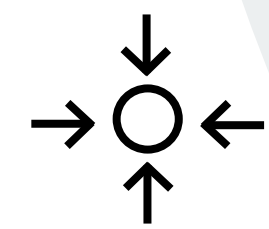
Pampers

Suspended markers
Wooden gondola head



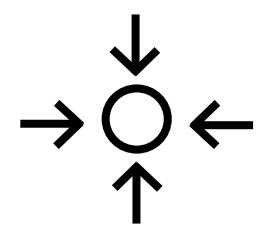
Lilliputiens

Segmentation topcard
Stop shelf
Light cube



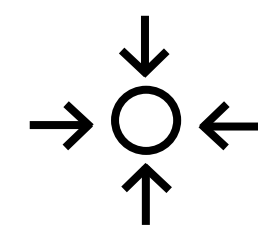
Lay's

*Kakemono with
transparent plastic ball*



Andrélon

Top frame



Durieu Coatings

Suspended kakemono

More than words



« Right from the briefing, POP took ownership of the project as a whole and was able to translate our objectives into creative and effective sales solutions. From the creative project to in-store placement and production, we were able to count on a single partner capable of managing everything under one roof. »



Tiffany Vanlerberghe,

Shelf optimization project Manager CFR Hyper,
Brita

This is the POP's 'peace of mind' effect

We are both your **ONE-KEY PARTNER**
& your **ONE-STOP SHOP** for your Retail POS!



READY TO CHALLENGE OUR TEAMS?



give us a call

+32 (0)2 880 68 50



or send us an email

info@pop-solutions.be

to discuss your POP project
or receive a no-obligation quote.

POP
SOLUTIONS

WE
THINK,
DESIGN,
PRODUCE
FOR YOU

www.popsolutions.be

QUELS SONT VOS BESOINS ?

L'**aménagement optimal des linéaires** est sans nul doute le meilleur **win-win pour les marques et le Retail**. Non seulement il vous permet de susciter de nouvelles expériences shoppers mais aussi, d'augmenter considérablement vos ventes.

Face aux changements incessants dans les assortiments, aux nouvelles tendances dans les comportements d'achat ou à la saisonnalité, il vous faut user de stratagèmes **pour valoriser votre marque, vous différencier de la concurrence et faire matcher les biens de consommation avec les shoppers.**

DIFFÉRENCIEZ-VOUS

Avec vous, POP s'engage à trouver la solution idéale pour rendre votre linéaire plus lisible pour les shoppers, en lui donnant plus de valeur et plus de rentabilité sur le lieu de vente.

Comment ?

Segmentez et structurez votre rayon pour apporter plus de clarté à votre marque et à votre gamme de produits. Cela aura un impact réel sur les ventes ainsi que sur votre rentabilité par mètre linéaire.

Habillage de linéaire

Topcard
Stop rayon
Rail strip
Glorifier
Wobbler
Fond (papier
peint)
Structure de
cloisonnement
Kakemono
Shelf frame
Abat-jour

Topbox
Top frame
Lightbox
Poussoir
Cravate
Fiche produit, ...

& aussi :

*Lifesizer
Floorsticker
Totem
Présentoir de sol, ...*