

## **PRESS RELEASE**

### **Awards for creative displays:**

#### **Thimm wins three POPAI D-A-CH Awards in the “Beauty & Fragrances” category**

**Norheim, 9 May 2019. Triple success in the “Beauty & Fragrances” category: The jury of the international POPAI D-A-CH Awards selected three displays from THIMM for the coveted awards. The “4711 Acqua Colonia White Peach & Coriander” display and the “Naturkosmetik dm” display won two gold Indian awards. The “Revlon ColorSilk” display won a Silver Indian Award. The coveted statues were presented on 8 May at a large Gala in Frankfurt.**

The counter display “4711 Acqua Colonia White Peach & Coriander” from Mäurer & Wirtz is decorated with small artworks by the Spanish illustrator Gabriel Moreno. These have been designed to precisely reflect the fragrance White Peach & Coriander from 4711 Acqua Colonia. The high-quality counter display consists of a natural material mix of a linen cover, a real wood element and printed special-finish paper. The display highlights the exclusive look in the perfumery market.

The “Naturkosmetik dm” display for Weleda is an eye-catching floor-standing display with modular fittings that can be used for a long period at the point of sale. Its design and size incorporates many different shelves with space for a whole range of Weleda natural cosmetics products across 15 shelves. This variety creates a shop-in-shop effect, leading to synergy purchases. The white cardboard sheathing visually conceals the half-pallet. The natural-colour design reflects the natural cosmetics product range.

The pallet display “Revlon ColorSilk” for Elizabeth Arden was positioned exclusively in Rossmann branches for the launch of the US hair colouring range into the German market. This required a high level of brand and product recognition, stability and a clear product layout which was achieved through a two-part body (frame with a triangle tip and merchandise tray with six product compartments) and a triangular plinth panel to plug in. The attachable poster and the fully-covered pallet gives the display an imposing and coherent look. The design of the pallet display reflects the product layout and ensures a high level of recognition.

“These awards demonstrate that we are producing the best possible presentation solutions for perfumery and personal care products for our customers,” says Michael Weber, Thimm Corporate Marketing Manager at the awards ceremony in Frankfurt. “Our mission is to be

winners through the quality and innovation of our products and services. The POPAI D-A-CH Awards are therefore excellent confirmation of this.”

The non-profit organisation POPAI (Point of Purchase Advertising International) has been running global marketing competitions for over 50 years and awards the best POS solutions with Gold, Silver and Bronze Indians. This year participants from Germany, Austria and Switzerland submitted their POS competitive entries in 15 categories.

### **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 more than 3,000 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 601 million euros.

#### **Press Contact:**

*Nicole Gloth, Brand and Corporate Communications*

*THIMM Group GmbH + Co. KG, Tel.: +49 5551 703 423, Email: [nicole.gloth@thimm.de](mailto:nicole.gloth@thimm.de)*

*Michael Weber, Head of Corporate Marketing Thimm Group*

*THIMM Group GmbH + Co. KG, Tel.: +49 5551 703 891, Email: [michael.weber@thimm.de](mailto:michael.weber@thimm.de)*