



**fábrica****de****ideias**

POP MATERIAL SOLUTIONS

TO BE STRONGER...

**YOUR PRODUCT  
MUST BE SEEN AT  
POINT OF SALES**



TO INCREASE YOUR  
SALES,

**YOUR PRODUCT  
MUST BE WELL  
POSITIONED**





The company **Fábrica de Ideias** brings these solutions to your products like

## AN EXTENSION OF YOUR BUSINESS

Offering technology, know how and support to your company and to your merchandising strategy

We offer a **large and diversified** product line

We design and develop racks and exhibitors with **innovative design, quality and agility...**

To highlight the products of our customers at Point of Sales

To serve our customers, we work to be a global reference in service, innovation, productivity and quality through an ethical and transparent conduct, respecting the individual, society and environment.

## AND ALL THAT IS MADE WITH RESPECT TO THE ENVIROMENT

The **Fábrica de Ideias** has sustainability , and count on solutions made from recycled materials exclusively.

## Plant 2

- 1.000 m<sup>2</sup> total area
- Jaboatão dos Guararapes – Pernambuco state - Brazil

## Plant 1

- 7.000 m<sup>2</sup> total area
- City of Embu das Artes – SP state - Brazil

- 20 years of experience in P.O.S solutions sector;
- 100% growth in past 6 years;
- Attended brands: more than 200 brands;
- Audited by Intertek;
- We offer P.O.S solutions with quality, customization and high volumes which support national and international campaigns;
- In Brazil we supply multinational companies such as **Colgate, Coca-Cola Co, Mondelez, P&G, Nestle, Pepsico, Unilever** and also we export to the companies in **Argentina, Uruguai, Paraguai, Chile, México, Peru, Portugal, Cingapura**

# | Others Numbers |

**Over 500.000  
POS  
with our products**

**+ 50  
Patent  
Pending**

**Revenue  
US 20 mi**

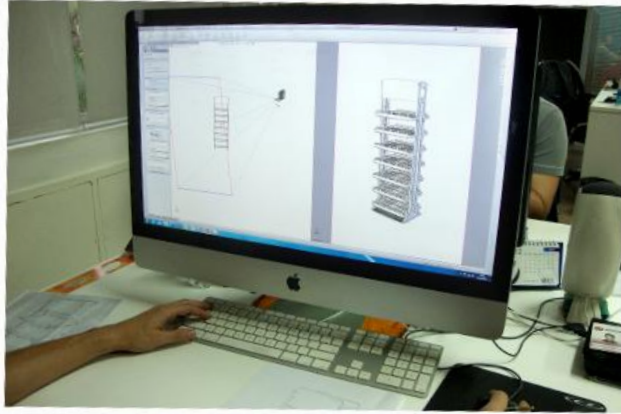
**2 Plants  
8.000 m2**

**Founded  
1998**

**200  
Employees**

# | How do we do it? |

Design and Product Development  
Area



Digital Printing Area



3D Printing  
Machine



Silk-Screen Printing Area



Folding and bending machines



We use effective working methods to promote the company's growth and appreciation of our employees

# | How do we do it? |

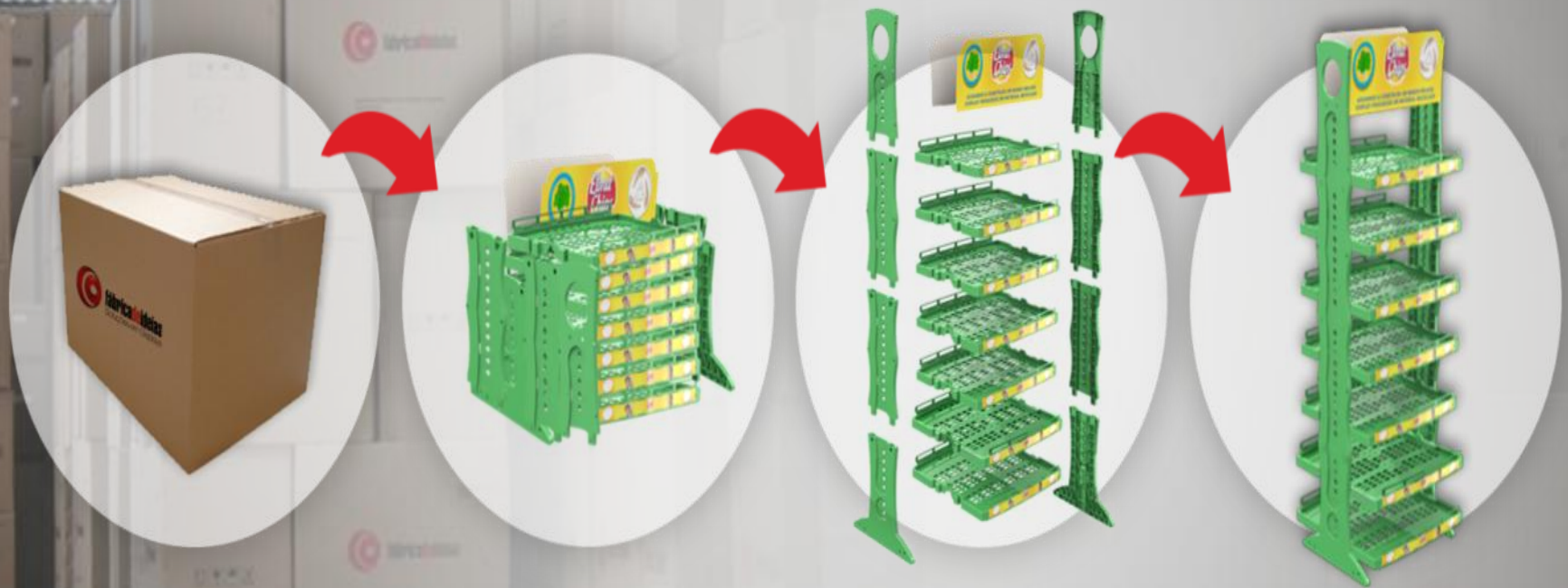
Robots installed  
in SP state  
factory  
guarantee  
stability and  
quality in the  
injection process



## | Optimized Logistics |

The **Fábrica de Ideias** always had been focused on developing environment friendly solutions

Our logistics is optimized, reducing environment impact



***Our displays are delivered disassembled and they can be easily assembled at P.O.S.***

## | Optimized Logistics |

Less space = Less trucks = **Less CO<sup>2</sup> in the atmosphere**

### Loading Quantity\*

#### Metallic Display ( \*\* )



#### Injected Plastic Display



\* **Transport:** Truck

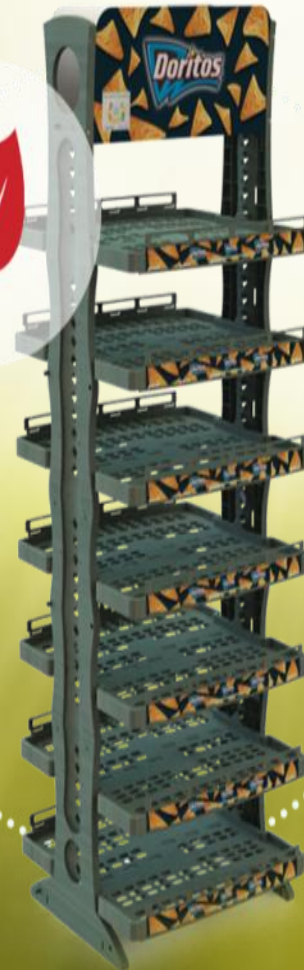
\*\* **High:** 1500mm x Length: 570 mm x Width: 600 mm

## | Sustainability |

**A pioneer company** in the development and manufacturing of racks with **recycled material**



Made with  
**Recycled PET**



Made with  
**Recycled BOPP**

## IN LINE RACKS AND EXHIBITORS



- Low investment
- Purchasing in small quantities
- Shorter delivery time



## EXCLUSIVE RACKS AND EXHIBITORS

- Developed to the customer;
- Suitable costs;
- Exclusivity;
- Deliver time from 120 to 150 days after prototype approval;
- Low cost after amortization of molds investments
- Tools investments are needed (injection molds)
- Suitable for high institutional projects

## HYBRID RACKS AND EXHIBITORS

- Using different raw material like wood, metal, plastic, led lighting etc



# Exhibidor de Piso



# Exibidor de Piso



# Exibidor de Mostrador



# Exhibidor de Mostrador



# Exhibidor de Mostrador



015



# Ambientação de Gôndola



Jun/2013

Mulher de 1,60 m

## Kit Cesta Básica Bandeja de Gôndola

Divisórias laterais com formato da garrafa

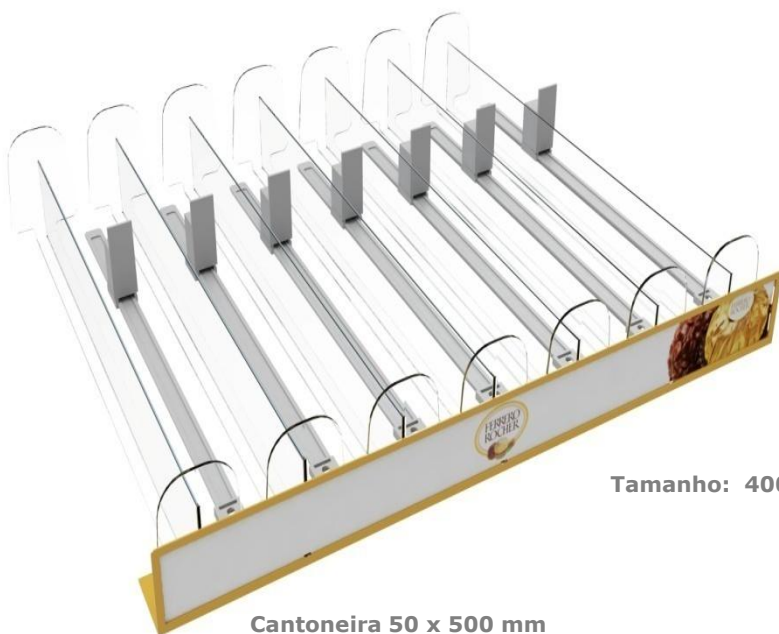


## Cantoneira + Empurrador

A cantoneira além de aparar, destaca os produtos da marca Ferrero.

Pode ser injetada em diversas cores, atribuindo personalidade.

O empurrador organiza e mantém o produto sempre ao alcance do shopper.



Tamanho: 400 x 60 x 40 mm

Cantoneira 50 x 500 mm

## Stopper

Atrai o olhar do consumidor para o produto exposto na gôndola.

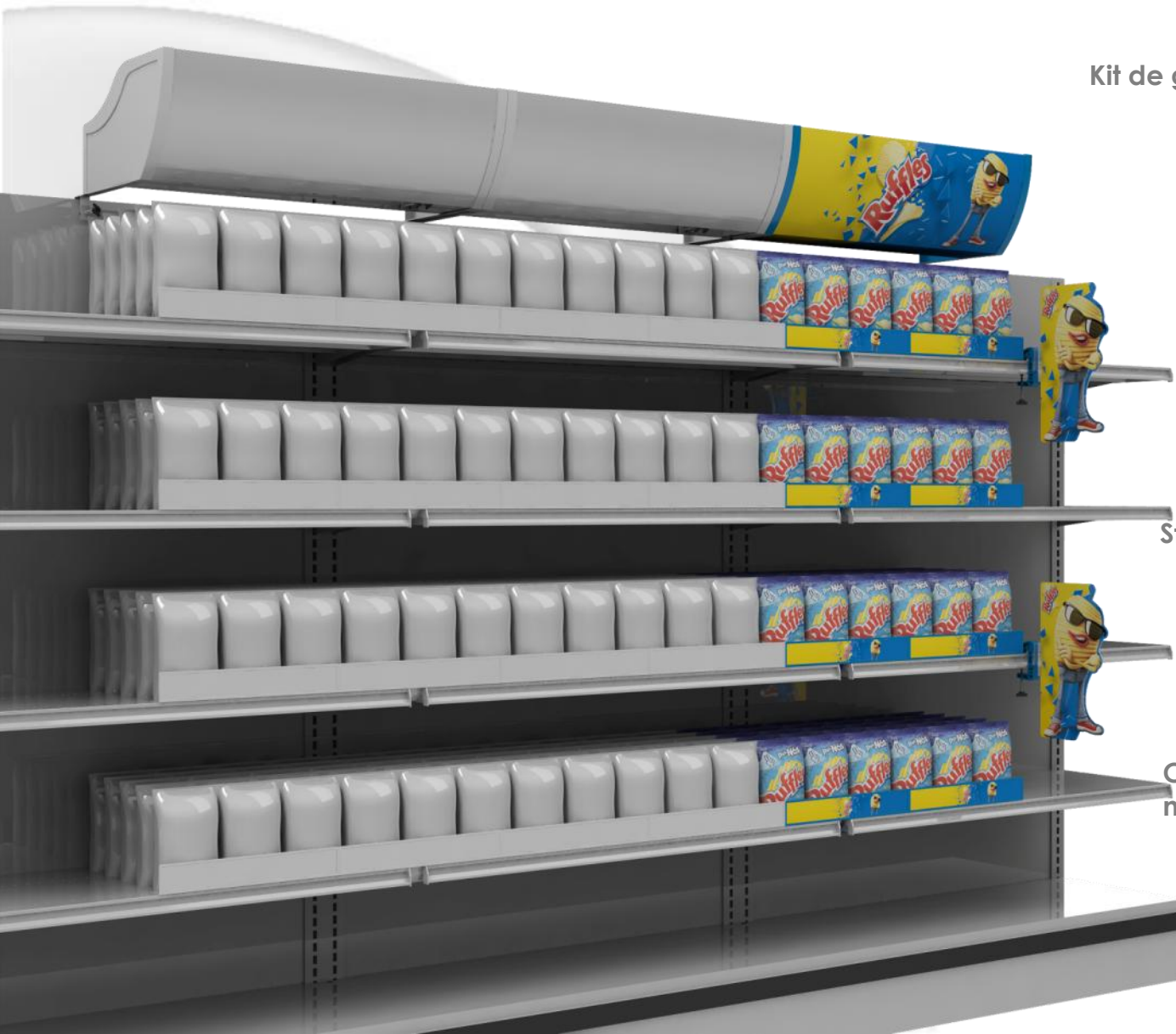


Stopper tamanho: 120 x 150 mm



# Ambientación de Góndola

Kit de góndola con canefas y stopper



Stopper (tamaño): 150 x 1200 mm



Canefa (tamaño): 400 x 60 x 40 mm

- Together with our technical team (designers and engineers), we can provide solutions and develop P.O.S projects to your company in order to leverage your trade marketing strategy supplying rack and exhibitors:
  - Costs reduction
  - Adaptable to new campaigns
  - Easy to assembly
  - Lighters
  - Optimized logistics
  - Project development is not charged, it's a gift to our clients!
- Let's arrange a conference call through skype or phone in order to understand all details on your POS needs. After that we will send you a proposal accordingly.

# Thank you



**fábrica de ideias**  
Soluções em Displays

**CLARISSA MARCHIORETO AMADIO**  
International Business Manager  
(55 11) 4785-8410  
(55 11) 97534 -3865  
[clarissa.amadio@fabricadeideias.net](mailto:clarissa.amadio@fabricadeideias.net)