



Who is
featured
inside:

POP**PAI**
PART OF THE **shop!** GLOBAL NETWORK

Innovations GUIDE

POPAI's guide to the latest
innovations hitting retail

*As presented at the Innovations Workshop
14th May 2019 at Boots HQ, Nottingham*



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POLYCASA
YOUR HOME
FOR PLASTICS
AND COMPOSITES

DIBOND®

Developing new finishes and processes for permanent retail solutions

What?

DIBOND® is the original aluminium composite material which was invented by 3A Composites almost 30 years ago. Lightweight, high versatility, easy fabrication: DIBOND® combines two 0.3mm aluminium cover layers with a polyethylene core. Moreover, DIBOND® is offered in an extraordinary range of colours and surfaces for various applications in the retail sector.

How?

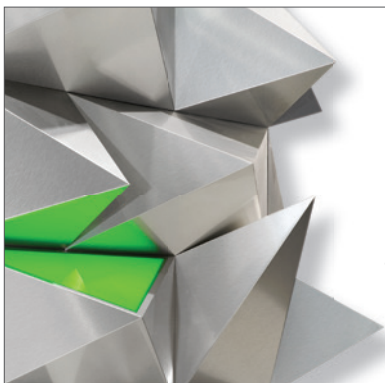
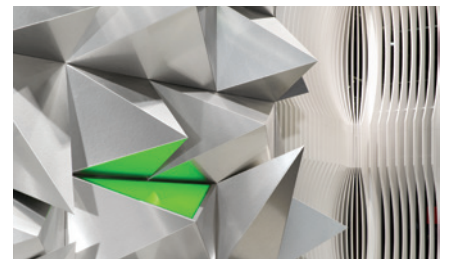
DIBOND® is, what you make of it. DIBOND® provides great creative potential for any 3D applications. The material can be transformed by using the routing and folding technique. A V-shaped groove is routed on the reverse side of the DIBOND® by using different tools/machinery. This technique allows a variety of shapes and design to be manufactured.

Why?

Due to the excellent product properties, designers rely on DIBOND® for their creative retail concepts. In particular, the trendy surfaces (coming soon: DIBOND® structure white and DIBOND® butlerfinish anthracite/rosé) combined with the ability to route and fold the sheets, offer endless options for individual designs.

Where?

DIBOND® is used for manifold applications like indoor & outdoor signage, shopfronts, shopfitting and shop design, POS/POP displays, exhibition design as well as furniture design.



LEADING-BRANDS-
FOR-RETAIL.COM



Tokenomo

The ultimate motion-sensored shopper engagement

What?

This patented technology interacts with shoppers in-store and is an innovative POS marketing solution. Products will literally pop-out from the shelf, drawing attention and generating surprise. You can communicate the benefits of the products in fun and interactive ways. Tokenomo generates a memorable experience and increases sales and brand awareness.

How?

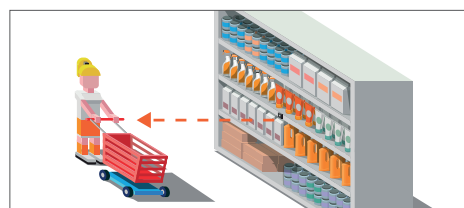
The Tokenomo device is very flexible and has both Wi-Fi and GPRS connectivity. Remote programming means campaigns can be changed on the fly and in seconds. It's robust and can support 1.2kgs in weight. The microsensor picks up movement in an aisle and brings the product to life with light, sound and motion.

Why?

Making products stand out is becoming more and more difficult and aisles in stores are rapidly becoming white noise. Tokenomo makes any product literally stand out. Campaign results are averaging +200% sales uplift when engaging with this award-winning technology, as recognised at RBTE 2018 and winning the Innovation Trail Awards.

Where?

Tokenomo can be deployed in any retail premises and in any location; on a stand, a free-standing display, on a counter or on a shelf, anywhere.



The Ultimate Shopper Engagement



brought to you by



www.acuLom.com

3D Printing Demonstrating the world of print isn't flat

What?

Large format 3D printing allows for the production of three dimensional shapes regardless of complexity and size.

We can print up to 1.8m high x 1.5m wide x 1.2m deep in a single unit, at incredible speed and they can be joined together to create an even bigger proposition.

How?

Using a cold process, a gel is dispensed through a head and immediately cured by a UV-source positioned on the print head. The incredible speed is down to the gel and a simple shape such as a 1.7m lipstick can be ready for post press within 5 hours.

Why?

3D large format printing reduces speed to market versus other traditional sculpture methods. It can generate prototypes, show stopping items in a fraction of the time ensuring every innovative opportunity is seized and maximised.

Where?

Retail and point of sale, rapid-prototyping, art installations, interior design and signage and whatever and wherever your imagination takes you.



Xanita

Sustainable, lightweight and extremely strong fibreboard, excellent for semi-permanent displays

What?

Xanita helps to create visual attraction across any retail environment through providing a number of different design applications from one substrate. This includes 3D window displays and in-store theatre, POS, POP, FSDU units and counter top displays. Alongside this it offers a simple yet vital solution to support in-store teams with recycling.

How?

Xanita has a 'closed cell core' which helps to make it incredibly strong! It is also only around a quarter of the weight of MDF.

These key features widen the range of design applications it can be used to create whilst, offering 100% recyclability.

Why?

There are a number of key benefits to using Xanita in a retail environment. Applications can be designed, produced and delivered at speed into stores as a flat pack solution. In turn this lowers transportation and installation costs as the material is lightweight and easy for store colleagues to use.

Where?

Xanita is an ideal substrate to support the ever-changing needs of a retail environment through:

- Window concepts and in-store theatre
- POS/hanging and directional signage
- FSDU's, CDU's
- Pop-up store design and events
- Exhibition and events
- Shop-fit including bulkheads, furniture and gondola ends



Innovative and creative substrates for the retail sector

f AntalisUK

@ AntalisUK

@antalisuk

in Antalis

contact@antalis.co.uk

antalis.co.uk



Banners
Window Graphics
Hanging Signage
Walkcoverings
Floor Graphics
3D Displays

Point of Sale
Textiles
Posters

antalis ^{EM}

ARNO®

HD digital ticket strips Grab attention and increase sales from on existing fixtures

What?

These slim line high resolution ticket strips offer an opportunity to attract attention and drive impulse sales in multiple categories. As they are so slim they can easily fit to fixture and can be specified up to 700mm long.

How?

It is mains powered. It is android based so creating and uploading content is easy. They fix to shelf fronts or other parts of a fixture with bespoke security brackets. Video drives attraction due to movement, a call to action draws the shopper in and then deeper details are given – the whole sequence in around 10 seconds.

Why?

Getting high resolution video in a compact format that fits easily to an existing fixture. Ultra-landscape format works as a super ticket strip combined with a premium screen. This saves cost and puts the screen in the eye line (buy-line) of shoppers.

Where?

In any impulse category or a premium category where explanation and video content helps provide information and drive sales uplift in self-service environments. Electronics, food, drink, spirits, DIY, cosmetics etc offer good opportunities. In the USA – sales uplift up to 18% experienced.



Shaping the brand. Together.

ARNO

SHOP IN SHOP · DISPLAY · RETAIL INTERIORS · DIGITAL / INTERACTIVE





Interactive multiple product-experience display

Engage, educate and WOW shoppers with your products in-store and help them choose the right variant

What?

Interactive display with a sliding screen for showcasing cosmetic and small electrical grooming products.

How?

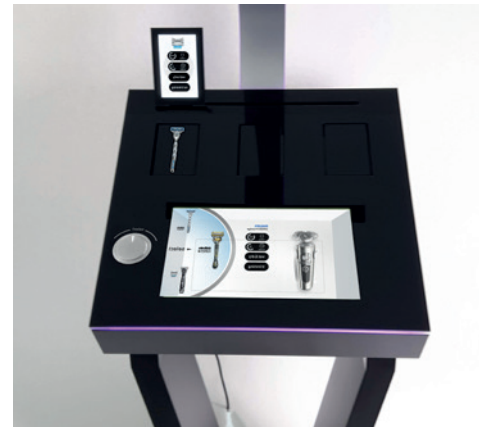
Shoppers use an intuitive turnwheel to select one of three products hidden below a premium gloss finish surface. Plate exhibiting the product rotates to expose a product sample and a sliding screen moves just above it to showcase its benefits.

Why?

Shoppers are faced with too many messages and want to be in control what products and messages they want to see.

Where?

Ideal for cosmetic and small appliance stores to showcase small electrical appliance variants or a three-step cosmetic regime such as: eyes, face and lips.



PREMIUM
POS INDUSTRY



t: 020 3290 6345 | www.bgreklam.com





Fast Sensor

Cost effective solution to understanding the shopper, fixture-interaction and the retail environment

What?

Discover what makes your stores or fixtures work with real-time tracking and actionable data.

Effective retail analytics is much more than just traditional door tracking. Shopper Analytics is a safe, scalable and accessible customer purchase behaviour solution that is easy to install, implement and maintain. With passive tracking, no opt-in is necessary, and it starts collecting valuable data as soon as you plug it in!



How?

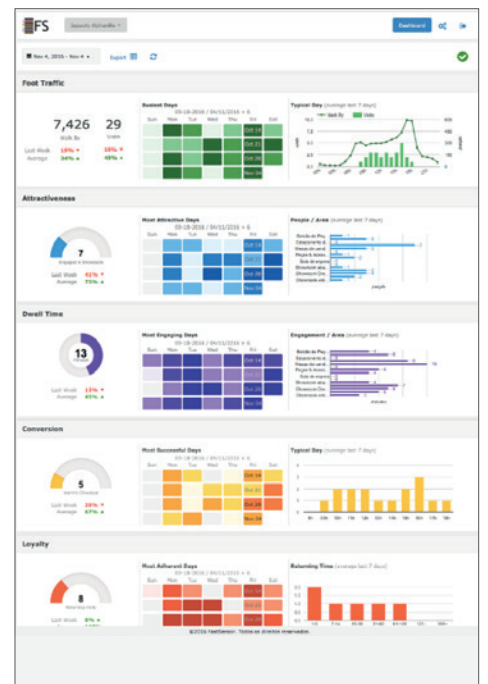
1. Plug-and-play sensors gather anonymous, non-personal signals emitted by customers' devices
2. FastSensor's powerful Machine Learning Algorithm measures how customers flow, how long they stay and how often they return
3. The cloud platform accumulates data from all locations, providing a unified and instant view of customers, across the chain - all in real-time

Why?

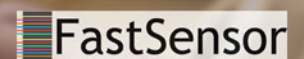
Unlock previously inaccessible information and powerful customer insights with FastSensor's Shopper Analytics. FastSensor provides a cost-effective solution to retailers and FastSensor ditches data overload with smart dashboards that are easy to understand, analyse and act upon.

Where?

Developed for retail, powerful for all industries including: retail stores, retail fixtures, shopping centres, conferences, exhibitions, automotive, hospitality, finance, banking, government, food & beverages.



UNDERSTANDING YOUR CUSTOMERS WITH RETAIL ANALYTICS



channelassist.co.uk

displayplan

How new technology is changing the way we communicate design and development

What?

New technology brings behavioural change to shoppers and consumers who now expect to interact and discover in stores. We use relevant technologies to bring design ideas and communications to life in our work.

How?

We align our approaches and thinking to the shopper journey required to achieve success. This translates into physical retail shopper engagement, right through to brand content creation and CMS that gives exciting experiences in-store.

Why?

It's fast and effective to create virtual solutions for initial client reviews and approvals. Movie-based story-telling resonates with many of today's project stakeholders.

We illustrate the physical elements and include compelling digital data points giving strong reasoning for the ideas.

Where?

Our approaches and solutions work for single display, shop-in-shop, category and department design projects that use integrated screens and digital content driving shopper experiences.



displayplan

We bring brand experiences to life.

www.displayplan.com | ☎ +44 (0)1462 88 6000 | Andy.Baxter@displayplan.com



Sigma Shelving Solution & 4eBin

Reducing food and plastic waste in-store

What?

Our 4eBin bulk bins help reduce plastic packaging waste and allow customers to buy what they need without creating food waste.

Our Sigma shelving solution helps retailers reduce food waste and keep produce fresher for longer using less inventory to create in-store theatre.



How?

We manufacture gravity and scoop bins and these are designed to dispense a range of different products.

The Sigma shelving is retro-fitted into chillers and the shelving added to accommodate fresh produce. The anodised aluminium is naturally cold to the touch and helps keep an even temperature.



Why?

Both products help reduce food and plastic packaging waste.



Where?

The Sigma Shelving solution is used within the fruit and vegetable category in-store.

Our 4eBins are used for dry goods (dried fruit, nuts, pasta, lentils, rice etc.).



The better shopping experience

Creating sustainable retail solutions that help reduce plastic and food waste.

www.hl-display.co.uk

[@hl_display_uk](https://twitter.com/hl_display_uk) [in hl-display-uk](https://www.linkedin.com/company/hl-display-uk)





Hologrm

Hologram Technology Hypervsn™ @ hologrm.co - See Extraordinary...

What?

Hypervsn™ is a fully integrated system that allows you to create, manage and display 3D content perceived as holograms floating in mid-air. The system uniquely combines Hypervsn's revolutionary hardware with the scalability of proprietary holographic software into jaw dropping 3D holographic visuals. Life is in 3D, your branding solutions should be too.

How?

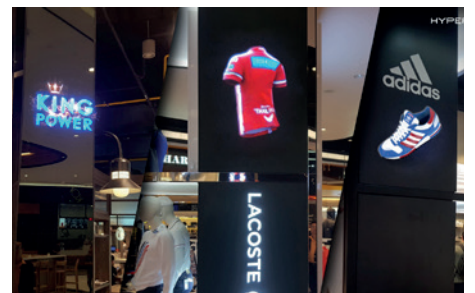
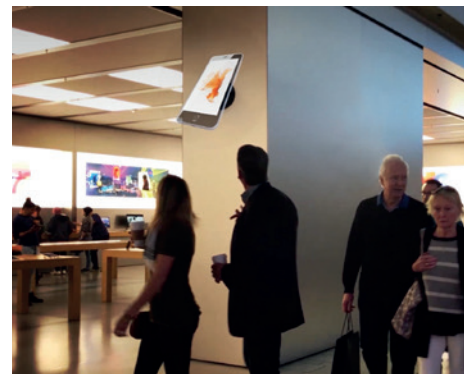
Amazing (appear to be) floating in mid-air holograms:
Hypervsn™ Solo = 56-75cm Holographic display
Hypervsn™ Solo Cloud = 56-75cm Holographic display with content management system (CMS) – control a network of Hypervsn™ displays via our propriety cloud CMS.
Hypervsn™ Wall – Create huge holographic wall displays of any size and configuration.

Why?

Instore advertising TV screens work to a point but are relatively boring and old hat. We've all seen them before. Holograms on the other hand really engage people. Our hologram technology is proven to increase footfall and sales. Retail is struggling and Hypervsn™ creates a new buzz on the high street for customers.

Where?

NBC Universal used Hypervsn™ to increase DVD/Blu-Ray Sales. Sales were up 20% with Hypervsn™ utilised!
Automotive, Banking, Education, Entertainment, Gaming, Healthcare, Insurance, Manufacturing, Real Estate, Retail, Telecom & Travel industries.



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hologrm_co

Services



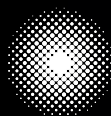
Installation



Content creation



Sale or rental of
hologram hardware



Hologrm



OneKey Eco-System

A security and merchandising ecosystem designed to increase sales, decrease theft and improve profits

What?

A security and merchandising ecosystem designed to increase sales, decrease theft and improve profits.

The cornerstone of what InVue delivers to customers is a revolutionary single OneKEY solution which activates and deactivates alarming devices, transfers power to unlock a wide range of security products and can capture data allowing retailers to record and analyse all associate and customer interactions with merchandise.



How?

InVue's One Key Eco-System empowers store colleagues with a single key system that is both secure and simple to use. It enables colleagues to operate security solutions in store and get access to secure fixtures easily and efficiently, greatly increasing the customer experience and reducing customer wait times.



Why?

InVue's OneKey Eco-System enables robust in-store product security (and our solutions cannot be defeated by magnets available on eBay) in conjunction with improving the customer experience through improved service and reduced wait times. The combination of reduced shrinkage and increased customer experience drives sales and improves profits.



Where?

Leading worldwide Retailers and Brands in Consumer Electronics, Health & Beauty, DIY, Sporting Goods are using InVue. Welcome to the OneKey revolution.



Our products seamlessly **promote and protect** retail merchandise, **enhancing the in-store experience to improve our customers' profits**



Contact: Marcus Wright, Country Manager – UK
+44 (0)7803 231 505 | www.invue.com

LED tape Ultra-high efficiency

What?

Ledridge has introduced two new LED tapes which are specifically engineered for high-usage retail and commercial applications. They deliver exceptional light output whilst reducing energy consumption and providing a long “real world” life expectancy in store.

How?

By utilising the latest LED chip and flexible circuit technology our new LED tapes run at the lowest possible current, resulting in minimum heat generation and maximising light output.

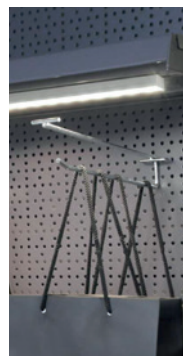
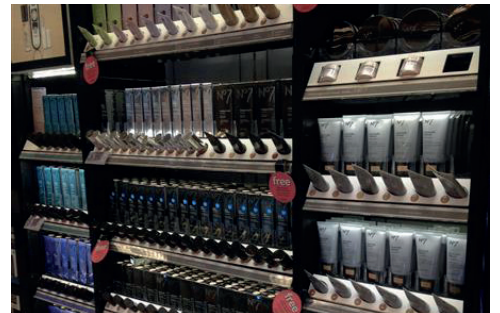
Why?

There are several benefits of this new technology, including reduced operating temperature, thus increasing in-store safety and opening more possibilities for product placement.

Energy consumption is drastically reduced whilst maintaining high levels of light output, saving cost for the retailer/end client and reducing carbon footprint.

Where?

Retail POS displays, light boxes and display lighting and any application where durability and low running costs are required.



Bespoke LED Lighting

ledridge.com

NOVALIA

Novalia Add interactivity to surfaces to enable new dimensions for connected products and spaces

What?

Novalia's technology can be used to create interactive point of sale, that could tell you more about a product's features and benefits, playable walls that create fun music remixing experiences for shoppers and promotional invitations that invite selected people to a store opening.

How?

We print a layer of conductive ink and add graphics and a control module. When you touch the surface of one of our solutions, it plays audio, connects to an app on a smart phone to launch images and video, or uses Amazon Alexa to deliver content.

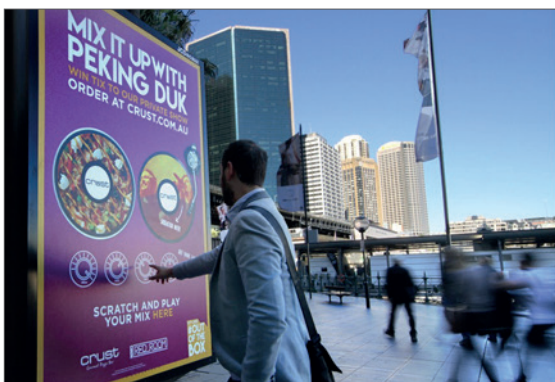
Our products can also capture data from touch, enabling you to have an insight into consumer behaviour at the point of purchase.

Why?

People are buying less and less at retail and turning to online solutions. Our technology adds interactivity to traditional point of sale and retail activations that invite people to play, creating an engaging experience for consumers that leads to a measurable uplift in sales and widespread media coverage.

Where?

We've created voting posters for Google, AfH posters for Mirinda, playable walls in shopping centres for Disney and experiential solutions for Bud Light.



Novalia

Adding new dimensions to connected products and spaces

We create interactive posters and playable walls for POS,

OOH, AFH, Pop-Up stores, festivals and events

sales@novalia.co.uk



Interactive Digital Experiences & In-Store Analytics Driving Retail Transformation

What?

Scala solutions allow you to create audience engagement experiences by connecting networks of digital signs, kiosks, mobile devices, websites and Internet-connected devices. Scala provides the platform for marketers, retailers and innovators to easily create and centrally manage deployment of these, while retaining the flexibility to rapidly adapt to local business conditions and audience preferences in real time.



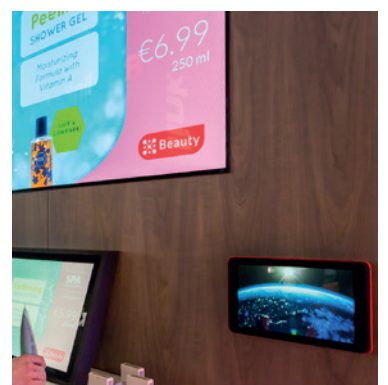
How?

Use compelling display content to catch shoppers' attention, enticing them to lift featured beauty products and learn details, such as ingredients and price, eliminating the need for a sales associate specialising in the product to be continuously stationed in the area.



Why?

With our interactive experiences, such as the lift & learn experience we create in-store analytics. These real time analytics play a key part in enhancing and personalising the customer experience, empowering retailers to learn deeply about shopping preferences and behaviours. Information such as session time, most popular product and upsell conversions give valuable insight and are fully flexible and customisable.



Where?

Scala has over 30 years experience informing, educating and entertaining audiences across wide-ranging industries like retail, finance, education, healthcare and more. Scala's network of partners and developers located in more than 90 countries drives more than 500,000 screens worldwide.

MARKETING
TECHNOLOGY

www.scala.com

SCALA



SKU Driver

Helping brands create plastic free customer experiences

What?

SKU Driver are the only manufacturer of in-store POS & Display units that are bio-compostable, so less harmful to the planet.

How?

We have helped develop Composta Base, a plant-based starch material, which we extrude into sheets and profiles, print on and form into shapes. It looks like premium plastic, performs like plastic but it isn't.



On average production of Composta Base generates 67% less carbon emission than plastic, it's also fully compostable, bio degradable and recyclable.

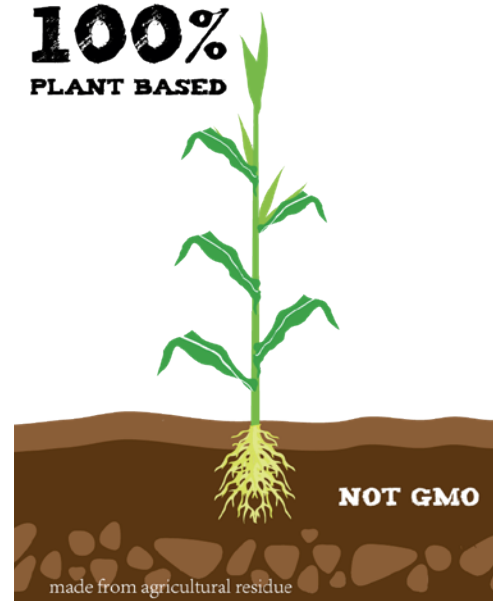
Why?

We want to help clients replace plastic displays, to deliver a much lower carbon footprint. Our circular economic model helps this by offering clients the chance to recycle their POS and track the amount of carbon emissions saved vs using plastic.

Where?

Within any retail environment or at events where brands currently use plastic point of sale to promote or house products.

100%
PLANT BASED



create plastic free customer experiences with sku-driver





Vertical Vendor Innovation in Point of Sale

What?

The Vertical Vendor engages with customers, increasing brand awareness and has an ability to rebrand creating a sustainable solution, with a small footprint so it can be located in high footfall areas in stores increasing impulse sales opportunities.

How?

Our Patent applied for technology means the Vertical Vendor can hold a high volume of heavy products at a constant, easy to reach height.

Why?

The Vertical Vendors primary use is to increase impulse sales, it also creates extra space for branding/ marketing and displays products in a neat and aesthetically pleasing way.

Where?

The compact design means it can be displayed in any number of retail outlets, grocery, convenience stores and petrol stations.



- Increase Impulse Sales
 - Small Footprint
 - Large Stock Holding
- Increased Brand Awareness



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Hologrm



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