

PRESS RELEASE

The winners have been chosen! Five POS- innovations from Thimm win awards

Norheim, Germany, 10 June 2022 – Thimm is celebrating multiple successes at this year's POPAI D-A-CH Awards: The manufacturer of packaging- and display solutions was able to successfully position itself in five out of 15 categories. The winners were announced as part of a gala event in Düsseldorf on the evening of 9 June.

Silver in the category "Personal Accessories, Paper, Office, Stationery": 1/2-floor displays from the Share brand for dm-drugstores

Thimm has developed an innovative solution for the market launch of the stationery range from the leading social impact brand Share in dm- drugstores: The large 1/2- floor standing displays hold a wide range of different stationery items such as writing pads, notepads and -books, coloured pencils and ballpoint pens. The three compartments on the front create a clear structure for up to 15 different product categories. Panels and dividers allow the size of the compartments to be varied as required. Perforated panels are integrated on the sides for hanging products. Three products of different sizes can be attached in a variety of ways. Wobblers can also be used to inform consumers about company facts. The floor displays are made entirely from sustainable corrugated cardboard. They are designed for long-lasting use in retail outlets and can be flexibly restocked after sales.

In addition to the silver award, the Share displays were also selected for the POPAI D-A-CH Award 2022 public prize on Instagram.

Gold in the category "Travel, Leisure and Automotive, Sports and Play": Packaging for Brit Care pet food

The Czech family business Vafo Praha s.r.o. is a leading European manufacturer of premium- pet food. Under the Brit Care brand, the company sells dry- and wet food, snacks and nutritional supplements for cats and dogs, among other things. The three-part packaging for Brit Care consists of an inlay, a flip-pack box with laser cutouts, and digitally-printed outer packaging. The products are securely fixed in the inlay, which is made of sustainable corrugated cardboard, and presented in a customer-friendly manner. Pictograms reflecting the brand logo are stamped on the flip-pack box, which is made of brown corrugated cardboard. These die cuts give the packaging its secondary use as an innovative cat toy. The Brit Care-products will also be presented in an informative manner on the outer packaging. Thanks to digital printing technology, various print runs for foreign markets can be produced quickly and cost-effectively.

Gold in the category "Drinks, Tobacco": 1/4- display for competition promotion of the effect® brand

The displays for MBG International Premium Brands GmbH were developed for a temporary promotion. The aim was to generate attention to the Energy-Drinks effect® competition in retail outlets.

The prizes, a branded punching bag and boxing gloves, were integrated into the 1/4- displays as eye-catchers. A supporting cross made from corrugated cardboard, which was placed inside the punching bag, gave it the standard filled shape. Thimm developers lowered the punching bag into the display base and thus simulated it hanging in the gym. The gloves were also attached to the corrugated cardboard fixture. In addition to this, the base was used as a communication surface for the brand. Due to the design, the displays could be easily transported to retailers in set packaging, then quickly and easily set up there.

The effect® display application video was also awarded the prize for the best video.

Silver in the category "Food, Convenience Products and Confectionery": Floor-standing display for spreads made by the organic brand Tartex

Allos Hof-Manufaktur is one of Europe's leading organic-food manufacturers. Thimm has developed innovative displays for the secondary placement of Tartex spreads in retailers: The 1/4-floor-standing display consists of two parts. The base is a conical pedestal that visually highlights the top of the display. 48 products can be stored in an oversized Tartex glass that is a goods-bearing frame construction. Both parts are packed neatly and form a double base for intuitive, fast assembly. The upper part is equipped with extended bottom straps so that the stable displays can be moved when fully loaded, up to a weight of 17 kg.

Silver in the category "Beauty and Fragrances": 1/4-display for hair care products from the brands invisibobble®, Tangle Teezer and pure97® Kids

The efficient display for New Flag GmbH includes hair care products from the brands invisibobble®, Tangle Teezer and pure97® Kids. Because the products of all three brands have different applications, the aim was to also ensure clear differentiation in the displays. This is achieved by three separate levels: In the semi-open display body, each brand is visually separated from the others with panels and dividers. The different heights of the shelves facilitate removal by consumers. Individual cut-outs for the products ensure a harmonious appearance within each brand area. The stable 1/4- displays are assembled and sent to retailers fully loaded.

About the POPAI D-A-CH Awards

The Shop! association was founded in 1936 under POPAI (Point of Purchase Advertising International). As a globally active -non-profit-organisation, Shop! today sees itself as a competence centre and comprehensive communication platform for "Marketing at Retail." For over 50 years, the organisation has been organising marketing competitions worldwide and awarding the best solutions with gold, silver and bronze awards.

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. There is therefore consistent investment in expanding the company's market presence as well as in future-oriented technologies. Founded in 1949, the family business currently has more than 3,600 employees at 21 sites in Germany, France, Poland, Romania, and the Czech Republic, and generated annual revenue of around EUR 698 million in 2021. More information is available at www.thimm.com

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