

Corrugated Point Of Purchase (P.O.P) Displays

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P.O.P

- The term Point – Of – Purchase, or POP, refers to the promotional graphics focused on influencing consumer behavior at the moment of purchasing decision.
- Point – of – Purchase displays are driving a retail revolution. They are enabling true dynamic selling.
- Unlocking real efficiencies.

P.O.P

- Delivering a rapid return on investment.
- POP give retailers a new, simple and effective way to put product information in front of their customers and sell to them whilst reducing their cost of sale.
- Research shows that the critical battlefield for winning sales is when the customer is faced with the product.

P.O.P

- This is the point of purchase where the decision to buy is made.
- It is here that retailers must convince customers that the product is the one that they should buy.
- It is at this point of purchase the POP displays make maximum impact.

The Growing Market for POP

- I.T Strategies, an US based analyst firm, in its report estimated the wide format POP display signage to be a \$ 7.6 billion market.
- The POP advertising Institute predicts that in-store advertising accounts for 53 – 60 % of consumer purchase.

The Growing Market for POP

- P.O.P buyers report issued by P.O.P magazine states that annual P.O.P spending is estimated at over \$ 17 billion.
- Additionally they predict P.O.P advertising to grow nearly 20% over the next five years.

TYPES OF P.O.P

Intended for longer than nine months

Permanent POP
Displays Signs

Short Term –Less than Six Months

Temporary PDP
Displays sings

1 day to 2 months
Constructed of relatively Disposable material especially paper

Instore Sin

INSTANT

Pidilite

DROP
ANT ADHESIVE

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BRU

Ice
Latte

Knorr

Soup
Powder

14 international
flavours

Rs. 100/

Knorr

14 international
flavours

Materials of Construction

- Many materials like:
 - Corrugated board,
 - Cloth,
 - Plastics sheets,
 - Glass,
 - Metal, etc
- Most versatile and cost effective material is Corrugated board.

Corrugated for P.O.P Display

- Corrugated board provides unlimited options for P.O.P displays.
- You can have large format
- You can print high quality graphics.
- Digital printing possible.
- P.O.P can also be used as shipper.
- It can be send in knockdown condition to retailers.

Corrugated for P.O.P Display

- It is very lightweight.
- You need only self adhesive tape, glue and paper cutter for carrying out any repair or modification on site.
- It can be easily disposed by retailer after use.
- It is environmental friendly.

Corrugated for P.O.P Display

- You can use B, C, or E flute board.
- You can use coated white top paper for striking print quality.
- Large quantity of Products can be displayed.
- You can overcoat with UV for enhanced graphics.

Types of Corrugated P.O.P Display

- Pallet Packs



Multi-Purpose Pallet Display

- Pallet display contains multiple products from different manufacturers.
- Merchandising different products, creating a one stop center.
- Like PC related products like mouse, CD's, cables, etc
- It is designed to fit on a standard pallet.
- Can be moved with fork lifts and hand trucks.



Types of Corrugated P.O.P Display

- Floor Displays
 - Dump bin



Types of Corrugated P.O.P Display

- Floor Displays
 - Standee



Types of Corrugated P.O.P Display

- Floor Displays
 - Dump Tray



Floor Display

- This display is designed to create a cost effective.
- This display attracts customers and allow easy access to the product on all 4 sides.
- The display holds a large quantity of product, is easily refillable and sits on a small footprint.



Floor Display

- The display is screen printed 4 color plus clear UV on E-flute corrugated, shipped flat for easy assembly at retail destinations



Types of Corrugated P.O.P Display

- Powerwing Side Kick Displays
 - Pegboard tray



Types of Corrugated P.O.P Display

- Powerwing Side Kick Displays
 - Powerwing



Types of Corrugated P.O.P Display

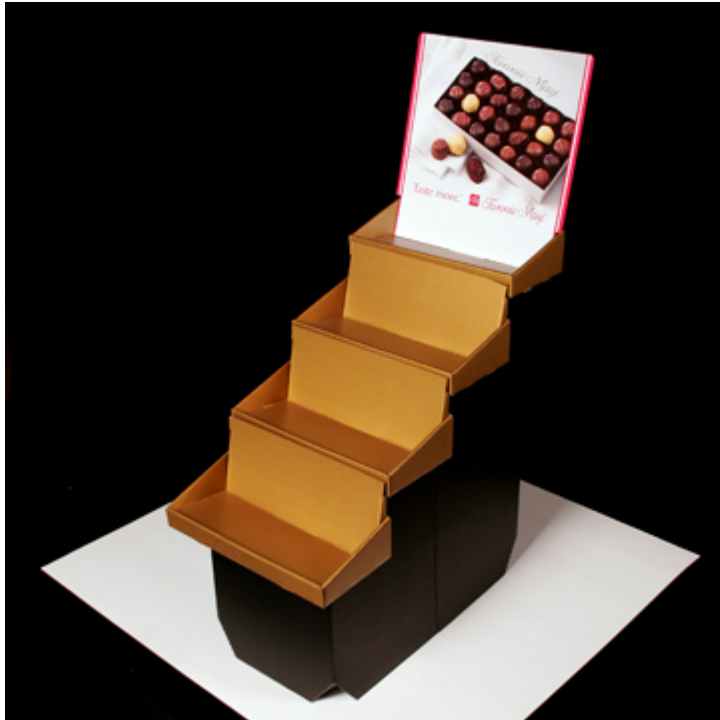
- Powerwing Side Kick Displays
 - Standee with shelves



Types of Corrugated P.O.P Display



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Types of Corrugated P.O.P Display



Types of Corrugated P.O.P Display



Types of Corrugated P.O.P Display

- Counter trays



Types of Corrugated P.O.P Display



Free Standing Pop-Up Display

- The display is simply removed from its shipper and “Pops-Up” completely assembled.
- It has a capacity to hold over 200 lbs. of merchandise.
- Trays are loaded, pre-packed, onto the assembled displays.



Stand alone outpost display

- For the merchandise to be impactful and stand alone use an outpost display.
- You can take the product off of the wall and into the “racetrack” where customers can easily locate and purchase.

