



VISION
MISSION
ACTIONS

DEINZER



SUSTAINABLE SUCCESS ON POINT-OF-SALE

With sustainable sales solutions
think about tomorrow today.
Our way to the POS of the future.

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DEINZER

Sales solutions for the future
and sustainable success at the point of sale.

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The Mission

Display solutions for the point-of-sale of tomorrow.



We are Deinzer, one of the largest display producers in Germany. And we are on a mission. We don't just want to produce selling displays for the point-of-sale, we want to do this for you in a sustainable way and in harmony with the environment. To this end, we have developed a package of measures that helps us to identify and fill out optimization potentials in every business unit.



Sustainable Sales solutions for the POS

You know that POS displays significantly support your sales at the point of sale. But sustainable sales solutions can do even more. We will show you how sustainable display production from our company can also make your POS solution more environmentally friendly and cost-saving.



"We have made it our goal to produce not only the best displays, but also the most sustainable ones."

FIELDS OF ACTUATION



MATERIALS
STORAGE & REUSE

Sensitive material selection, procurement and processing under aspects of sustainability



PACKAGING
COMPACT & CUSTOMIZED

Packaging production with the latest technology - to avoid waste and packaging waste



LOGISTICS
EFFECTIVE & COST-OPTIMIZED

Increased efficiency of logistics through new IT services and conversion of transport systems



SERVICE
EINFACH & PROFESSIONELL

Expansion of our service for display retrofits, repairs and technical and proper disposal



OUR VISION

We want to make tomorrow's POS better today. And we want it to be sustainable. Our vision of the POS display of the future is one that not only sells your products sustainably, but above all is manufactured sustainably. Here we would like to take a pioneering role today. Join us on the way to a better and more sustainable point-of-sale of the future. We look forward to it.

The Material

A sustainable use of materials in display production opens up potential in many areas. We show some of them here.



UNSERE MAßNAHMEN

We have developed the following measures that help us to make the material usage of your sales solutions even more sustainable and not least cost-saving.



RECYCLING

Focus on the use of recyclable and certified materials



REDUCTION

Reduction of foil and material variety without limiting the possibilities of creation and design



SEPARABILITY

Already before the material procurement we pay attention to the separability of the materials to be used.



REUSE

Basic orientation towards the reusability of a sales solution



BASIC ELEMENTS

Expansion of our range of reusable basic elements



INTERCHANGEABILITY

Exchangeable action elements for individual product promotion to minimise expenditure



MODIFICATION

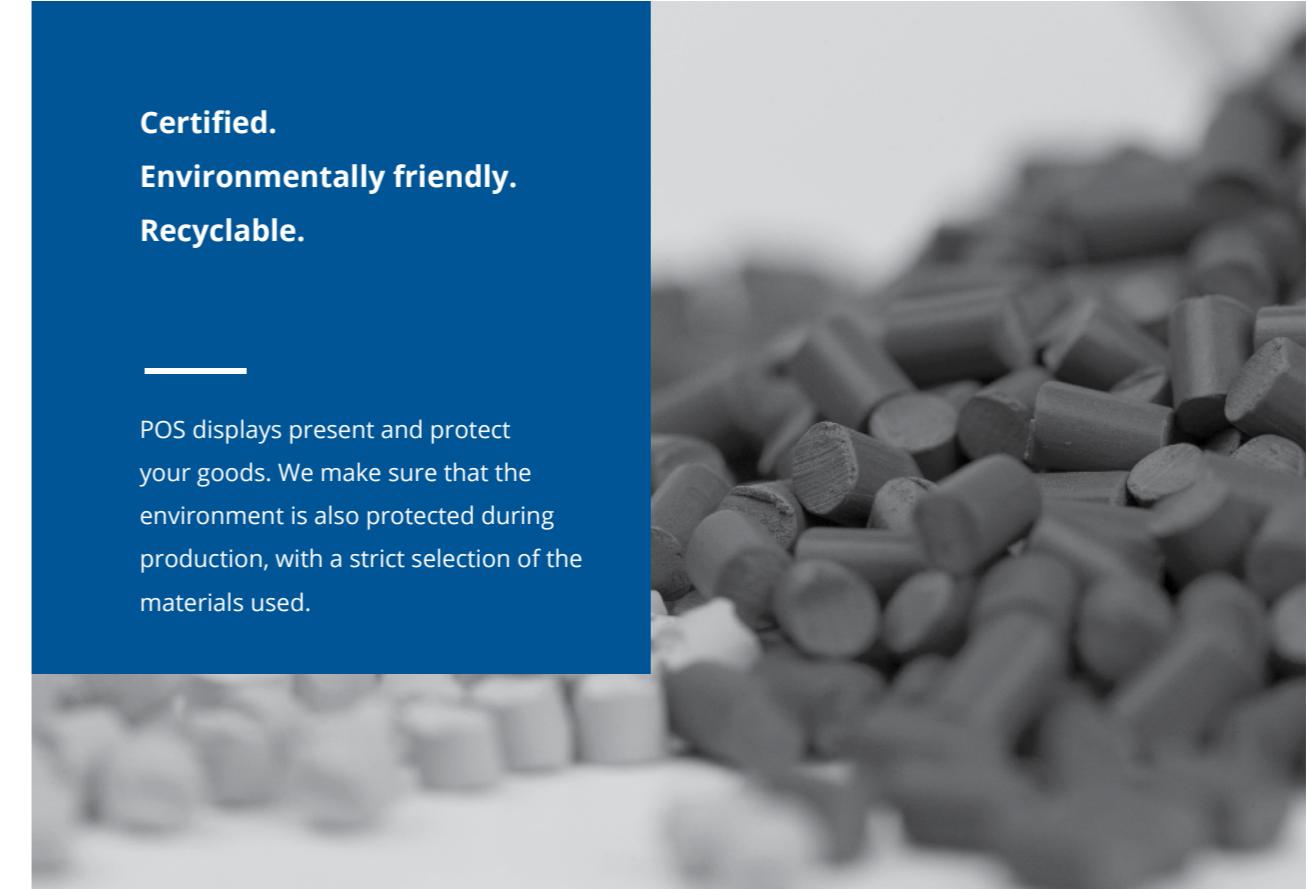
Possibility of simple upgrading by our field service on site

Certified.

Environmentally friendly.

Recyclable.

POS displays present and protect your goods. We make sure that the environment is also protected during production, with a strict selection of the materials used.

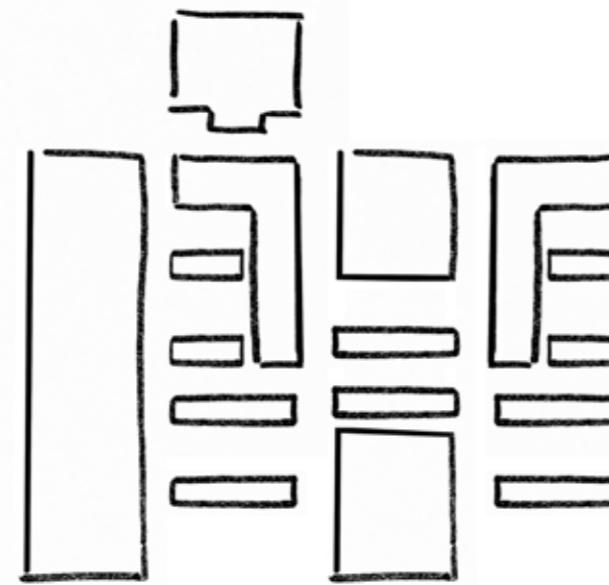


YOUR BENEFITS

With our focus on material procurement and use, we can produce your sales solution more sustainably than ever. Material consumption is reduced, the environment is less polluted and new cost saving potentials are opened up.

Examples

Exchangeable advertising panels:



Exchangeable advertising panels reduce the effort of a redesign and save unnecessary material costs.

We have successively increased the proportion of recyclable materials, especially for top signs and advertising panels. By easily replacing the advertising panels, shop staff can easily adjust the display on site and reload it as required. It is no longer necessary to return and redesign the entire display.

Versatile conversion options:



One presentation area can be individualized for different brands, campaigns and time periods.

By converting existing displays, we are able to design independent new creations for you in a short time, without leaving the basic construction. Various promotions, brands and products can be newly placed at the POS with less effort. The use of recyclable materials additionally relieves the environment.

The Packaging

With the optimisation of the dispatch packaging and the purchase of a new cardboard machine we not only counteract packaging waste...

OUR MEASURES



From the design of the cardboard boxes to their dispatch, we leave nothing to chance when it comes to avoiding packaging waste. Further measures are presented here.



FILLING MATERIAL

Use of ecological filling material (cardboard) and avoidance of filling materials made of foil



CARDBOARD BOX

Tailor-made cartons thanks to our own cartoning machine to reduce excess quantities and waste of material



VOLUME

New intelligent packaging systems ensure smaller volumes and thus save weight and shipping costs



PAPPE

Use of recyclable and environmentally friendly cardboard



WEIGHT REDUCTION

Weight reduction through the saving of unnecessary fillers and waste



Compact.
Custom-made.
Space-saving.

Our POS display solutions are tailored to your brand and product. Their packaging and cardboard packaging is just as tailor-made.

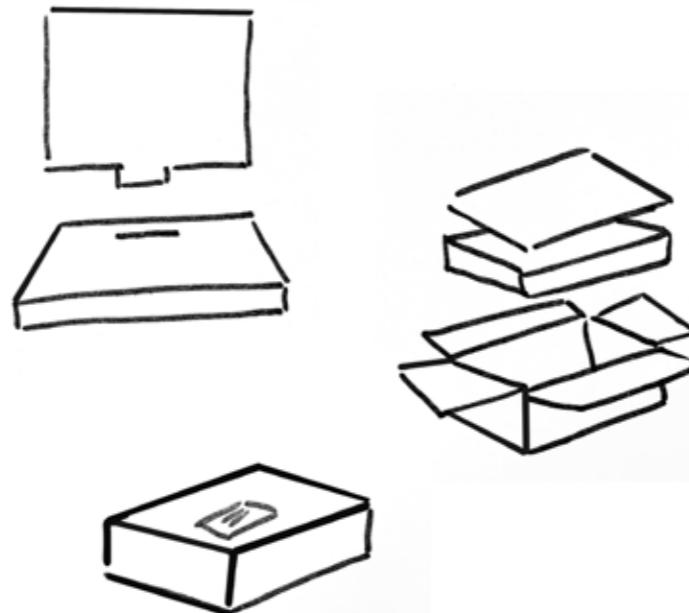


YOUR BENEFITS

Our packaging improvements allow you to benefit from tailor-made cardboard packaging for optimised shipping options on the one hand and environmentally friendly packaging material on the other.

Examples

Removable top shields:



Removable top labels reduce the shipping effort

The top sign of your display can be designed in many different ways. Well, if it is removable and can be sent individually, it should be damaged. It is no longer necessary to send the complete display. The shipping effort (also for complete shipping) is reduced considerably.

Economical cardboard packaging:



Tailor-made cardboard box coordinated on your display

Each display is individually tailored to the brand and product. Just like the cardboard box, which is designed and tailored especially for your display. Recyclable, space-saving and at the same time securely packed. Our newly acquired cardboard machine also helps us to reduce excess quantities and material waste.

The Logistics

The handling of your displays and their assembly is an important part of the entire work process. Clever logistics management can save a lot of time.

OUR MEASURES



We do not stop at the production of your sales solution. We also take care of the packaging and ensure a smooth process right up to the installation site of your display solution.



CENTRAL LOCATION

If a display is defective and cannot be repaired on site, we can carry out a repair at our premises in Langenfeld



OPTIMIZATION

Logistic optimization of the transport of displays to the installation site through software and hardware expansion



EVERYTHING ON THE SPOT

Creation, production and processing of your display takes place at our Langenfeld site



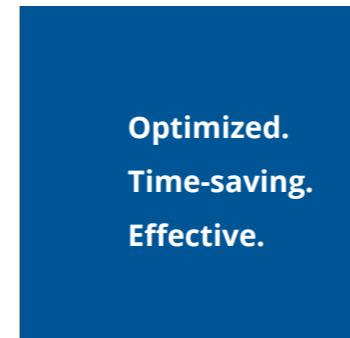
REDUCTION

Reduction of transshipment points for shorter delivery times, better scheduling possibilities and less CO2 emissions



CO-PACKING

Delivery of the converted displays to the trade partners within the framework of co-packing partnerships



YOUR BENEFITS

Through optimised logistics management, we avoid unnecessary empty or multiple trips and minimise additional trips by carrying replacement materials in every delivery vehicle.

The Service

We have expanded our service for display processing to include sustainable measures for you. You can see some of them here.

OUR MEASURES



We want to make the handling of your sales solution as easy as possible for you. Even when it is not in use. Here we have extended our service for you:



REPAIR

If a display is defective and cannot be repaired on site, we carry out a repair at our premises in Langenfeld



RETURNS

Depending on agreement, we take back used displays for processing, conversion or disposal



MODIFICATION

Modification of your display for new or recurring promotions



DISPOSAL

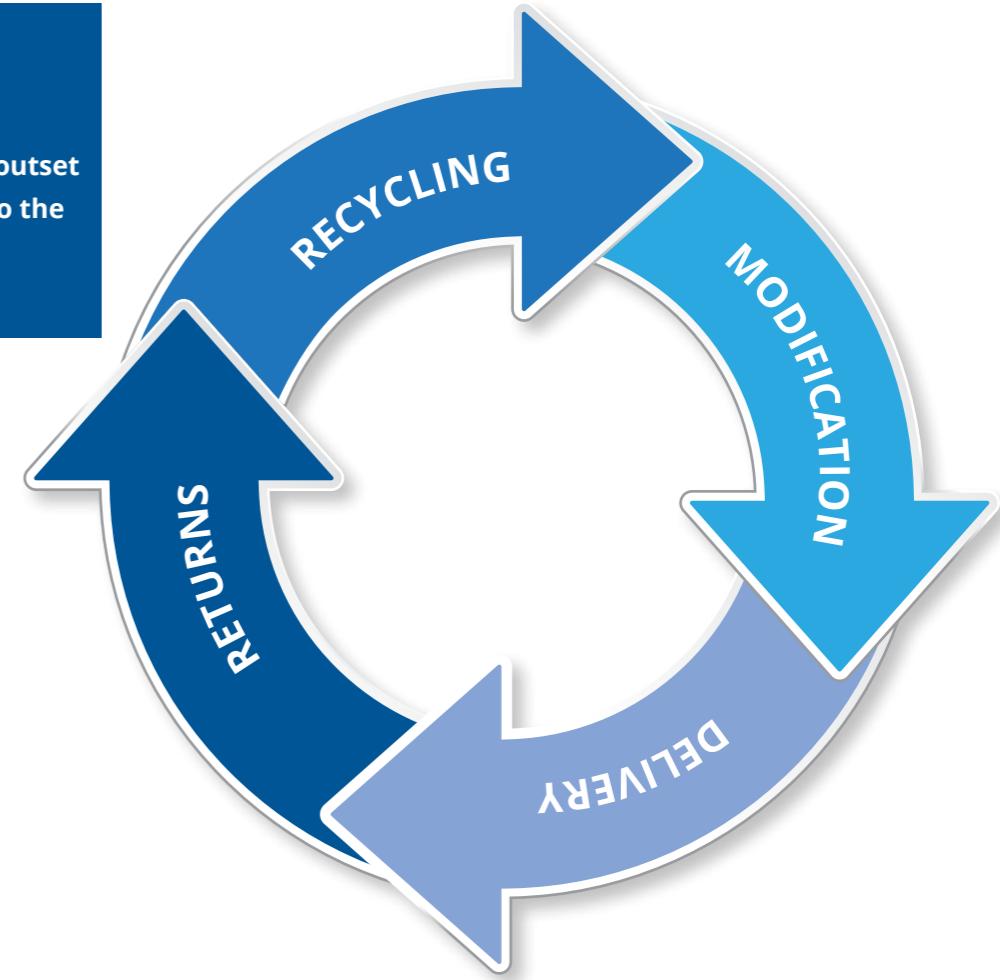
We take over a professional disposal of your displays including prior disassembly into all individual parts



DELIVERY

Delivery of the converted displays to the trade partners

Service from the outset through to the end...



YOUR BENEFITS

Thanks to our extended services for all aspects of display processing, such as returns, conversions, deliveries or recycling, you benefit from a comprehensive service right from the start.

Next Steps

The measures presented above give you a small insight into how we want to make tomorrow's POS better today. But we do not want to leave it at that...

What you can expect from us in the future:



[Continuously increasing the recyclability of materials used](#)

So far, some materials are excluded from recyclability. We want to change this and further limit the use of such materials and try to avoid them altogether.



[Expansion of our own range of standard system components for long-term use at POS](#)

For some time now, you have been able to purchase standardized system components from us, which you can expand and modify with the appropriate modules. We will continue to expand this offer for you in the future.



[Development of innovative Smart POS solutions for more efficiency at the point of sale](#)

Have you ever heard of Smart-POS? Then you probably also know our "Lift & Play" system? Techniques like these will revolutionize the POS. Look forward to our future developments in this area.

Thanks.

Thank you for choosing us as your partner for sustainable success at the point of sale. Together with you we will make the POS a little bit "greener". We would like to thank you today for your commitment and your trust in accompanying us on this path.



SUSTAINABLE SUCCESS ON POINT-OF-SALE



Thinking about tomorrow today.

Service

Do you have any questions on this topic? Please do not hesitate to contact us.

POS-DISPLAYS
SHOP-IN-SHOP
SMART-POS
SYSTEMS

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