



Livable n°T.5.2.1

REPORT OF THE TRANSFER ACTIONS
RELATED TO THE POS SECTOR
03/2023

UBS



European Regional Development Fund



Partners

PP Leader: UBS

Partners involved:

Kairos

Content

Dissemination to the advertising sector took place throughout the project. Here, the main actions that took place are grouped into four points: communication with the POPAI (Point Of Purchase Advertising International) association, the companies contacted to potentially use Kairlin and the promotion of this material at trade fairs or conferences. Finally, a fourth point is added, related to the JEC show and the related awards, as the material received an award during the project.

1. Relations with the association POPAI

The POPAI (Point Of Purchase Advertising International) association was involved in the project from 2018. A representative of the association had been contacted to speak on the project launch day and several telephone and video exchanges had taken place. In the end, the presentation was not made on the launch day, to allow time for the partners to speak, but the POPAI representative did attend the event. Relations were kept throughout the whole project and the association was informed of all the advances. They contributed in the interventions in trade shows.

2. Companies interested by the material

In connection with the association, the following companies were contacted. All of them are likely to integrate POP into their products. For some of them, discussions have already been initiated to see the technical possibilities of integrating the project's Kairlin material into their products:

- Exacompta
- Durable
- Kataba
- RDAI
- BIC

These companies represent the design, advertising, school supplies and stationery sectors. At present, Kairlin is not commercially available. Kairos does not yet have a production line for it. Commercialisation will take place in the coming months or years.



3. Intervention in trade shows

Since the manufacturing and validation by mechanical and ageing tests of Kairlin by the academic partners, Kairos is present and intervenes in fairs dedicated to advertising as well as in symposiums and conferences. The partner promotes eco-responsible innovation and the environmental interest of the material. The list of trade fairs where the partner has promoted POS is given below:

- Conference-debate on plastics, their uses, recycling and environmental issues, ACTUPLAST (03/2022)
- Show France Innovation plasturgie (04/2022)
- Show JEC World 2022, Paris (05/2022)
- POPAI Awards Paris 2022 : round table on circular POS (06/2022)
- POPAI Awards Paris 2022 : jury for eco-design criteria (06/2022)
- Event « Responsable » at the eclozr, Rennes (09/2022)
- Study day on the theme of plastics – Université Catholique de l'Ouest (01/2023)
- Show C!Print (01/2023)

4. Recognition of the material by JEC Award

At the global composites trade fair, JEC World, the best projects in each category (e.g. aerospace, automotive) are awarded prizes. The project partners involved in the development of the material entered the Design, Furniture & Home category and won this award at JEC World 2022. This award gave the product global visibility and recognised the quality of the work of the partners, including Kairos.

At JEC World 2022, dozens of visitors inquired about the Kairlin, following the award a few weeks earlier.

CONCLUSION

Since the beginning of the project, the advertising material designed by Kairos has become widely known to the target audience thanks to the actions mentioned above. Now, several companies have started to exchange with Kairos to use their product. Currently, the product is not marketable because the production line is not ready and each use requires different adaptations, but the prototype developed in the project is a real proof of concept and success of which the partners are proud.