

# Swanline sponsors POPAI



UK based Swanline Print has confirmed that they are to sponsor two categories in this year's POPAI Awards — the Innovation Award and the Best of Ireland Award. The Awards, which recognise excellence in the Point-of Purchase market, will be held at a Gala Dinner in London on 22nd October 2009.

POPAI (Point-of-Purchase Advertising International) is the only global, not for profit, trade association exclusively dedicated to serving the interests of all those involved in retail marketing.

Said Swanline's Nick Kirby, "Sponsorship of the POPAI Awards is a great opportunity to place Swanline Print in front of an audience of potential customers who until now may have been unaware of the specialist services that we offer point-of-purchase manufacturers. As we provide everything from design to delivery on a confidential trade only basis, the association provides the perfect platform for us to promote our unique position in the industry."

Swanline join a strong list of sponsors for the event, including corporate sponsor Momentum, together with Arken, Quinn Plastics, Office Twelve, HL Display and the Kolorcraft Group.

## **Swanline sponsors POPAI Awards categories**

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