

WorldStar 2015

Point of Sale

Entry Name:	Dolce Gusto - Promotion and tasting display
Entry Number:	0292/P
Company:	Panther Packaging GmbH & Co. KG
Country:	Germany
National Competition:	Germany, Superstar display Verlags GmbH
Website:	www.Panther-Packaging.com
Email:	Bodo.Sittig@Panther-Packaging.de

The "Dolce Gusto" tasting and promotion-display is very quick and easy erected. An eye-catcher on POS, where merchandisers promote on high level to generate advertising and sales. This construction is easy to remove, fits in every automobile to transport and is many times re-usable. Adaptable for every product, brand holding companies like to promote. Using an individual Topper to sales-boosting the promotion activity.



Entry Name:	Grundig paper display
Entry Number:	0189/P
Company:	Beflex
Country:	Hungary
National Competition:	Hungary, Hungaropack
Website:	www.beflex.hu
Email:	lszima@beflex.hu

This is a sustainable solution for valuable household appliances in various size and weight. Easily variable structure. Mobile space-filling units. By doing this – products can be introduced in various ways in different locations – so the POS can be easily adapted to local shopping habits and special needs of the customers.

Premium category Grundig products required attention for details in the design phase. Cords and cables are hidden into an invisible cable-channel this also helped us in fixing and stabilizing the products. The graphics and the form are harmonized with the Grundig design: metallic and black colours, rounded shelves – edges.

