

PRESS RELEASE

Gaming experiences at the POS: Exceptional backdrop setting for games and fan items

Northeim, 11 December 2019: Thimm has produced two innovative sales-promoting displays for the big games developer and publisher Ubisoft. In electronics and games retailers two pallet displays are promoting the sales of video games and the ever more popular merchandising items in the gaming sector.

Ubisoft is a leading developer of interactive entertainment products on all widely-used platforms including consoles, smartphones, tablets and PCs. In spring this year the company launched the popular strategy game “Anno 1800” as a PC game into the German market. As well as a standard DVD-ROM, a special edition was released. For the product launch the Thimm display specialists developed a striking promotional display in the design of a historical newspaper kiosk. The design recalls the era of the 19th century industrial revolution and transfers the game action directly to the point-of-sale. The 1/2 pallet display made from corrugated cardboard was produced in high-quality offset printing. Customers can see and pick up the games from all four sides of the display. The display also provides retailers with enough space to offer up to 60 DVDs for sale. A removable panel can create space for optional special editions, ensuring the display is infinitely flexible in its use for retailers.

The second creative display for Ubisoft currently positioned in retail outlets is promoting the sale of Chibi figurines. The ten centimetre high figurines represent the characters of the action video game “Tom Clancy’s Rainbow Six Siege”. Such collectible figurines are enjoying increasing popularity amongst gamers as they have a unique code through which exclusive game content can be released. To kick-off sales for potential customers the display presented the five figurines in an anti-theft acrylic box. The high-quality sales displays have been built for long-term use as the collectible pieces are regularly replaced with new figurines. Thimm developers also incorporated a variable function into this offset printed display where the top signs can be exchanged within the retail outlets. They can then decide on a case by case basis which of the five figurines should be actively promoted.

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 currently more than 3,500 employees at 22 sites in Germany, Czech Republic, Romania, Poland, France and Mexico and generated in 2018 annual revenues of around 645 million euros.

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