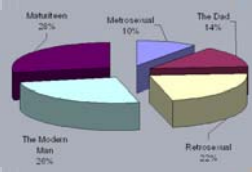


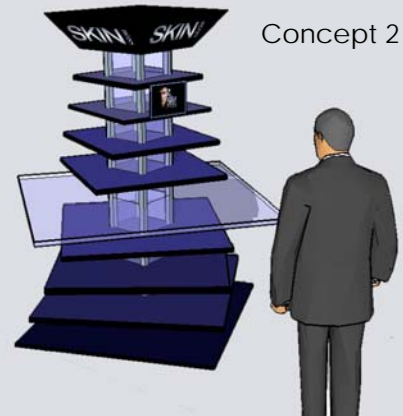
Development Stages of POP

Male grooming products display



Phase 1

- Market analysis
- Type of shoppers
- Products research



Phase 2

- Guidelines for design
- Concept generation
- Concept evaluation

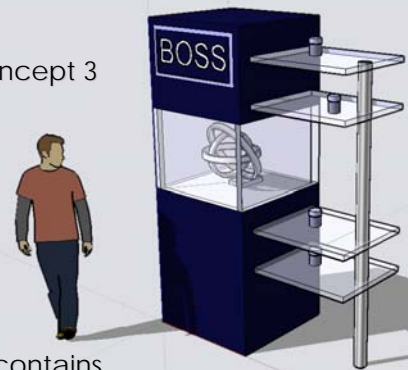


Phase 3

- Final design
- Choice of materials
- Technical specification

- mechanical parts
- electrical parts – the display contains the light modulation system which enables light intensity and colour changes with proximity of the customer

Concept 3

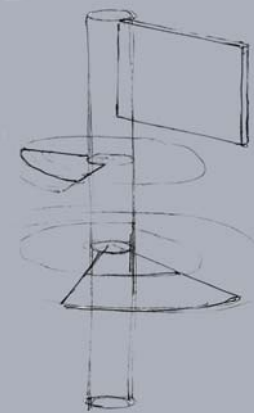


Phase 4

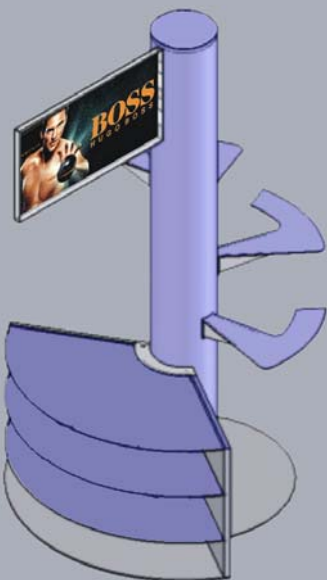
- Final workshop
- Concept realisation



Sketch of the concept



Final design CAD model



The product

