



## ADVAL wins POPAI prizes

For immediate release  
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MELBOURNE – Leading Point-of-Purchase (POP) visual merchandising supplier, ADVAL proudly announce today that they have won four coveted awards at this year's POPAI Gala Awards Dinner. Recognised as the POP industry's night of nights, the event took place at the Sydney Convention Centre Ballroom on Thursday, October 22.

ADVAL entered six in-store campaigns and received four POPAI prizes. ADVAL was presented with two silver awards, one in the category of Fashion & Personal Accessory Retailers – Temporary and the other in the category of Interactive Display Solution.

Additionally ADVAL received two bronze awards in the Fashion & Personal Accessory Retailers – Temporary category and the Digital & Interactive Media – Content category.

Phil Smith, CEO, ADVAL commented, "ADVAL is very proud to be recognised by POPAI and win four awards. These achievements are a testament to the hard work that ADVAL put into every campaign to ensure our clients reach consumers at the Point-of-Purchase in the most creative and engaging manner. This is a terrific success for the team at ADVAL and our clients alike."

ADVAL has been offering innovative, print and digital solutions for in-store and visual merchandising since 1973.

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