

Premium POS Industry

People are always going to go shopping.
A lot of our effort is just 'how do we make the
retail experience a great one!





Contents.

1. Company Profile
2. Markets
3. Working with BG Reklam
4. Partners
5. More planet less waste
6. Accreditations
7. Projects

01.

Company Profile

Private company, established in 2001, with factory and HQ in Belgrade, Serbia.

Entire value chain from design and production, installation and maintenance at the point of sale.

Sustainable materials the core of our production process.

200+ skilled employees and 5.000 square meters of office and production space.

20+

Years of experience and development of Premium POS solutions.

Technology & Efficiency

Technology is just a way to reach our objectives: to grow, to improve efficiency, and to implement processes, products, and enable our clients to increase profits.

Our objective is to find the most efficient and easiest way to use technology to improve the efficiency, quality, and reduce cost for our clients.



02.

Markets We cover

Region in focus:
Western and Central Europe

Presence:
25+ Markets across the globe

Offices:
Belgrade | Hamburg | London

Delivery times:
We deliver our products to any European destination
within three working days.



03.

From idea To stores

At BGReklam everything is designed and produced under one roof.

Giving our design, engineering, production, and sales teams a unique perspective and rare opportunity to be part of the entire production process.



design

Design Process is often described as a problem-solving process, the first step is always "define our clients needs."

Full in-house design

1

engineering

Engineering teams with creative approach in every step of the process from the idea to installation. Highly experienced in working with diverse materials and processes.

2

production

The beating heart of our production is made of all the diverse teams - from skilled carpenters, welders, to print technicians and many more.

3

recycle

Carefully selecting materials that go into our products, we create displays that are recyclable and more sustainable.

6

maintenance

Highly experienced and multilingual after-sales team, ready to help with presence on all the markets where we operate.

5

transport

Transport solutions across the continent, with reliable delivery whether is our own delivery trucks or carefully selected partners helping with all our logistics.

4

04.

Partners



05.

DELIVERING SUSTAINABLY



More planet Less waste.

Re-Use:

Designing versatile and easily adaptable displays with longer life and use with any future products.

Re-Duce:

By always investing in cutting edge technology, we significantly reduce scrap and improve efficiency.

Re-Cycle:

Engineering displays that can be easily disassembled and recycled. Always ensuring to use sustainable materials.

Re-Peat:

Plant new trees and create eco projects for our community and give back to the environment.



06.

Certifications

ISO the International Organization for Standardization.

ISO 9001 Sets out the criteria for a quality management system

ISO 14001 Sets out the criteria for an environmental management system

ISO 45001:2018 Occupational health and safety (OH&S) management system

ISO 20400 Integrating sustainability within procurement.

ISO 26000 Organization's commitment to sustainability and its overall performance.



07.



Shop in Shop solutions

Description
Premium Shop in Shop concept for Philips domestic appliances. Designed, produced and installed by BGReklam in Berlin Germany.



MediaMarkt
Aleksandarplatz, Berlin
Philips Domestic appliances
Philips Personal care

Large Displays

This is a big one! Displays that lives up to their large name. Large in size our big displays are usually made from Materials like:
MDF, Acrylic, Metal, Printed PVC stickers, LED lights





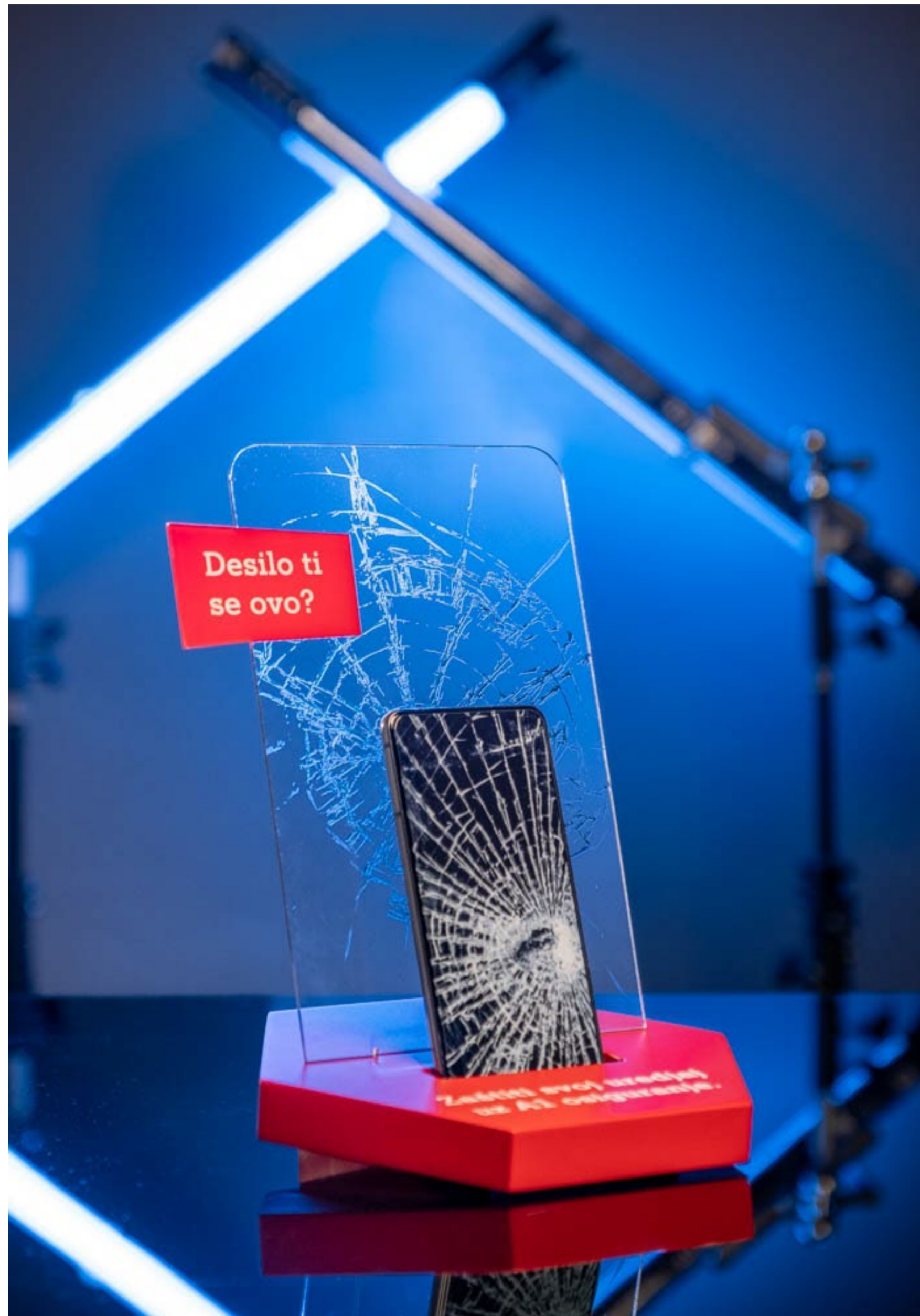
Belgrade Serbia
Clients:
Huawei Adria
L'Oréal Paris Serbia





Small Displays

Striking and premium design meets modularity and future proofing .
These displays must stand out among the sea of other similar products and brands.



Clients:
AI Serbia
Philips OHC
Huawei

Different Materials we Use

The main goal was to create a visually striking display that stands out among crowded stores and is instantly recognizable. The visual impact of the shelf was only half of the design brief as the shelf must be versatile, easily adaptable to future products and visuals.



Metal



Wood

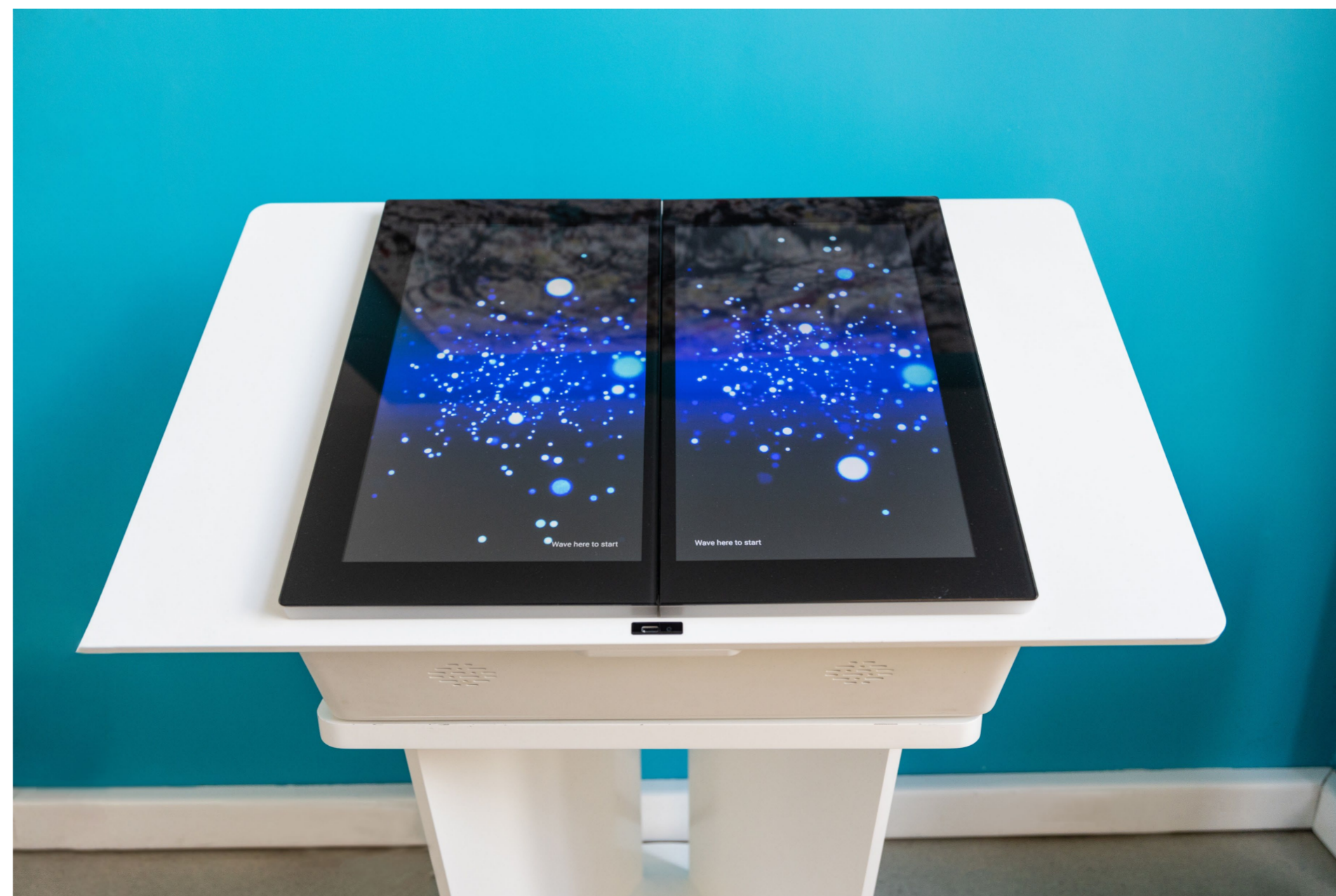


Acrylic





**Innovating
displays**



Belgrade Serbia
Clients:
Google
BAT Global



Overhead Prototypes



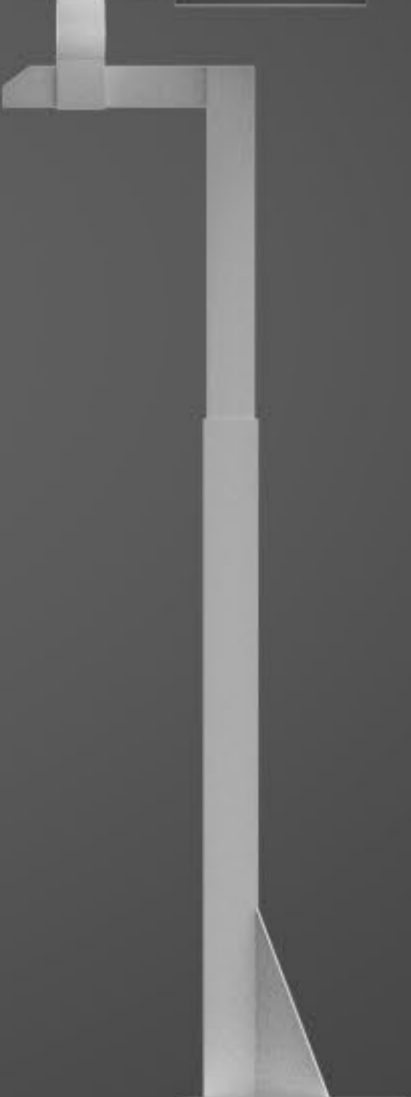
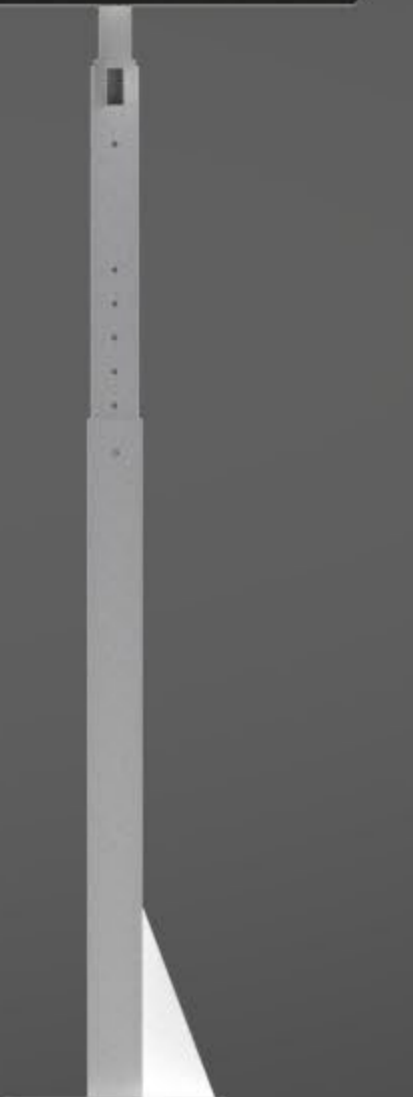
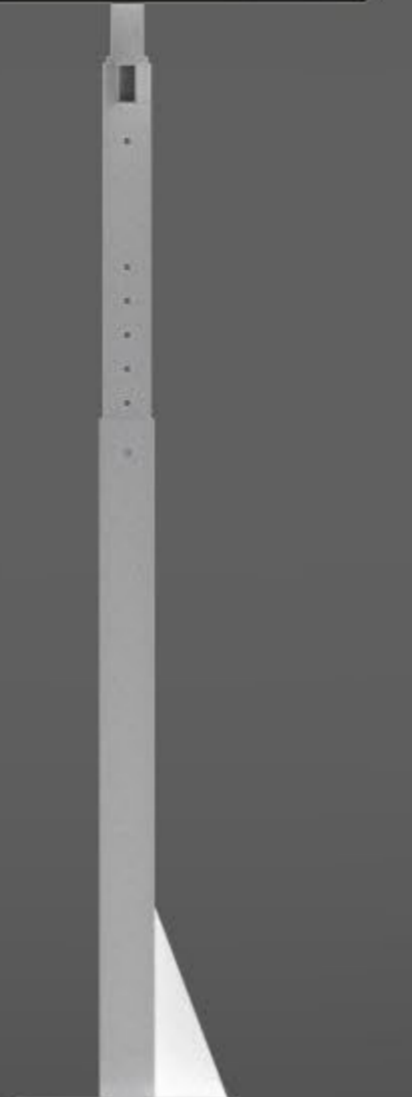
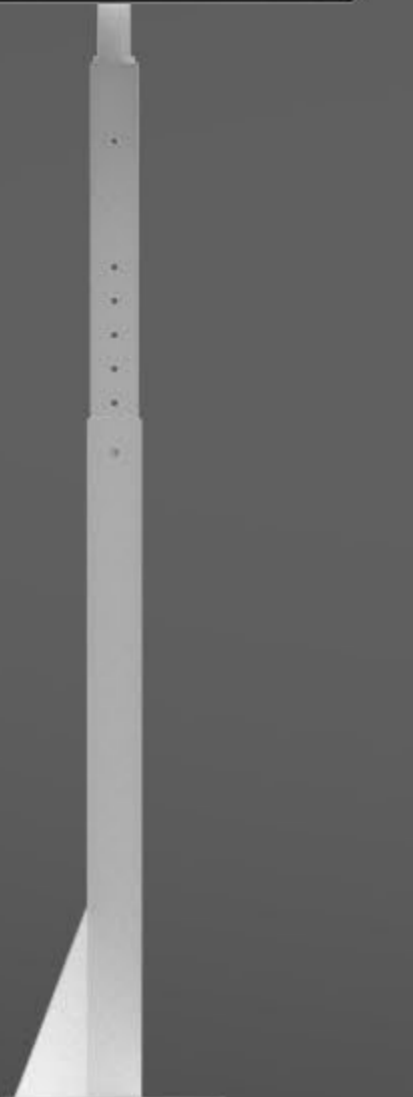
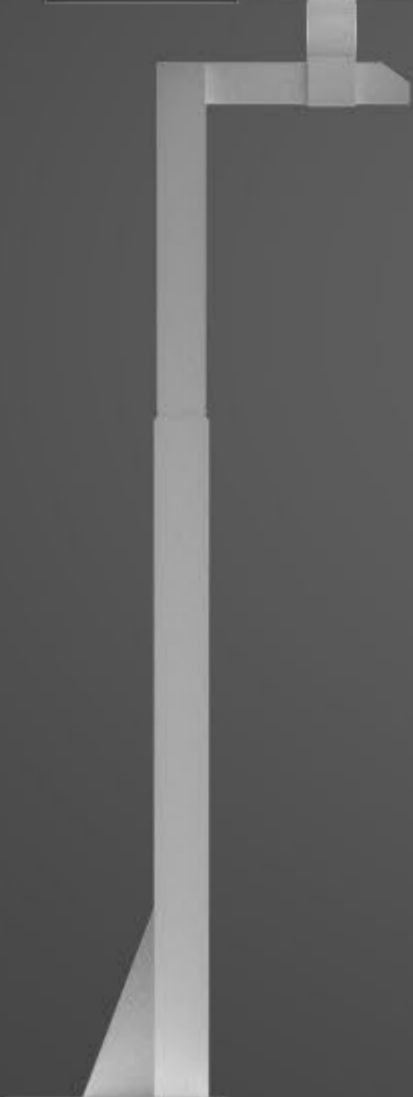
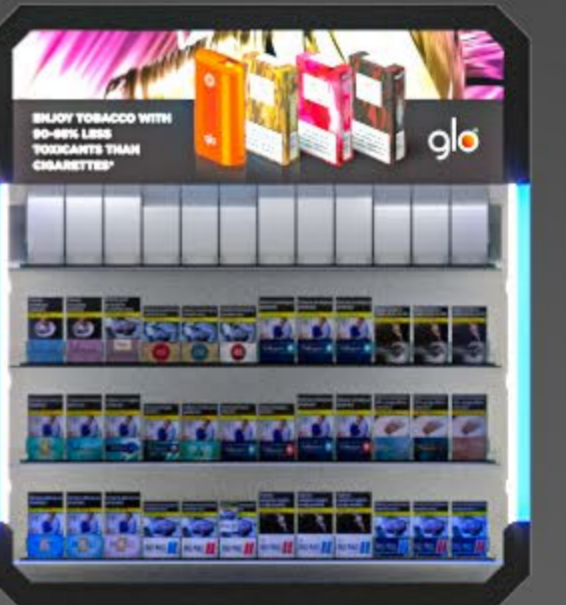
ENJOY TOBACCO WITH 90-95% LESS TOXICANTS THAN CIGARETTES*

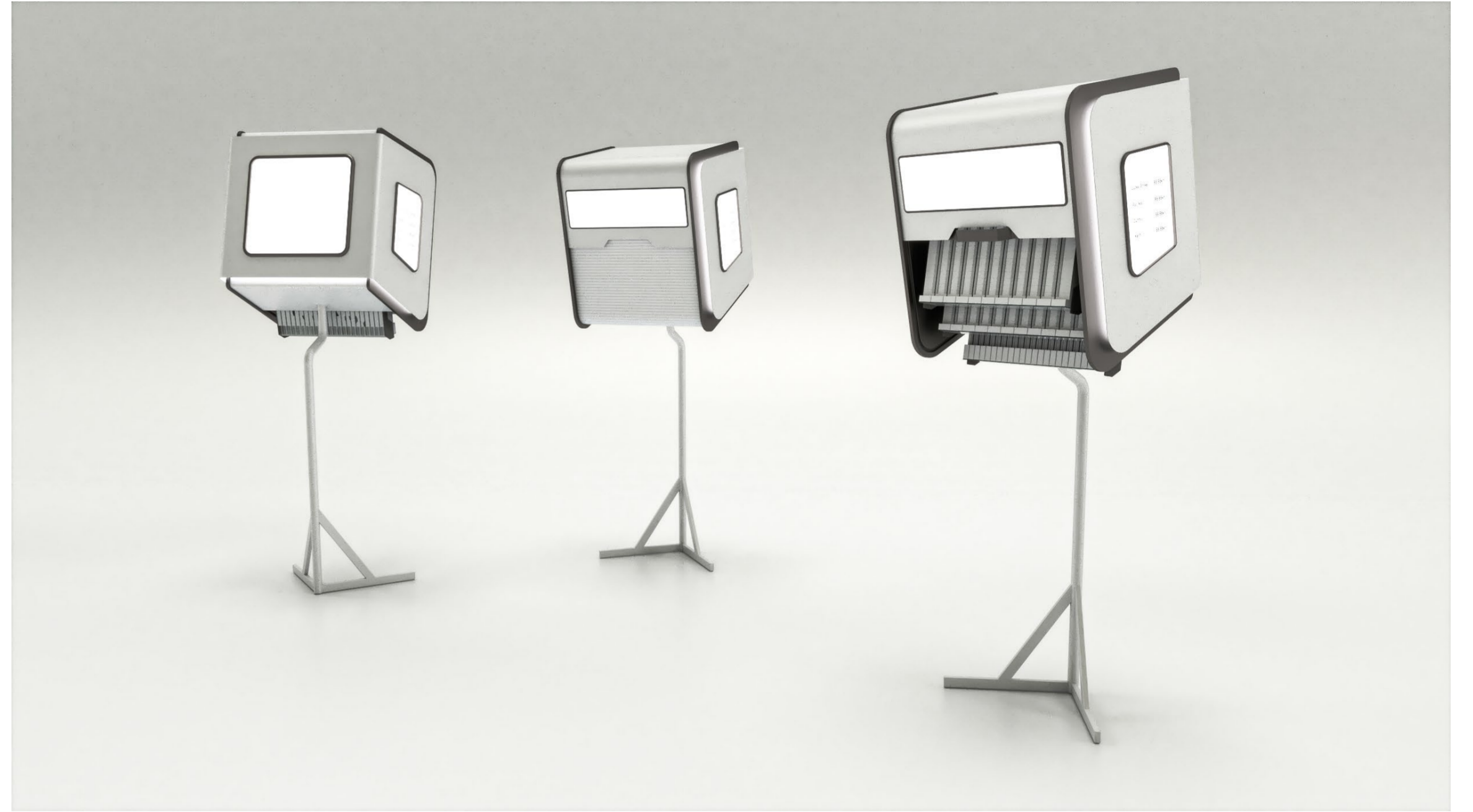
glo™

WARNING: Tobacco smoke causes fatal lung disease in nonsmokers.

ENJOY TOBACCO WITH 90-95% LESS TOXICANTS THAN CIGARETTES*

ENJOY TOBACCO WITH 90-95% LESS TOXICANTS THAN CIGARETTES*







Thank You.

www.bgreklam.com

BG REKLAM

HEADQUATERS
29. Novembra 1M
11460 Belgrade, Serbia

info@bgreklam.com
+381 11 785 64 64
+381 60 68 69 110

BG REKLAM GMBH

Leverkusenstraße 3
22761 Hamburg, Deutschland

hamburg@bgreklam.com
+49 40 85413003

BG REKLAM

UK LTD
2588 Davenport House,
207 Regent St
London, W1B 3HH, UK

+44 75 4288 2312