

EUROSHOP 2026 HIGHLIGHTS



Feb 22-26 | Dusseldorf

GERMANY



Shaping Retail Marketing in ANZ

ive

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Shaping Retail Marketing in ANZ

PDS SPONSORS 2026

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POINT



VML

SHOP! 2026
CALENDAR



May | Online | Retail Media Report Card webinar

June | Brisbane | Retail Marketing Brisbane

June | Sydney | POP Academy POP Training

June | Online | Marketing Roadmap webinar

July PDS | Unified Planning with Cartology

July | Online | AGM

August | Online | Vypr Horizons Insights webinar

September | Online | Retail Marketing in 2026
Online Conference

October | Online | How to Enter Awards webinar

November PDS | Off-Location Displays Research

Book online at www.shopassociation.org.au



ONLINE WEBINAR

A UNIVERSAL TOOL FOR EFFECTIVE CROSS-NETWORK EVALUATION

BEYOND THE BENCHMARK: INSIDE RETAIL MEDIA REPORT CARD



CAMERON PORTER
Event Speaker



CARLA BRIDGE
Event Speaker

[REGISTER NOW](#)

START AT 10:30AM AEST | MAY 28, 2026

SYDNEY | POS ACADEMY | TRAINING COURSE



Brand, trade and shopper marketers: here's your chance to learn how to create more effective retail activations with POS.

Terminology, briefing, materials, production processes, cost savings- everything you need to upskill and keep pace with market innovations.

In this hands on session, you'll learn how to:

- Craft clear, effective POS & BTL briefs for production
- Understand materials, artwork, timelines, cost efficiencies and sustainable options
- Supply brand assets correctly (from image resolution to file types and guidelines)
- Navigate production with confidence - from print to manufacturing, temporary to permanent
- Shift from reactive to proactive when managing activation timelines
- Demystify "finished art"- what it really means and what it requires

You'll also discover what truly makes great POS stand out, with the opportunity to see firsthand how BTL materials are designed and produced inhouse.

This training is perfect for **brand, trade and shopper marketers** looking to close the loop and up their knowledge of POS and its processes.

Shop! ANZ Members will be awarded 8 Shop! Academy CPD points on completion of this course.

Members: \$230+GST, **Non-Members:** \$350+GST. *Checkout and cart price are GST inclusive.*

SHOPPER MARKETING FUNDAMENTALS E-COURSE



FREE for Shop! ANZ Members

PURPOSE

A self-paced online program that explains what shopper marketing is, why it matters, and how it links brand goals, retailer priorities, and shopper behaviour at the point of purchase.

AUDIENCE

Built for brand/marketing teams, design agencies, account management, sales, category management, and finance roles supporting retail businesses. Useful for new starters and as a refresher for experienced practitioners.

VALUE FOR SHOP! ANZ MEMBERS

Free for current members. An easy, cost effective way to upskill teams, align language and frameworks (e.g., Path to Purchase and POP drivers), and improve cross-functional collaboration. Non-members can enroll for a fee.

Australia & New Zealand
shop!

NEW INDUSTRY REPORT

Evaluating where brand
reassurance is worth
the premium and where
own brand offers a
credible alternative.

By Shop! ANZ
Vypr

The Changing Value Equation: Own Brand vs Branded in 2026



shop! | Vypr

INDUSTRY REPORT - MAY 2022

**DOWNLOAD
NOW!**

Available exclusively to
Shop! ANZ members

Australia & New Zealand
shop!

MEMBER EXCLUSIVE REPORTS



NICHOLA CLANNACHAN
Member Manager
SHOP! ANZ



PRESENTER

EUROSHOP 2026 AT A GLANCE

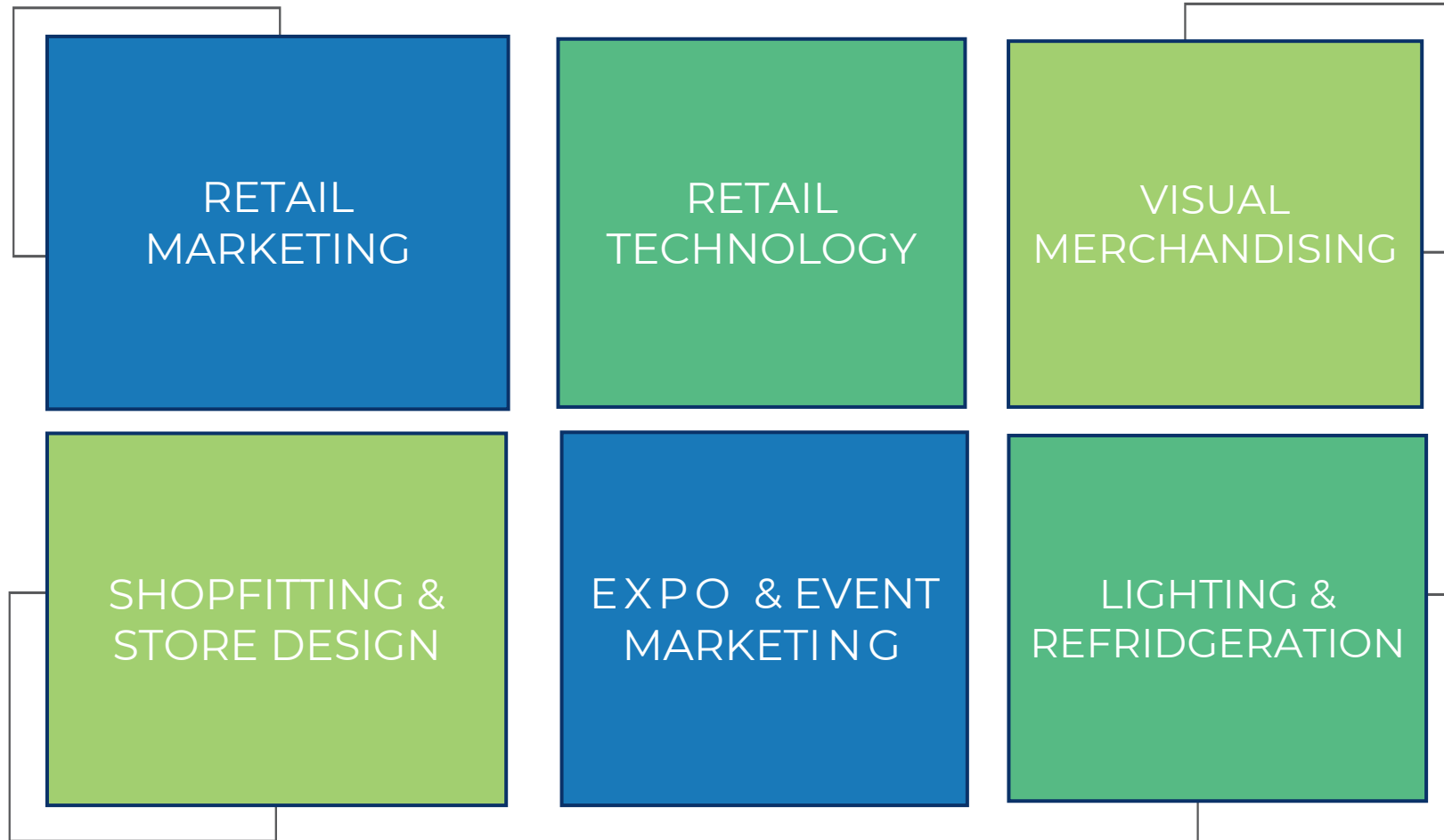


EUROSHOP 2026: WHERE THE FUTURE OF RETAIL COMES TO LIFE





FUTURE OF RETAIL ENVIRONMENTS



WHAT WE WILL COVER



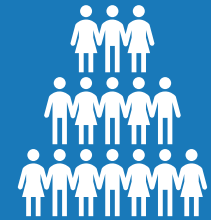
POP DISPLAYS
& INDUSTRIAL
DESIGN



SUSTAINABILITY



RETAIL
TECHNOLOGY



GERMANY &
UK RETAIL

POP DISPLAYS & INDUSTRIAL DESIGN

BEST FROM EXPO FLOOR



TJ SQUARED



TJ SQUARED



HOLBOX





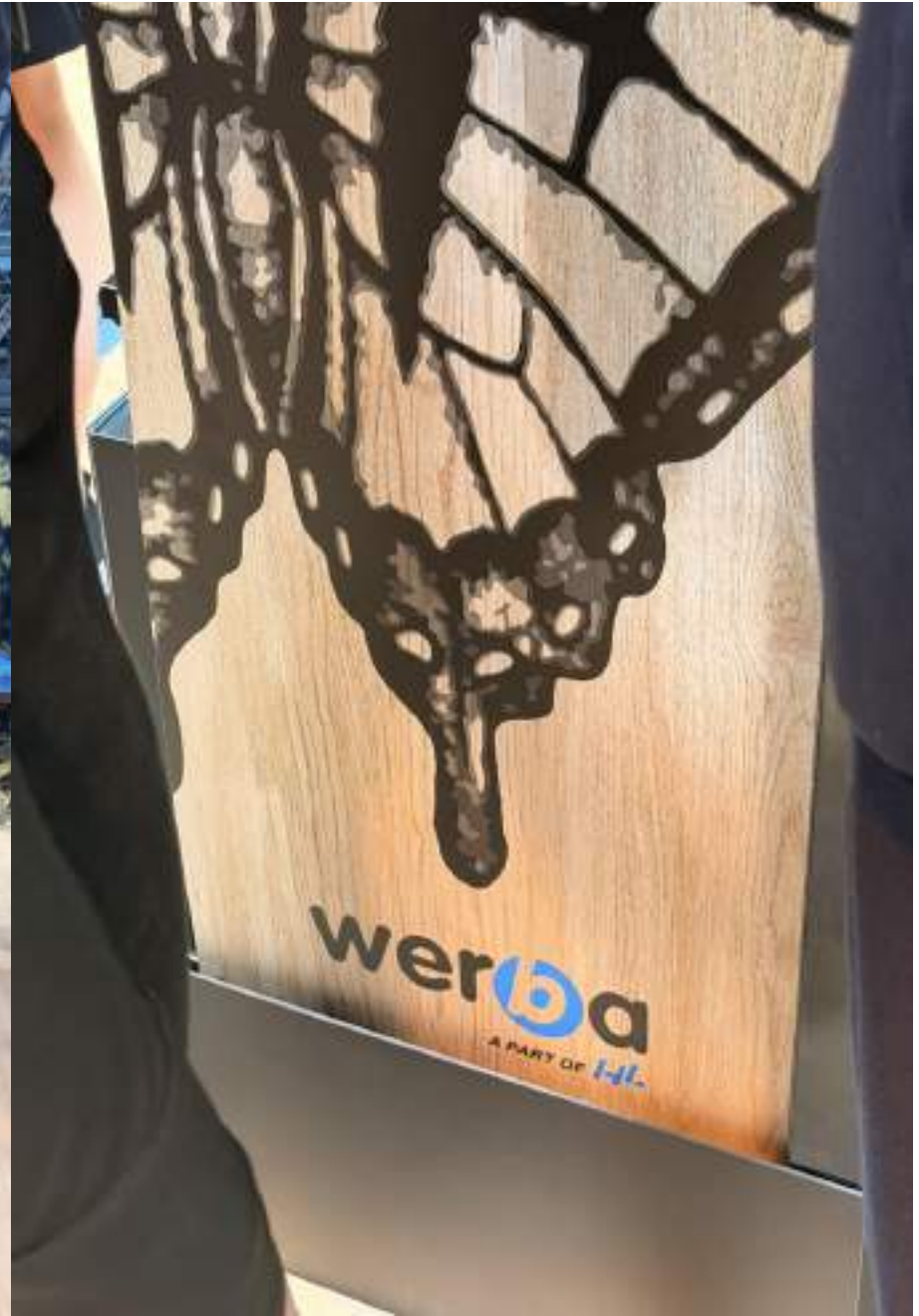
BLACK SHEEP RETAIL



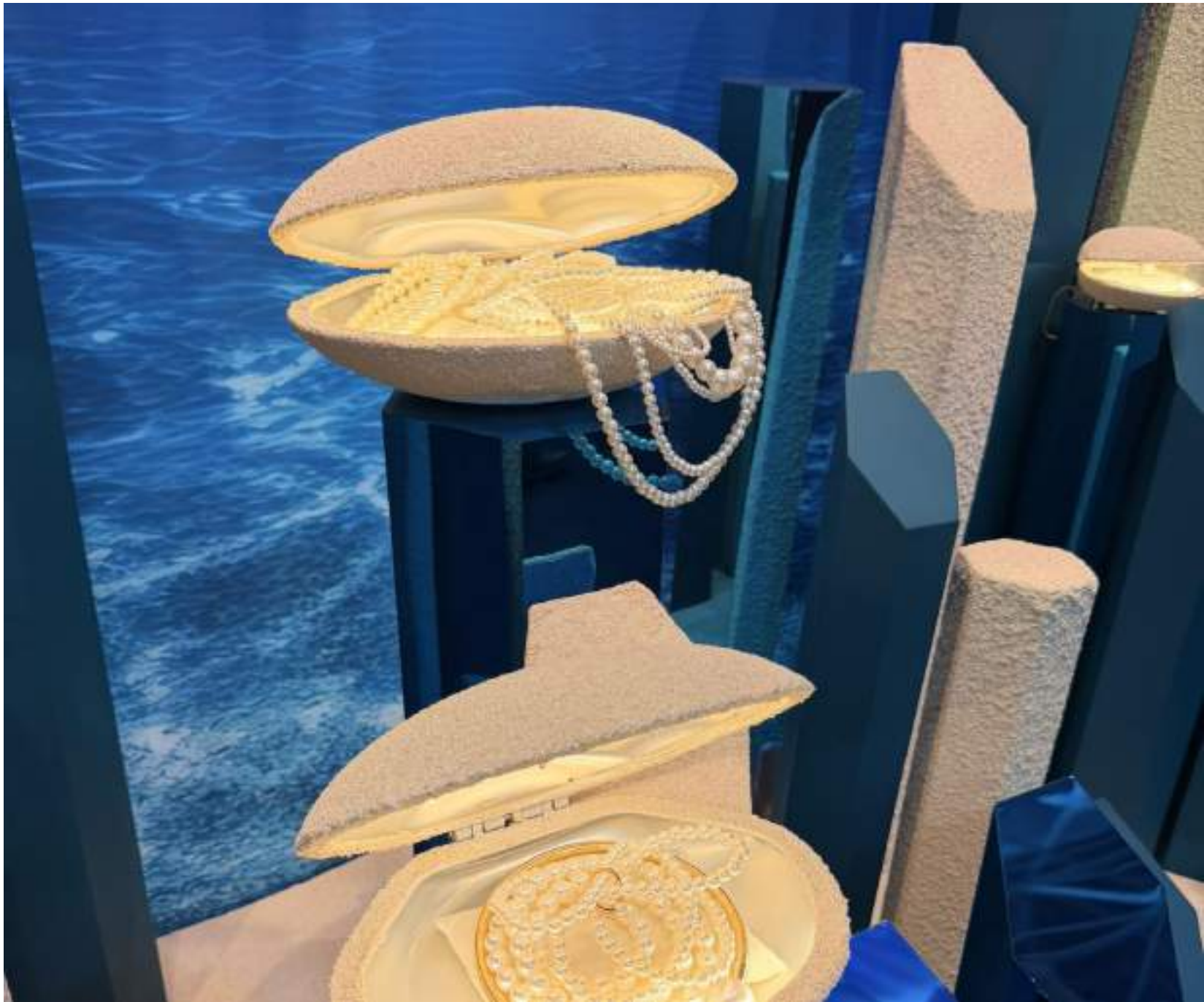
PUIZIJAI



WERBA - END CAP



TJ SQUARED VM





POP DISPLAYS WRAP UP



POP that works harder

POP that lasts longer

POP measures better

POP that's inspiring

POP IS EVOLVING

SUSTAINABLE MATERIALS

SUSTAINABLE MATERIALS SHAPING
RETAIL'S FUTURE

**sustainable material
from textile waste to
endless value.**



SPANDEX - SINTREX





ORGANOID





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Dark Skeletons is a
combination of 100% organic
and synthetic fibers, free from PVC
and Phthalates.

Delicious abstract leaves form
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application design, and gives
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Fragrant coffee powder
on flat brown leather.
Has an amazing effect.



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PANECO





ART STONE

INNOVATIVE SUSTAINABILITY
CREATIVE IDEAS FOR
A SUSTAINABLE FUTURE



THE ART OF
COVERINGS



The Future of Shopfitting & Retail De



OUR





KENDU

Welcome to the KIND Store

This space showcases how thoughtful design, materials and light can create more human, comfortable and engaging in-store experiences.



THINK
OUTSIDE
THE FRAME

THE BODY IS NOT STATIC, IT
EVOLVES THROUGH MOTION •
PERFORMANCE CONTINUES



ENGINEERED FOR CONTINUOUS
USE • ADAPT. MOVE. REPEAT.
MOVE FORWARD
PERFORMANCE IS ALWAYS IN
PROGRESS • NEXT MOVE

ORIGAMI DISPLAYS



SUSTAINABLE WRAP UP



Smarter Materials

Credible PVC

Natural Surfaces

Recycled composites

Circularity

RETAIL TECHNOLOGY

INTERACTIVE TECH



DIGITAL



STORE TECH



ENHANCING THE INSTORE SHOPPER EXPERIENCE

INTERACTIVE RETAIL TECHNOLOGY

LIFT AND LEARN

CONNECTING PHYSICAL AND DIGITAL



OUTFORM



OUTFORM



FIRST IMPRESSIONS



RITUALS



FIRST IMPRESSIONS



KIND4STORES

Wine Store



INTERACTIVE TECH WRAP UP

Displays that React

Fixtures that Teach

Shelves that Guide

Seamless Experiences

Lift & Learn



DIGITAL DISPLAY & VISUAL TECH

ELEVATING RETAIL EXPERIENCES



PERFUME DIFFUSER LED DISPLAY



ROLEX DISPLAY



DIGITAL TECH WRAP UP



Integrated Designs

Responsive Content

Ability to Adapt

Personalise

Retail Architecture

ELECTRONIC SHELF & STORE MANAGEMENT

SMART TECH IMPROVES EFFICENCY



SENSORY FOIL BY MOO



INSTACART



ESM WRAP UP



Invest Smarter

Increase Sensory

Material Intelligence

AI Intelligence

Future is hybrid

AI-POWERED AVATARS & ROBOTS

THE FUTURE OF HUMAN-AI INTERACTION









HOLOGRAPHIC RETAIL WRAP UP



Holographic Retail Rising

AI-Driven Engagement

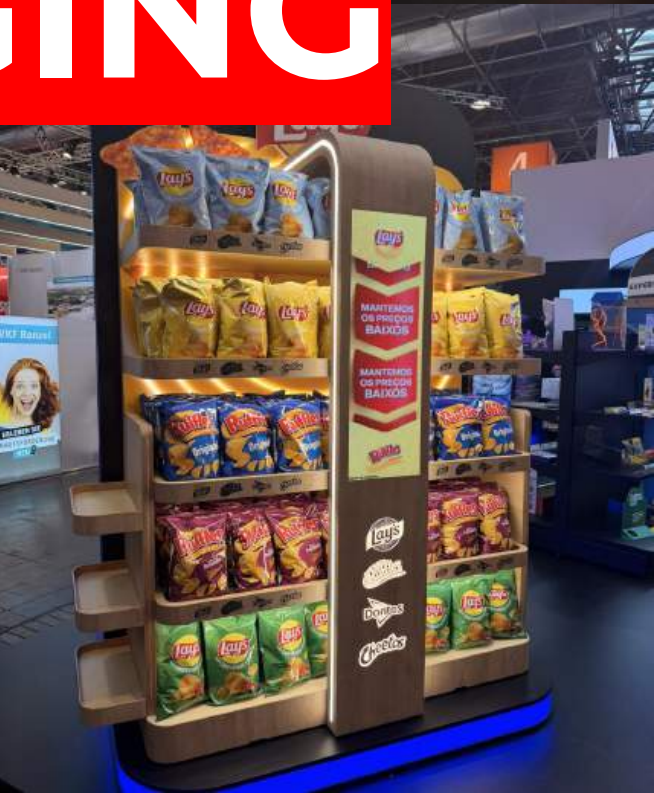
Phygital Experiences
Evolving

Scalable Smart Service

Sustainable Digital
Impact



WHATS EMERGING



WHAT'S NEXT FOR ANZ?

ADOPT EARLY

EXPERIMENT
BOLDY

INNOVATE

ELEVATE

IMPROVE
EFFICIENCY

DIFFERETIATE

KEY TAKE AWAYS



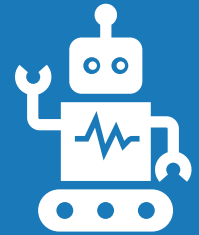
AI
EVERYWHERE



IMMERSIVE
SENSORY



CIRCULARITY
BECOMING
STANDARD



PHYGITAL
INTERACTIVITY

RETAILERS | BIOGENA & PRIMARK





















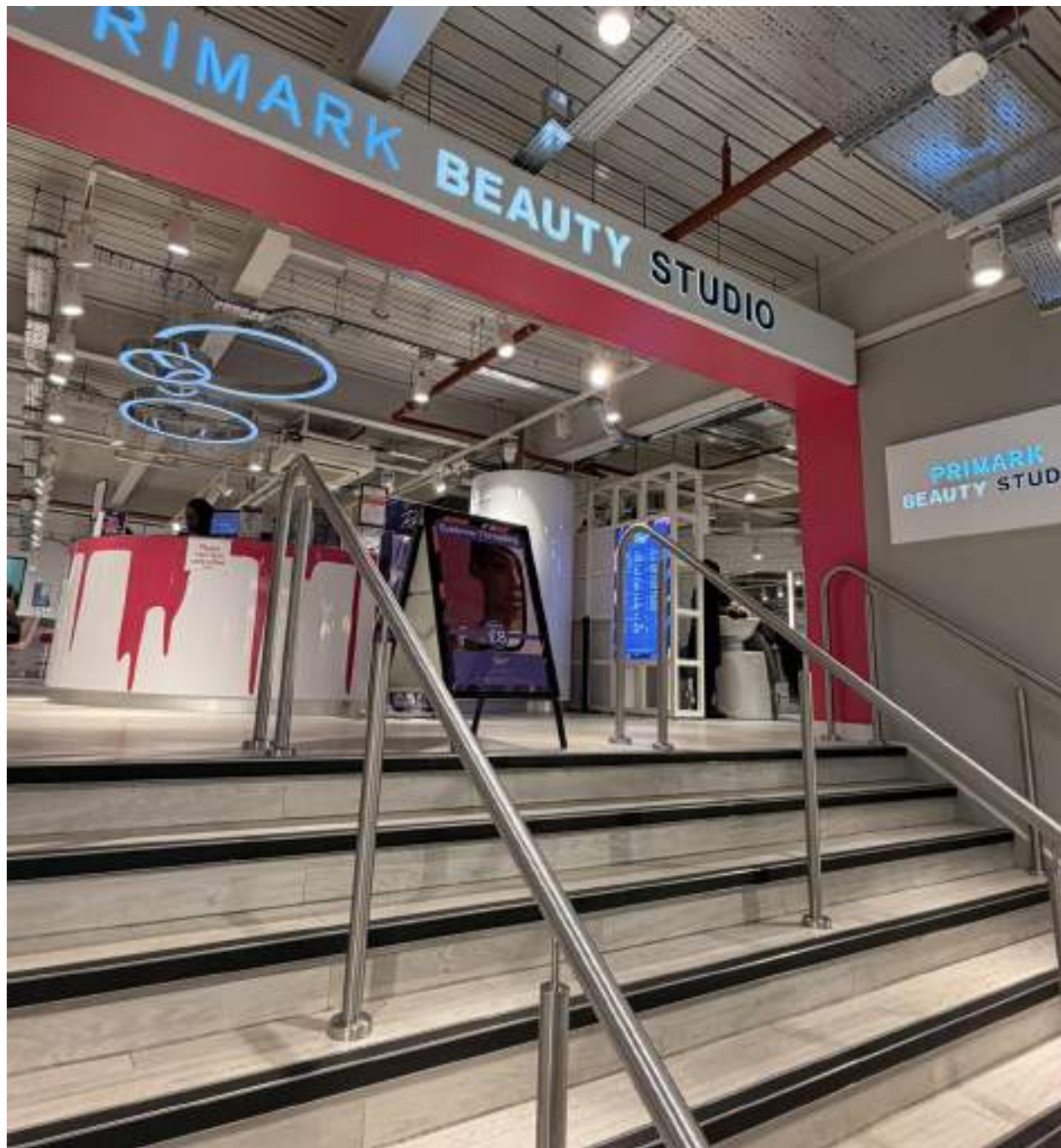
SHOW & SHARE

COME IN... BRING YOUR FRIENDS, PLAY YOUR TUNES,
CHANGE THE LIGHTING, TRY IT ON AND FIND YOUR AMAZING

















THANK YOU



Shaping Retail Marketing in ANZ