

Liquitex is nominated For the POPAI retail award

In November last year, the [new Liquitex merchandising system](#) was installed in over 120 stores across North America.

Our retail team decided to enter the POPAI retail awards. The entry was submitted against our retail values to Attract, Engage and Convert Shoppers, the project objectives, modularity and sales uplift results to date.

On Wednesday 1st May, all nominated entries for the award were announced at the [Retail Expo](#), in London, and Liquitex was selected !

We will find out if we have won Gold, Silver or Bronze in October – stay tuned !

Thank you to all Colart and external teams involved !

**Shopper
Marketing** *at*
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The Shopper Marketing Team

