

Newsletter

Volume 1, Issue 1
December 2009



Duonell BV Sterkselseweg 20b, 6026 EB Maarheeze, Netherlands

Phone: +31 495 588131 - Fax: +31 495 588367 - Email: contact@duonell.nl Website: www.duonell.nl

KPN Retail receives Gold at POP Awards 2009

Geesteren/Rotterdam – During the Benelux POP Awards gala diner 2009 on Tuesday November 24th, KPN Retail was awarded with the Golden Peacock for the best In-store Communication Material in the Benelux 2009. KPN won the Award with their "Mobile Phone Table". The jury praised the entry because it provided the response for customer needs and information supply. Furthermore the jury was pleased with the design and the capacity of the Mobile Phone Table which reduces the perception of the waiting time in the store. The Silver Peacock was won by Tchai International with their Samsung Giant Ultra Touch/Jet, while Young Perfect Promotions entry ShopHopper was awarded with Bronze. The POP Awards were organised by POPAI Benelux for the 10th year and are the Awards for the best in-store Marketing and communication expressions.

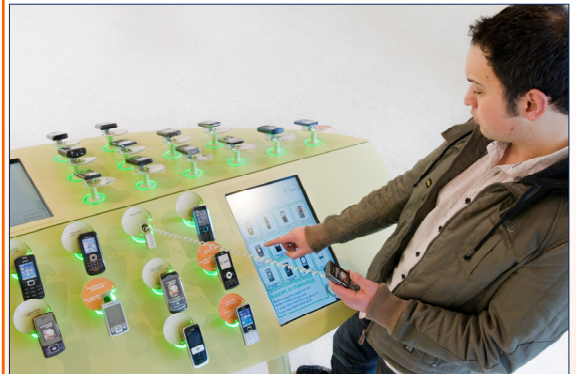
In the presence of approximately 125 in-store professionals on a cruise ship in Rotterdam the annual POP Awards were announced by POPAI Benelux Director Bram Nauta. Beside the three main prizes there were also prizes for 14 different categories. KPN Retail and Young Perfect Promotions were the big winners of the evening. Beside a place in the overall top 3, they both won Golden Peacock's in two categories.

Also Heineken and Xide In-store Innovators left with two category prizes. This year

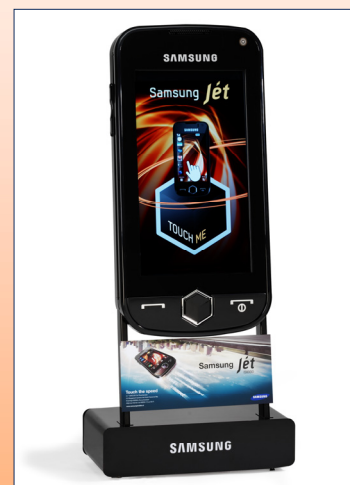
there was also much attention for the Young Talent Prizes. In two categories students could compete for a Golden Peacock: one for the best display and one for the best In-store communication concept.

The Golden Peacock for the best Young Talent designed display went to Eline van der Schaaf from CIBAB in Zwolle. Makien Verkroost from the ROC of Twente was chosen as the Golden Young Talent in the category In-store Communication Concept.

Gold for KPN Mobile Phone Table



Silver for Tchai International



Bronze for Young Perfect Promotions



Overview of all Winners

Main prizes:

- **Best In-store Communication Material – KPN Retail – Mobile Phone Table – Gold**
- Best In-store Communication Material – Tchai International – Samsung Giant Ultra Touch/Jet – Silver
- Best In-store Communication Material – Young Perfect Promotions – ShopHopper – Bronze

Category - prizes:

- **Digital In-store Media – KPN Retail Mobile Phone Table – Gold**
- Display Auto & Accessories and Bicycles – Xidy In-store Innovators – Vredestein Tire Display – Gold
- Displays Supermarkets / Promotion – Young Perfect Promotions – Fruit Experience – Gold
- Display Supermarkets / Permanent – Heineken Netherlands – Taphuis Narrowcasting Display – Gold
- Display Drugstore & Perfumery Store – The Combination of Factors – Hugo Spectacular Flacon – Gold
- Displays Electronics, Telecom & Computer Stores - Royal Philips Electronics / Consumer Lifestyle - Po-wer4Life Display - Gold
- In-store Marketing & Communication Concept - Boost Group - Boost provides regional products from GIJS, a boost on the shop floor - Gold
- In-store Promotions - Young Perfect Promotions - ShopHopper Gold
- Displays Fashion, Sport & Shoes - Vinke Display - WE Girls - Gold
- Multiple Product Line - Heineken Netherlands – Integrated Jillz Champagne - Gold
- Visual Merchandising - Royal Philips Electronics / Consumer Lifestyle - Pui Media Markt Amsterdam Noord - Gold
- Displays Other Specialty Stores - Xidy Instore Innovators - Senz floor display - Gold
- Young Talent Prize / Displays Cibap – Eline van der Schaaf - Nike Total 90 ascent display - Gold

POPAI POP Awards

POPAI Benelux is 'The Global Association for Marketing at-Retail' and the expertise- knowledge centre in the Benelux for 'Marketing at-Retail'. Marketing at-Retail includes all aspects of in store marketing & -communication. The yearly POP Awards-gala is for colleagues to stimulate the creativity and inventiveness. The theme for 2009 was 'A Discovery trip with breathtaking panoramas.' The gala took place on a luxurious cruise ship sailing through the illuminated city and harbours of Rotterdam.

The KPN Mobile Phone Table

The KPN Mobile Phone Table is equipped with Duonell's Interactive Display Solution which is the ultimate method of product presentation. Security and live demonstration from the basis of an Interactive Display. Furthermore, interactivity provides customers with information on a product via a "simple" menu. This form of "guided self-service" enhances the shopping experience, reduces waiting times and greatly improves waiting-time perception. It also contributes to consistent sales information and eventually to increase sales. But there is more; Interactive Display provides store management with insight into important data such as consumer preference and store activities. The remote management functionality also enables retailers to supply displays with new content remotely, at the push of a button. This is how an Interactive Display can make a significant contribution to sustainable improvement of store performance.

Award winners at the
2009 POP Award Gala

