

CAPS / group

Maximising Customer Experience

Everything
taken care of

POS Display Solutions

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EXPERIENCE WHERE YOU NEED IT

At the heart of your marketing strategy, the POS display becomes a powerful lever of differentiation, when your customers' experience is enriched by emotions and generated image.

The instinctive dialogue with the brand begins as soon as the curiosity of a customer meets the uniqueness of a display.

At CAPS, we do it all - from an innovative concept to the market ready product, we integrate your strategic framework into a creative flow in order to create new customer experiences.

We are flexible, we are full of ideas and we are great at turning concepts into reality. And, we are determined to deliver a superior customer service where you need it.

Welcome to CAPS.

BIODERMA

CHALLENGE: THE INDUSTRIALISED PREMIUM TAILOR-MADE POS

Create and implement unique, premium, easily adaptable, made-to-measure but standardized display solution to highlight Bioderma ranges, as part of the Premium Pharmacies project.

WOW EFFECT:

The luminous colours in the niches of the column evoke the different products' universes in a vivacious and harmonious pantones.

OUTCOME:

The premium furniture created from a parametric 3D model consists of a metal structure delivered flat and adaptable to each pharmacy. Once mounted, the POS diffuses a light to highlight the products, all enhanced by a central column equipped with 3 light niches whose colours reflect the codes of the brand.

Nearly 100 pharmacies have benefited from the CAPS solution. Our collaboration with Bioderma is ongoing since 2015.

PROCESS:

Requiring a single technical visit to establish dimension parameters, our process allows the quick adaptation of manufacturing plans.

We developed an operational excellence-based solution to create a flexible and adjustable product display.

SOLUTION:

Playing with materials and colours, CAPS creates premium, eye-catching display featuring a blaze of colours.

The sleek and clean design evokes the brand's premium universe, the EPOXY finish gives a high-quality sensation and the modular LED system provides a perfect highlight for BIODERMA products.

POPAI AWARDS:

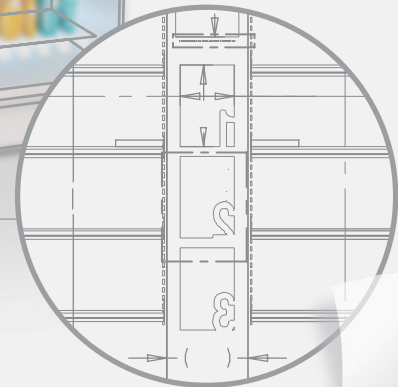
Silver in 2016.

Touchscreen remote-controlled in 4G that highlights promotional messages



Special hinges connectors for lighting adjustable shelves

Light boxes changing colours depending on the product being exposed



THE PROJECT INTEGRATES THE RETAILISATION STRATEGIES FOR PHARMACIES.

BIODERMA

Touchscreen remote-
controlled in-DC that highlights
promotional messages

CHALLENGE: THE INDUSTRIALISED PREMIUM TAILOR-MADE POS

Create and implement unique, premium, easily adaptable, made-to-measure non-standardized display solution to highlight Bioderma ranges, as part of the Premium Pharmacies project.

WOW EFFECT:

The luminous colours in the niches of the column evoke the different products' universes in a vivacious and harmonious pantones.

OUTCOME:

The project was created from a parametric 3D model consists of a metal structure delivered flat and adaptable to each pharmacy. Once mounted, the POS diffuses a light to highlight the products, all enhanced by a central column with 3 light niches whose colors change on the product being exposed.

PROCESS:

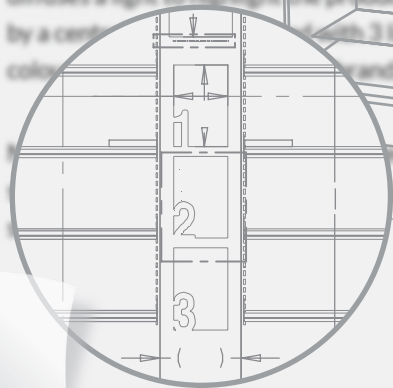
Requiring a single technical visit to establish dimension parameters, our process allows the quick adaptation of manufacturing plans. We developed an operational excellence-based solution to create a flexible and adjustable product display.

SOLUTION:

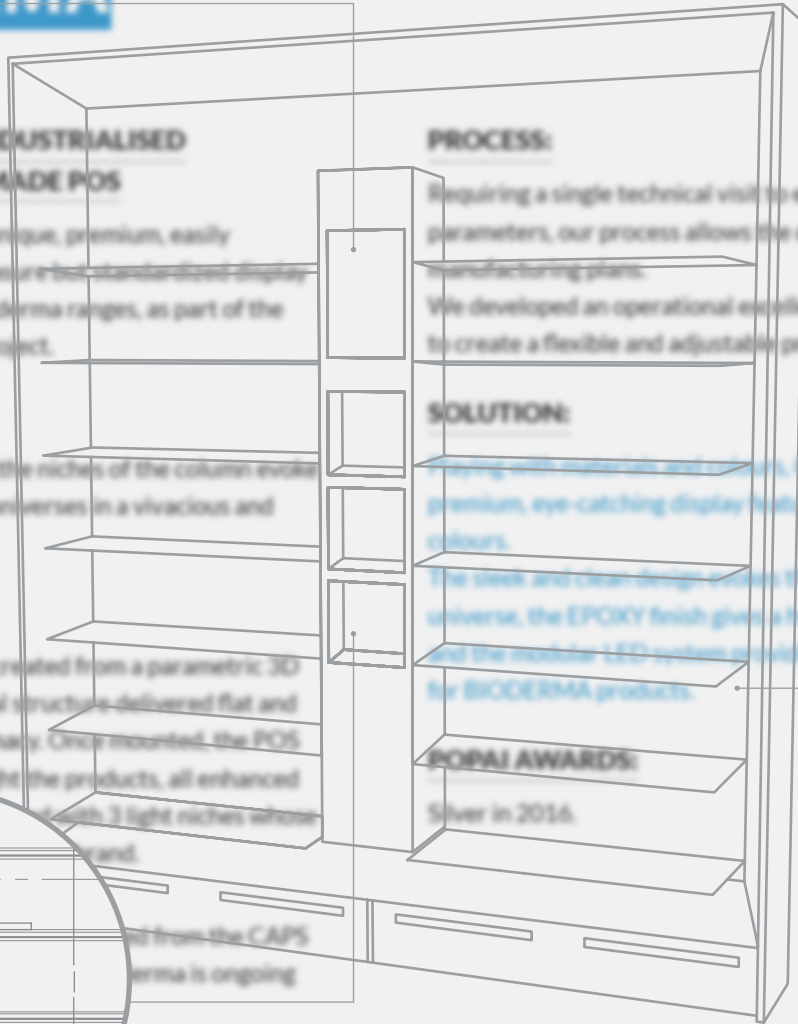
Using with aluminum and epoxy, CAPS creates premium, eye-catching display featuring a blaze of colours. The sleek and clean design evokes the brand's premium universe, the EPOXY finish gives a high-quality sensation and the modular LED system provides a perfect highlight for BIODERMA products.

POPAL AWARDS:

Silver in 2016.



adjustable shelves
for lighting
connectors
special hinges





THE PROJECT INTEGRATES
THE RETAILISATION STRATEGIES FOR
PHARMACIES.

SHU UEMURA

CHALLENGE: COMBINING LUXURY, TECHNOLOGY AND ENVIRONMENT VALUES

L'OREAL's brand SHU UEMURA, the highest-end hair salon with shops all over the world, required a unique wall unit to highlight its products. The client required a sustainable solution to replace neon but with similar lighting qualities and better safety for the customers.

WOW EFFECT:

The effect is spectacular! The ensemble, metal covered with black EPOXY, plexiglass, striking luminescence, video and digital interaction evokes the arty luxury of the brand and invites to play with the multisensory experience of its products.

OUTCOME:

450 units delivered in 2015-2017 in Europe and all over the world drive the customer towards the values of the brand. Our on-going cooperation with L'OREAL started more than ten years ago, we cooperate with L'Oréal Professional division where quality standards are high and specific.

PROCESS:

Considering the locations of hair salons all over the world and their placement in classic apartments, we had to consider the logistic issues and the premium aspect. After careful planning, each furniture piece was assembled and wired (including digital display) in our factory and the large, glamorous display delivered worldwide in a very special shipping.

SOLUTION:

We designed a unique, large, luminous wall unit to project a glamorous effect. According to client's value of sustainability, we have created visual lighting that looks exactly like neon. For this purpose, for the first time we industrialised our resin solution, creating letters and numbers in a very special resin, back-lit by a lumisheet.

POPAI AWARDS:

Gold in 2016.



CAPS CREATED A UNIQUE LUXURY FURNITURE FOR A UNIQUE LUXURY BRAND-SUPPORTING DIGITAL CONTENT.

VIKTOR & ROLF

CHALLENGE: ANCHOR THE BRAND WITHOUT CLUTTERING

Viktor & Rolf asked us to develop a very small footprint two-sided display presenting two different ranges of perfumes for a special collaboration with a retailer, NOCIBE.

WOW EFFECT:

A spectacular exhibition of the product and the reproduction of the brand's surrealist universe, with omnipresent elements at Viktor & Rolf such as flowers and knotted ribbons.

OUTCOME:

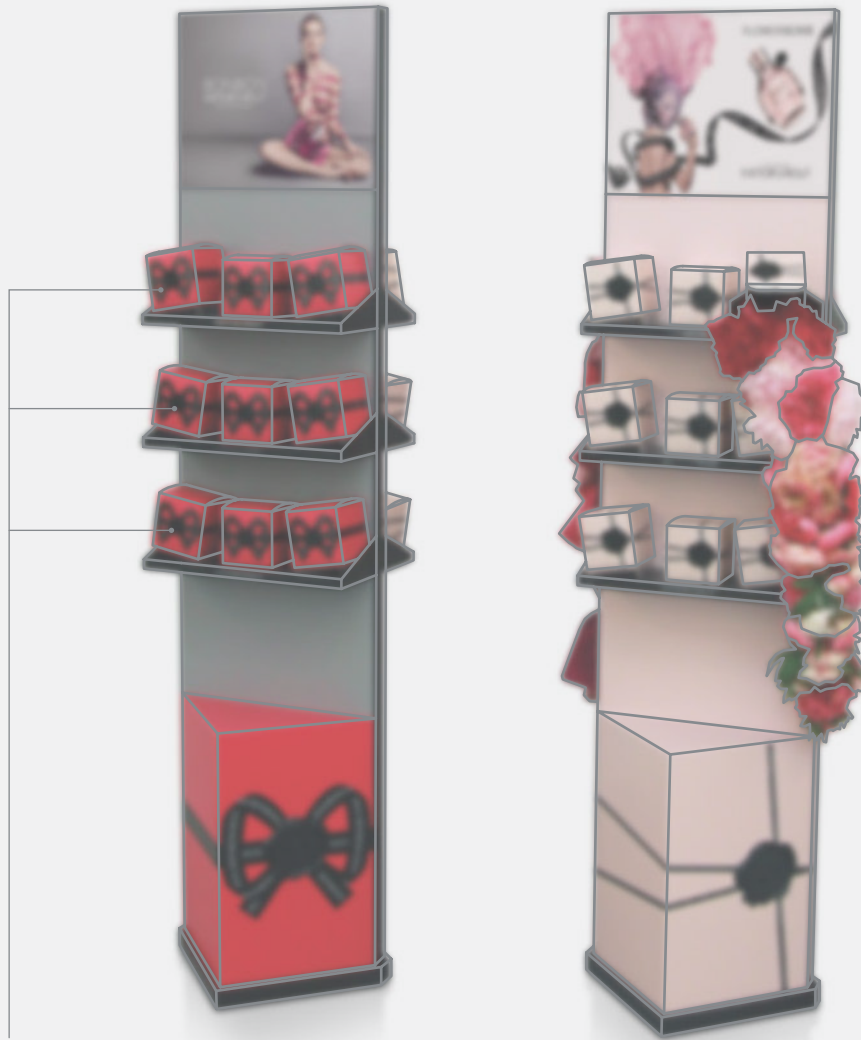
We delivered 300 units in 2015 for the French market in NOCIBE. Our cooperation with L'OREAL Group started more than 10 years ago, and with this project we have entered into the 'Luxury' division.

PROCESS:

The ingenious solution of using a 45° angle to the vertical unit gave us the possibility to increase the exposure space, while respecting the implementation constraints.

SOLUTION:

This fun, young and brave brand gained a unique exposure at the retailer: eye-catching display was complemented by a garland of flowers and on the other side – by a cascade of bow-ties. Easily accessible product from the display unit created a perfect POS for the brand.



45° angle used here
gave a more dramatic
product exposure



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WOW EFFECT:

A spectacular exhibition of the brand's surreal universe, with omnipresent elements of Viktor & Rolf: flowers and knotted ribbons.

OUTCOME:

We delivered 300 units of POS for the French market in NOCIBE. Our cooperation with L'OREAL Cosmetics started more than 10 years ago, and with this project we have entered into the 'Luxury' division.

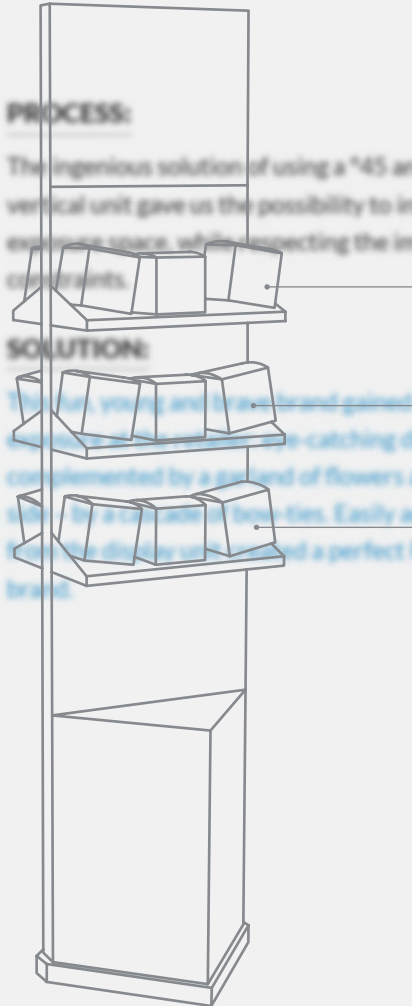


PROCESS:

The ingenious solution of using a 45° angle to the vertical unit gave us the possibility to increase the exposure space, while respecting the implementation constraints.

SOLUTION:

This young and talented brand gained a unique and eye-catching display was complemented by a brand of flowers and on the other side by a brand of perfumes. Easily accessible product display unit and a perfect POS for the brand.



product exposure
gave a more dramatic
45° angle used here



HARLEY-DAVIDSON

CHALLENGE: **SLEEK DISPLAY FOR NEW ERA PRODUCTS**

Our long term customer, Harley-Davidson, requested us to propose a display concept design for their family of 4 new electric products. H-D LiveWire™, the next generation electric motorcycle, was to start the exciting new product lines.

WOW EFFECT:

Sleek, magnetic display for a new electric bike? Checked! Modern frame coupled with deep matt dark grey finish and shiny electric blue elements created a perfect environment for the H-D LiveWire™ bike.

OUTCOME:

Having received an enthusiastic approval of the design concept from the client, we manufactured and delivered display units to 60 Harley-Davidson dealerships across Europe in September – December of 2019.

PROCESS:

As per the customer's brief, we worked to achieve the final design concept to deliver an impactful background for the new products at the same time enabling easy flexibility in changing finishing details to accommodate next product to be featured.

SOLUTION:

We designed a strong and modern looking display set for the iconic brand to feature their bike of the future. The sharp edges of the units highlight the cutting edge new technology of the motorcycles and differentiate the display from surrounding units in the dealerships. Plus, an integrated digital platform focuses attention on the unit while emphasizing its modernity.

The new H-D LiveWire™ collection is available in two versions – as a stand alone totem or with a plinth added to accommodate any dealerships space and budget.



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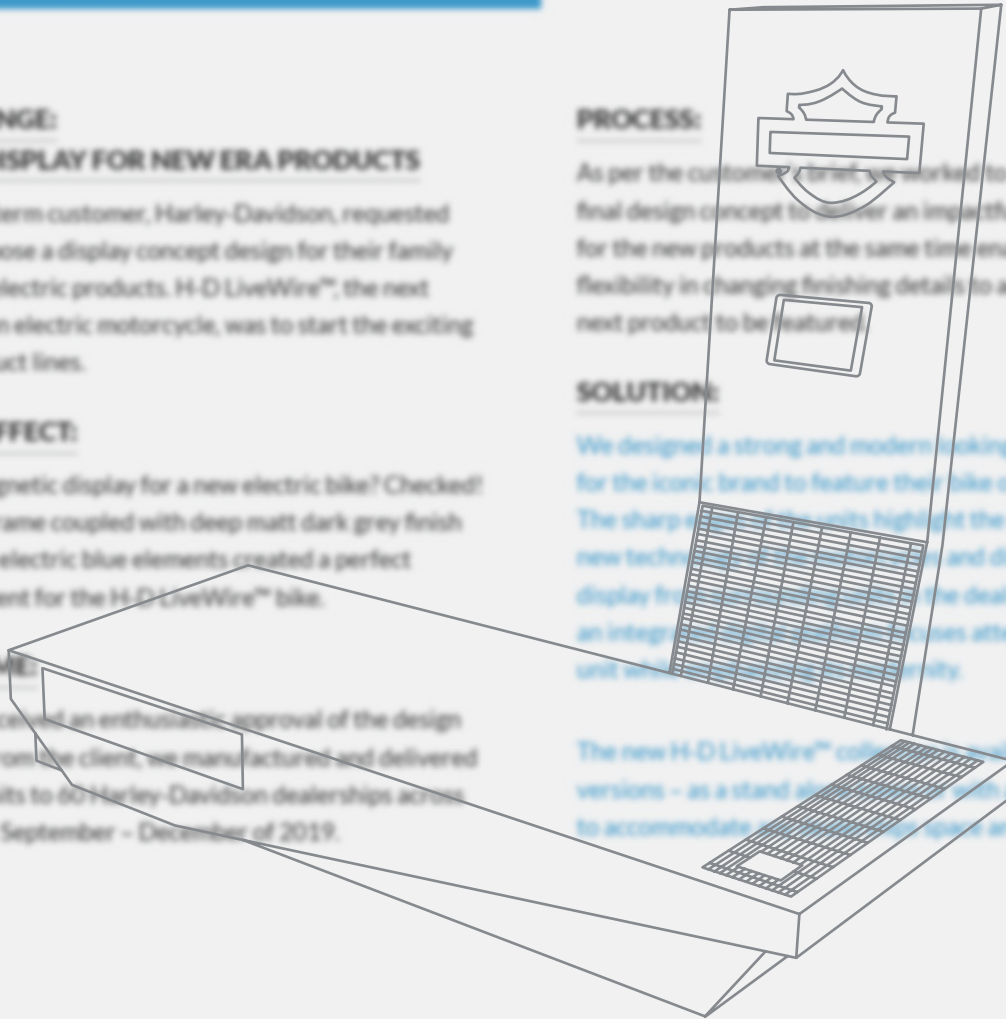
PROCESS:

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SOLUTION:

We designed a strong and modern looking display set for the iconic brand to feature their bike of the future. The sharp metallic units highlight the cutting edge new technology and differentiate the display from other units in the dealerships. Plus, an integrated Harley-Davidson logo draws attention on the unit and adds brand identity.

The new H-D LiveWire™ collection is available in two versions - as a stand alone unit or as a plinth added to accommodate other products and budget.





SAMSUNG

CHALLENGE:

SLEEK DISPLAY FOR NEW ERA PRODUCTS

Cheil, a Samsung designated agency, asked us to be a key supplier for their 3rd quarter of 2019 rollout of new and improved displays for Samsung products across Germany. These first projects featured adaptation of store-in-store displays (Samsung merchandise displayed within a major electronic and home appliance store)

WOW EFFECT:

An outstanding quality product with dramatic attention to detail. Program managed an extremely tight schedule of site supply and fit with multiple teams acting in synchronization.

OUTCOME:

We delivered and installed the display in 16 locations across Germany in just 2 weeks at the turn of July and August 2019.

PROCESS:

Project management and precision were the guiding fundamentals in achieving success in this project. The choice of final materials led to an outstanding result of elegant and modern backgrounds for the Samsung products to be displayed on.

SOLUTION:

This exciting, cutting-edge brand gained a unique, refreshed exposure at the retailers with their products. Eye-catching displays were seamlessly installed in a highly coordinated program, allowing the transition to the new-standard displays to happen without any disruption or inconvenience.





CHALLENGE: NEW INNOVATIVE DISPLAY FOR CHAINSAW AND POWER TOOLS

Our new customer, STIHL Gesellschaft GmbH, requested a totally new and innovative display concept design for the listed focus products at one of their main retailers. STIHL stands for quality - not least because of the sophisticated technology that is in every device, down to the last detail.

WOW EFFECT:

Eyecatcher and different look than the current display concept? Modular? Done! Modern lighting concept and perforated metal plates, mixed with new innovative holders and high quality materials in the corporate design.

OUTCOME:

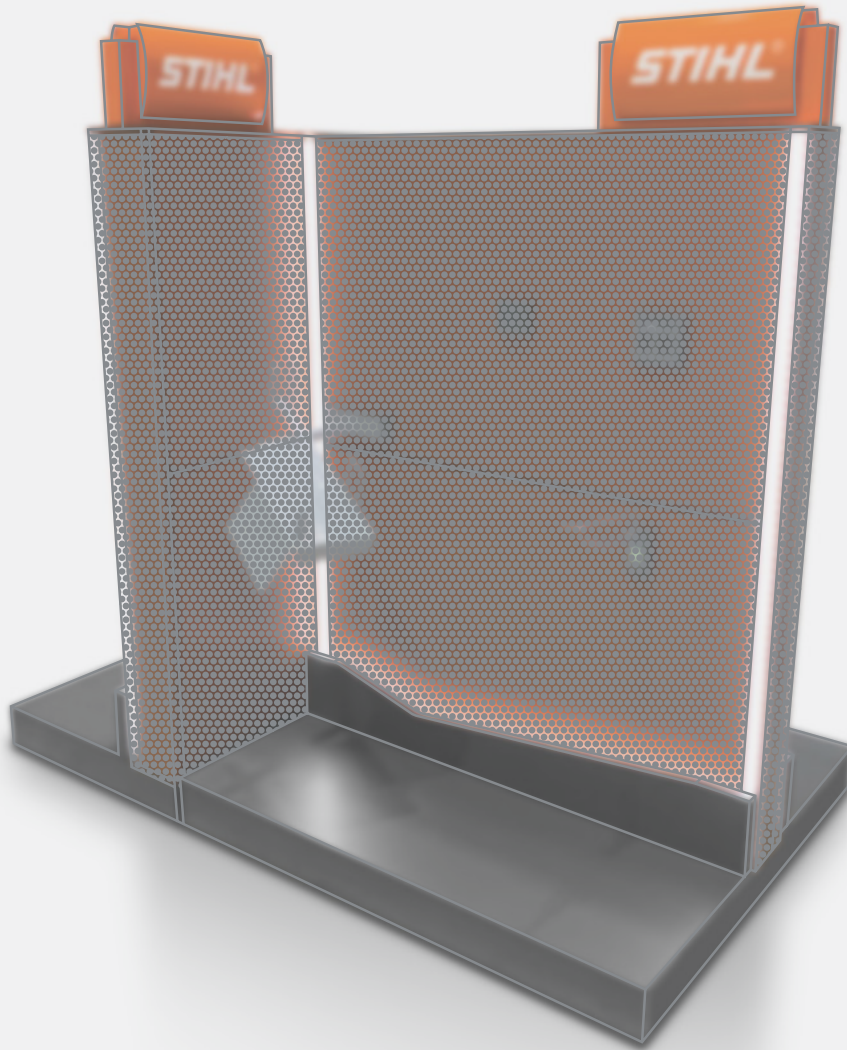
We surprised our new customer with an innovative, new design concept for one of his key clients and produced the first prototype for the commercial roll-out in 17 shops for 2020.

PROCESS:

As per the customer's brief, we worked to achieve the final design concept to deliver a refreshed impression of their products – and the desire of the end customer to try, feel and buy these products. At the same time enabling easy flexibility and modularity in changing finishing details and dimensions to place in different shop sizes.

SOLUTION:

CAPS consistently align our proposals to the needs of our customers. We designed a powerful and modern looking display set for the world leading brand to feature their core product portfolio to maximize sales and increase their brand awareness. The lighting concept directs the eyes of potential customers to their innovative product portfolio while cutting edge aroma marketing supports the potential application of the products.



STIHL

CHALLENGE: NEW INNOVATIVE DESIGN CONCEPT FOR CHAINSAW AND

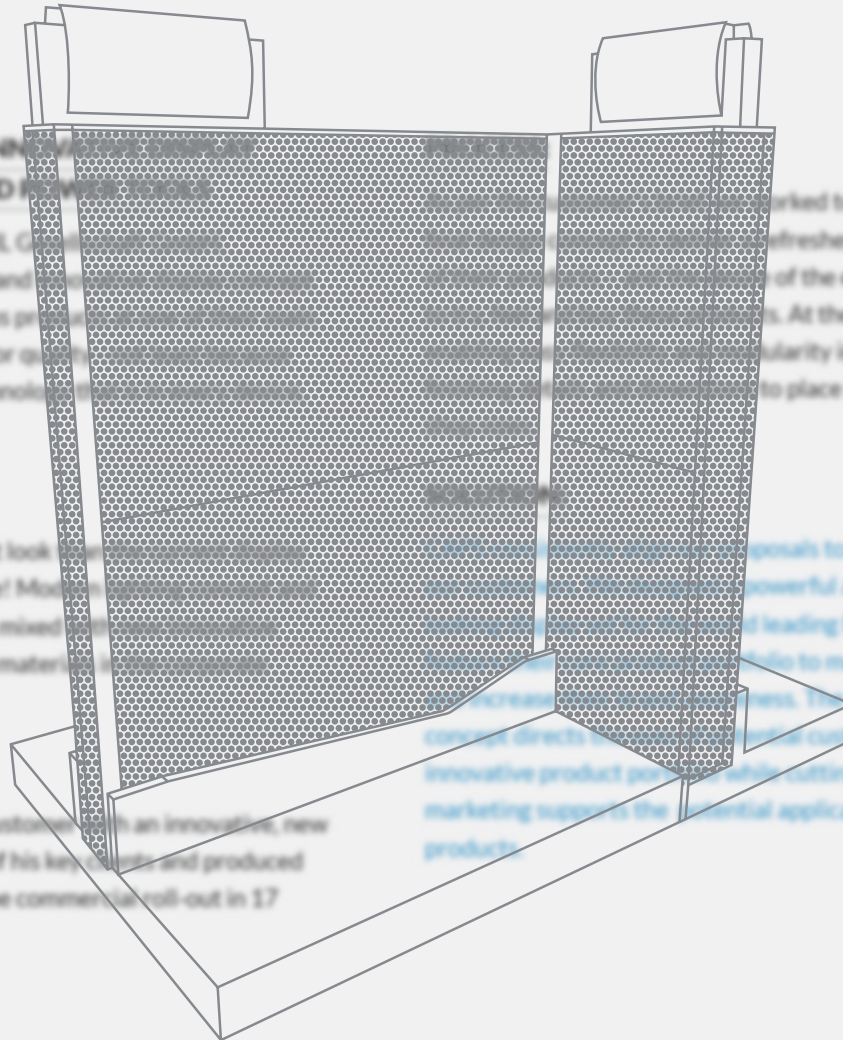
Our new customer, STIHL, requested a totally new and design for the listed focus products for their key retailers. STIHL stands for quality and reliability of the sophisticated technology down to the last detail.

WOW EFFECT:

Eyecatcher and different look concept? Modular? Done! Modern perforated metal plates, mixed holders and high quality materials design.

OUTCOME:

We surprised our new customer with an innovative, new design concept for one of his key products and produced the first prototype for the commercial roll-out in 17 shops for 2020.



worked to achieve the refreshed impression of the end customer. At the same time, clarity in changing to place in different

goals to the needs of powerful and modern leading brand to maximize sales. The lighting concept directs customers to their innovative product while cutting edge aroma marketing supports the potential application of the products.



OUR PORTFOLIO

L'ORÉAL

KÉRASTASE
PARIS

BIODERMA
LABORATOIRE DERMATOLOGIQUE

PUREOLOGY
serious colour care

Maped

shu uemura
tokyo paris new york



VIKTOR&ROLF

URIAGE
EAU THERMALE

Le Jardin Retrouvé
PARIS

L'OCCITANE
EN PROVENCE

YVES ROCHER

LAMPE
BERGER
PARIS

BIOtherm

STIHL

SAMSUNG

ESTEBAN
PARIS
PARFUMS



MAISONS
DU MONDE

Arkopharma
LABORATOIRES

LOUIS PION

CIBA
VISION
A Novartis Company

lafuma

ROCHET
BIJOUX - MONTRES - ACCESSOIRES

KAPORAL
JEANS



QUIKSILVER

Clairefontaine

VOLCOM

Lytesse
DERMOTEXTILE



WHY CAPS?

At CAPS we specialise in custom-made display solutions for brands that aim to make a powerful impact on their customers.

Whether you wish to run effective product launches and campaigns or seek novelty and fresh display ideas for your brand - together, we will develop an original solution imbued with the identity of your brands.

With our in-house R+D expertise and tens of thousands of bespoke display units delivered across Europe and beyond, we are bold and creative in designing and manufacturing what it takes to support your brand where you need it.

WE OFFER A VARIETY OF BESPOKE POS SOLUTIONS SUCH AS:

- Displays / floor stands dispensers
- Signage
- and much more to support your brand story.

We are proud that our POS units have brought Gold, Silver and Bronze PULS Awards* to our client consistently for many years.

Everything
taken care of



OUR PORTFOLIO

L'OREAL

KÉRASTASE
PARIS

BIODERMA

PUREOLOGY

Moped

shu uemura



VIKTOR & ROLF

URIAGE

Le Jardin Botanique

L'OCCITANE
EN PROVENCE

YVES ROCHER

LAMPE
BERGER
PARIS

BIO-THERM

STIHL

SAMSUNG

ESTEBAN
PARIS
PARFUMS



MAISONS
BOISSE

Arkopharma

LOUIS PION

CIBA
VISION

lafuma

ROCHET
KAPORAL



Clairefontaine



Lytess





WHY CAPS?

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We are proud that our POS units have brought Gold, Silver and Bronze POPAI Awards* to our client consistently for many years.

OUR DNA - MAXIMISING COSTUMER EXPERIENCE

Our tagline “Maximising Customer Experience” defines the way we do business with our customers. All of us, from top to bottom, play an important role in building long-term, solid partnerships.

There might be different customer expectations regarding the product and material type or service needed, but there is one thing that we are determined to deliver to all clients – exceptional customer experiences.

We understand the challenges our customers experience with their customers. Superior customer service throughout the whole co-operation process is key. We will do our part in meeting your customers’ expectations.

There is no magic, no tricks.
The right attitude is what matters.

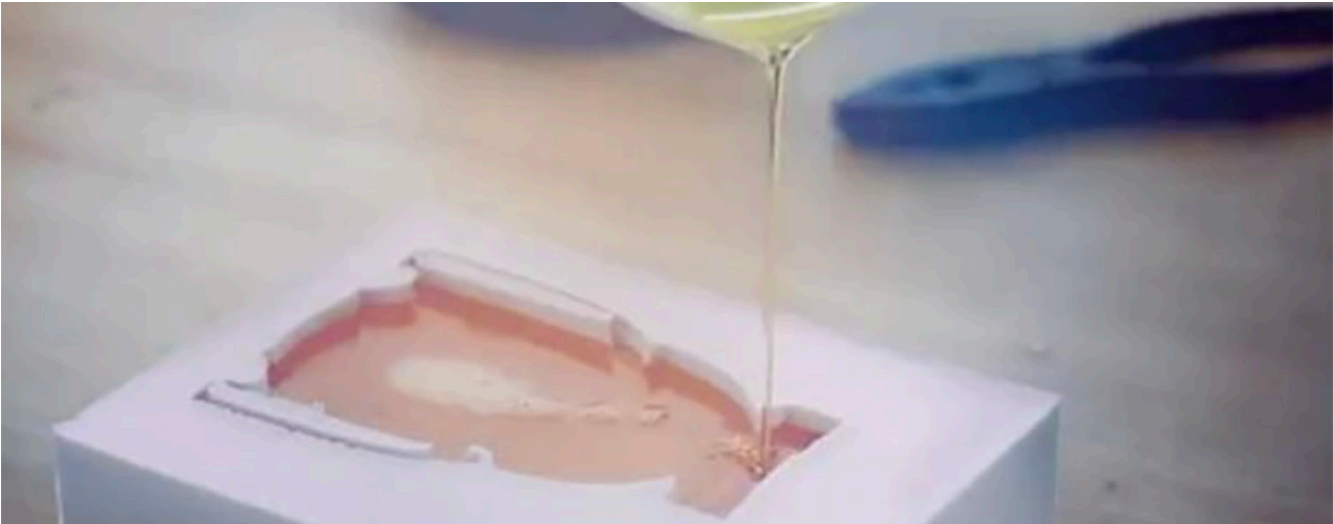
**WE HAVE DEVELOPED PROCESSES
TO ENSURE UNCOMPROMISED
QUALITY OF THE UNITS THAT
REQUIRE OTHER MATERIALS
WE SOURCE FROM OUR RELIABLE
SUPPLIER NETWORK.**

POS DESIGN

CAPS designers create POS stands and displays that are successfully applied across many retail sectors in Europe. With decades of experience and an in-house R&D Center of Excellence, we offer efficient POS designs from simple to even the most technologically challenging projects. We expertly mix together shapes, colours, materials and technology to equip our clients with a display that sells.

**OUR FIXTURE AND POS
DESIGN SERVICES INCLUDE
3D DRAWING, 3-D PRINTING
AND FULL PROTOTYPING
(INCLUDING VIRTUAL AND
AUGMENTED REALITY).**

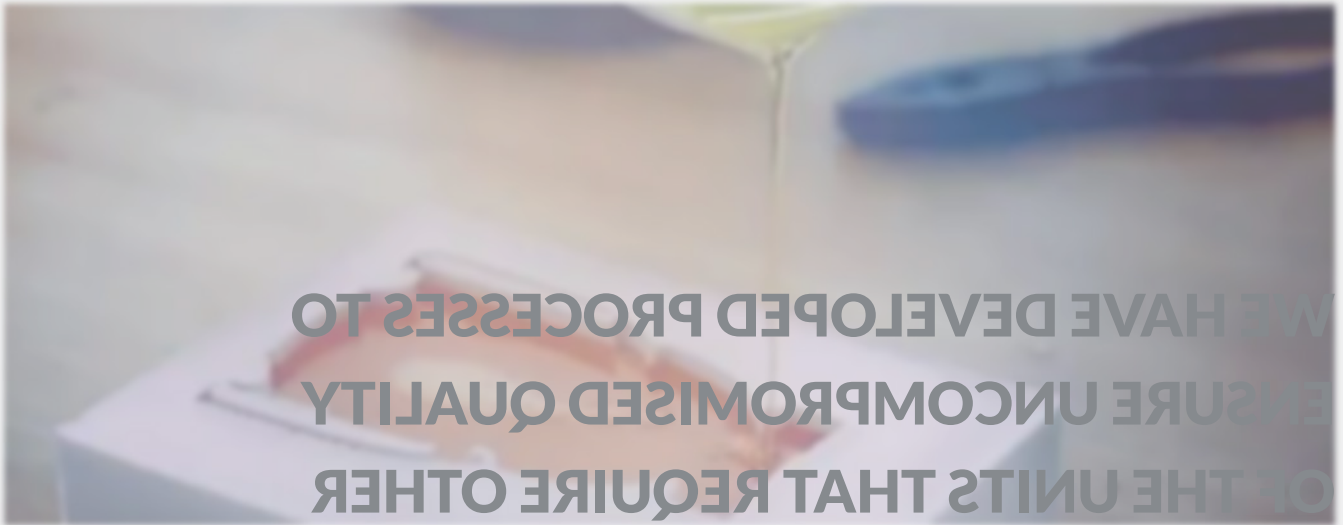




IN-HOUSE MANUFACTURE

**WE HAVE DEVELOPED PROCESSES TO
ENSURE UNCOMPROMISED QUALITY
OF THE UNITS THAT REQUIRE OTHER
MATERIALS WE SOURCE FROM OUR
RELIABLE SUPPLIER NETWORK.**





WE HAVE DEVELOPED PROCESSES TO
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MATERIALS WE SOURCE FROM OUR
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IN-HOUSE MANUFACTURE

With our own manufacturing, we fully control the manufacturing process of POS displays. We boast our very own Centre of Excellence where our engineers are able to develop and manufacture bespoke solutions for displays with acrylics and/or resins in retail using cutting-edge software and equipment.

Aside from our own facilities, we have a solid supply chain network in China managed by our Quality Control team.



QUALITY

Certifications are only pieces of paper unless the standards they represent are deeply integrated into the structures and thinking of a business and its employees. In CAPS, we treat our certifications extremely seriously. We consider achieving certification to be only the first step in an on-going process of maintaining and building on the standards the certificate represents.

OUR CERTIFICATIONS:

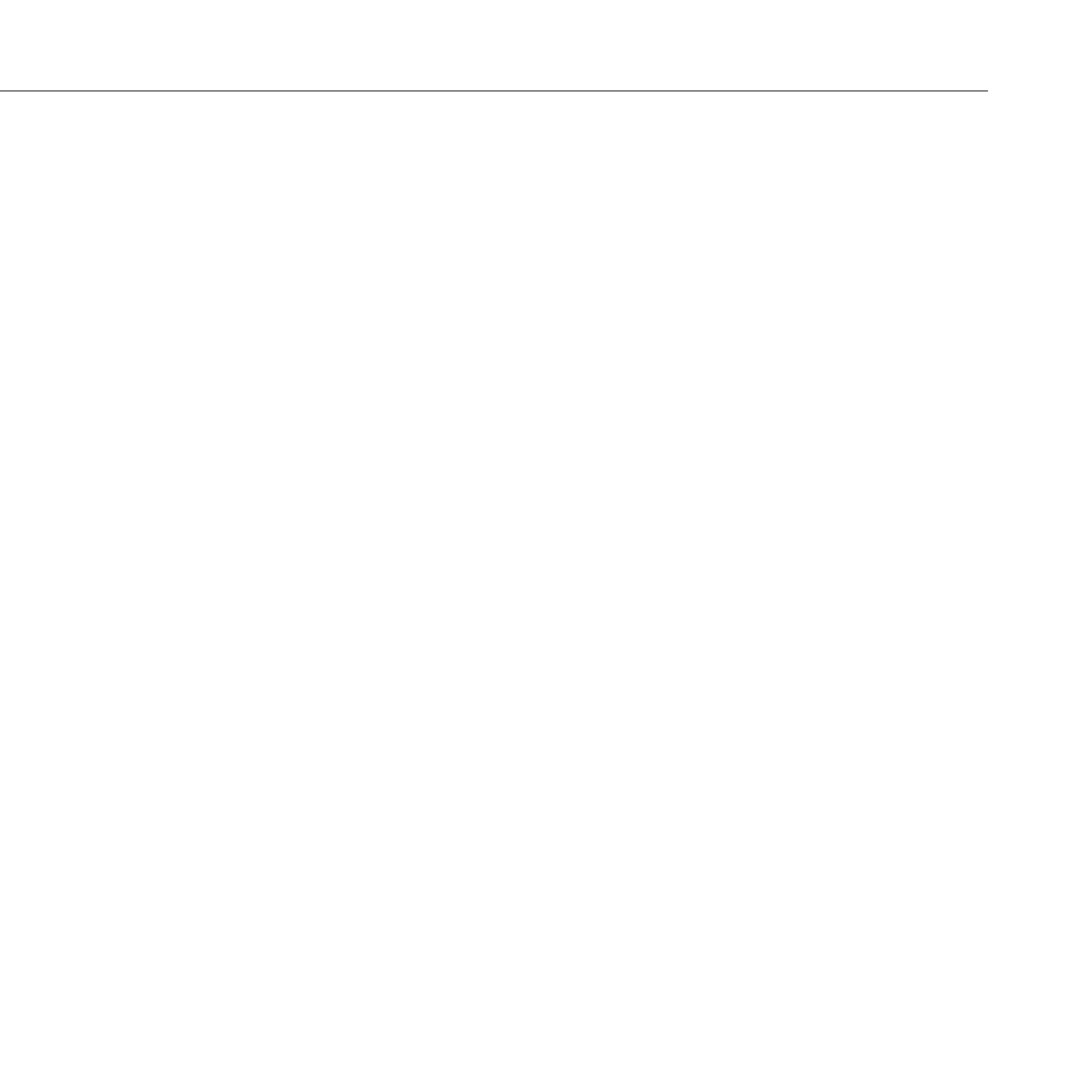


ISO 9001: Quality Management System (General)

ISO 14001: Environmental Management System

ISO 3834-2: Quality Management System for Fusion Welding of Metallic Materials

Our strong commitment to continuous improvement empowers our team to keep driving innovation at each level of our manufacturing. The PDCA cycle is something we apply to our processes regularly to help us keep bringing maximum value to our customers' projects.



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