

PRESS RELEASE

Promoción PLV to showcase its cardboard POS display solutions at SIAL Paris 2026

7 October 2026

Promoción PLV will be exhibiting at SIAL Paris 2026, one of the world's leading events for the food and beverage industry, where it will present its custom cardboard POS displays and retail solutions designed to help brands gain visibility and stand out at the point of sale.

Custom POS solutions for food and beverage brands

Specialised in the design and production of point-of-sale materials, Promoción PLV develops tailor-made cardboard solutions for brands seeking to make their products more visible, organise promotional space effectively and create greater impact in retail environments.

At SIAL Paris 2026, visitors will be able to discover a wide range of solutions including floor displays, counter displays, promotional displays and totems, pallet displays and fully customised structures. Each project is developed according to the product, campaign, distribution requirements and retail environment.

Cardboard at the heart of the project

Cardboard is the company's main material, offering versatility for structural design, printing and personalisation while providing practical solutions for temporary and promotional campaigns. Promoción PLV combines design, production and point-of-sale expertise to turn each display into an effective communication and sales tool.

Meet Promoción PLV at SIAL Paris

The company's participation in SIAL Paris reinforces its commitment to the food and beverage sector and provides an opportunity to meet brands, manufacturers and retail professionals looking for custom POS solutions for launches, promotions and in-store campaigns.

**Meet us at SIAL Paris 2026
Hall 7 - Stand G 446**

Promoción PLV | Custom cardboard POS displays and retail solutions