

The logo for CREA, featuring the word 'CREA' in a bold, white, sans-serif font. The letters are slightly shadowed and set against a background of vibrant, overlapping abstract shapes in shades of teal, yellow, pink, and red. A small copyright symbol is visible to the right of the 'A'.

CREA[©]

09.3894.8390.0

POINT OF SALE

DISPLAYS
STICKERS
SHELF SOLUTIONS

PACKAGING

MAILBOX BOXES
HANDLE BOXES
FLAP BOXES
GIFT BOXES

PLASTIC PRINTING

OFFSET
DIGITAL

CALENDARS

DESK CALENDARS
WALL CALENDARS
NOTEBOOKS
SPECIALS

CSR

ABS
TRA
CT

YOUR PARTNER IN
POINT OF SALE

WWW.CREA.BE



POINT OF SALE

What is POS material?

POS stands for Point of Sale. POS materials are therefore various printed items, such as floor displays, counter displays, floor stickers, window stickers, shelf stoppers, that support sales of products in shops and stimulate the consumer to make a purchase.

How does POS material increase your sales?

Playing with words, figures and images on POS material has a significant influence on your customer. And often completely unconscious. By changing just one single word or one figure your customer may decide to purchase more. Without even realizing it.

Tips for your POS material

Start using POS material. We still see so many shops where no, or only minimal, POS material is available. Be conscious of the role that POS material plays on the shop floor. No (proper) use of POS material will negatively influence your turnover.

Try out

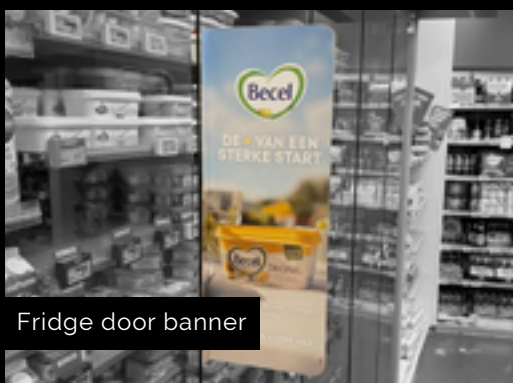
Get started and feel free to ask questions, so we can develop a nice package together. Then, check what impact it has on the sales of your products.

Get informed

This info only raises a corner of the veil. There is much more to learn about effective and good Point of Sale material. And also, for example, about where to place your POS material for the best possible effect. In this brochure we would like to introduce you to the world of possibilities of displays, but of course we are also happy to advise you on the total package and placing the right Point of Sale material.



3D-shelf solution | milk carton



Fridge door banner



Floor display



Cubes



>> POINT OF SALE

In addition to making the products visible in the shelf with a good display, it is also important to ensure the product or the promotion comes back in the store in several ways. This reminds consumers of the promotion and plants a seed in their minds. Below, you will find a couple of other Point of Sale materials that will enhance the POS presentation.

POINT OF SALE	
DISPLAYS	floor displays counter displays life-size displays cubes table stands
STICKERS	window stickers floor stickers wall stickers counter stickers
SHELF SOLUTIONS	wobblers shelf banners shelf stoppers



Cubes



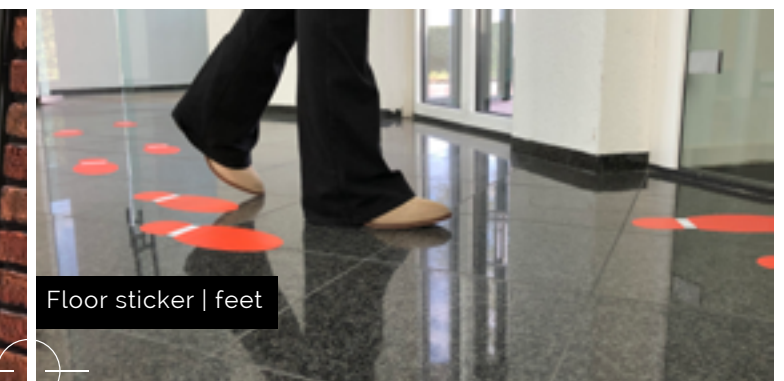
Shopping cart inlay



Shelf banner | Zonnatura



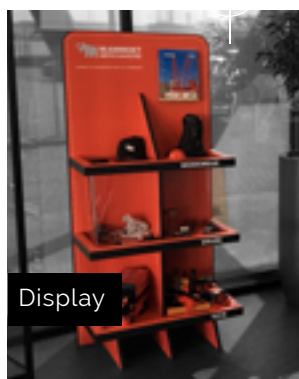
Window stickers



Floor sticker | feet



Table cards



Display



Wobblers



>> POINT OF SALE



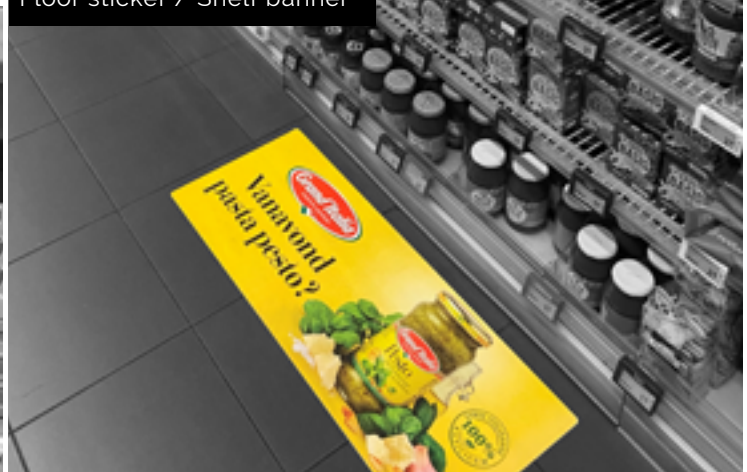
Shelf banner + flyer tray



Floor sticker / Shelf banner



Shelf solution



Floor sticker

INNOVATION; STICK 'N GLIDE

>> POINT OF SALE

Looking for an original and innovative table stand or counter display? A display that doesn't blow away or tips over? The **Stick 'n Glide** might be an interesting option for you.

It's an original and innovative display (patented) that can be used as a table stand or counter display.

With an adhesive effect - without glue - on all smooth surfaces, it's easy to move and to use.

It will not fall over or blow away. Suitable for indoor and outdoor applications. Of course it can be completely adapted to your wishes... Be creative!

Advantages:

- Easy to move
- Stays 'sticky' without glue
- Rain and wind resistant
- Recyclable



Stick 'n Glides



PACKAGING



If the tailor makes the man, your packaging makes the product. Therefore, ship your product safely and create additional brand experience. Send you products with packaging material from CREA. Here, you can read all information about printing packaging and packaging material with your own logo.

Packaging material for webshops

Good packaging material is a must for a webshop. After all, you send all your orders per package. Let the package work for you, have your packaging material printed. Your packaging with own logo in the colours of your corporate style will definitely catch the eye. Of course, it is not all about looks. You want to deliver your customers an undamaged product, in a representative packaging. The solid packaging material from CREA keeps your product undamaged and provides your customer with a pleasant unwrapping experience.

Packaging

You can already order our packaging and our packaging material in small amounts, at an attractive price. So, even if you send few packages, it is possible to personalize your packaging material. High amounts are also possible. We offer various standard designs within the packaging line, but if you have specific wishes, inform us and we will gladly design a custom packaging.

Product packaging

Wrap your products in style with product packaging. You can choose from three different packaging: Handle boxes, flap boxes and gift boxes. Printed with your design, the box is the professional packaging for your product. Ideal for wrapping your product or nice promotional gifts. Give your product the finishing touch and wrap it in a beautiful product packaging.

Shipping packaging

Your packaging must also be safe and stylish on the road. Ship your products safely and personalized with printed shipping packaging. We offer two different products: mailbox boxes and flap boxes. You order the mailbox boxes for all your shipments that end up on the doormats of your customers via the mailbox. Make your customer's unwrapping experience a pleasant one, that he or she immediately associates with your brand!

Gift packaging

The possibilities for a nice and original promotional gift are endless. However, a gift is only a gift if it is wrapped in a nice packaging. You can determine the printing yourself!

09 3894 8390 0



>> PACKAGING

PACKAGING	
MAILBOX BOXES	Mailbox boxes are very suitable as a shipping box for articles from a webshop or as packaging for a gift to employees or business relations.
HANDLE BOXES	Handle boxes are very suitable for a gift or mailing to employees or business relations.
FLAP BOXES	Flap boxes are boxes with a hinged lid. Very suitable for shipping products from a webshop or for a gift to employees or business relations.
GONDOLA BOXES	Printed gondola boxes are ideal to use as (gift) packaging for, for example, pens, lighters or other small goodies.
GIFT BOXES	Gift boxes are very suitable to give a surprise just that little bit extra.



Mailbox box



Handle box



Gondola box



Flap box



Gift box

PLASTIC PRINTING

Printing from CREA is characterized by a high quality at a competitive price. We provide digital and offset printing.

VAN AS is a printing company that wants to be distinctive within the printing industry. Not only by offering a high level of quality and service, but also in its range of graphical products. We have experienced, among other things, that the Point of Sale market is very promising for us. To increase the supply in this market, VAN AS has decided to purchase the Heidelberg Compact-UV press (Low Energy). This press allows us to print on a wider range of self-adhesive and plastic materials, such as: polypropylene, PVC and Polystyrene. Various recycled materials are also available.

The big advantage is, that CREA can now print up to 1,0 mm plastic in offset quality but also in sublima screening (240lpi). There is a short setup time and little wastage, which means that small amounts can also be extremely interesting. In addition, they also have the offset quality!

CREA believes in sustainable entrepreneurship. That is why we use an extensive separated waste stream, so that plastic materials are recycled. In addition, we also offer our customers a Plastic Recycle Service. This means that after having used the plastic materials, we offer the opportunity to collect the materials and ensure that they are properly processed in our separate waste stream, so that they can be recycled. Are you interested in this service? Feel free to contact us!



Shelf banner



Brokerage sign



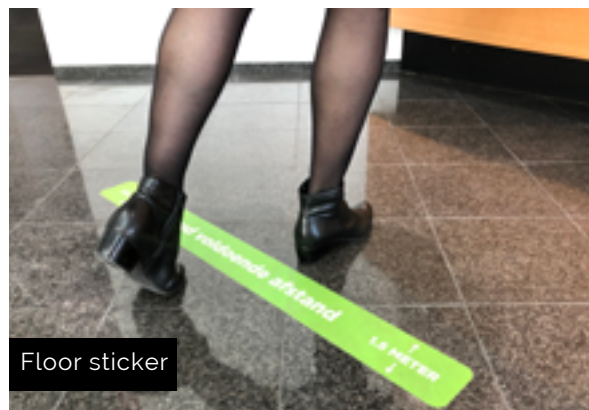
Recycle box



Recycle plastic



Menu on waterproof organic cardboard



Floor sticker



Static screen sticker

POINT OF SALE

OFFSET

In offset we can print various (plastic) materials up to 0.8 mm. In our assortment you will find various recycled materials and materials that can be recycled.

DIGITAL

Depending on the material, we can digitally print up to 16 mm in large format. We can also offer you various recycled or recyclable materials.



HONEYCOMB CARDBOARD

Reboard is a very sturdy honeycomb cardboard that can immediately be printed. You can easily assemble this lightweight material. This allows you to come up with the best POS-products at a competitive price. Afterwards, the material can be disposed of in the wastepaper bin, so that the material is recycled.

All shapes and sizes are possible. You can, for example, think of cubes, displays, life-size displays, shop window figures in all shapes and sizes. Reboard is also extremely suitable for setting up an exhibition stand. The creative brain can run wild. Reboard is packed flat and is easy to set up. The material is also extremely suitable for exhibitions, events and/or congresses.



Cubes Honeycomb



Presentation pillars honeycomb



Display with LED-lighting



Free standing display for product presentation

CALENDARS

Calendars work as promotional gifts! Customers of our business relations even ask them for it. All the more reason to use this as a promotional gift. Promotional gifts are of course not only intended to let your business relations know you appreciate working with them. In addition, you also try to stay in the picture. CREA will gladly help you. We supply desk calendars, wall calendars and notebooks that ensure that you are not temporarily in the picture, but all year round.

The CREA calendars are available in different versions. The calendar blocks have a standard clear layout. Each calendarium has week numbers and marked holidays and weekends. Different language versions are available. The week starts on Monday (with the exception of American versions) and the calendars have a handy date indicator. In addition, they are available with different background colours. It is also possible to design the calendar in your own corporate style.

Our different calendars:

THREE-MONTH CALENDARS | FOUR-MONTH CALENDARS | FIVE-MONTH CALENDARS | SIX-MONTH CALENDARS | DESK CALENDARS | SPECIALS

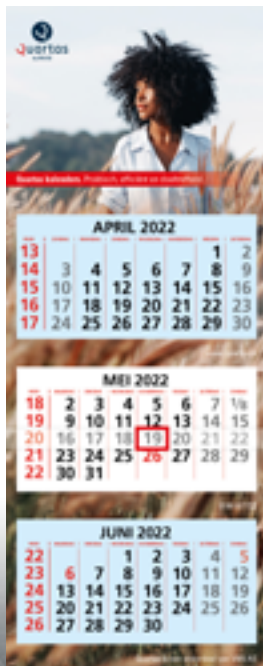
With own look & feel, own calendarium, own date indicator, all individually packed in an envelope or shipping sleeve.

CREA has released a wide range of calendars under the brand name Quartas. Check out the Quartas website for the full assortment: www.quartas.com

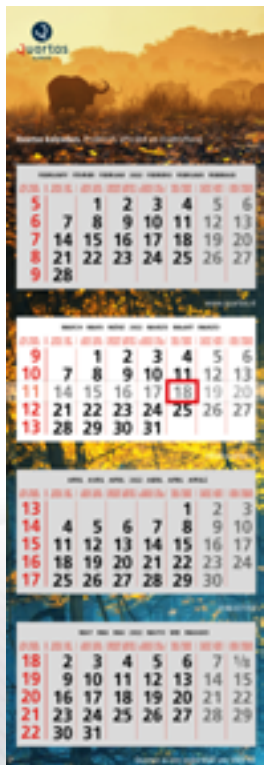
Q100



Q101



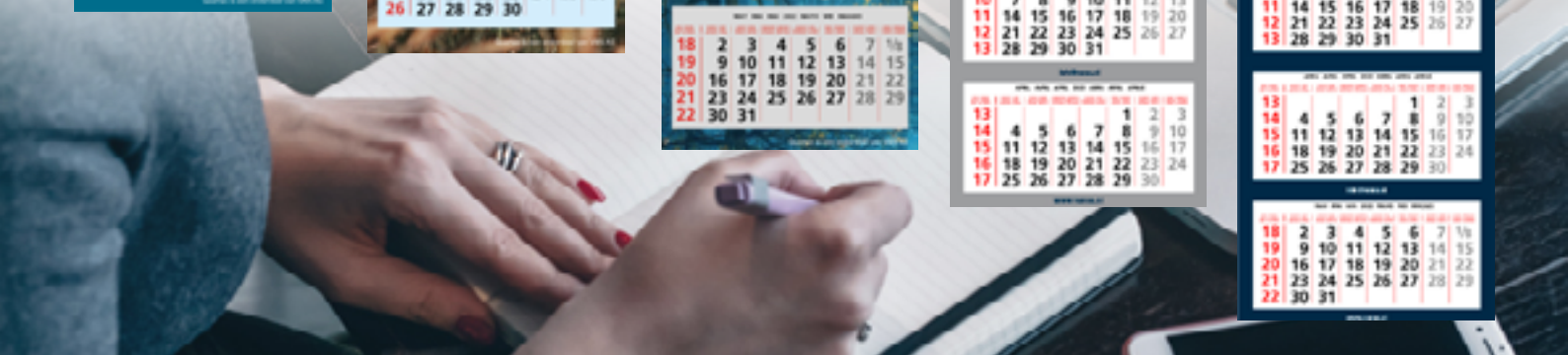
Q104



Q105



Q106



>> CALENDARS VARIOUS ITEMS



Q418



Q419



Q400



Q414



Q300



Q460



Card game



Drinking cups



Notepad



Notebook A5

SPECIALS QUORTAS ITEMS

DESK CALENDARS	Various sizes Q418/419/400/414
1 MONTH CALENDAR	Q300
DESK PAD	Q460
VARIOUS	Card game cardboard drinking cups Q600 notepad Q500 A5 notebook



CSR (CORPORATE SOCIAL RESPONSIBILITY)



At CREA, corporate social responsibility is considered of paramount importance. That's why we don't stand still and continue to look for innovative development. We like to make investments to reduce the carbon footprint as much as possible. In recent years, this has played an increasingly important role in our operational management. The United Nations has drawn up the Sustainable Development Goals. Together with our production location, located in Oud-Beijerland, we currently contribute to the following points:

- CREA contributes to good health and well-being of its employees. For example, we have various arrangements for employees and safety always comes first.
- There is gender equality within our company. There is no discrimination in any way. This will reduce inequalities.
- Our production location makes use of sustainable energy. There have been solar panels on the roof of our building since 2019. These provide 200.000 kWh. We will use ¾ ourself. This has, among other things, a positive effect on climate change. The printers are equipped with LED UV. As a result, there is no ozone emission and we use much less electricity. In addition, all lamps have been replaced by LED-lighting.
- CREA provides decent work and economic growth, but is also aware of responsible consumption and production. For example, an extensively separated waste stream for paper/cardboard, polypropylene and PVC is used. As a result, there are also recycled options. Nowadays, the assortment is so extensive, that CREA has a sustainable alternative for almost any product.
- We are aware of life on land and therefore make use of FSC®-paper. We are also certified for this. The license code is FSC-CO21595. Recycled paper is also available. VAN AS prints according to the standards that apply to 'sustainable purchase of printed matter'. This means a printing process without isopropyl alcohol in the fountain solution, inks with reduced volatile substances and low-volatility cleaners. CREA takes into account auxiliary- and raw materials, so that they are handled correctly.
- Peace and fair trade are important values to CREA and we will always contribute to this. Legislation is complied with and closely followed in case of any changes in legislation.
- CREA wants to achieve goals together with customers and ensure a better world. For this, a Recycle Collection Service has been developed. The POS-materials will be collected at a central point and CREA will ensure that they are included in the waste streams, so that they can be recycled.



EcoVadis awards our production location VAN AS with a silver medal. We are very proud of the verdict given and will do everything we can to further optimize our CSR policy in the coming years. The purpose of the assessment is to get a clear image of our CSR practices across the following four pillars; Environment, labor and human rights, ethics and sustainable procurement.

The EcoVadis sustainability assessment methodology is central and is an evaluation of how well we at VAN AS have integrated the principles of sustainability/CSR into our business and management system. The EcoVadis methodology is based on international sustainability standards, including the Global Reporting Initiative, the United Nations Global Compact and ISO 26000, which covers 200 spending categories and 160+ countries.



MACHINERY

- Heidelberg XI-75 Ani colour 5 colours with lacquer - Low energy 50 × 70 cm
- Heidelberg CX 102 Speedmaster 5 colours - Low energy 70 × 100 cm
- Zünd Cutting Plotter 100 × 140 cm
- Zünd Cutting Plotter 280 × 300 cm
- Nail Slit Machine for stickers
- MK Easy Matrix Punching machine
- IBERICA JR-105
- Elitron Kombo TAV-Fully automatic with double arm (cutting, plotting and creasing), 320 × 220 cm
- Crest xy knife
- Agfa Tauro 2500 HS LED - Hybrid - CMYK+W width max 250 cm, length = roll length- 140 to 275 m2 per hour
- Agfa Tauro 3300 HS LED, CMYK+ W _width max 330 cm, length 260 cm - 250 - 450 m2 per hour
- Polar XT 137 Cutting machine
- Polar N 137 Cutting machine
- Vega Folder Gluer Machine (Vega Sirio 102)
- Hot Bending Machine
- Muller Martini Calendar block machine
- Calendar Assembly Machine
- Autobond Laminating machine
- Epson Stylus Pro 9000 A0 plotter

