Hamburg, June 2013

**POPAI Award for tesa**

**Award-winning design**

A good POS design and innovative forms of presentation are meant to help consumers select the right products. The “shelf frame” in the sanitary departments of building supply and DIY stores not only attracts glances from consumers. Experts are also ecstatic about the new premium shelf for presenting self-adhesive bathroom hooks and storage systems. After winning the Gold Superstar award at Viscom 2012 in Frankfurt, the “shelf frame” has now impressed the international POPAI (Point of Purchase Advertising International) association as a successful example of a “silent seller” at the point of sale. On June 13, 2013, tesa and the other service providers involved were awarded the coveted POPAI Bronze Award at a festive gala in Paris.

**The premiere league in the “Home and Garden” segment**

The POPAI association, which was founded in the United States in 1936, works at the international level to advocate the interests of industry, retailers, and service providers in the area of retail marketing. The awards, which the non-profit organization has presented each year since 2003, puts exemplary projects in the limelight to emphasize the excellence and expertise of all involved parties. In 2013, the high-ranking jury evaluated 250 submissions in 42 categories, with a focus on quality, aesthetics and design, originality, and innovative strength. “We are extremely delighted to have the opportunity to play in the premiere league in the ‘Home and Garden’ segment,” says Ovid Westermann, who as the international marketing service manager, helped to develop and launch the new shelf system.

**Well-constructed all around**

The “shelf frame” was particularly able to impress with its spacious communication surfaces, which allow the content to be swapped out quickly and easily as necessary. A special feature is the diagonal frame, which doubles the space on the sides. The background lighting in various colors made from LED strips is also an eye-catcher. The lighting clearly separates the individual product categories from each other and provides consumers with quick and easy orientation. The shelf also has an integrated, movable sample board made of acrylic. Various hooks demonstrate their features on the so-called “slider”, thus allowing the products to be touched and experienced. The shelf also has an LCD monitor to show POS videos.

**Further Informations:**

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