

A point-of-sales is a specialized form of sales promotion that is found near, on, or next to a checkout counter. They are intended to draw the customer's attention to products, which may be new products or on special offer, and are also used to promote special events.

Free standing display units are designed to attract the attention of customers and promote key retail products or messages.

They are often placed strategically within the customer journey, and utilise bright colours and graphics to stand out visually and encourage shoppers to buy.