



Your reliable partner for P.O.S. Multimedia and Digital Signage

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Secure your Christmas business now with POS media



The first leaves are turning color in the forests, and the first gingerbread and speculoos offers are piling up in grocery stores: The Christmas season is just around the corner and with it the period with the highest turnover in many sectors.

Now is the time to get the most out of this period between October and December at the POS – with sales-promoting media specially developed for the POS, such as displays and info bars from Permaplay. The specialist supplier has more than 50 years of experience with POS media and has over 100,000 devices in constant use across Europe.

The current importance of POS media is also confirmed in the recently published “Trend Analysis Media at the Point of Sale 2025.” With the current analysis, the Fachverband Aussenwerbung (FAW) continues its observation of the perception and impact of media at the POS (after 2018).

At 86% and 85% (2018), respectively, attention to advertising media at the POS remains consistently high. At the same time, attention to digital screens at and in the sales area has nearly doubled from 34% (2018) to 66%.

The impact of POS advertising on consumers also remains high: For almost three-quarters of those surveyed, displays and the like arouse interest in the advertised products or encourage them to buy them right away.

This shows how open consumers are to advertising impulses immediately before a purchase decision – all the more so as up to 85% of all purchases (especially in food retail) are only partially planned or completely unplanned. And: People appreciate advertising in the immediate vicinity of their shopping, especially for information about promotions or special prices (60% and above). In addition, around 40% of consumers say that the information reminds them of a particular brand. In the 25 to 34 age group, almost half of respondents say this today.



Table/Shelf LCD Screen 10“ – Model P 10 KD 04 L

Werner Vogt, Managing Director Permaplay: „So there are many good reasons to leverage the sales promotion power of Permaplay’s POS media in the coming weeks and months, which are the strongest in terms of sales, and to work with our POS specialists now to secure, plan, and optimally implement a POS strategy tailored to your needs. Just give us a call: 07221- 7022 220 or write to us: info@permaplay.de“