



Marin's one

CUTTING EDGE TECHNOLOGY FINALLY MAKES ITS MARK IN AFRICA

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Marin's, the largest point of Sale Company in the world has officially revolutionized the South African advertising industry in one year. The award winning company now has prime clients on their books and has seen a Gross Profit of 53.38% during the March-August, 2009.

The French based company has now officially conquered the world, as Southern Africa was the last country remaining to welcome this groundbreaking advancement. During the 2009 recession, whilst many companies were feeling the economic pinch, Marin's Southern Africa managed to secure and maintain brands such as: Samsung, Brandhouse, , Absa, SAB Miller, Henkel, Sony, Bridgestone, Supaquick,, Sasko, Vodacom, Moneygram, Hewlett-Packard, Mortimer Harvey, Colgate, Plascon, Western Union, SA brewers, Mars International (Pedigree and Whiskas) and through Underline Advertising, Multichoice.

Starting off with a limited client database in June 2008, the Marin's Southern Africa rise has occurred exponentially. The distinction lies in the state of the art 'LAMà.' The LAMà is first seen as a flat piece of cardboard, and in 3 seconds opens up to a 3 and even 4 dimensional glossy stand which can hold up to 100kgs. The 'LAMà' consequently acts as a promotional 'life like' stand as well as a dispenser/shelf etc.

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Marin's two

The patented cardboard display unit requires absolutely no supplementary material to support it; the unit stands alone and can be transported in the back seat of a car in great volumes. This factor reduces transportation costs immensely thus making the product a preferred choice of advertising among leading brands.

After just six months of operation, Marin's Southern Africa won a Marin's International Award for the Most Promising Country. Within Africa, Marin's distribution has included Botswana, Namibia, Lesotho, Swaziland, Mozambique, Malawi, Kenya, Tanzania, Madagascar, Angola, Zambia, Mauritius, Ghana, Cameroon, Uganda, Nigeria.

Explains President of Marin's Southern Africa, Derek Smit, "Given the unique, collapsible design, this product costs comparatively little to ship to other countries and this makes a colossal impact on reducing the client's costs. Because our products are of such high quality, are durable and user-friendly, they are rapidly becoming a recognized, viable option to many African countries and companies."

A recent article entitled "Suite your shelf" by -by Katy Bachman from Ogilvy discussed aisle advertising in great depth. Bachman says, "The content's primary purpose is not to build brands, but to create a more attractive shopping experience and close the sale, right there on the aisle." The Marin's effect undoubtedly closes such sales as companies have issued orders repetitively during the 2009 recession year.

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This revolutionary innovation will expand into 2010 in full force. Aims for Marin's Southern Africa include doubling their growth, as well as introducing an entire range to sub-Saharan Africa.

Concluded Smit, "This product is not just the new "Face of Retail" but is fast becoming the efficient, quality alternative to expensive, cumbersome exhibitions stands. I am proud to have introduced cutting edge technology to Southern Africa and am confident of phenomenal expansion in 2010 and beyond."

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Issued on behalf of Marin's Southern Africa

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