MARIN'S

SOUTHERN AFRICA

100% Global

100% Sustainable

100% Solution provider

100% Patented

CONTENTS

INTRODUCTION (2 - 4)

THE ENVIRONMENT (5 - 6)

THE RANGE (7 - 36)

APPLICATIONS (37 - 54)

Introduction

Marin's & the Lamà

Marin's was founded as an advertising agency in Paris, France more than 20 years ago.

Marin's was already known as a very creative agency for all kinds of POS display material.

In *1997*, in response to its customers' requests, Marin's created a standard column, which combines an accommodating folding-unfolding value as well as an automatic opening to the appropriate dimensions and allowing the optimisation of print and material.

François L'hôtel decided to protect his invention with a ***worldwide patent.***

From that time, Marin's has chosen to focus on and be dedicated to ***the Lamà*** and to its development, whereas its competitors were too generalistic in their applications... sometimes unfair in the counterfeiting.

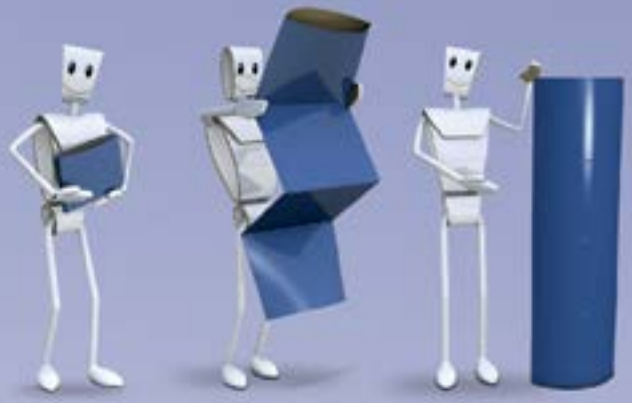
The original concept benefits from a constant development in its sizes and options to offer an extensive range of smart and attractive products.

The clients' expectations kept Marin's creating new environments, new applications generated a constant willingness to defend its intellectual property rights. The concept is now international: the French Lamà has seduced the whole world...

- *1999:* First licensee in Spain and Belgium.
- *2001:* New licensee in Brazil, Canada, USA, Hong-Kong and Japan.
- *2003:* New licensee in Mexico, India, Italia, Finland, Russia, Norway, Sweden & Colombia.
- *2004:* New offices open their doors in Argentina and in Central Europe.
- *2005:* New licensees in Middle East, Maghreb & Chili.
- *2006:* Marin's is in Greece and in Venezuela.
- *2008:* Marin's is now represented in **Southern Africa** and in the Balkans.
- *2009:* Marin's opens a Birmingham-based subsidiary for United Kingdom and Ireland. The range now includes two new shapes : Pyramid and Hexagon.
- *2010:* Marin's is reorganizing its structure in the US by signing up five new licensees. Each of them have their own production capacity. New licensees in New Zealand and in Australia.

Marin's is the ***worldwide leader*** *of foldable instant display. Thanks to its worldwide network of licensees, Marin's is now represented in* ***more than 100 countries*** *and has* ***30 production centers*** *within this network*

Introduction
The Lamà & its assets



The Lamà is a patented cardboard display system that opens automatically into position.

The 3 main advantages of the whole range are:

- ***Transport cost savings***
- ***Easy installation***
- ***Value for money***

The ***optimisation*** of its range of products enable Marin's to give a response to any customer's request in an unexpected time frame while other custom built applications could not.

Every column can be assembled and linked together to deliver even higher, wider, greater modules.

The Lamà can hold products and improve brand presence in every retail sector.

Its folding nature, packaging and its easy installation offers the Lamà obvious advantages.

The all Marin's network is able to produce the whole range with great respect of the set ***quality criteria.***

This enables Marin's to respond to any of the global corporations needs.

Introduction
The Range

Marin's gives its clients the possibility to reinforce their presence in retail stores with a ***wide range*** of products from counter displays to 3 meters/10 feet high columns.

The product range is based on standard heights, widths and space saving yet easily personalised with additional graphical options, die cuts, lug-on, leaflet dispensers, etc.

The promotional kits combine ***space saving, handiness, fast installation*** and ***brand enhancement*** to grab the shopper's attention in helping the shopper to interact with the promoted product.

The Lamà range of tables, arches, rings and pallet surrounding immediately sets your brand apart delivering the in-store impact to generate ***shopper attention.***

If you wish to display your products, you may choose one of our ***Lamàstock*** depending on the quantity, the size and the weight.

Your local Marin's contact can help you choose the best solutions from the core range, whilst our ***Research and Development Team*** are at your disposal to develop unique and bespole solutions to your changing and challenging requirements.

Introduction

A Patented System, An unequalled Brand

The ***system embedded*** in each product of the Marin's range is ***widely protected*** under international intellectual property rights.

The Lamà is a quality product and manufacturing processes have been implemented to ensure that the Lamà remains 'fit for purpose' throughout the promotional period.

All ***30 production centres*** are committed to following the manufacturing processes as established by Marin's.

100% Patented

The Environment

A unique vision: firm achievement within environmental rigour

Marin's was created more than 20 years ago. The past 10 years have been those of the international development around a concept which has proven its total adequacy with the display market.

From the very beginning, as well as meeting fundamental customer's quality and ***easy to install*** expectations, the Lamà already had obvious environmental qualities which were underrated.

As Marin's is highly concerned by ***environmental*** issues, its production is focused on friendly environmental processes: easy to sort and recyclable materials, ***PEFC*** (Program for the Endorsement of Forest) certified origin of cardboard, efficient supply chain thanks to optimised dimensions.

A simple CO^2 study gives rise to savings during transportation. For instance, in order to respond to customer's demands, the weight/volume ratio on ***transportation*** of its displays allows Marin's to ***reduce*** the number of trucks ***by 5.***

To sum up, it is important to underline the following:

- As it is made of paper and natural latex, the ***Lamà*** concept is inherently recyclable.
- As it is ***foldable***, light and it has packaging compactness, transportation of the Lamà ***minimise*** greenhouse gas emissions.

Although, Marin's will always develop ***qualitative solutions*** which respond to customer's need within any environmental issues.

That is why our ***Research & Development Team*** does not stop looking for new raw materials notably regarding printed cardboard surface treatments; inks, laminations, varnishes and glues are being tested to rapidly get a ***100% recyclable Lamà.***

A P.O.S display is a disposable product, our Lamà will never be the source of pollution; we strongly commit ourselves to follow this route...

The Environment

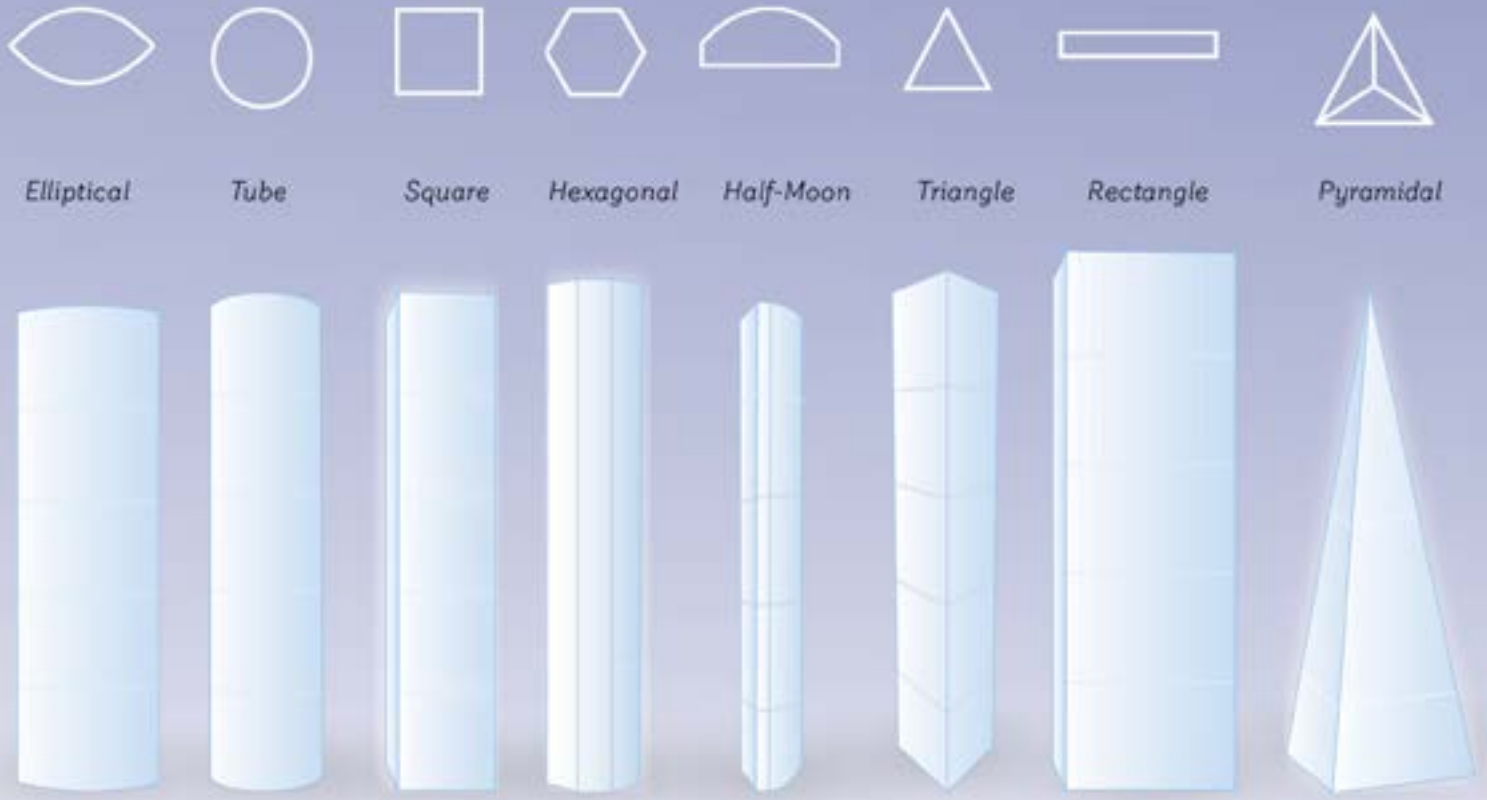
Floresta Lamà

FlorestaLamà is a fantastic project initiated by Marin's in Brazil. The main idea is very simple: planting trees to compensate for the quantity of paper used for the manufacture of Lamà. Marin's is thus purchasing seeds and ensuring the maintenance of the site located in Itù, near Sao Paulo. This initiative is managed in partnership with SOS Mata Atlantica, a well respected NGO, which between other duties will ensure the daily management of the site and issue reports of the maintenance of the area.

See more on www.florestalama.com.br

The Range *Lamà Shapes*

The following shapes are available.

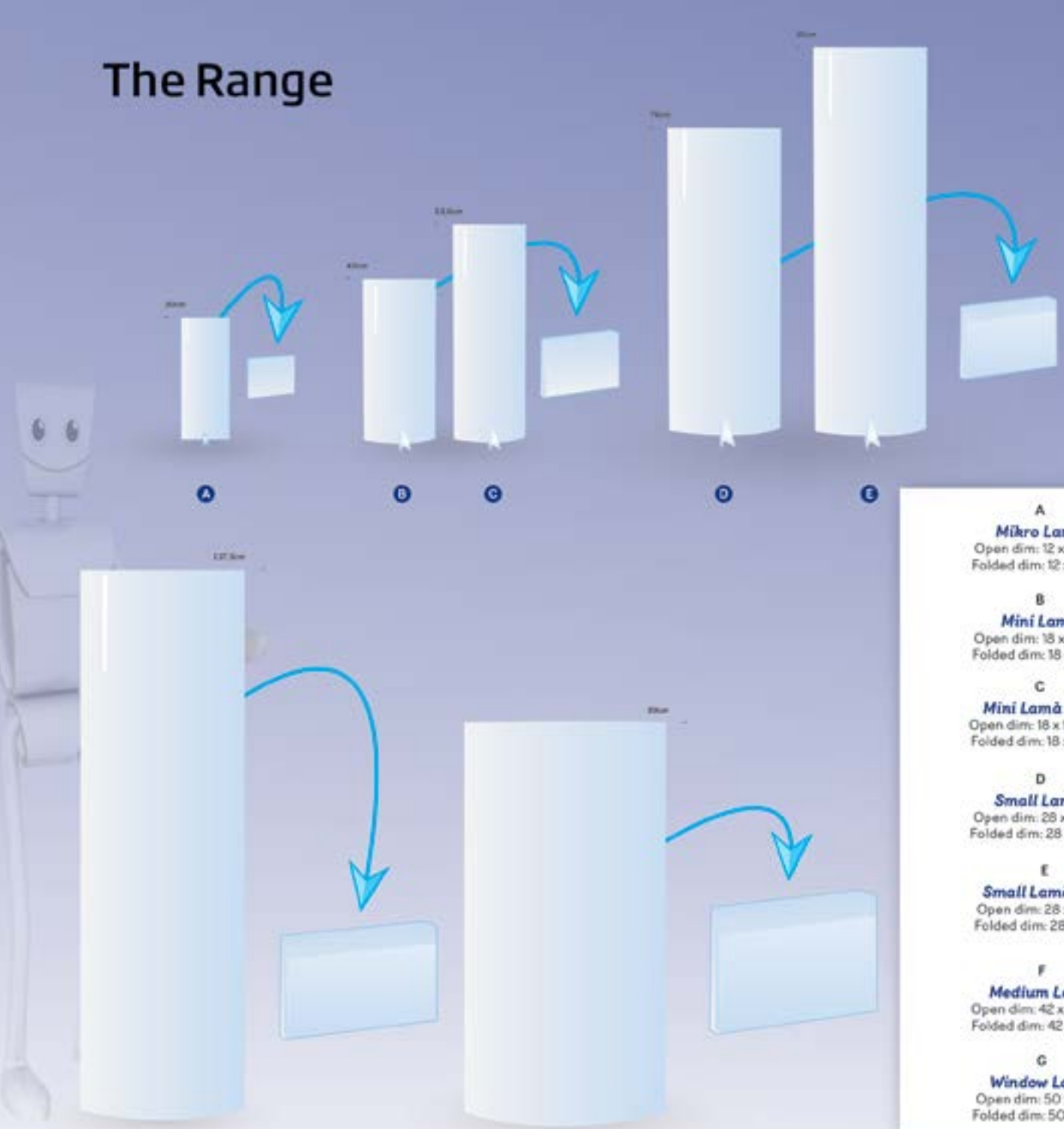


FROM VERY SMALL...

TO RATHER BIG...

TO GIGANTIC!

The Range



A
Mikro Lamà
Open dim: 12 x 30cm
Folded dim: 12 x 10cm

B
Mini Lamà
Open dim: 18 x 40cm
Folded dim: 18 x 13cm

C
Mini Lamà Plus
Open dim: 18 x 53,6cm
Folded dim: 18 x 13 cm

D
Small Lamà
Open dim: 28 x 76cm
Folded dim: 28 x 19cm

E
Small Lamà Plus
Open dim: 28 x 95cm
Folded dim: 28 x 19cm

F
Medium Lamà
Open dim: 42 x 137,5cm
Folded dim: 42 x 40 cm

G
Window Lamà
Open dim: 50 x 99cm
Folded dim: 50 x 36cm

CELEBRATION
STARS
SAVE

A1
Choice for
all-round
performance
AfriSam
A1

INTRODUCING THE
NEW 440ML CASTLE
DRAUGHT IN A CAN.

WIN BIG!
MZANSI MILLIONS
MONOPOLY
I'm lovin' it

Lindt
BEAR

fanta
MUNCH-TIME
IS FUNTIME.

FNB
Get up to
15%
BACK
on monthly
airtime or fuel
purchases.

DON'T
WAIT.
GET YOUR
WHEELS, TYRES & BATTERIES
ON CREDIT
TODAY!
PAYLESS CREDIT

The Range

A

Eco Lamà

Open dim: 47 x 154cm
Folded dim: 47 x 40cm

B

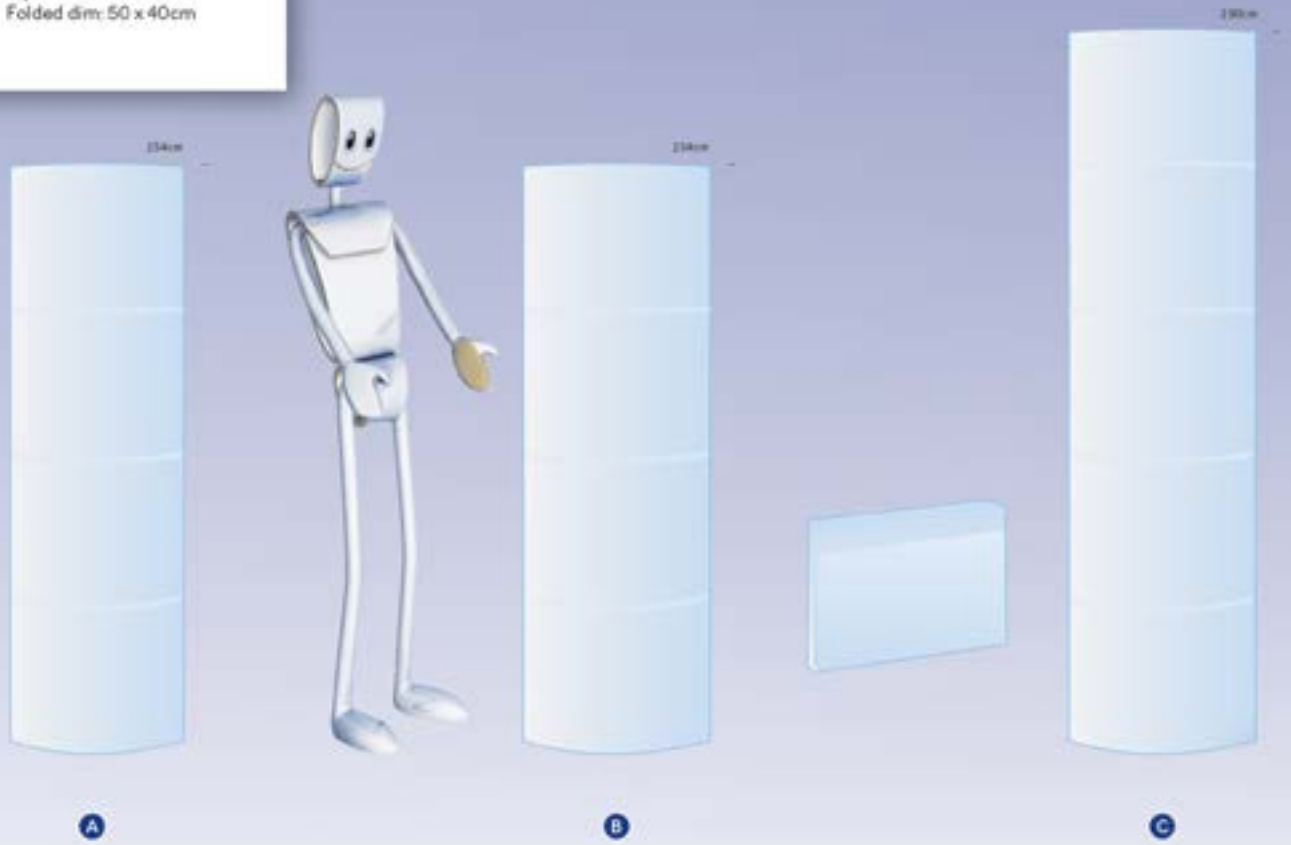
Big Lamà

Open dim: 50 x 154cm
Folded dim: 50 x 40cm

C

Big Lamà Plus

Open dim: 50 x 190cm
Folded dim: 50 x 40cm



C

Special Maxi Lamà 170

Open dim: 60 x 170cm
Folded dim: 60 x 40cm

D

Special Maxi Lamà 190

Open dim: 60 x 190cm
Folded dim: 60 x 40cm

E

Special Maxi Lamà 210

Open dim: 60 x 210cm
0Folded dim: 60 x 40cm

F

Special Maxi Lamà 230

Open dim: 60 x 230cm
Folded dim: 60 x 40cm

The Range

A

Mega Lamà 240

Open dim: 78 x 240cm
Folded dim: 78 x 40cm

B

Lamàousse 154

Open dim: 100 x 154cm
Folded dim: 100 x 42cm

C

Lamàousse 190

Open dim: 100 x 190cm
Folded dim: 100 x 40 cm

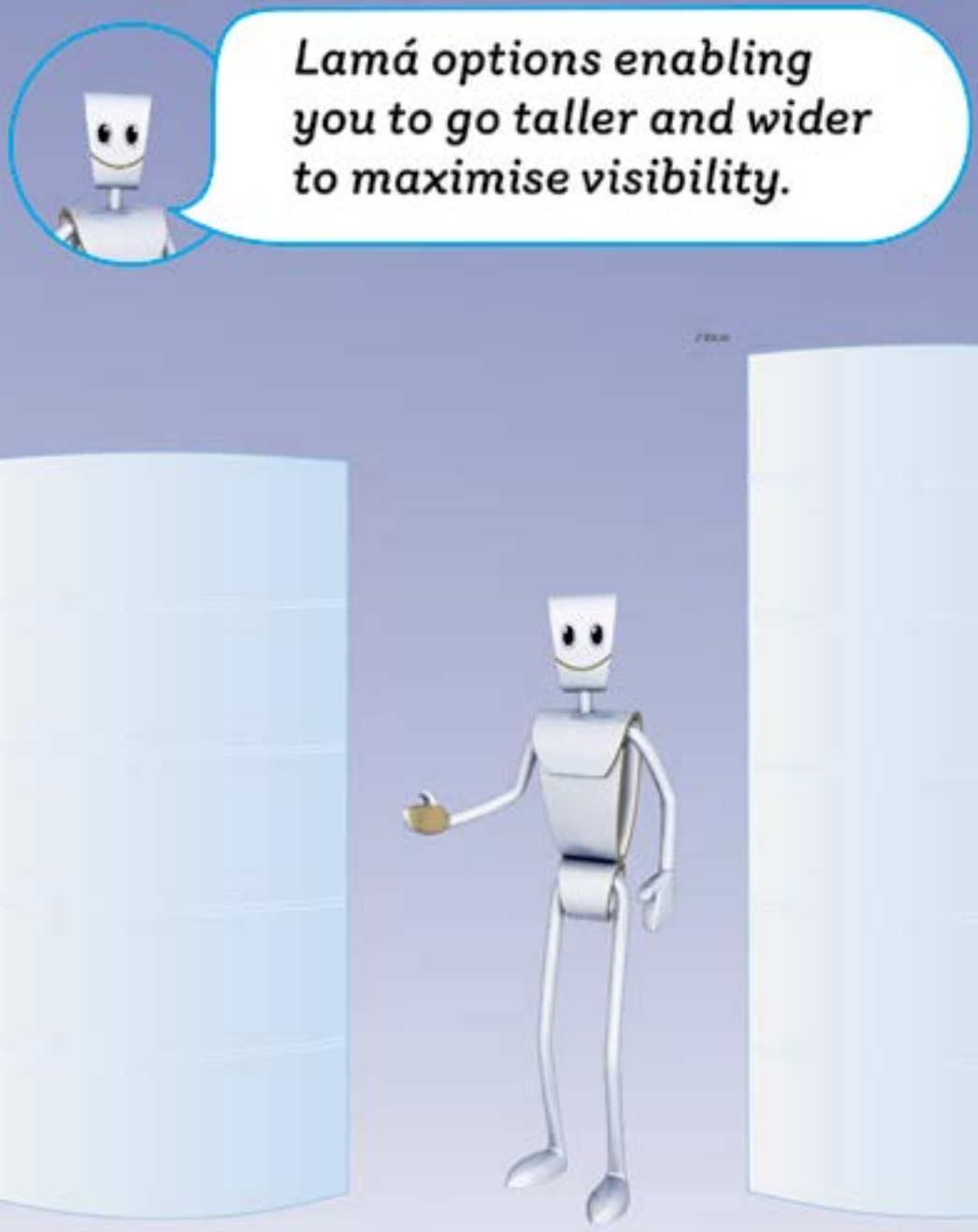
D

Lamàousse 230

Open dim: 100 x 230cm
Folded dim: 100 x 40 cm

A

B


Lamá options enabling you to go taller and wider to maximise visibility.
C
D

The Range

A

A

Lamà Twin
Available in every model of the range.

B

Hanging Lamà

B

LamàTaba
Available in most sizes.

Mini Panamà
Open dimensions: 54 x 40 cm
Folded dimensions: 18 x 13 cm
Number of Panels: 3 x 3

Window Panamà
Open dimensions: 126 x 110 cm
Folded dimensions: 42 x 40 cm
Number of Panels: 3 x 4

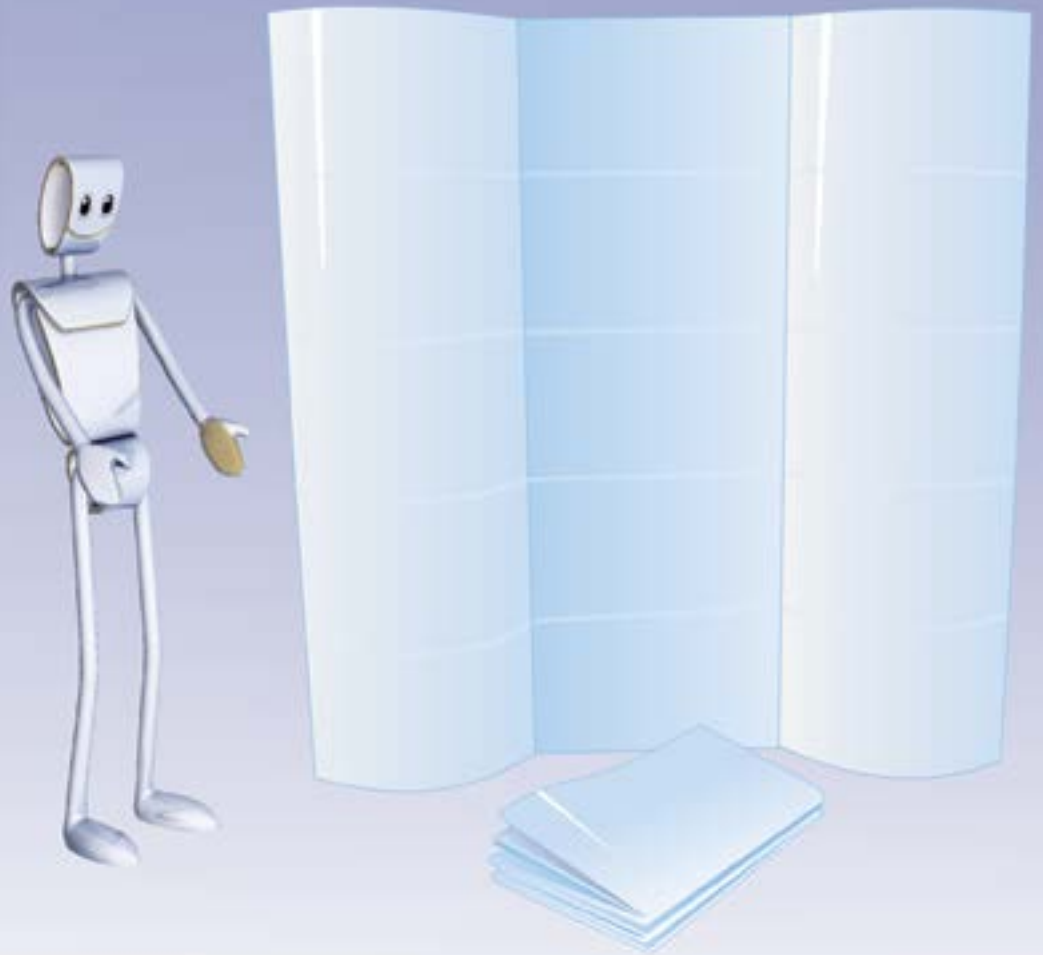
Big Panamà
Open dimensions: 150 x 154 cm
Folded dimensions: 50 x 40 cm
Number of Panels: 3 x 4

Big Panamà Plus
Open dimensions: 150 x 190 cm
Folded dimensions: 50 x 40 cm
Number of Panels: 3 x 5

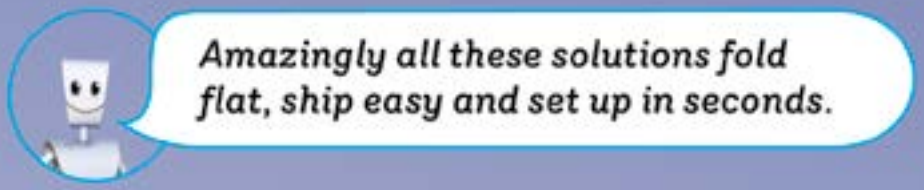
Special Maxi Panamà 190/210
Open dimensions: 180 x 190/210 cm
Folded dimensions: 60 x 40 cm
Number of Panels: 3 x 5.5

Available in various heights.

Mega Panamà
Open dimensions: 234 x 200 / 240 cm
Folded dimensions: 78 x 40 cm
Number of Panels: 3 x 6



The Range



Sherpà
Compatable with every model in the range.

A

Maxi Table

Open dim: 65 x 100cm

Plate size: 63 x 36cm or 73 x 45cm

Folded dim Max: 73 x 51cm

B

Mega Table

Open dim: 78 x 100cm

Plate size: 78 x 46cm

Folded dim: 78 x 46cm

A

B

C

CAN HOLD HEAVY PRODUCTS

D

C

Maxi Table Green Rectangle

Open dim: 35 x 25 x 92cm

Plate size: 66 x 46cm

Folded dim: 66 x 46cm

D

Mega Table Green Rectangle

Open dim: 43 x 33 x 99cm

Plate size: 75 x 55cm

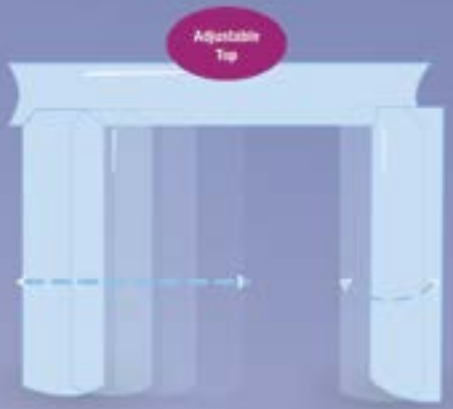
Folded dim: 75 x 55cm

Animate the shop floor with Lamá sampling and tasting solutions for in-store experiential activities.

The Range *Kiosk*

Elliptical Kiosk

Available in different sizes for both column & top.
Folded size of a standard kit:
60 x 40 x 7cm



Top can be either fixed or adjustable

Promotion

Communicate with your customers at Point of Purchase / Promotion. Lamá displays will enhance front of mind awareness, inform or educate at the point of sale / promotion and are fully automatic.

The Range *Ring*

Ring
Available in different shapes & sizes for both column & top.

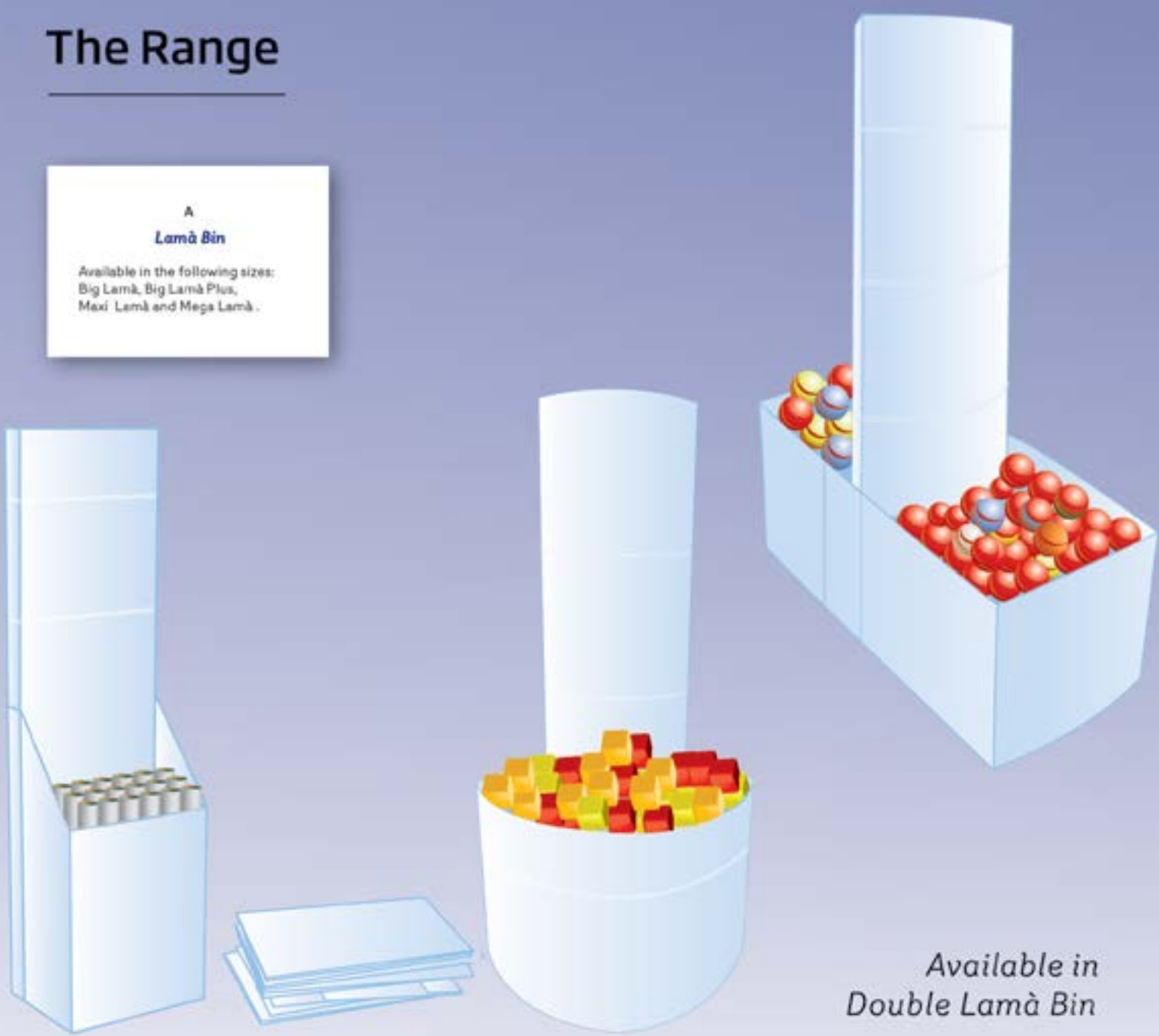
Gondola End Solution

The Range

A

Lamà Bin

Available in the following sizes:
Big Lamà, Big Lamà Plus,
Maxi Lamà and Mega Lamà .



Available in
Double Lamà Bin

BUY 10 CANS AND GET 2 EXTRA CANS
Coca-Cola
GRAB A PACK
GRAB A PACK
MELROSE
you could
WIN!
1 of 100 NINTENDO 3DS XL
Game on!
MELROSE
EN LATA
BEBIDA UN LIMÓN Y REFRESCARÉ EL MUNDO

The Range

TX

Available in various sizes and shapes.

Can hold Light & Medium Loads

A

Case Wrapper

Available in different sizes & shapes

B

Tyre Lamà

NEW

C

Lamà Cascade

Available in various sizes.

A

B

Can hold Heavy Product

C

The Range

Store your products: Lamá solutions ideally suited to in-store merchandising opportunities. Solutions are customised to your brand in terms of size and quantity of displayed units but keep the Lamá core principles folds flat, ships easy and sets up in seconds. Get more in your car/van and spend less time in store!

Introducing: CARGO

Can hold Heavy Loads

Easy Installation

Cargo

For all your heavy product needs.

TX Kiosk
Cargo
Cargo
WIN! THIS CAR
plus R50 000 CASH
Can hold Heavy Loads
Can hold Heavy Loads

The Range *Extra*

Catch the attention of your customers by adding 3-Dimensional accessories!

A

Shiva Extentions

Side extention adaptable to every size.

B

ShivaNova Extentions

Attachable / detachable extention adaptable to every size.

A

B

c

Lamà Crown

Wrap around extention adaptable to every size.

The Range *Extra*

Get the perfect replica of your product with a personalised die cut!

Americubes

In various sizes

A

Built in Pocket (BIP)
This option goes in any shape.
Loading capacity is optimised.

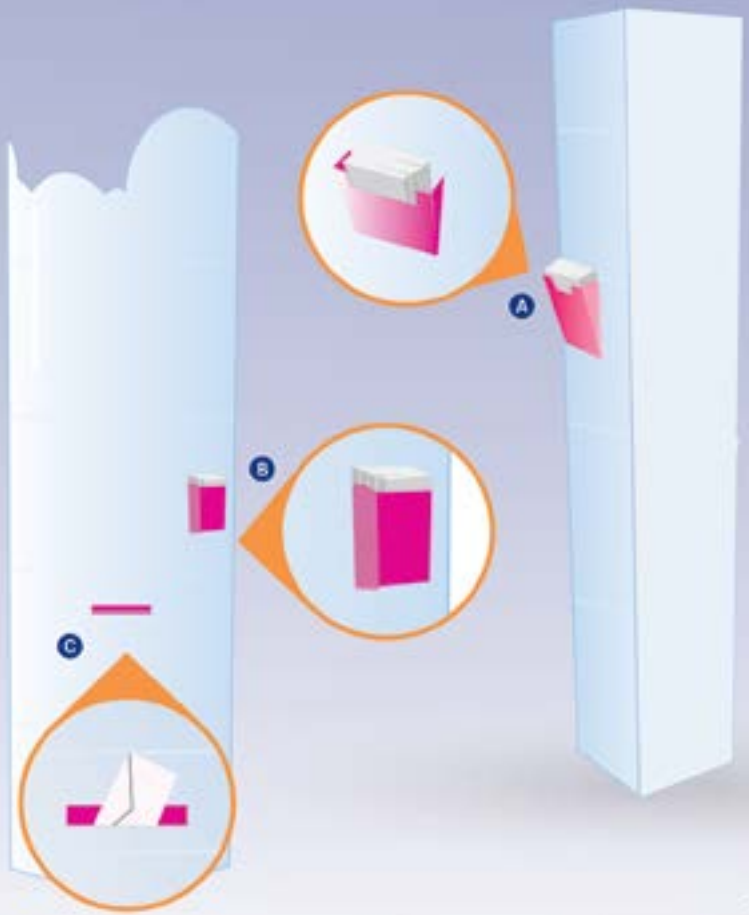
B

Clip On Pocket
Various formats available.
Removable and can be combined to various models.

C

Ballot box
Proposed with a 'built-in' leaflet receiver.

NEW



LOG ON PROMOTION

Lug on & Log on
Add cut-outs to enhance the display. A removable Lug on can be placed anywhere.

USE THIS ATM TO WITHDRAW
WIN R200
in Boxer gift cards
EVERY WEEK*

DON'T WAIT.
GET YOUR WHEELS, TYRES & BATTERIES
ON CREDIT TODAY!

mod hair

One TWO FREE
99c
ON PER SECOND BILLING

DStv
CONTROL MORE.
The new DStv Explora

R50 OFF
R20 OFF
TO MONTEGO KARO
Karoo

ZODIAC

Make the RIGHT choice

A

Lamà
(with hooks)

Available in every model of the range.

B

Catalogue Dispenser

Niche with white tablet.

C

Gravity Feed

Light product automatic dispenser.

A
Shelf Lamà
Available in various sizes.
B
Take Bag
Lateral or Frontal to hang promotional bags.
C
Tray CD or DVD
millè
STAY WITH THE PLAY
millè
millè
millè
bag
bag
A
B
E

FERRY

PATENT PENDING

M A R I N ' S

NOW ONLY
2 LITRE
R9 99 EACH
Spar-letta
GREAT PRICE
LOVE THE FLAVA
NOW
R8 50 EACH
Coca-Cola
1.25LT
Because you deserve to look this good everyday
VERIMARK
ON PROMOTION

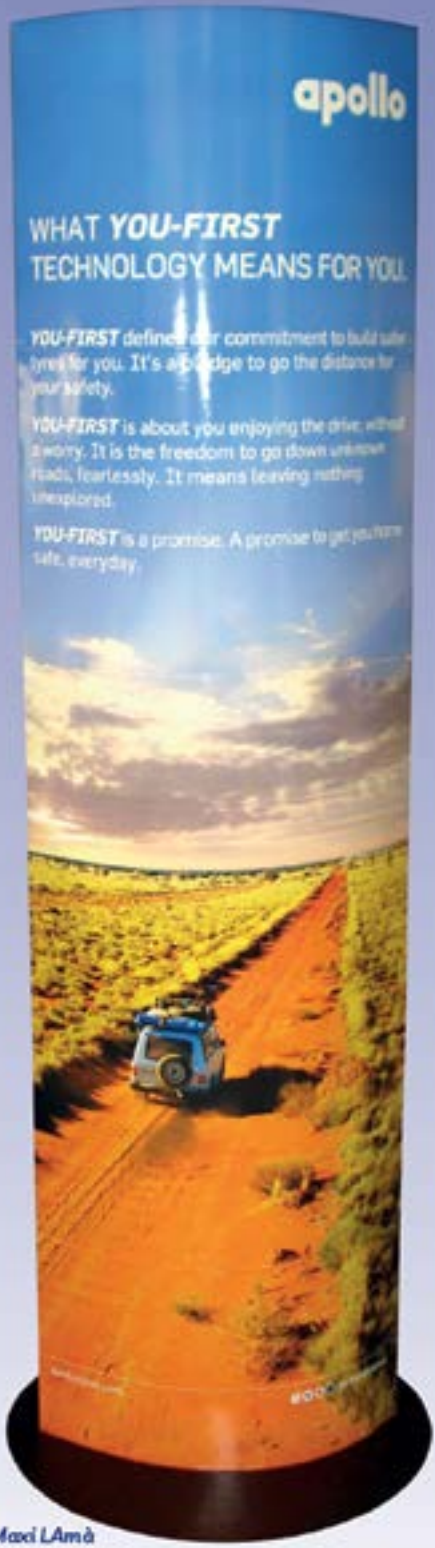
Cargo

Shoe LAmà

Square LAmàousse

Elyptical TX

Rectangle Bin



Special Maxi LAmà

Lug On LAmà

Big LAmà plus

Crown LAmà

LED LAmà
NEW PACK DESIGN
Cargo
Fanta
FANTA
MORE FANTA LESS SERIOUS
MORE FANTA LESS SERIOUS
29c
PER MINUTE
SIM-SONKE
TX with hooks, log on
stock hold & clip on pocket
SA'S LOWEST
PREPAID CALL
RATE IS HERE!
SIM-SONKE
Telkom
Mobile

Adjustable Kiosk

Win & Spin LAmà

LAmàousse

TX with Log On's

Special Maxi LAmà

PLASCON
BRING HOME
THE BEST
You could
WIN
1 of 4 trips for two to see
Manchester United
play at Old Trafford!
(1 trip each month from November 2013 to February 2014)
Enjoy two tickets to watch Manchester United kick off at Old Trafford, including flights, two nights' accommodation and spending money.
How to enter:
1. Buy any Plascon product
2. SMS 'PLASCON', the last 6 digits of your Plascon product barcode and your full name to 44605.
NEW
MICATEX
WALL & ALL
VELVAGLO
VELVAGLO
DOUBLE VELVET
CASHMERE

Glasses LAmà

LAmàousse with die cut

Special Maxi with Lug On's

Maxi Table Green

LAmà with Shiva Extensions & die cut top

Eco LAmà

LAmà with Shiva Extension

Cascade

Mega LAmà

Rectangle Sherpa LAmà

LAmàcousse

PyraLAmà

Shiva Extention LAmà

Rectangle Bin

Special Maxi Lama

Special Maxi Crown

Special Maxi Panama

Mini Counter Lamas

Maxi Green Tables

Special Maxi LAmà

Special Maxi LAmà with die cut top

Maxi Table Green's

Special Maxi LAmà

Shiva Extention Big LAmà

Shiva Extention Special Maxi Tube LAmà

BLOCKED UP FEELING
Sinutab
CONVERSE
HUAWEI
MAKE IT POSSIBLE
XBOX
R9 99
Spar letta
GREAT PRICE
LOVE THE FLAVA

GROOTFM
90.5
GROOTFM
GROOTFM
GROOTFM

There's free.
Then there's
Free4Sho
FREE

THE MORE
YOU RECHARGE
THE MORE
YOU GET FREE

DOCTOR
BABOR
DOCTOR
BABOR

SAMSUNG

Pritt
Pritt

DIE SCHLÜMPFE 2

WATERS PARK

3G 4G
Nu går det stora flyttlasset!
3G 4G
Snabbare surf, bättre täckning!
TELE2
TELE2

ideas

Встречай
зиму с Темным
ЧРЕЗМЕРНОЕ
ЧТ ВАШЕМУ ЗДОРОВЬЮ
FREEGEL
ULTRA Drive
FREEGEL
AROMA
RESORT
AROMA RESORT
AROMA RESORT
AROMA RESORT
AROMA
RESORT

Marin's Worldwide

Lamà, designed by

PATENTED SYSTEM

WWW.MARINS.NET
www.marins-sa.co.za
0861 MARINS (627 467)
+27 11 467 9722