

**POP**  
**SOLUTIONS**

WE  
THINK,  
DESIGN,  
PRODUCE  
FOR YOU



# BRANDS & RETAIL



# OUR MISSION

Boost your brand visibility!

POP Solutions imagines and produces innovative, multi-material & circular POS Solutions that arouse customer curiosity, help to create new shopping experiences and increase sales.



YOUR UNIQUE PARTNER



ALL UNDER ONE ROOF



CIRCULARITY



GLOBAL OFFER



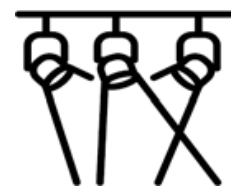
MADE IN EUROPE



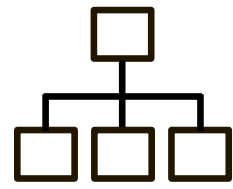
# WHAT ARE YOUR NEEDS



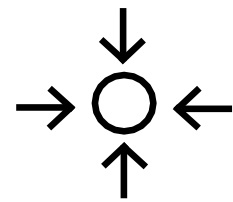
DRAMATISE YOUR SHELF SPACE?  
Corner, shop-in-shop, ...



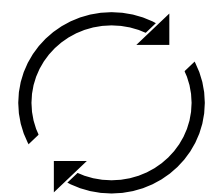
HIGHLIGHT A PRODUCT?  
A range or a new product



STRUCTURE YOUR OFFER?  
And clarify your range



INFORM THE SHOPPER?  
To encourage a purchase



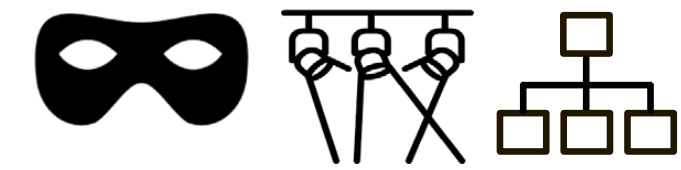
REDESIGN YOUR SHELF SPACE?  
To create a new universe

Discover some of  
our recent projects





# ECO CLEAN 2021



**Lampshade**  
LED lighting

**Wobbler**

**Glorifier**

**Partitioning structure**

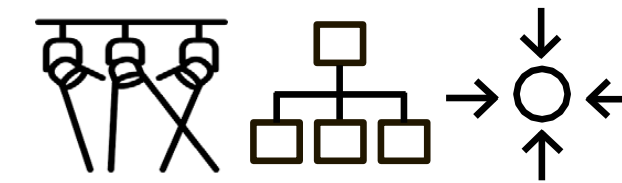
**Shelf stopper**

**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 2022



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

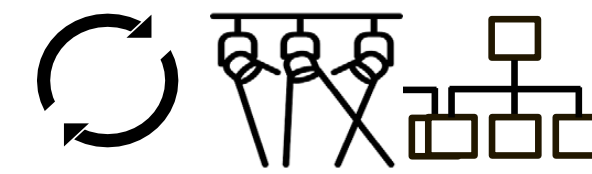
Project carried out from A to Z at POP: production in metal, wood and plastic.

## 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 paneling

**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 m<sup>2</sup> 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 m<sup>2</sup>!







Lightbox & lampshade

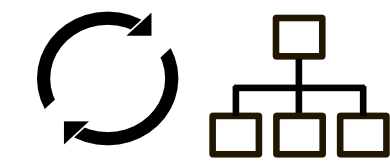
Gondola heads' wooden back



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







Lightbox

Topbox Wooden

arch Wooden

harrow

Gondola head wood paneling

*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 aluminum 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*

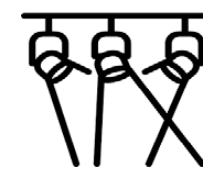




## Riga S.A. Phytosoin

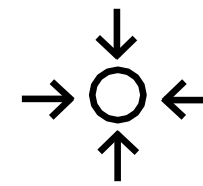
*high-impact retail space with much clearer segmentation, offering better product readability and enhanced interaction with shoppers.*





## Demeyere

Range of custom-made shelving units for the Demeyere range



Solid structure, refined communication panels

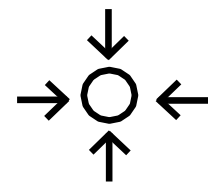






## Red Bull

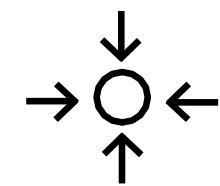
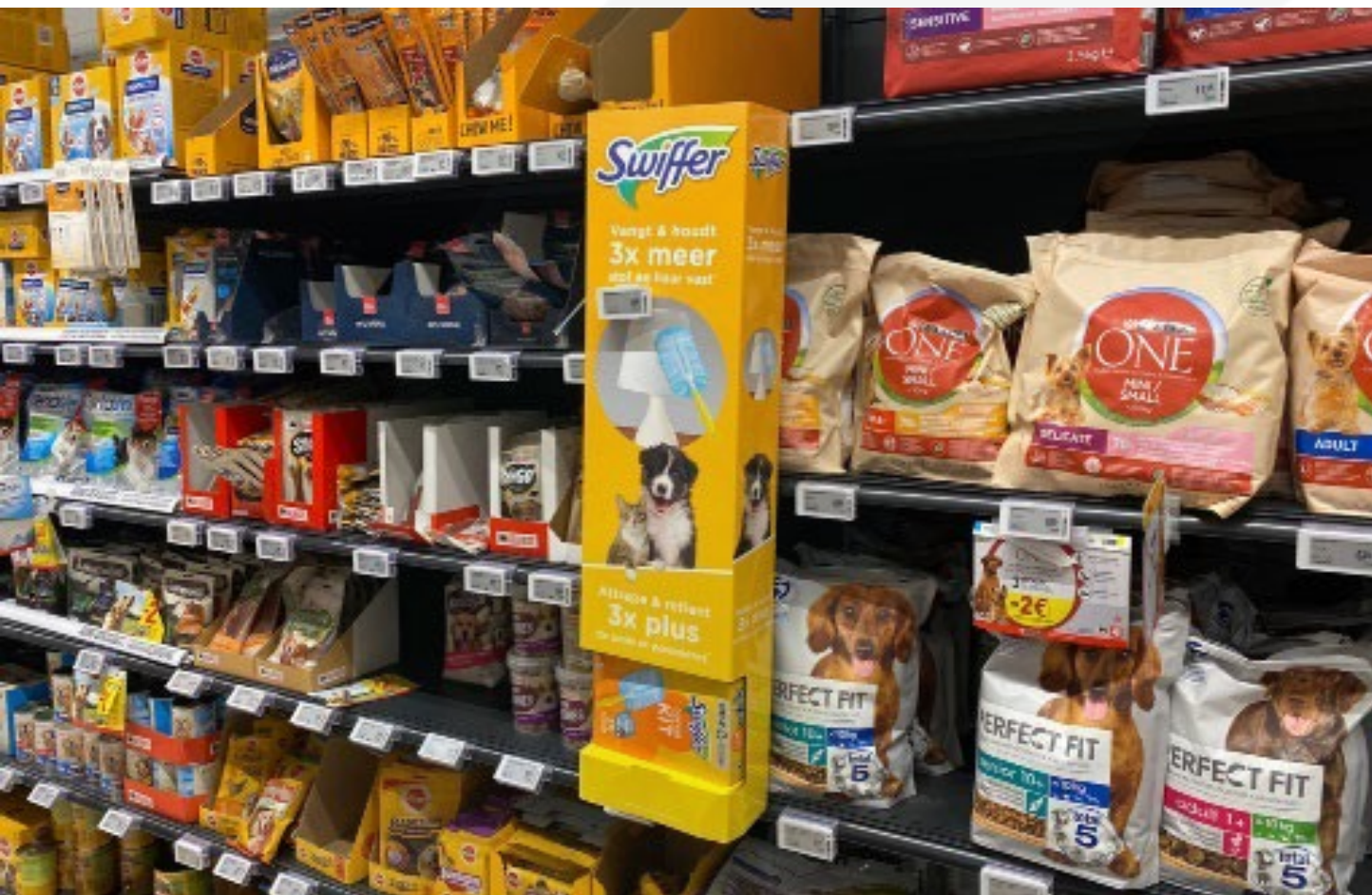
*a sleek-looking display that immediately catches the eye*



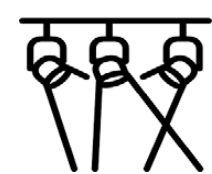
*Integrated lighting, the display not only highlights products but also creates a unique atmosphere in the retail space*



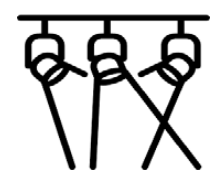




**Swiffer**  
*Mix products box*



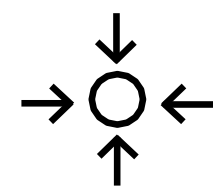
**Bacardi**  
*Gondola head  
covering  
Shelf frame box*



**Carrefour**  
*LED light frame*







**Swiffer**

*Mix products box*

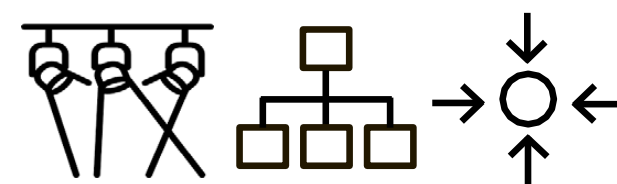


**Pampers**

*Suspended markers*

*Wooden gondola*

*head*



**Lilliputiens**

*Segmentation*

*topcard Stop shelf*

*Light cube*







→ ↓ ↖ ↗  
**Lay's**  
*Kakemono with  
 the transparent  
 plastic ball*



→ ↓ ↖ ↗  
**Andrélon**  
*Top frame*



→ ↓ ↖ ↗  
**Durieu Coatings**  
*Suspended kakemono*



# READY TO CHALLENGE OUR TEAM?

Contact us to discuss your project or request a free quote:

[www.popsolutions.be](http://www.popsolutions.be)

Tel.: +32 2 880 68 50  
[info@popsolutions.be](mailto:info@popsolutions.be)



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