



**POS-MARKETING  
TOOLS  
GUIDELINES**



UYN P.O.S are customer contact points developed in such a way that they are unique and immediately recognisable. The quality of the products must be perceived by the display and presentation, even before they are tried on. The combination of a carefully planned layout with cleverly designed graphics and communication is aimed at creating interest in the products on display and consequently increasing the customer's propensity to purchase.

# LET'S MAKE THE DIFFERENCE







**WE WANT TO MAKE THE DIFFERENCE NOT ONLY WITH WORDS, BUT ALSO WITH ACTIONS: ATTENTION TO NATURE AND THE ENVIRONMENT IS ONE OF THE CORE VALUES ON WHICH OUR BRAND IS BASED.**

This is why we have embarked on a revolutionary task: to make all our P.O.S of recycled, 100% bio-degradable cardboard and with rounded shapes that echo our logo.

**MADE ENTIRELY OF  
RECYCLABLE CARDBOARD**



# OUR HEART IS GREEN



USING CARDBOARD  
FURNITURES IS A  
RESPONSIBLE CHOICE THAT  
ALLOW US TO PROTECT THE  
ENVIRONMENT.

- Cardboard made of 30% recycled and 100% recyclable material
- 80% less trees cut down
- this way we consume 70% to 90% less cellulose than traditional wooden furniture
- Zero chemical agents and formaldehyde emissions as the glues used are derived from natural starches from potatoes, corn and peas
- -80% less energy consumed to build a cardboard furniture piece both for the production of the material and its processing compared to a traditional wooden furniture piece
- Detachable design for quick and easy replacement
- The cardboard is water-resistant and developed to withstand even demanding uses



**NEW**  
**P.O.S.**



The combination of emotional graphics designed to attract attention is then supported by technical communication that focus more deeply on the distinctive features

# SHOE SHOP-IN-SHOP





## SELFSTANDING DISPLAY



**MATERIAL** CARTONBOARD 10MM

**SIZE** 30L X 42H

**GRAPHIC** SHOES, MATERIALS,  
SOCKS

**USE** WINDOW, TABLES



## SHOES DISPLAY SMALL

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**MATERIAL**    CARTONBOARD 10MM

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**SIZE**            30L X 29H

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**GRAPHIC**      SHOES, MATERIALS

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**USE**             SHELF, WINDOW,  
TABLES

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## SHOES DISPLAY HIGHLIGHT

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**MATERIAL**     CARTONBOARD 10MM

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**SIZE**             30L X 42H

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**GRAPHIC**       SHOES, MATERIALS

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**USE**                WINDOW, TABLES,  
FOCUS POINTS

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## EXPERIENCE BOX FOR SHOES

<b>MATERIAL</b>	CARDBOARD
<b>SIZE</b>	30L X 42H
<b>GRAPHIC</b>	SHOES NATURAL MATERIALS
<b>USE</b>	TABLES, FOCUS POINTS



# SHOE TABLE



**MATERIAL**    CARTONBOARD

**SIZE**            87A X 93B X 93C

**CAPACITY**    28 BOX / EACH SIDE

**GRAPHIC**      ACTIVE SHOES  
LIVING SHOES  
URBAN OUTDOOR SHOES  
URBAN TRAIL SHOES  
BIKE SHOES



# SHOE TABLE SMALL



**MATERIAL** CARTONBOARD

**SIZE** 87A X 93B X 72C

**CAPACITY** 21 BOX / EACH SIDE

**GRAPHIC** ACTIVE SHOES  
LIVING SHOES  
URBAN OUTDOOR SHOES  
URBAN TRAIL SHOES  
BIKE SHOES





# APPAREL SHOP-IN-SHOP

Each type of product has a specially designed exhibition architecture to increase the visibility and efficiency in which it is displayed.

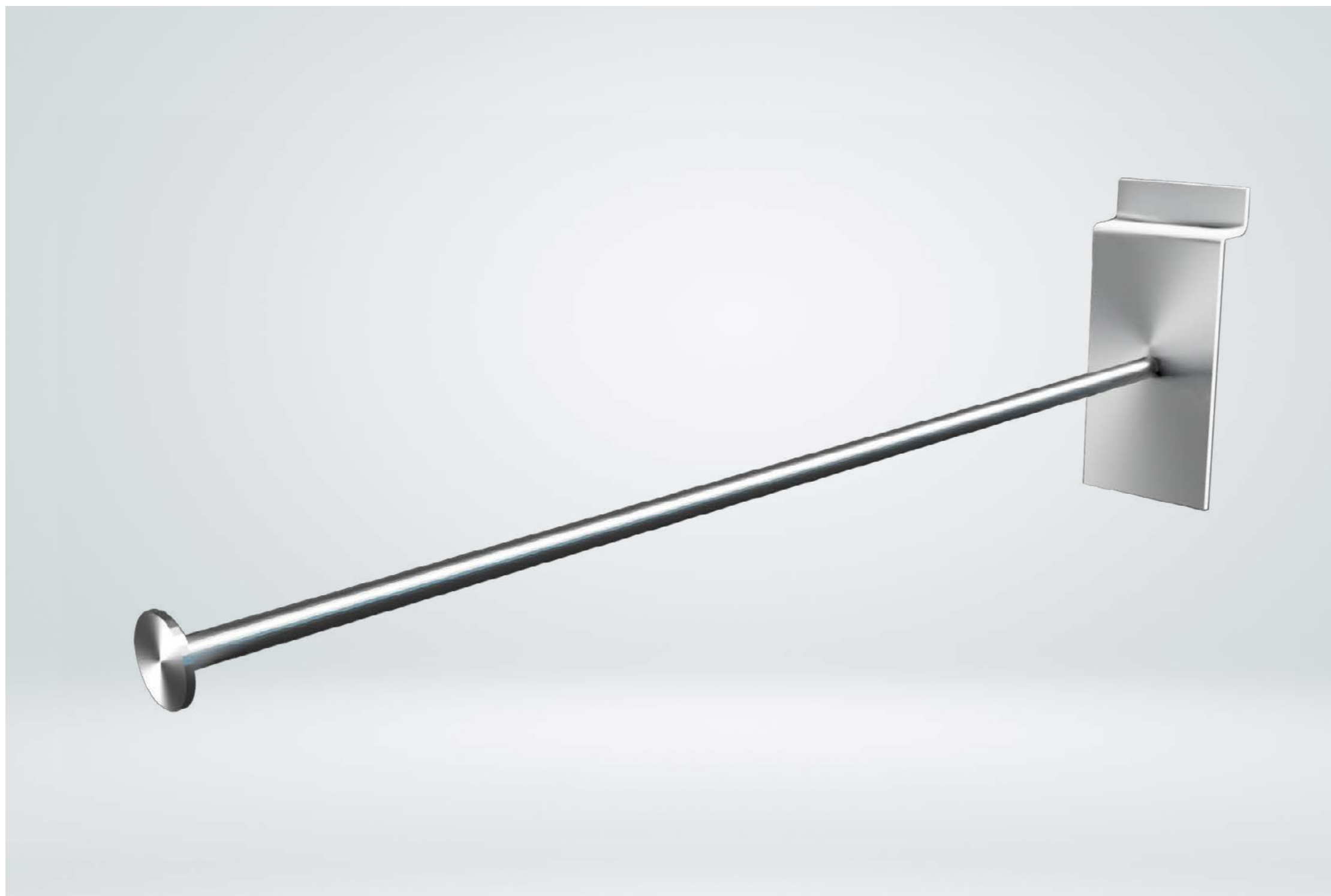




## SOCKS DISPLAY

<b>MATERIAL</b>	CARTONBOARD
<b>SIZE</b>	70 X 70 X 150H
<b>CAPACITY</b>	16 HOOKS / EACH SIDE 7 PACKAGING BIG 11 PACKAGING SMALL
<b>GRAPHIC</b>	SOCKS





## SILVER HOOK

TILL END OF STOCK

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<b>SIZE</b>	20 CM
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<b>PRODUCT CODE</b>	POA2NL-0010-001
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<b>SIZE</b>	30 CM
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<b>PRODUCT CODE</b>	POA2NL-0011-001
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## **LEG W/M MAGNETIC BASE**

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<b>SIZE</b>	37,5 X 23 CM
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<b>PRODUCT CODE</b>	P041NL-0001-001
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## SOCKS SHAPE



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<b>PRODUCT CODE</b>	P038UY-0008-001-00
MEDIUM	

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<b>PRODUCT CODE</b>	P038UY-0007-001-00
SMALL	

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