

PRESS RELEASE

Efficiency at the point of sale: Displays for the food producer Deli Reform

Northeim, 27. November 2019: The cost-effective sales promotion POS display for Deli Reform has been created from well-proven trays and innovative display corners. The smart display solution promises a high sales-promoting impact with little effort and low cost for the traditional company's margarines and spreads. Thimm uses a combination of the flexo-preprint and digital printing for its production.

The Deli Reform range includes different types of margarines and spreads. The products are made primarily from vegetable oils and fats and are transported and sold in trays made from corrugated cardboard. Thimm prints these trays using the flexo-preprint process, the unique belt technology, and produces them from sophisticated EE-flute. The integrated stacking corners protect the products along the entire supply chain. Openings on the sides of the automated tray packaging ensure consumers have maximum visibility of the Deli Reform products.

Thimm developed the display corners to promote impulse purchases at the point-of-sale. These corners are extremely easy to attach to a chep pallet on which the trays are stacked in groups. The commercial benefits of digital printing technology for promotional campaigns and ability to use different print images, made it the right process to use for the production. The cost-effective display provides space for a high-impact advertising surface and therefore, as an additional secondary placement in the food retail outlet, promotes both the brand and sales.

About Deli Reform and Walter Rau Lebensmittelwerke GmbH

The high-quality food products from Walter Rau have enjoyed the trust of consumers for over 110 years. The company's most famous brand is Deli Reform whose products are produced from carefully selected raw materials. In 2019 the Deli Reform brand is celebrating its 60th anniversary. The brand represents nutritionally valuable products, high quality and loyal consumers. More information at www.deli-reform.de and www.walter-rau.de.

About Thimm

Thimm Group is the leading solutions provider for the packaging and distribution of goods. Its portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products

for further industrial processing. The company's product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the family-owned business has currently more than 3,300 employees at 20 sites in Germany, Czech Republic, Romania, Poland, France and Mexico and generated in 2018 annual revenues of around 645 million euros.

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