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INTERACTIVE TECHNOLOGY COMPANY FOR NZ RETAILERS

Marketing at retail solutions provider SPOS has recently launched its new company Propel Interactive to provide interactive displays utilising the latest retail technology products.

CEO David Evans said SPOS decided to launch the new company to answer a need in the marketplace.

"There's a growing awareness in the marketplace of the benefits of interactive technology to drive consumer decisions at point-of-sale. SPOS had been offering interactive displays for many years, but we have decided to launch Propel Interactive to help differentiate our offer and expertise," Evans said.

Craig Burnard, Propel Interactive general manager, said the company leverages state-of-the-art technology to achieve consistent in-store communication and boost consumer interaction and purchase.

"Propel offers 'touch and feel' in-store merchandising technology including software solutions, electronic signage, digital screens and self-service kiosks. It enables retailers to get customers to interact with the products, but at the same time makes them secure from theft. It also helps achieve consistent, compliant, relevant and up-to-date information across one or many stores," Burnard said.

"Propel is at the moment made up of a team of four qualified staff and we're planning on doubling it within the next six to 12 months. We will be hiring in the new year," he added.

Burnard said the name Propel Interactive was chosen to represent the company's mission to drive consumer decisions.

"Propel is an action word. It aims at driving consumer decision making and helps retailers move forward and grow their sales with the best interactive products to showcase their offering," Burnard explained.

Propel Interactive is part of SPOS' group of companies. SPOS is a leading provider of marketing at retail solutions in Australia and New Zealand that are designed to enhance the overall appearance of the products and ultimately stimulate sales. ●

