

Landaal Packaging Systems

GlobalShop To Show Poptech Point of Purchase Visual Merchandisers by Landaal Packaging Systems

Retail marketing tool uses visual merchandising for increasing retail product sell-through to be shown at GlobalShop in Las Vegas, NV March 28-30, 2011



Landaal Packaging Systems
Poptech Displays increase retail
sell-through.



Patented Poptech displays by
Landaal Packaging Systems.

Landaal Packaging Systems set to exhibit Poptech Displays at GlobalShop in Las Vegas, NV March 28-30, 2011

Landaal Packaging Systems will exhibit at GlobalShop 2011, come visit us at booth 626.

<http://gs.goexposoftware.com/2011/goExpo/floorPlan/viewFloorPlan.php?searchTitle=My%20Booth&ei=509>

In January 2011 Landaal Packaging Systems announced its exclusive license agreement to manufacture point of purchase displays developed and patented by Toronto based company Poptech. This agreement gives Landaal exclusive rights to sell and manufacture in the United States. Landaal Packaging and Poptech will be an exhibitor at GlobalShop which is the world's largest annual trade show and conference dedicated to store design, visual merchandising, and shopper marketing.

The patented technology used in the Poptech displays by Landaal Packaging solves setup and most common problems associated with traditional — and in many cases legacy point of purchase display systems.

"Poptech's innovative display systems played an integral part in our most successful DVD launch to date. The ease and speed in assembling their displays at retail certainly increased our exposure, not to mention the structural integrity which ensured the displays lasted the duration of the promotion. Highly recommended!" said David Partridge - Vice President, Sell-through Home Video, Alliance Atlantis Motion Picture Distribution.

Simply put this product offering is a proven success for increasing product sell through. Each unit is delivered to the retailer complete with full graphics, patented shelves loaded with product and one page instruction sheet. Assembly is completed in

seconds. Watch a video and see more details at <http://www.landaal.com/pop/> or <http://www.poptech.ca/index.html>

GlobalShop, March 10-12 in Las Vegas, will help retailers cost-effectively enhance their stores on a consistent basis; better understand and serve their customers; and offer looks that captivate shoppers and enhance the brand experience.

Exhibitors will showcase over 10,000 products from the newest POP (point-of-purchase) displays including Poptech displays from Landaal Packaging Systems, store fixtures to digital signage and technology solutions, as well as marketing services. From sequined graphics to motion-activated messaging, the products at GlobalShop show the latest in retail trends.

When understanding retail trends is more critical than ever, GlobalShop brings together the latest products, services and thought leadership related to store design, store planning and retail technology.

Landaal Packaging Systems will show off the sizzling speed of assembly, eye-popping graphics, and the total package that has proven results to increase sell-through percentages using Poptech Point-Of-Purchase displays - so revolutionary they are patented. come visit us at booth 626.

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Since 1959, Landaal Packaging System has helped customers solve their packaging problems through innovation. The current focus is eco-friendly, biodegradable and sustainable shipping products including green cell foam insulation for cold chain useage.

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