

... the engineers of beauty

# GESA ... A GLOBAL PLAYER in permanent POS displays!

**GESA is a leading global supplier of permanent POS displays for the premium beauty / cosmetics and fragrance sectors. Founded in Germany in 1965, the company has expanded & transformed into a truly international company with global reach. At Dreieich, close to Frankfurt, the GESA team manages display projects for leading companies from all over the world. 11 languages are spoken by a dynamic group of display experts.**

**Number 1 in sales of beauty shops & wall units**

GESA produced and delivered 95,000 wall units in the past 5 years. These units have reached 47 countries worldwide.

Wall Unit



## Innovation – milestones

GESA has developed innovative solutions in response to customer & shopper insights. GESA has realized many firsts in retail displays.

- 1st industrially produced beauty shop in mass market 1992
- 1st beauty shop in mass market with push feed system Ellen Betrix 1995
- 1st illuminated back wall in a beauty shop 2001
- 1st shelf edge illuminated front & down 2003
- 1st in the prestige market to use cold cathode lights 2005
- 1st in the mass market with pull-out shelves – L'Oréal Paris 2007
- 1st VDE-certified wall unit – 2010
- 1st use of Lumisheet technology for improved lighting effects – 2011
- 1st display with solar power for mobile elements – 2012



Premium Shelf Display

**GESA has full design service and production facilities in China/ Shanghai as well as active on the ground specialist teams based in Paris and London.**



Giant Factice



Bergerie Cosmetic Table Unit

# DISPLAY / POS - AWARDS

## GESAs Portfolio:

**GESAs services the Luxury market, Mass market as well as Flagship / Concept stores**



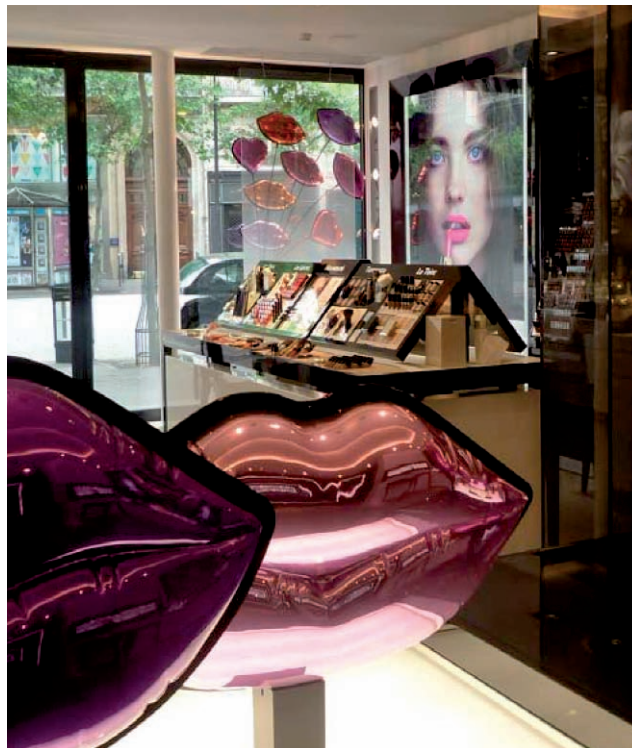
*Catrice POPAI Winner - Floor Stand*



*Catrice POPAI Winner - Beauty Shop*

GESA continually strives to push out the boundaries of innovation & design. The POPAI awards (the Oscars of the display world) recognize excellence in point of purchase display. The dynamic & creative teamwork between GESAs & its

global customers leads to exciting results. Since GESAs first entered the competition in 2001 it has received 19 POPAI Awards. In 2011 GESAs was awarded 4 POPAIs.



*Luxury / Prestige Market - Window Display*



*L'Occitane POPAI Winner - Window Display*



*Givenchy POPAI Winner - Shelf Dresser*



## ECO Displays / Sustainability

GESAs shares the vision of its global partners, and seeks to reduce its carbon footprint in all areas of its business. A joint sustainable initiative with a global customer resulted in an ECO display with CO<sub>2</sub> savings of 46% & a reduced in store energy consumption of 50%. New recyclable materials, energy saving design and lighting developments mean that displays use less energy, whilst still maintaining a high level of quality and style and finish.

GESAs is also engaged in Kyoto Protocol Initiatives. By engaging in United Nations approved & certified, reforestation and conservation projects, GESAs can reverse / neutralize any remaining Carbon Footprint & can offer a 100% Carbon Neutral display.

GESAs will grow its business in a green way. A new purpose built, super sustainable construction is planned at the head office site. It will feature the latest conservationist architectural developments, including utilizing residual heat from the production process and utilizing rainwater and photovoltaic resources.

GESAs is gearing up for a dynamic growth phase, which will keep the company at the leading edge in quality, competitiveness and sustainability.

# WHY is GESA the ideal POS Partner?

**Full Service:** GESA offers a full display / POS service from design concept to prototyping, production, merchandising & display updates.

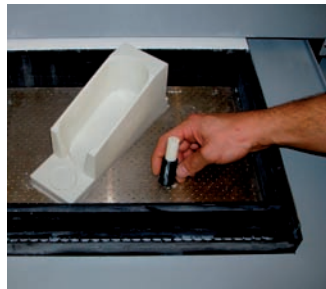
**Design:** A team of 12 international display designers, interpret the brief and bring to life exciting solution options with focus on branding and ergonomics.

3D design image for Award Winning Display



## Project Managers:

GESA display experts work individually with each customer from concept to delivery. Their expertise in the market means customers can avoid pitfalls & realize superb display solutions.



Prototype Models/Machine Models are built to programme, layer by layer, using high performance composite materials.

## Prototypes:

The GESA mock up department, produce full scale prototypes for approval and testing prior to tooling & production – to maximize quality and reduce costs.

## Value Engineering:

Already at the design & prototype phases, precise measurements and construction are required in order that materials required can be accurately calculated and best cost & supply options achieved.

## Production:

A leading edge factory with laser cutting, vacuum forming, bending, milling and a variety of hi tech branding / printing techniques, produce displays to a renowned German engineering precision and quality level.

**Service-Portal:** At GESA the customer comes first. An advanced online service system, means each customer can check project status any time, day or night, 24/7 and view a real time status. Multinational projects / change coordination & managing planograms become easier with GESA. Project updates can be checked and then implemented in different countries simultaneously.

**Merchandising Service:** If required by customers, GESA also offers a customized merchandising service.



Mass market - Asia FMCG, foldable Drinks Carrier & Straw Dispenser, by GESA Shanghai



## Shopper Insights

GESA's expertise in the premium beauty sector is proving to be a strong basis for moving into new non cosmetic premium brand sectors. The GESA team understands brands and understands shoppers. GESA is constantly improving the POS shopping experience. Innovative research techniques can be incorporated in each GESA Display, to gain useful shopper insights in store at POS.



GTS Display

Years of working with the best in class, has led to a sharp awareness of what makes a display work.

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To take a virtual tour of GESA's Display showroom...  
<http://www.gesa-design.de/q.htm>



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