

## PRESS RELEASE

### **Efficient sales promotion:**

### **Thimm develops confectionery displays for the importer Genuport**

**Norheim, 5. January 2022 – Genuport Trade GmbH recently began a partnership with American chocolate manufacturer, The Hershey Company. Thimm has developed an efficient pallet display to position confectionery products from the well-known American brand Reese's in retail outlets. Genuport has focused on a promotional design for the highlight of the American football season.**

American sweets have long since found their way into German supermarkets. This has been made possible by companies such as Genuport Trade GmbH. Headquartered in Norderstedt, Germany, the family-owned company specialises in the distribution and marketing of international food brands. For more than 70 years Genuport has successfully positioned food brands from all over the world in Germany with innovative import concepts. Thimm has developed an efficient pallet display to support the new partnership between Genuport and The Hershey Company in the food retail sector:

The aim is to promote the various Peanut Butter Cups from the Reese's brand in good time for the highlight of the American football season and showcase them in the German food retail sector. The displays should continue to be usable beyond this temporary campaign. The new 1/4 pallet displays are manufactured with offset-laminated corrugated cardboard in double-flute quality. They consist of a self-adhesive display body with four variable trays as well as optional panels and a topper. The four levels have a load capacity of up to 20 kg and can be adapted to fit Reese's large product range. This flexibility means confectionery products can be placed flat or upright. The trays can be locked at an angle for this purpose. Depending on the type and quantity of the fillings, customers can be further targeted through the optional advertising spaces placed between the trays. Thimm delivers the stable pallet displays flat-packed and thanks to the adhesive, they can be assembled and filled quickly. The topper rounds off the displays as a height element and also provides more space for changing advertising campaigns. The use of sustainable, recyclable corrugated cardboard means the displays can be completely fed into the recycled paper cycle after use.

#### **About Genuport Trade**

Genuport Trade GmbH is one of the largest and most modern importers and distributors of food in Germany. Founded in 1949, the family-owned company has developed into a dynamic and globally-oriented organisation. Today Genuport has 160 employees and manages the distribution and sales promotions for the marketing of over 50 national and international food brands.

## **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)

**Thimm pack'n'display**, as part of the Thimm Group, offers the best customer solution for the packaging and display of merchandise. The business division supports projects throughout Europe, from consultancy to development, design, production and packaging through to distribution. The customer base includes the global branded goods industry, both online and bricks and mortar.

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