COMPANY PROFILE

NOVA CREATIONS

On-site visibility architecture

POSM racks · Hangers · Retail fixtures · Custom units









E-219, KAVI NAGAR INDUSTRIAL AREA, GHAZIABAD · 2026

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What this book is for

A brand manager should finish this in eight minutes and know whether Nova can build the unit, coat it, print it and put it on a truck.

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Why a display fails in store — and what we refuse to ship.

03 **The plant**
The gate on Kavi Nagar. The roof we work under.

04 **The range**
Racks, hangers, fixtures, custom units.

05 **Floor and counter racks**
FSDU, end-caps, dump bins, modular.

06 **Hangers and hanging systems**
Pouches, clip strips, pegs, headers.

07 **Fixtures and brand units**
Wall, checkout, islands, campaign builds.

08 **How a unit is made**
Brief → proto → bulk → labelled dispatch.

09 **Fabrication**
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Powder booth and the coat that has to match the file.

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What we need from marketing. What we own.

13 **Who signs off**
Leadership, without portraits.

14 **Work on the floor**
Units from the current working file.

15 **Start a brief**
Plant, two lines, mail, site.

02 THE FLOOR

A display that looks good in a render is not the same as a display that lasts.

Most POSM dies in the first week: a wobble on uneven tiles, a header that scuffs, a colour that is not the brand, a pack-out that does not match the planogram. Nova is built around the boring parts — load, finish, print match, and a truck that leaves when it said it would.

01

Hold

The unit has to take the product, the shopper, and a Saturday rush without twisting.

02

Look

Powder coat and print have to match the brand file — not an approximation.

03

Land

Store-wise labels, packing that survives a tempo, and a date the buyer can plan around.

WHAT WE WILL NOT DO

We will not ship a unit that only works in a photograph.

If the brief needs a proto, we proto. If the colour is off, it goes back through coat or print. The store does not get to be the first QA station.

03 THE PLANT

Kavi Nagar. The gate we work behind.



APPROACH · E-219, KAVI NAGAR INDUSTRIAL AREA



GATE



ELEVATION

Fabrication, powder coat and packing sit behind this wall. Not three vendors.

04 THE RANGE

Four families. One plant.

01

POSM racks

Floor stands, counters, end-caps, gondola add-ons, dump bins, stackable and heavy-duty c

02

Hangers

Branded hangers, hooks, clip strips, wall and peg systems, header cards.

03

Retail fixtures

Wall bays, brackets, shelves, checkout add-ons, store-fit components.

04

Custom units

Brand-led builds for a SKU and an outlet format — proto first, then bulk.

Printing & branding

On-rack graphics matched to the brand file.

Pilot to bulk

A first run that can become a national rollout.

Pan-India dispatch

Pack, label, and leave on a dated schedule.

05 RACKS

Built to stand still in a store.



FLOOR UNIT



BRANDED FSDU



COUNTER · WOOD



COUNTER · COLOUR



CATEGORY RACK



HEAVY SKU RACK

- Floor display racks (FSDU)
- Dump bins and promo baskets
- Countertop units
- Stackable modular units
- End-cap and gondola add-ons
- Category heavy-duty racks

The unit that lives in the aisle.



POUCH HANGER



HANGING TRAY



WIRE + HEADER



SIDE-BAY HANGER

Hangers

Pouches, sachets, accessories.

Hooks & clips

Impulse on aisle and counter.

Peg / wall

Planogram hanging points.

Metal + plastic

Chosen for load and finish.

Headers

Printed panels when the brand needs them.

07 FIXTURES

When the unit is the store.







- Wall fixtures and brackets
- Shelving and modular bays
- Counter displays and risers
- Promotional islands
- Campaign units with full branding

Units shown are from the working file — checkout, island and pack-out formats.

08 METHOD

From a WhatsApp brief to a labelled crate.

01	**Brief**	SKU, outlet type, load, brand file, quantity and date.
02	**Design**	Structure + graphics. We flag what will fail in store.
03	**Proto**	One unit. Stood up. Loaded. Corrected.
04	**Bulk**	Cut, coat, print, assemble on the dated plan.
05	**QA**	Finish, fit, print, hardware — before it is packed.
06	**Dispatch**	Store-wise labels. Pack that survives the tempo.

09 FABRICATION

The bay that makes the frame.

Sheet, tube and press work stay in this aisle. The unit is formed here before it sees paint.



FABRICATION AISLE



PRESS AND FIT-OUT

10 COLOUR

The coat has to match the file.

Powder is applied in-house. Colour is not sent out and hoped for. The booth and the gun stay on this floor.



POWDER APPLICATION



COLOUR BOOTH

11 PACKING

Colour-coded. Cartoned. Ready to leave.

Finished frames are batched by colour. Packing sits next to the store so a dispatch date is a floor fact, not a promise.



COLOUR-CODED FRAMES



BATCHED STOCK



CARTONS AND WIRE

You own the brand. We own the unit.

FROM MARKETING

Brand guidelines and print-ready art

SKU dimensions and pack-out count

Outlet type and expected load

Quantity, city split, go-live date

FROM NOVA

Structure that stands on store flooring

Coat and print against the file

A proto before bulk, when the unit is new

Store-wise packing and a dated dispatch

We work like an extra pair of hands on the marketing team — not like a vendor waiting to be chased.

Decisions stay close to the floor. If a finish or a date slips, you hear it from the plant — not after the crate has left.

13 SIGN-OFF

Names. Not portraits.

Leadership stays next to production so a colour call or a dispatch date does not wait on a meeting.

Naveen Goyal

MANAGING DIRECTOR

Strategy, customer relationships, and new solution development.

Soumya Goyal

OPERATIONS HEAD

Production planning, dispatch schedules, and end-to-end operations.

01

Quality first

It has to hold, last and look like the brand.

02

Speed with control

Fast, but on a dated plan.

03

Customization

Brand file and outlet format decide the unit.

04

Partnership

An extra desk for marketing — not a ticket queue.

Units from the working file.

These are builds in the current book — not a claimed national client list. If a brand is on the unit, the unit was made.



GILLETTE FLOOR UNIT



CLEAR FSDU



L'ORÉAL BAY



CAMPAIGN BUILD



PEPSI ISLAND



DURACELL RACK

Brand marks belong to their owners. Shown only as they appear on manufactured units.

15 START A BRIEF

Send the SKU. We will stand up a proto.

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SCAN THE SITE

FAST ROLLOUT

Pilot and sampling · Bulk production and packing · Store-wise labelling and dispatch

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NOVA CREATIONS

The unit has to work on a Saturday.