



STI Group (Hrsg.)

Greif zu und kauf mich!

Displays als Erfolgsmotor für Marken und Handel

Move people to buy more

Displays build brands in-store

Deutscher Fachverlag GmbH
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What moves people to buy a product?

The product's promise and its presentation at the POS (point of sale) play an equally important role in whether or not the customer decides to buy a product.

The development of sales promotion is closely linked to the development of retail. Ever since self-service was successfully introduced in the late 1950s, displays have become "brand builders". In Germany, the first corrugated cardboard displays went into mass production in the early 1960s. Wilhelm Stabernack, who laid the foundations of what is today known as STI Group, can be credited with bringing the concept of a temporary secondary product presentation to Europe having seen it in action during a trip to the US.

The present book covers 50 years of brand history at the POS. Leading international scientists, manufacturers of branded goods, retailers and communications experts elaborate on how POS communication worked in the past, where it stands today, and what it may look like in the future. The book provides insights into developments and trends and their prospects for the future.

STI Group provides innovative solutions for professional packaging processes and stimulating, eye-catching product presentation at the point of sale (POS), making a significant contribution to the successful marketing of its customers' products.

STI Group is the leading European display manufacturer and is among Europe's top flight in the packaging sector. STI's major customers include around half of Europe's premier FMCG manufacturers; leading industrial goods manufacturing companies; and trading groups, including 20 of the top 30 enterprises in Germany.

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