

## **PRESS RELEASE**

### **Efficient ‘Opihr Gin Rickshaw’ display wins Bronze POPAI Award**

**Northeim, 27 May 2019. Thimm scores highly against the competition: the jury for the international POPAI Awards, which cover Germany, Austria and Switzerland, nominated the creative ‘rickshaw’ display for Hardenberg-Wilthen AG for a bronze statuette in the ‘Drinks’ category. The award-winning palette display showcases the Opihr Oriental Spiced Gin brand to particularly striking effect at the POS. The award ceremony took place on 8 May at a large gala in Frankfurt.**

In terms of the design and creation of the palette display for the spirit manufacturer Hardenberg-Wilthen AG, based in Lower Saxony, the main task was to generate maximum customer attention and interest at the POS. For that reason, Thimm put a particular emphasis on ensuring that the design was as closely related to the product as possible. As Opihr Oriental Spiced Gin stands for the intense, quintessentially eastern spices that come from countries along the historical Spice Route, a typical Indian rickshaw provided the inspiration for the concept. The exotic charm of the three-wheeled auto-rickshaw has high recognition value and conveys the connotations with the East desired for the gin brand.

In terms of practical aspects, a conventional display with a pared-back selection of materials was transformed into an attention-grabbing, Indian-looking rickshaw display. A colourful palette cover was created, with a contour-punched cut-out mounted at the front. The resulting opening was easy to place around the existing 1/4 Chep display.

“The combination of resource- and cost-efficient implementation and the creative design made the Opihr Gin rickshaw a real highlight,” says Michael Weber, Head of Corporate Marketing at THIMM. “We are delighted the jury has chosen to reward such creative ideas. This shows that we always find the best solution for our clients.”

The non-profit organisation POPAI (Point of Purchase Advertising International) has set up global marketing competitions for over 50 years and awards the best work Gold, Silver and Bronze Indians. This year, participants from Germany, Austria and Switzerland submitted their POS competitive entries in 15 categories for the event, now in its ninth year.

**About Thimm**

Thimm Group is the leading solutions provider for the packaging and distribution of goods. Its portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products for further industrial processing. The company's product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the family-owned business has more than 3,200 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 645 million euros.

**Press Contact:**

*Nicole Gloth, Brand and Corporate Communications*

*THIMM Group GmbH + Co. KG, Tel.: +49 5551 703 423, Email: [nicole.gloth@thimm.de](mailto:nicole.gloth@thimm.de)*

*Michael Weber, Head of Corporate Marketing Thimm Group*

*THIMM Group GmbH + Co. KG, Tel.: +49 5551 703 891, Email: [michael.weber@thimm.de](mailto:michael.weber@thimm.de)*