

## PRESS RELEASE

### **Sustainable display for toys wins the Bronze Award**

**Northeim, 4 June 2021 - The life-size displays in the form of the well-known TV children's character Cory Carson have been awarded the Bronze POPAI D-A-CH Award 2021. The displays for VTech, an international company known for learning toys and telecommunications, market the new toys from the "Go! Go! Cory Carson" series in specialist retailers. The award-winning displays are made from sustainable corrugated cardboard.**

Thimm developed the stable floor-standing displays for the product launch of the "Go! Go! Cory Carson" learning toys. These children's products are electronic playsets and vehicles based on the characters in the Netflix series of the same name. The toys have been designed for children aged one to five and they all have their own place in the new floor-standing display: The display showcases a life-size depiction of the series hero Cory Carson. With a height of 160 centimetres and the footprint of a Euro pallet, the display is a striking highlight in toy shops. Thimm developers created six sales levels on both sides in a step-by-step design to ensure a clear display of the merchandise. Small toy cars are available for purchase on the upper levels. The larger toy sets are presented on the lower levels, placing them at eye level for their small customers. The display is topped with a sign to provide a further height element to generate additional visibility. The construction is made of sustainable corrugated cardboard and printed using the offset process. Depending on the intended use, the components were laminated on one or two sides and gloss-varnished. This gives them a high-quality colour intensity. The display was designed in Thimm's in-house creative department and it ensures a uniform brand design and recall value for the toys, TV series and POS display.

The floor-standing displays for Vtech won the Bronze POPAI D-A-CH Award in the "Travel, Leisure and Automotive, Sports and Play" category. In March, the independent jury evaluated all submissions in a video conference and nominated the winners. The winners were announced in a virtual gala in mid-May. Due to the coronavirus pandemic the displays were not exhibited this year for the first time. The award was presented purely digitally.

#### **About VTech**

VTech is an international group headquartered in Hong Kong. The company employs approx. 37,000 people in eleven subsidiaries around the world. With its origins in the telecommunications industry, the electronic learning toy sector was founded in 1977. The German subsidiary was founded in Filderstadt in 1992 where the company develops electronic learning toys for babies, toddlers and schoolchildren. VTech is the market leader in Germany for baby and toddler toys, electronic entertainment and learning computers.

## **About Thimm**

The Thimm Group is a leading solutions provider for the packaging and distribution of goods. Its solutions 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. Through its innovative and sustainable solutions Thimm helps its customers to differentiate and individualise themselves in the market. To this end in its sustainability vision for 2030, the family business anticipates economic, environmental and social challenges in advance and solves them. Thimm Group's aspiration is to always offer customers the best solution. This strong customer focus drives the innovation and the pioneering spirit of the company. Therefore, there is consistent investment in expanding the company's market presence and in future-oriented technologies.

Founded in 1949, the family business currently has more than 3,300 employees at 21 sites in Germany, France, Poland, Romania and Czech Republic and generated annual revenues of around EUR 605 million in 2020. For more information visit [www.thimm.com](http://www.thimm.com)

### **Press Contact:**

THIMM Group GmbH + Co. KG

Nicole Klein, Head of Corporate Communications

Telephone: +49 5551 703 423

[nicole.klein@thimm.de](mailto:nicole.klein@thimm.de)