

PRESS RELEASE

Move people to buy more!

The first book on and about displays

Lauterbach, 2010_06_15 – Turning shoppers into buyers – that has been the objective of displays and promotional campaigns for more than 50 years. For this reason, **POPAI Australia & New Zealand** member, **STI Group** has published “Move people to buy more”, the first-ever book about displays, with publishers Deutscher Fachverlag. The 300-page book will be presented for the first time during the “Deutscher Supermarktkongress” conference in Wiesbaden on 15 and 16 June 2010.

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”. 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 Germany, having seen it in action during a trip to the US. He was to become the father of the first display production in Europe.

This unique book covers 50 years of brand history at the POS and shows how sales promotion can influence the success products have at retail. The book also tells the stories of internationally successful brands and highlights the important contribution displays make to building brands.

Today, displays continue to be drivers of success for brands and retailers alike, whether they are integrated into 360 degree marketing campaigns, equipped with digital signage, or standardized for international use. The display’s function, however, is still the same as it was half a century ago: displays draw attention to the brand and turn shoppers into buyers. “Move people to buy more” is illustrated in four colours throughout and published in both German and English, considering that POS campaigns are increasingly designed and realised internationally. The book is directed at decision makers in the marketing departments of manufacturers, retailers and agencies as well as those in research and teaching.

In this book, 19 international research, FMCG, retail 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. For information contact STI Group – Sunnee Campbell (02) 8718 8344



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