

FOR IMMEDIATE RELEASE

## **dnp LaserPanels boost sales at C&A**

*Karlsunde, Denmark, November 2016:* C&A's flagship store on Amsterdam's Damrak has taken delivery of a pair of 100" dnp LaserPanels, which are among the first to be used in a point of sale (POS) application.

Installed by CS Digital Media, the attractive moving display prompts customers to think again about the garments they were passing by in the store, thereby generating additional sales.

The Dutch clothing retail giant had been seeking large-format screens for a display system as part of its in-store advertising concept before arriving at this solution. The chain wanted to bring more visual content into its flagship outlet in Amsterdam and enhance customers' perceptions.

CS Digital Media, the Amsterdam-based digital signage and advertising company, became involved thanks to their leading Content Management System (CMS). This flexible online solution gives clients immediate remote access to their advertising space. But first, there has to be a display. C&A store-tested beamers, but found the quality very disappointing.

CS Digital Media suggested a pair of 100" dnp LaserPanels to meet C&A's size, quality and cost requirements. The screens were installed with minimal inconvenience in less than half a day as a proof of concept.

Wilma Bakkenhoven, Assistant Store Manager, C&A, confirms how the new LaserPanels have increased sales. "Ever since the system has been running behind the checkout, customers have been asking about the Collections being shown on screen. As a result, they often go back into the store to pick up an extra item. They might already have seen it in the store, but they have been attracted by our videos of models wearing the clothes."

Originally targeted at meeting rooms, the dnp LaserPanels are showing off their versatility in this POS application at C&A, delivering vivid images that have real customer appeal.

FOR IMMEDIATE RELEASE

**Editors contact:**

Jerry Gilbert  
JGP Public Relations  
Tel: +44 (0) 1707 258525  
Email: [jerry.gilbert@ntlworld.com](mailto:jerry.gilbert@ntlworld.com)

**dnp contact:**

Lisette Rønnov Jørs  
Marketing Manager  
Tel: +45 4616 5153  
Email: [lj@dnp.dk](mailto:lj@dnp.dk)

**Pic attached**

**About dnp denmark**

dnp denmark is the world's leading supplier of optical projection screens for high quality display solutions. Among dnp's products you'll find an extensive range of optical screens for both front and rear projection. Many of the world's leading brands trust dnp for its optical screen solutions, including Sony, Best Buy, Harrods, Hugo Boss, L'Oréal, Lego and Nike, to name a few.

Since 1989, dnp denmark has been the worldwide large-screen production centre of Dai Nippon Printing Co. Ltd. With 35 production plants, 21 product divisions, over 48,000 employees worldwide and an annual turnover exceeding \$16 billion, Dai Nippon Printing Co. Ltd. is one of the world's largest printing and media companies. dnp denmark's laboratories benefit from higher levels of investment in research and development than any other screen supplier, leading to the production of superior, award-winning products such as the revolutionary line of Supernova front projection screens.

As a market leader, dnp provides its Partners with the best technical support and some of the most innovative sales and marketing tools found today in the screen industry.