



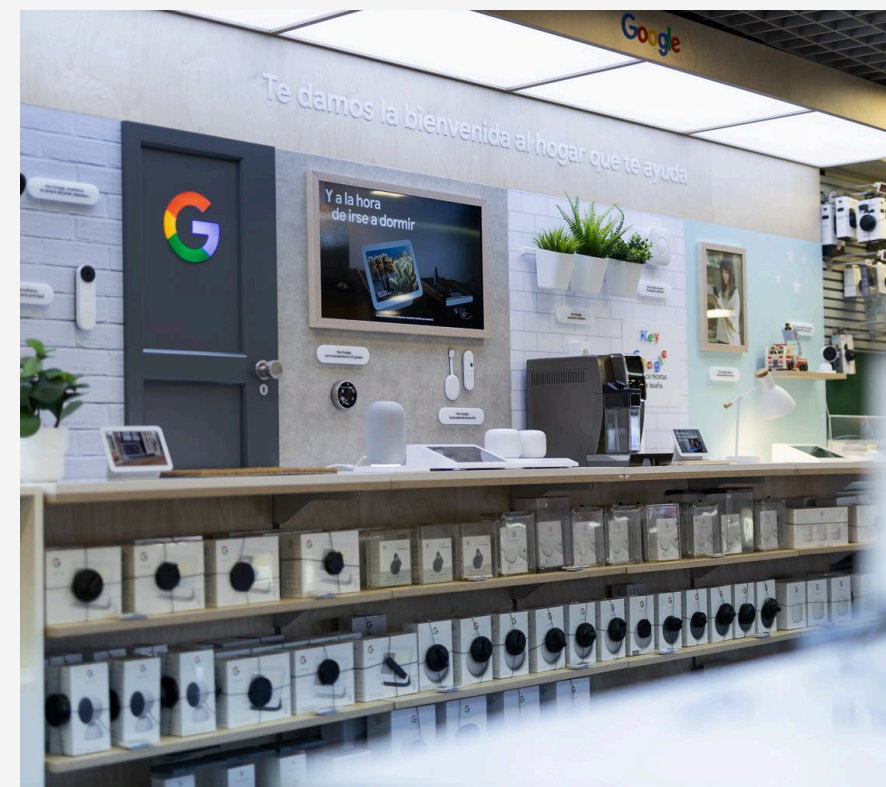
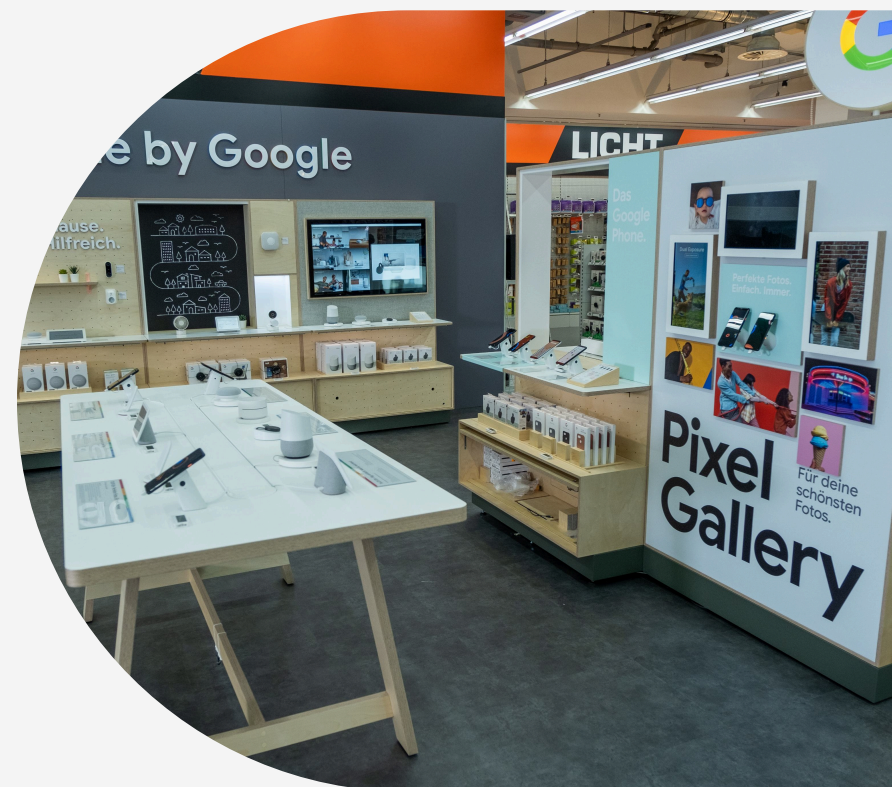
BG Reklam & Google

A Journey of Collaboration 

Our journey with Google began in 2017 with the Doowop project.

Following a factory visit by representatives from London and Mountain View, BG Reklam was globally approved as a trusted vendor.

Since then we've grown together delivering innovative solutions across Europe.



Expanding Across Europe

BG Reklam has built a robust presence across Europe, managing fixture installation, maintenance, and recycling. Our primary hubs include Germany and the UK & Ireland, where we've developed long-term relationships with partners and brands.



installation

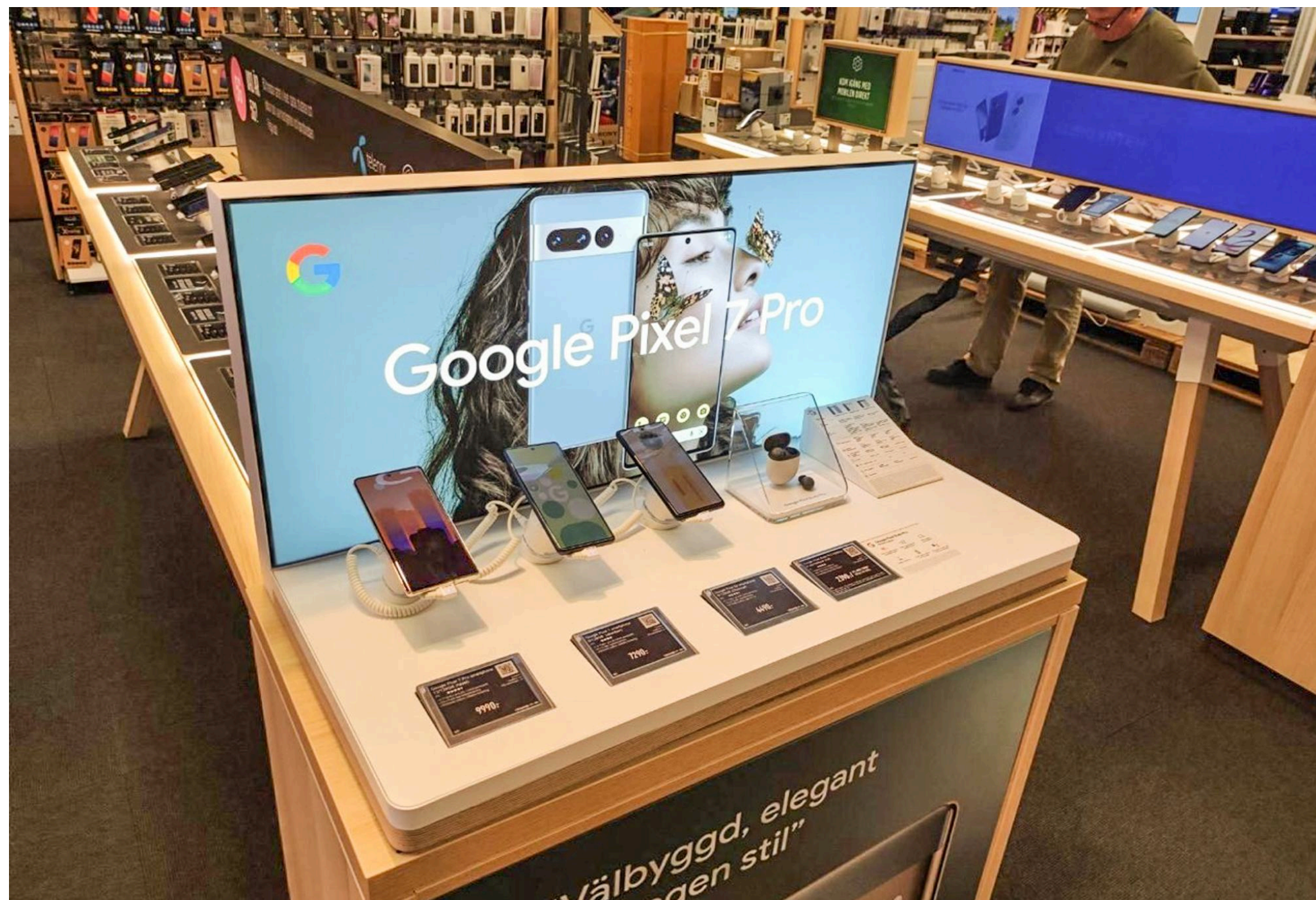
maintenance

recycling



2023/2024 Inlines Across Europe

We've delivered 800+ inlines across EMEA markets. Our inlines are designed for efficiency and seamless integration into retail spaces.



100%
on-time
delivery



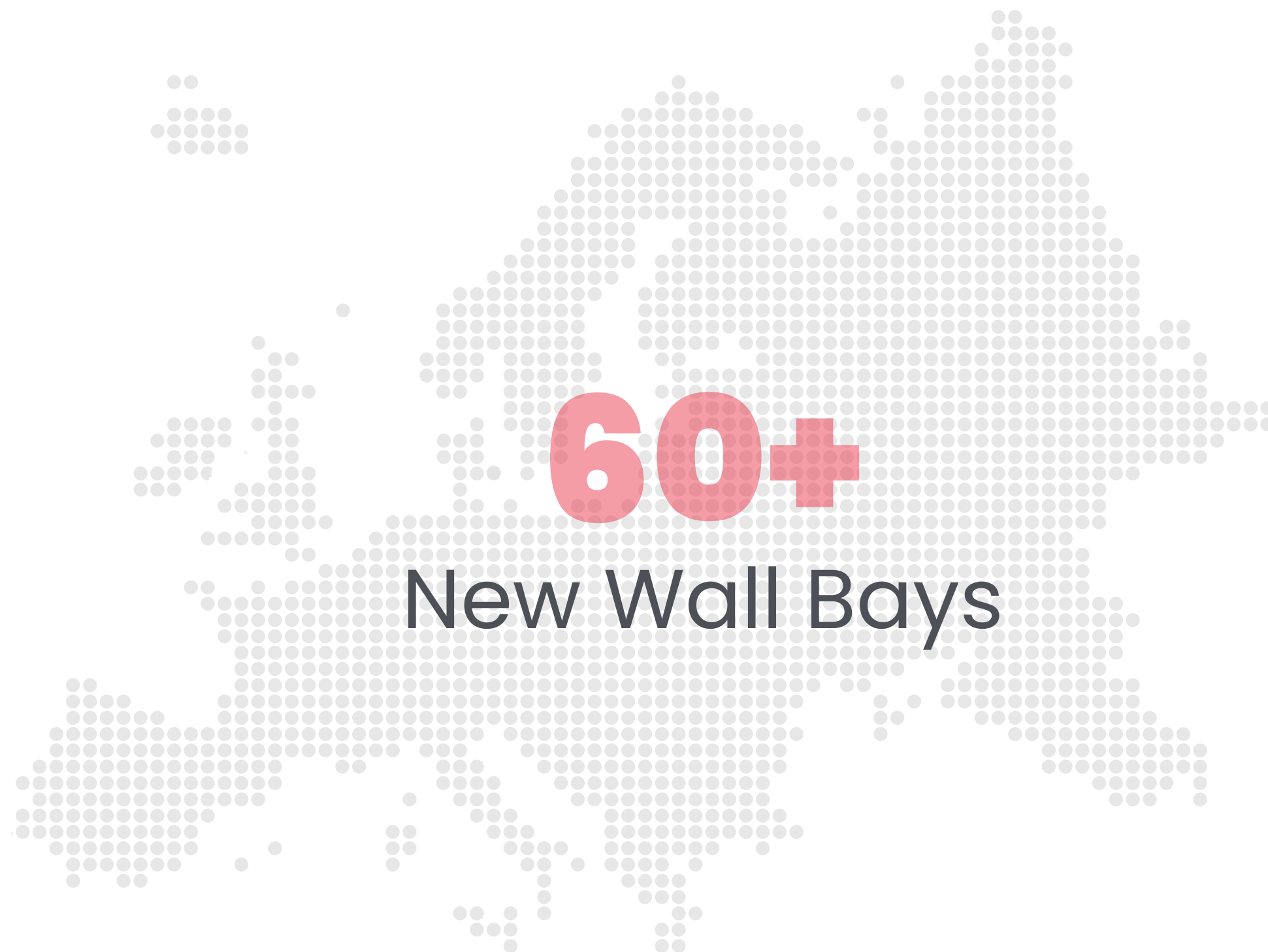
800+
new Inlines

New Pixel Wall Bays: Making a Statement

Our wall bays showcase functionality and design,
delivered with precision.

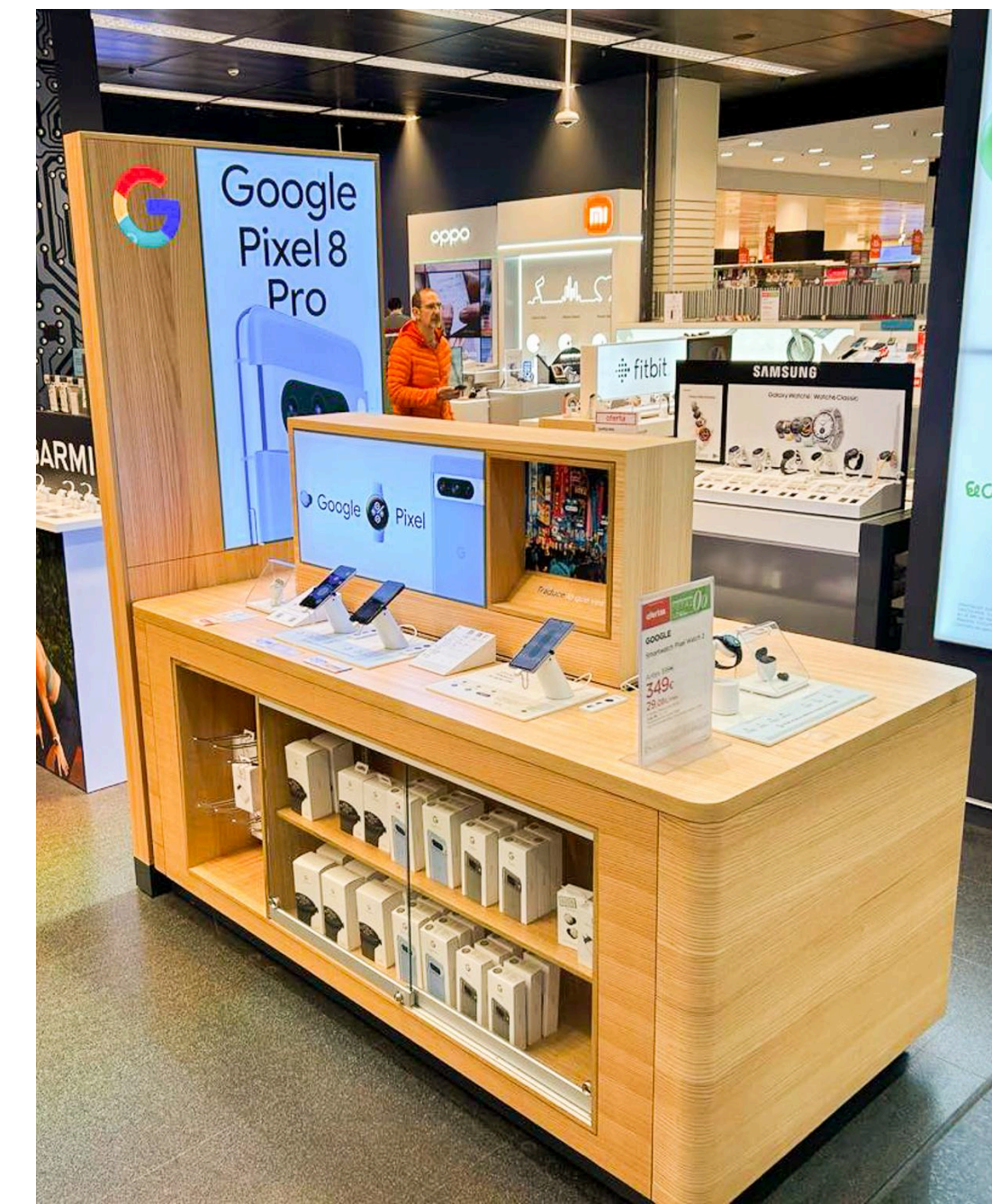


Zero claims thanks
to rigorous quality
assurance



New Tables: Showcasing Versatility

We've installed tables tailored to highlight Google and other premium products, focusing on clean, modern designs.



Small Items & Launch Prints

From small promotional items to launch materials we minimise risks by managing installations directly. This approach has reduced claims to just 18 in past two years.



Shop-in-Shop: Creating Immersive Retail Spaces

We have delivered new and premium shop-in-shop solutions that bring brands closer to consumers. From design to installation our control ensures flawless execution.



Google Retail Presence: Impact at a Glance

Highlighting installations, milestones, and the numbers that matter.

800+

New Inlines

60+

New Wall Bays

200+

New Tables

5K+

Small Items

15+

Shop-in-Shops

2023

2024

6000+

Sustainability at the Core

By partnering with CDP we align with global standards for sustainable practices.

- Overachieving Google's CO2 reduction targets per fixture and overall.
- Year-to-year tracking of CO2 decrease.
- Aligned with Google through our partnership with CDP.

Over 20% reduction in CO2 per
fixture in the past year.





Thank you

www.bgreklam.com

BG Reklam

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