

▶▶ (4.3 POSM)



POSM :

Point of Sale Materials-Media komunikasi di area toko yang berfungsi untuk mengkomunikasikan produk / brand / promosi dan bertujuan menarik minat pembeli

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu





				
Deskripsi	Entrance Gate	Entrance Gate Stores (untuk di dalam)	Entrance Display Travelator	Entrance Gate Stores (*Build-in / MFB)
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Entrance	Entrance	Entrance	Entrance
Lokasi Pemasangan	Entrance Gate bagian dalam	Entrance Gate (untuk di dalam)	Di depan Travelator	Entrance Gate
Channel	Hypermarket	Hypermarket, Supermarket	Hypermarket	Hypermarket
Dimensi (P x T x L) cm	50 X 50 X 200 Header : 765 x 50 x 150	50 X 50 X 200 Header : 765 x 50 x 150	50 X 50 X 200 Header : 405 x 60 x 150	Customized
Bahan	Multiplex 15 mm, melaminto 3 mm, Pop up multiplex, sticker ritrama laminating glossy, cat duco	Multiplex 15 mm, melaminto 3 mm, Pop up multiplex, sticker ritrama laminating glossy, cat duco	Multiplex 15 mm, melaminto 3 mm, Pop up multiplex, sticker ritrama laminating glossy, cat duco	Customized

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu

				
Deskripsi	Billboard	Standee Drop Pff	Travelator	Hanging Mobile
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Entrance	Entrance	Entrance	Entrance, Mainshelf
Lokasi Pemasangan	Bagian luar store	Bagian luar store	Dipasang di eskalator	Di gantung di langit-langit di atas lorong dairy product
Channel	Hypermarket	Hypermarket	Hypermarket	Hypermarket, Supermarket
Dimensi (P x T x L) cm	1400 X 10 X 700	125 X 5 X 147	Customized	40 x 5 x 30
Bahan	customized	Multiplex 15mm, melaminto 3mm, Pop up multiplex, sticker ritrama laminating glossy, cat duco	Sticker ritrama black out laminating glossy	Commatec putih 3mm, sticker ritrama laminating glossy, tali senar (bering), mata ayam

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu

				
Deskripsi	Activation Booth Large	Activation Booth Small	Mobile Booth Sampling	Seragam SPG
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	In Store Activation	In Store Activation	In Store Activation	In Store Activation
Lokasi Pemasangan	Central / Main Aisle	Central / Main Aisle	Central / Main Aisle	Central / Main Aisle
Channel	Hypermarket	Hypermarket	Hypermarket	Hypermarket, Supermarket
Dimensi (P x T x L) cm	600 x 200 x 200	400 x 200 x 200	200 x 200 x 200	Medium & Large
Bahan	Customized	Customized	Customized	Customized

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu





				
Deskripsi	Shelf Frame	Shelf divider	Baby Kids Section Dress Up	Neck Tag
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Main Shelf	Main Shelf	Main Shelf	Main Shelf
Lokasi Pemasangan	Rak reguler	Di rak reguler, pada produk tertentu yang ingin difokuskan / dikomunikasikan	Baby Area	Di leher produk
Channel	Hypermarket, Supermarket	Hypermarket Supermarket Minimarket	Hypermarket, Supermarket	Hypermarket, Supermarket
Dimensi (P x T x L) cm	133 x 50 x 210	25x 140	Customized	Customized
Bahan	Multiplex 9mm, pop up, siku L, sticker ritrama laminating glossy, double tape, lem kayu, acrylic	Commatec 5mm, besi kait, sticker ritrama 2 sisi	n/a	n/a

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu

				
Deskripsi	Shelftalker	Clip Strip	Wobbler	Header
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Mainshelf	Mainshelf	Mainshelf, Secondary Display	Mainshelf, Secondary Display
Lokasi Pemasangan	Menempel di rak mainshelf	Di antara dua rek reguler	Digantungkan pada rak – menempel pada shelf talker	Di atas gondola
Channel	Hypermarket Supermarket Minimarket	Hypermarket Supermarket Minimarket	Hypermarket Supermarket Minimarket	Hypermarket Supermarket Minimarket
Dimensi (P x T x L) cm	20 x 8	P= 35 Diameter = 12	12	50 x 150 , Horizontal
Bahan	AC 310, laminating glossy	Wire	AC 310, laminating glossy	Impraboard 5 mm, printing laminating glossy

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu

				
Deskripsi	End Gondola (*Umum)	End Gondola * DFI	End Gondola *Carrefour	Stack Display
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Secondary Display	Secondary Display	Secondary Display	Secondary Display
Lokasi Pemasangan	Central Aisle	Central Aisle	Central Aisle	Milk Aisle
Channel	Hypermarket, Supermarket	Hypermarket	Hypermarket	Hypermarket, Supermarket
Dimensi (P x T x L) cm	100 X 200 X 100	100 X 200 X 155	175 X 200 X 150	130 X 80 X 80
Bahan	Multiplex 18mm, cat duco, sticker ritrama laminating glossy, Pop-up header	Multiplex 18mm, cat duco, sticker ritrama laminating glossy, Pop-up header	Multiplex 18mm, cat duco, sticker ritrama laminating glossy, Pop-up header	Multiplex 18mm, sticker ritrama laminating glossy, cat duco, besi holo 2cm, acrylic bening 2mm

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu


				
Deskripsi	Corrugated Box	Skirting / Pallet Wrap	X Banner	Cooler
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Secondary Display	Secondary Display	Secondary Display	Secondary Display
Lokasi Pemasangan	Area COC	Mengelilingi produk pada floor display	Bersebelahan dengan produk yang sedang di promo	Area COC
Channel	Hypermarket Supermarket Minimarket	Hypermarket Supermarket Minimarket	Hypermarket Supermarket Minimarket	Hypermarket Supermarket
Dimensi (P x T x L) cm	50 x 65	180 x 50	n/a	customized
Bahan	corrugated	n/a	Flexi Korea 11oZ	n/a

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu

					
Deskripsi	Chiller	Wings Stack	Floor Display	Standee Rack	Mini Dispensary
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Secondary Display	Secondary Display	Secondary Display	Secondary Display	Secondary Display
Lokasi Pemasangan	Dairy Chiller	Area COC	Area Depan / Front Display Area	Area COC	Area COC
Channel	Hypermarket, Supermarket	Hypermarket Supermarket Minimarket	Hypermarket Supermarket Minimarket	Hypermarket, Supermarket	Hypermarket Supermarket Minimarket
Dimensi (P x T x L) cm	customized	38 x 38 x 40	100 x 100 200 x 200 customized	customized	38 x 38 x 40
Bahan	n/a	n/a	Multiplex 18mm	n/a	Multiplex 18mm

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu

				
Deskripsi	End Gondola Cover	Banner in	Banner Out	Top Card
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Secondary Display	Secondary Display	Secondary Display	Secondary Display
Lokasi Pemasangan	Sisi end gondola	Di dalam store	Di luar store (depan pintu masuk)	Di atas floor display
Channel	Hypermarket Supermarket Minimarket	Minimarket	Minimarket	Hypermarket Supermarket
Dimensi (P x T x L) cm	180 x 50	100 x 70	customized	50 x 65
Bahan	Impraboard / Plywood / Multiplex 18 mm / Comatex	Flexi Korea 11oZ	Flexi Korea 11oZ	Art Carton, Laminating Glossy, Besi Holo 10 cm

HYPERMARKET

SUPERMARKET

MINIMARKET

POSM Menu

				
Deskripsi	Aisle Gate	Top Freezer	Side Stack / Densing Up	Leaflet & Poster
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Secondary Display	Secondary Display	Secondary Display	Secondary Display
Lokasi Pemasangan	Di lorong kategori tertentu –diantara end gondola yang bersebelahan	Diletakan pada area 'Dairy & Frozen	Di lantai pada aisle / lorong produk	Leaflet / Flyer: dibagikan Poster : Ditempel di dalam store ataupun lokasi strategis lainnya di sekitar store
Channel	Hypermarket Supermarket	Hypermarket	Hypermarket Supermarket Minimarket	Minimarket
Dimensi (P x T x L) cm	180 x 50	customized	customized	15 x 20 & 40 x 60
Bahan	Multiplex 15mm, melaminto 3mm, Pop up multiplex, sticker ritrama laminating glossy	n/a	Multiplex 18mm, sticker ritrama laminating Dove	Art paper 120, Laminating Glossy

WHOLESALE

GROCERY

POSM Menu

				
Deskripsi	Banner	Chiller Sticker	Flag Chain	Sachet Hanger
[STOP, HOLD, CLOSE]	STOP	HOLD	STOP	HOLD
Lokasi Pemasangan	Area Depan Toko (Front Sore)	Dairy & Beverage Chiller	Area Depan Toko (Upper Front Sore)	Area Depan Toko (Upper Front Sore)
Channel	Wholesale (Large& Small)	Wholesale (Large& Small) Grocery (Large)	Grocery (Large& Small)	Wholesale (Large& Small) Grocery (Large& Small)
Dimensi (P x T x L) cm	120 x 80 100 x 70 150 x 60	Chiller sticker : 50 x 50 Price tag Stiker 14 x 9	25 x 18	Kecil : 67.5 x 10 Besar : 47 x 80
Bahan	Flexi Korea I loZ	Sticker	Sticker	Impraboard

WHOLESALE

GROCERY

POSM Menu

				
Deskripsi	Corrugated Box	Blue Block Rack (Framing)	Roll Sticker	Price Tag
[STOP, HOLD, CLOSE]	CLOSE	HOLD	HOLD	CLOSE
Lokasi Pemasangan	Area Counter Top	Area Homeshelf	Area Homeshelf, Rack,	Area Homeshelf, Counter Top
Channel	Wholesale (Large& Small) Grocery (Large)	Wholesale (Large& Small) Grocery (Large)	Wholesale (Large& Small) Grocery (Large & Small)	Wholesale (Large& Small) Grocery (Large & Small)
Dimensi (P x T x L) cm	Bottle : dia 5.5 x H 12.1 cm SCM : dia 7.3 x H 8.3 RTD 115 ml : w 5.3 x H 7.3 x depth 3.6 cm	120 x 83	3 x 10 atau 5 x 5	n/a
Bahan	Corrugated	Impraboard	Sticker	AC 310, laminating glossy


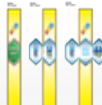

MILK STORE

POSM Menu

			
Deskripsi	Shopblind	Flagchain	Framing
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Entrance	Entrance	Mainshelf
Lokasi Pemasangan	Depan store	Upper Front Store	Area Homeshelf
Channel	Toko Susu	Toko Susu	Toko Susu
Dimensi (P x T x L) cm	100 x 70	25 x 18	n/a
Bahan	Flexi Korea	Flexi Korea	Impraboard

MILK STORE

POSM Menu

			
Deskripsi	Header	Sash	Shelftalker
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Entrance	Mainshelf	Mainshelf
Lokasi Pemasangan	Front Store	Pada produk	Rak Homeshelf
Channel	Toko Susu	Toko Susu	Toko Susu
Dimensi (P x T x L) cm	n/a	n/a	n/a
Bahan		Art Carton 310, laminating glossy	Art Carton 310, laminating glossy





MEDICAL

POSM Menu

					
Deskripsi	Banner	Shelftalker	Chiller Sticker	Corrugated Box	Wobler
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Entrance	Mainshelf	Mainshelf	Mainshelf	Mainshelf
Lokasi Pemasangan	Bagian Depan (Front Store)	Rak / Kabinet/ Shelf Table	Chiller	Area COC	Rak / Kabinet/ Shelf Table
Channel	Apotek Reguler, Toko Obat	Bidan, Klinik Bersalin, Apotek Reguler, Apotek Modern, Trade RS, Toko obat	Apotek Reguler, Apotek Modern, Toko Obat, Trade Hospital	Apotek Reguler, Toko Obat	Apotek Reguler, Apotek Modern, Toko Obat, Trade Hospital
Dimensi (P x T x L) cm	120 x 80 100 x 70 150 x 60	n/a	Chiller sticker 500mmW x 50mmH Price tag Stiker 140mmW x 90 mH	Bottle : dia 5.5 x H 12.1 cm SCM : dia 7.3 x H 8.3 RTD 115 ml : w 5.3 x H 7.3 x depth 3.6 cm	12
Bahan	Flexi Korea I loZ	AC 310, laminating glossy	Sticker	Corrugated	AC 310, laminating glossy

OUT OF HOME

POSM Menu

				
Deskripsi	Poster	Shopblind		Roll Sticker
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Entrance	Entrance		Mainshelf
Lokasi Pemasangan	Di depan store	Di depan store		Di etalase / rak kabinet
Channel	Food Service	Food Service		Food Service
Dimensi (P x T x L) cm	40 x 60 *customized	120 x 80 100 x 70 150 x 60		3 x 10 atau 5 x 5
Bahan	Art paper 120, Laminating Glossy	Flexi Korea		Sticker

OUT OF HOME

POSM Menu

		 
Deskripsi	Skirting	Chiller Sticker
Entrance, Main Shlef, Secondary Display, In Store Activation, Exit	Mainshelf	Mainshelf
Lokasi Pemasangan	Gerobak (Branding)	Chiller
Channel	Hawker	Kantin, Bakery, Restaurant
Dimensi (P x T x L) cm	customized	Chiller sticker : 50 x 50 Price tag Stiker 14 x 9
Bahan	customized	Sticker