NOVA
CREATIONS

PRODUCT CATALOGUE

RETAIL VISIBILITY, BUILT.

POSM displays / retail fixtures / arches / brand activations / promotional products













ON-SITE VISIBILITY ARCHITECTURE

EDITION 2026 | GHAZIABAD

THE COLLECTION

A single catalogue. Multiple retail touchpoints.

From a checkout counter to a full-scale activation, explore Nova Creations display formats by installation type and campaign use.

01
Metal + permanent display racks

6 PRODUCT TYPES

02
Modular racks + retail fixtures

6 PRODUCT TYPES

03
Sunpack, bubble-guard + board racks

6 PRODUCT TYPES

04
Hangers + suspended merchandising

6 PRODUCT TYPES

05
Danglers, wobblers + shelf POSM

6 PRODUCT TYPES

06
Arch gates + brand activations

6 PRODUCT TYPES

07
Dummy plastic props + 3D POSM

6 PRODUCT TYPES

08
Branded stationery + promotional gifts

6 PRODUCT TYPES

HOW TO READ THE PHOTOS

PORTFOLIO = image from the supplied Nova company profile. CONCEPT = digitally created illustrative visual of a proposed format, not a photo of manufactured stock.

CORE PORTFOLIO

01 / METAL & PERMANENT DISPLAY RACKS

Floor, counter and high-load formats built around product capacity, stability and planogram fit.



PORTFOLIO

Floor display unit (FSDU)

Freestanding, high-impact brand display for stores and supermarkets.

Structure: metal / mixed-media

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PORTFOLIO

Branded category FSDU

Shelved display with hero header and front-facing product zones.

Structure: coated metal

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PORTFOLIO

Wood-finish countertop unit

Compact impulse merchandise display for near-checkout placement.

Structure: wood-based board / print

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PORTFOLIO

Colour countertop display

Shape-led cosmetic and FMCG counter presentation.

Structure: shaped board / graphics

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PORTFOLIO

Category merchandising rack

Product-specific multiple-shelf rack with mix-and-match holders.

Structure: metal / board / print

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PORTFOLIO

Heavy-duty SKU rack

Multi-face rack for larger assortments and more demanding load plans.

Structure: fabricated metal

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PORTFOLIO + CONCEPTS

02 / MODULAR RACKS & RETAIL FIXTURES

Shop-floor extensions, aisle add-ons and adaptable units for high-traffic retail formats.



CONCEPT

End-cap display rack

Aisle-end branding with tall merchandise facings and shaped side panels.

Format: gondola-end installation

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PORTFOLIO

Checkout merchandising bay

Compact branded unit designed around till areas or retail checkout.

Format: checkout / nearby bay

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CONCEPT

Stackable modular shelving

Repeatable shelf structure with flexible bay counts and spacing.

Structure: modular metal

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CONCEPT

Dump bin / promo basket

Open-access impulse holder for packaged offers and bulk promotions.

Format: floor-standing bin

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CONCEPT

Heavy-goods category fixture

Utility-first rack for bulkier SKUs and high-volume display.

Structure: engineered metal

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PORTFOLIO

Promotional island display

360-degree visibility and multi-sided access for larger stores.

Format: floor island / campaign

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PROPOSED FORMATS

03 / SUNPACK, BUBBLE-GUARD & BOARD RACKS

Lightweight and short-run merchandising solutions in engineered sheet and board materials.



CONCEPT

Bubble-guard cellular rack

Cellular polypropylene sheet rack with a visible internal cell structure.

Option: PP cellular board

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CONCEPT

Sunpack fluted counter rack

Compact countertop unit based on corrugated / fluted plastic sheet.

Option: PP fluted sheet

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CONCEPT

Paper honeycomb display

Sturdy display made from lightweight honeycomb-core board.

Option: honeycomb paperboard

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CONCEPT

Foldable corrugated FSDU

Space-efficient campaign floor stand with flat-pack potential.

Option: corrugated fibreboard

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Sunpack Display Rack

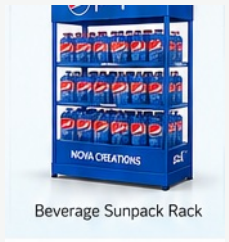
CONCEPT

Printed Sunpack floor rack

Bright, light, fully customisable stand for FMCG and packaged goods.

Option: printable Sunpack panels

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Beverage Sunpack Rack

CONCEPT

Sunpack beverage rack

Multi-shelf branded floor display for distributed retail rollouts.

Option: fluted plastic + bracing

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PORTFOLIO + CONCEPTS

04 / HANGERS & SUSPENDED MERCHANDISING

Vertical selling points for sachets, pouches and narrow aisles where floor space is limited.



PORTFOLIO

Pouch / sachet hanger

Suspended unit with graphic header and integrated pouch holder.

Format: cord / hooked POSM

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PORTFOLIO

Multi-tier hanging tray

Tiered board trays that keep small packs front-facing.

Format: hanging product tray

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PORTFOLIO

Wire hanger + header

Wire-product holders paired with a printed brand identification header.

Option: metal wire / header

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PORTFOLIO

Side-bay merchandising hanger

Slim vertical hanger fixed to an existing store-side bay.

Format: aisle-side fixture

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CONCEPT

Branded clip strip

Low-cost strip for single-serve and add-on impulse products.

Option: PET / plastic / card

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CONCEPT

Peg hooks / wall merchandising

Hook-based product presentation for accessories and hanging packs.

Option: wire / pegboard

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PROPOSED FORMATS

05 / DANGLERS, WOBBLERS & SHELF POSM

Lightweight in-aisle communication that carries the campaign message right to the shopper.



CONCEPT

Circular ceiling dangler

Suspended printed visual for overhead retail brand messaging.

Finish: die-cut / suspended

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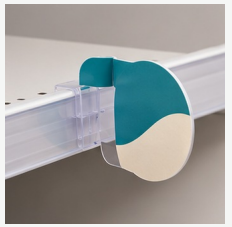
CONCEPT

Bottle / pack-shaped dangler

Custom die-cut silhouette inspired by product packaging.

Finish: shape-cut / printed

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CONCEPT

Printed shelf talker

Small graphic sign clipped to a price rail or shelf edge.

Format: shelf-edge signage

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CONCEPT

Flexible shelf wobbler

Spring-mounted piece designed to move as shoppers pass.

Format: clip + flexible arm

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CONCEPT

Promotional hanging pack

Die-cut hanging promo piece using the brand product silhouette.

Finish: printed lightweight board

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CONCEPT

Illuminated shelf header

Backlit feature header for premium display and enhanced visibility.

Option: lighting subject to brief

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PORTFOLIO + CONCEPTS

06 / ARCH GATES & BRAND ACTIVATIONS

From outlet entrances to event campaigns, create a branded physical focal point.



CONCEPT

Indoor promotional arch

Retail entrance frame with graphics on both columns and top beam.

Option: board / framed unit

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CONCEPT

Campaign launch arch

Large-format launch gateway at retail or promotional activation sites.

Format: custom branded portal

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CONCEPT

Lighted premium arch gate

Branded gateway with optional inbuilt lighting and shaped fascia.

Option: lit header / frame

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CONCEPT

Sampling / demo counter

Compact promoter station for tastings, demos and live retail activity.

Format: counter + overhead header

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CONCEPT

Life-size standee cutout

Human-shaped or product-shaped flat display for brand campaigns.

Option: printed rigid board

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PORTFOLIO

Custom campaign build

Bespoke illuminated fixture or branded event merchandising installation.

Format: custom fabrication

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PROPOSED FORMATS

07 / DUMMY PLASTIC PROPS & 3D POSM

Scaled product replicas and dimensional communication for displays, launches and promotions.



CONCEPT

Dummy shampoo / lotion bottle

Representative non-sale bottle replica for a branded display.

Option: shaped 3D prop

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CONCEPT

Dummy food jar

Branded, non-consumable jar mock-up for display or campaign use.

Option: replica jar form

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CONCEPT

Dummy liquid detergent bottle

Moulded or fabricated product representation for large displays.

Option: hollow shell / printed finish

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CONCEPT

Dummy household spray pack

Spray-pack silhouette used in point-of-purchase storytelling.

Option: formed plastic / composite

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CONCEPT

Oversized display bottle

Scale-up product hero on pedestal, showcase or promotional island.

Option: dimensional exhibition prop

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CONCEPT

Themed 3D retail installation

Made-to-brief three-dimensional shape integrated with POSM display.

Option: mixed-material custom unit

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PROPOSED FORMATS

08 / BRANDED STATIONERY & PROMOTIONAL GIFTS

Useful, custom-branded corporate and activation items for retailer, customer and field teams.



CONCEPT

Branded pens

Logo-printed ballpoints for campaigns, corporate kits and in-store teams.

Branding: pad / UV print options

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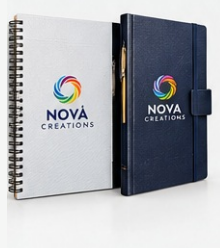
CONCEPT

Executive diaries

Bound daily or weekly planners with customised covers and logos.

Option: hard / soft cover

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CONCEPT

Custom notebooks

Workbooks and writing pads for launches, gifting and sales kits.

Option: spiral / stitched

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CONCEPT

Printed ceramic mugs

Branded practical gift for partners, employees and promotional kits.

Option: custom printed surface

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CONCEPT

Branded keychains

Compact everyday giveaway with logo treatment and custom shapes.

Option: metal / flexible polymer

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CONCEPT

Custom stationery set

Coordinated pens, diary and presentation accessories for events.

Format: kit assembly / branding

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DELIVERY & CUSTOMISATION

From the brand brief to the outlet floor.

A structured POSM workflow built around product fit, visual consistency and site-ready delivery.

01 BRIEF
SKU, load, outlet, artwork, quantity

02 DESIGN
Structural layout and brand graphics

03 PROTOTYPE
Sample fit, finish and load review

04 PRODUCTION
Fabrication, coating and printing

05 QUALITY CHECK
Fit, finish, graphic and hardware

06 DISPATCH
Store-wise label and pack-out

ALSO AVAILABLE TO EXPLORE BY BRIEF

Shelf strips • Bay breakers • Counter risers • Header cards • Custom shaped standees • Wall fixtures • Promotional podiums • Print-and-display kits • Display tray inserts • Lanyards • Calendars • Event giveaways • Bespoke fixtures

START A PROJECT

Tell us what needs to stand out.

Send your product dimensions, store type, brand files and rollout quantity. The team can propose the right format and move into sampling.

WHAT TO SHARE

1. SKU dimensions + weight / load
2. Pack-out or desired display capacity
3. Outlet format and proposed placement
4. Brand artwork / Pantone references
5. Quantity, city split and target launch date

NOVA CREATIONS

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Visual note: Product photos marked PORTFOLIO are sourced from the supplied Nova company profile. CONCEPT visuals are illustrative renderings, not manufactured-product photography or evidence of brand partnerships. Offerings, methods, feasibility, pricing and timelines are project-dependent. Third-party marks remain with their respective owners.