POSM & PROMO

CATALOGUE 2020

7Concepts Group
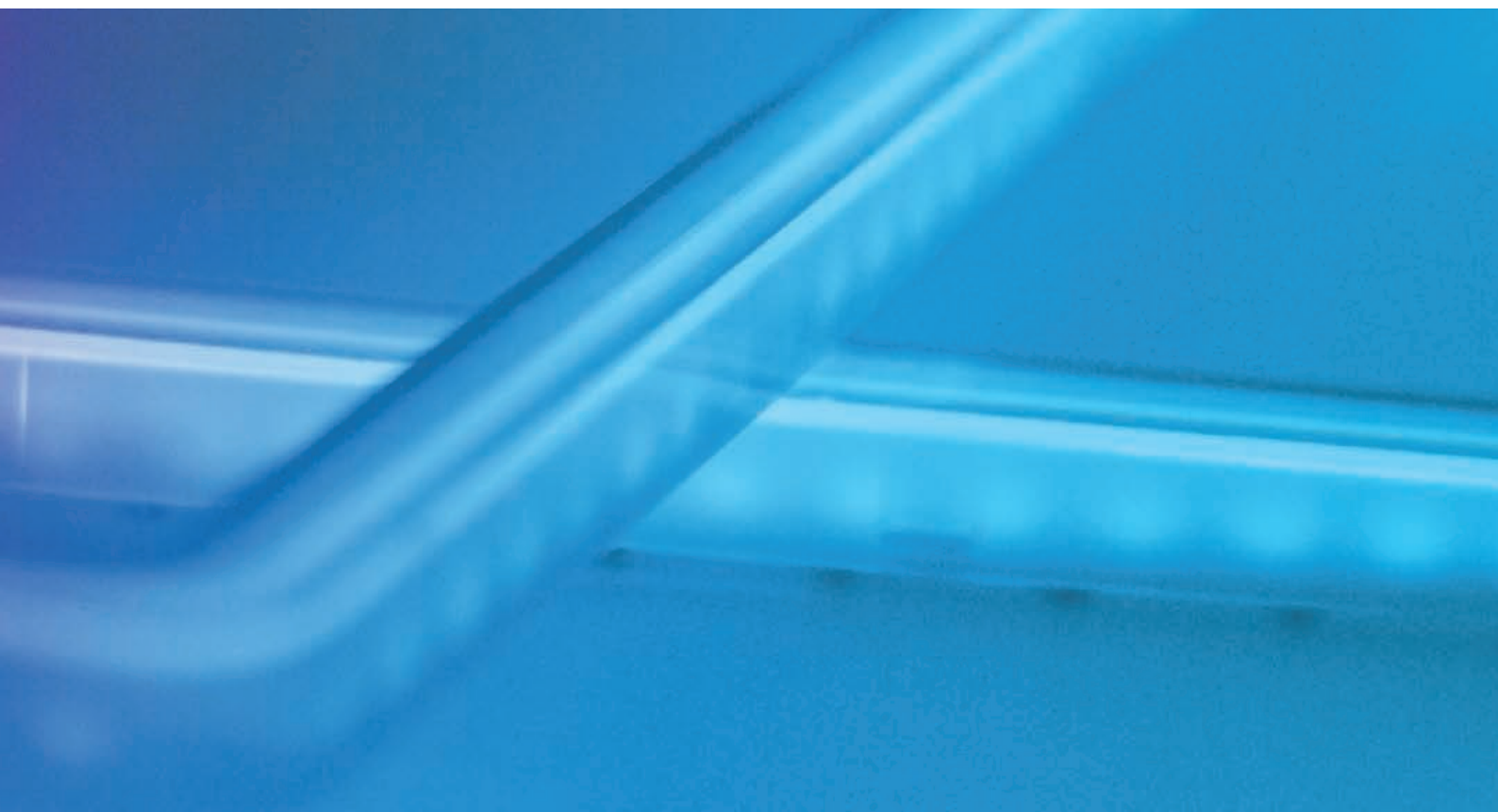
7Concepts Group is a well-established international retail marketing agency that helps marketers position their brands in point of sales, communicate with their target audience, and increase sales and ROI through supplying cutting edge visual merchandising solutions, dynamic POSM and in-store decor. 7Concepts also proposes a large variety of digital solutions that feature the latest technological innovations.

FULL SERVICE MARKETING AGENCY
FROM DESIGN TO DELIVERY
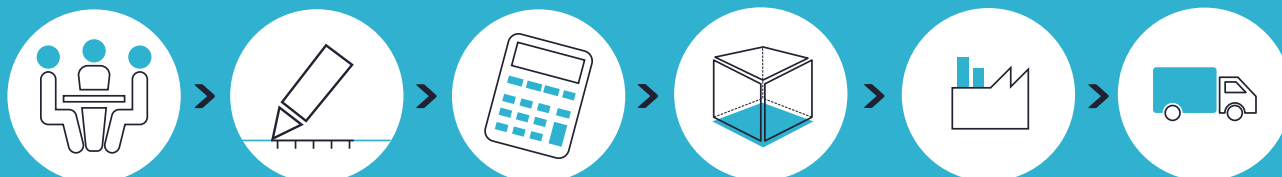
BRIEFING > CONCEPTUAL DRAWING > PRICING > DESIGN > PROTOTYPE > PRODUCTION > DELIVERY

To better serve its international clients, 7Concepts Group has developed an extensive sales network across Europe and Asia.
7Concepts Group is a full service agency offering complete range of services from design, engineering, sourcing to production and logistics worldwide.

7CONCEPTS GROUP
PRODUCTIONS IN EUROPE & ASIA
6 REGIONAL SALES OFFICES
POSM DELIVERIES IN + 50 COUNTRIES

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7CONCEPTS REFERENCES

IMPERIAL BRANDS · JTI · DANONE · GARMIN · BRITISH AMERICAN TOBACCO · PMI

POSM & PROMO

SHELF POSM

ΠEOLITE STRIP & DUO

Sizes: W120/180/240/300/360 x H35/60 x D10/25 mm (custom size on request) / **Illumination activation:** programmed sequence or sensor activation
Placement: tape, clamp, shelf grippers / **Materials:** ABS base, acrylic cover, pcb leds, backlight poster, AA alkaline batteries (integrated or separated holder) / **Autonomy:** until 6 weeks

ΠEOLITE MINI

Sizes: W90xH140 - W120xH120 mm (custom size on request) / **Illumination activation:** programmed sequence or sensor activation
Placement: tape, clamp, shelf grippers / **Materials:** ABS base, acrylic cover, pcb leds, backlight poster, AA alkaline batteries (integrated or separated holder) / **Autonomy:** until 6 weeks

SHELF POSM

DUOLITE PRO

Sizes: W100xH200 - W130xH130 mm (custom size on request) / **Illumination activation:** programmed sequence or sensor activation
Placement: clamp / **Materials:** ABS base, pcb leds, backlight poster, AA alkaline batteries (integrated or separated holder) / **Autonomy:** until 6 weeks

DUOLITE THERMO & CUSTOM

1 Double sides stopper with plastic thermoformed product / Battery operation / Programmed sequence or sensor activation / Autonomy: until 6 weeks
2 Custom shape lighted panel / Battery operation / Programmed sequence or sensor activation / Autonomy: until 6 weeks

SHELF POSM

CUADROLITE FIX

Sizes: W200xH120 - W300xH300 - W470xH300 x D15 mm / **Illumination activation:** programmed sequence or sensor activation
Placement: tape, clamp, shelf grippers / **Materials:** ABS structure, pcb leds, AA alkaline batteries (separated holder) / **Autonomy:** until 6 weeks

CUADROLITE FLEX

Size: W350>600 x H160 x D20 mm (custom size on request) / **Illumination activation:** programmed sequence or sensor activation
Placement: tape, clamp, shelf grippers / **Materials:** ABS structure, pcb leds, AA alkaline batteries (separated holder) / **Autonomy:** until 6 weeks

CUADROLITE FLASH

Sizes: W260/300 x H150 mm (custom size on request) / **Illumination activation:** programmed sequence or sensor activation
Placement: tape, clamp, shelf grippers / **Materials:** ABS structure, flashing LEDs, sticker, AAA alkaline batteries integrated / **Autonomy:** until 12 weeks

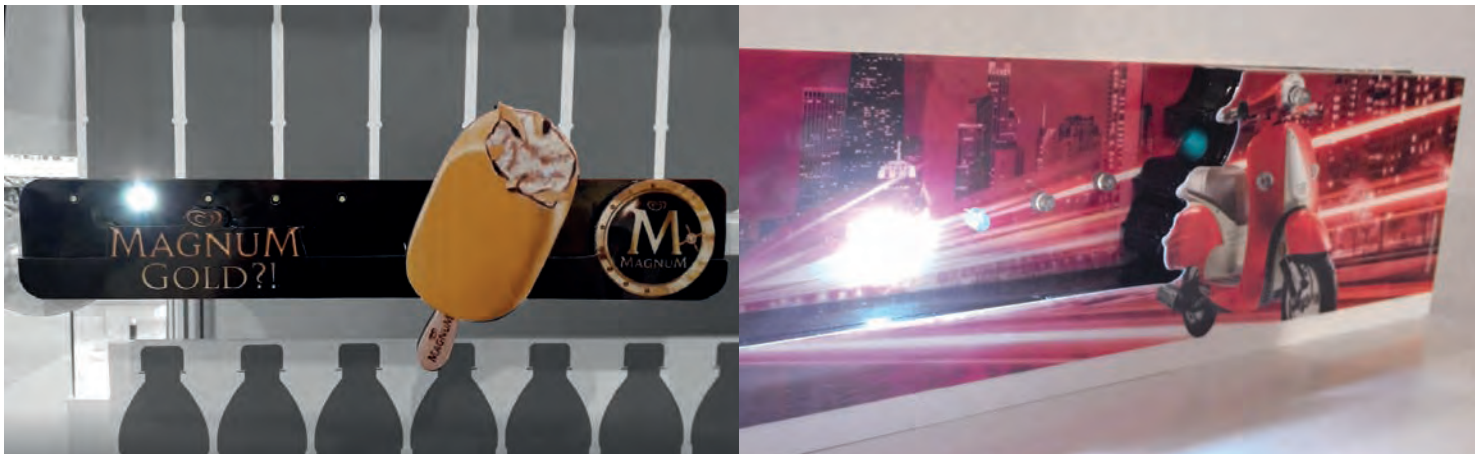# POSM & PROMO

SHELF POSM

LITE WOBBLER

Materials: printed on petg (plastic), flashing led modules, aluminium twister or tape
Autonomy: until 12 weeks

NEOLITE FLASH

Materials: printed on petg (plastic) or plexi base with stickers, flashing led modules, double-sided tape or shelf grippers
Autonomy: until 12 weeks

AD SCROLLER

Sizes: W180/240/300 x H35 mm (custom size on request) / **Illumination activation:** constant activation or sensor activation / **Placement:** tape, clamp, shelf grippers
Materials: ABS base, acrylic cover, leds panel, poster, battery operation or mains operation / **Autonomy with batteries:** until 6 weeks

BLINKY PACKAGING

BENSON & HEDGES
SILVER

CAMEL
FILTERS
SINCE 1913

CAMEL
FILTERS

Rauchen fügt Ihnen
und den Menschen
in Ihrer Umgebung
erheblichen Schaden zu

logic.

Winston
Fumatul
poate
să ucidă

Winston
Fumatul
poate
să ucidă

Orbit
PROFESSIONAL
white SPEARMINT
CHEWING GUM

VICKS
Blue
MENTHOL

1 Silk screnned plexi layer (led illumination) & packaging printed on carboard / Battery operation
2 Fiber optics (led illumination) & packaging printed on carboard / Battery operation 3 Mini light boxes & exchangeable backlight poster / Battery operation / Autonomy: until 6 weeks

DIGITAL POSM

DIGI STOPPER

LCD sreen sizes: 2.4", 3.5", 4.2", 5", 7" (other format on request) / Video activation: button or sensor activation Placement: shelf clamp
Video exchange: usb/sd card or autocopy / Materials: LCD screen, ABS or carboard housing, sticker, batteries / Autonomy: until 3K activations x 15" (+- 12h)

DIGI PRESENTER

LCD sreen sizes: 7", 10", 15" (other format on request) / Video activation: constant or sensor activation
Video exchange: usb/sd card or autocopy / Materials: LCD screen, ABS or plexi base, cardboard poster / Mains operation

POSM & PROMO

DIGITAL POSM

LED SHELF STRIP

Sizes: Available in different sizes : 30/60/90/120 x 6cm (custom size on request). Video exchange : CMS or sd card.

LED FAN
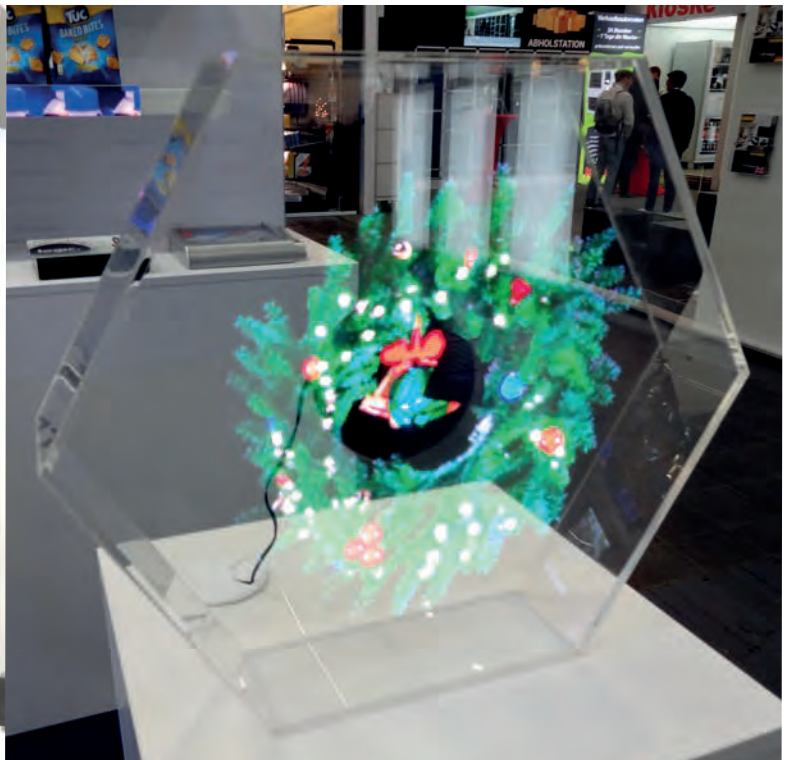
Sizes: Many formats available. Ø10 to 50cm. We can integrate led fan technology into displays/dispensers

COUNTER POSM

STANDLITE PAD

Sizes: A5 to A0, 200x270, 200x240 mm (custom size on request) / **Illumination activation:** constant or sequential lighting
Placement: removable stand, metal arm, pole mounted, wall fixations / **Materials:** ABS base, acrylic cover, pcb leds, backlight poster **Mains operations**

STANDLITE PRO & DIGIT

Materials: Plexiglas base, leds, sticker, price tag / **Illumination activation:** Programmed sequence or sensor activation **Placement:** removable stand, wall fixations
Battery operation or mains operation / **Autonomy with batteries:** until 6 weeks

POS DISPLAY

1 Neon display   2 Transparent LCD screen   3 Product levitation   4 Product projection display
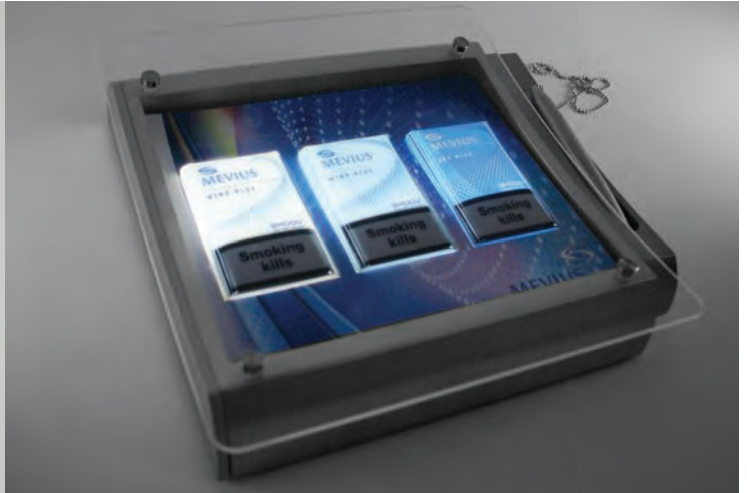5 Interactive display   6 Dynamic mini show case   7 Lenticular display with rotation   8 Digital display

LITECASH

Materials: ABS structure, PC or glass anti-scratches tray, rubber bumpers, metal bolts, etc.
Various lighting effects availalble / Motion or coin sensor activation

POS DISPENSER

1 Stair dispenser with lighted dividers   2 Metal wire dispenser   3 Lighted & curved dispenser
4 Thermoformed dispenser   5 Snus dispenser

DISPLAY DISPENSER

① Lego Unit - Metal modules with pushers and packs illumination. 1 module : W35 x H20 x D25cm (5 facings x 8 packs).
② Metal display: structure with individual raws.

PROMO TOOLS

1 Multi-materials ash trays 2 Floor ash tray 3 Video booklets

POSM & PROMO

Example of gifts (on request)

PROMO TOOLS

1 EL t-shirt   **2** LED Bracelet   **3** Auto counter pop-up

BRANDS EXPERIENCE THROUGH TECHNOLOGIES

We're Social - Follow Us

7 Concepts Group

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INFO@7CONCEPTS.NET