

PILOTES

COMPANY PRESENTATION

PILOTES

OUR ACTIVITY

PILOTES is dedicated to designing and delivering **100% made-to-measure** point-of-purchase and merchandising solutions.

Our goal is to enhance your in-store offerings with **simple, relevant, and innovative** displaying

We are committed to creating responsible, impactful solutions tailored to your campaigns.

CREATION



DESIGN



PRODUCTION



DISPATCH & INSTALLATION



PILOTES

PROJECT ORGANIZATION

- We create, design, produce, dispatch, and install:
 - unique and durable display materials
 - commercial and retail fixtures
 - merchandising solutions
- With over 25 years of experience and diverse expertise, we are ready to tackle any retail challenge:
 - launching products and activating brands
 - enhancing in-store visibility and appeal
 - driving shopper purchase decisions
- We provide solutions for all types of points-of-sale, including:
 - supermarkets and hypermarkets
 - specialized retail stores



INTERMARCHÉ
Checkout fixtures

PILOTES

OUR SPECIALITY

We are a team of creative designers, technical engineers, project managers, and production experts working together to deliver an efficient process for achieving your goals.

MADE TO MEASURE

Our design team develops tailor-made POP solutions to meet your unique retail marketing needs, addressing both technical and aesthetic requirements.

RESPONSIBLE

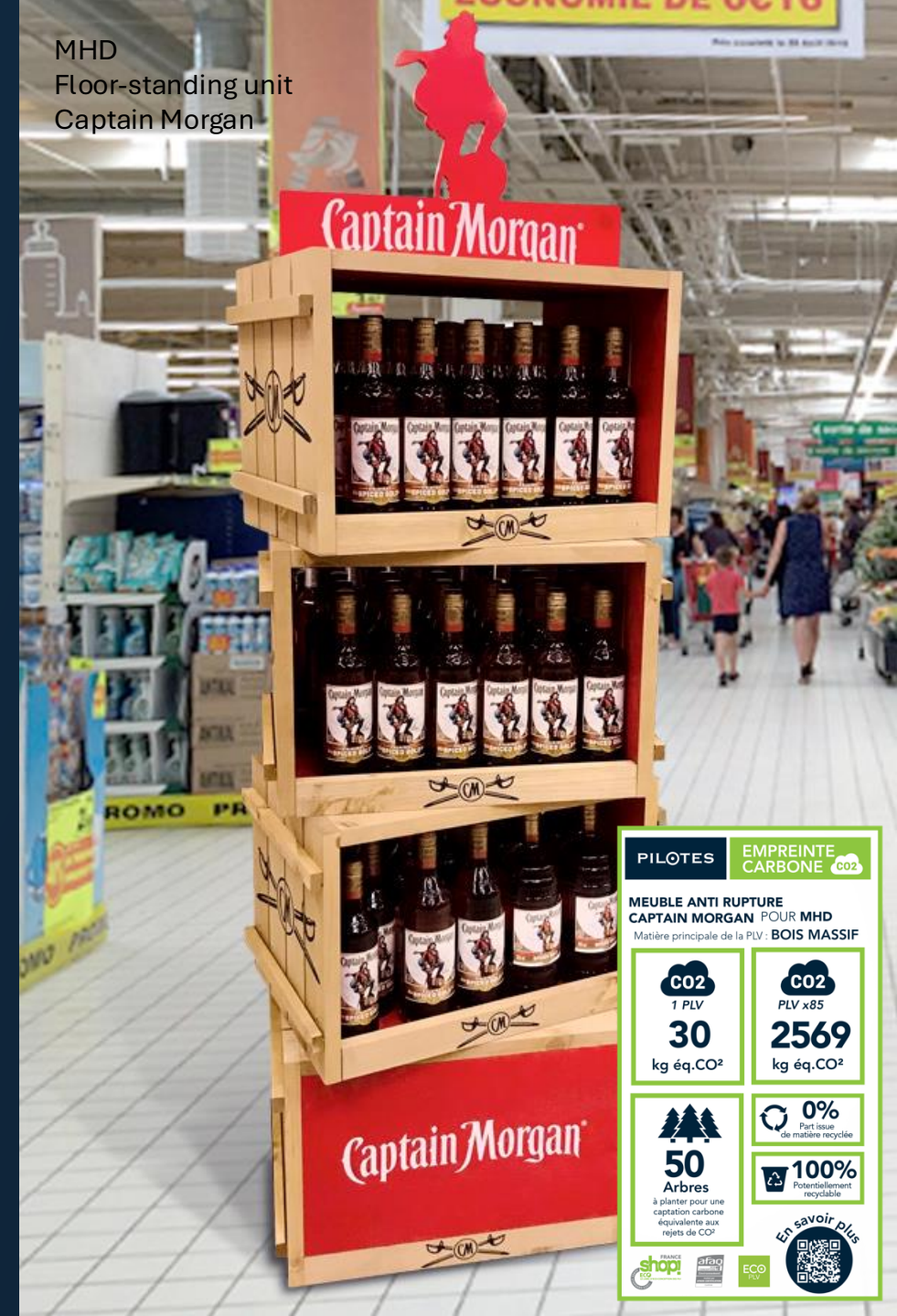
At PILOTES, we are deeply committed to protecting the planet. We integrate eco-design principles, ensuring that minimizing environmental impact is at the core of our design and engineering processes.



MULTIMATERIAL

We are unlimited by material constraints. Our expertise spans all durable materials, including metals, wood, plastics, glass, We continually strive to enhance every component of our solutions.

MHD
Floor-standing unit
Captain Morgan



PILOTES		EMPREINTE CARBONE CO2	
MEUBLE ANTI RUPTURE CAPTAIN MORGAN POUR MHD Matière principale de la PLV BOIS MASSIF			
 1 PLV 30 kg éq.CO ²	 PLV x85 2569 kg éq.CO ²	 0% Part issue de matière recyclée	 100% Potentiellement recyclable
 50 Arbres à planter pour une captation carbone équivalente aux rejets de CO ²		 En savoir plus	

PILOTES

OUR TEAM, OUR STRENGTH

At PILOTES, it's above all our team that puts its passion, creativity and expertise at the service of your POS advertising projects.



PILOTES

LOCAL PRODUCTION

To bring your unique vision to life, our teams combine creativity with industrial expertise.

Given the diversity of our projects, we work with an extensive network of specialised partners.

This collaboration allows us to process a wide range of materials and deliver tailor-made solutions.

- Metalworking
- Woodworking
- Processing of plastics, glass, aluminium and cardboard
- Specialised printing
- Assembly workshops
- Logistics and installation support.

We have in-depth knowledge of our partners' factories, production capabilities, and tools.

We remain flexible, avoiding fixed organizational structures or rigid production methods, ensuring each project is approached with agility and precision.

Our commitment to eco-design drives us to prioritize local production, minimizing our environmental impact while supporting responsible manufacturing. This approach sustains employment and strengthens the vitality of nearby SMEs. By choosing us, you invest in quality and enduring commitment.



Site DOTTIGNIES – A 10,000 m² metalwork factory with a workforce of 40 and over 60 years of experience.

PILOTES

CUSTOM LOGISTICS

A successful product presentation starts with a spotless in-store installation.

Logistics optimisation

From storage to delivery at the point of sale

Our experienced installation teams are specially trained for your project.

We ensure neat and efficient in-store installation

Real-time monitoring: with our MagPlanner tool, you always have insight into the progress of your project.

All our services are fully customisable to your specific requirements. So, you are guaranteed a fast and efficient roll-out.



PILO@TES

COMPANY PROFILE

Family business since 1997

Based in the Euregion, Northern France,
Wambrechies, near Lille

Annual turnover: €12.4 million*

We are a financially sound company, as confirmed
by the excellent rating F1 Banque de France.

240* custom projects delivered annually

* 2024 figures

YVES ROCHER
Window display



PILOTES

CATEGORIES

- Food
- Beauty, cosmetics, and make-up
- Beverages and spirits
- Pharmacy, care, and health
- Home and interior
- Fashion and accessories
- Services and leisure
- Supermarkets and specialist retailers



PILOTES

OUR POP SOLUTIONS

We offer a comprehensive range of in-store communication solutions:

Floor-standing, countertop, and at-fixure display solutions; cabinets

Shop-in-shops and corners

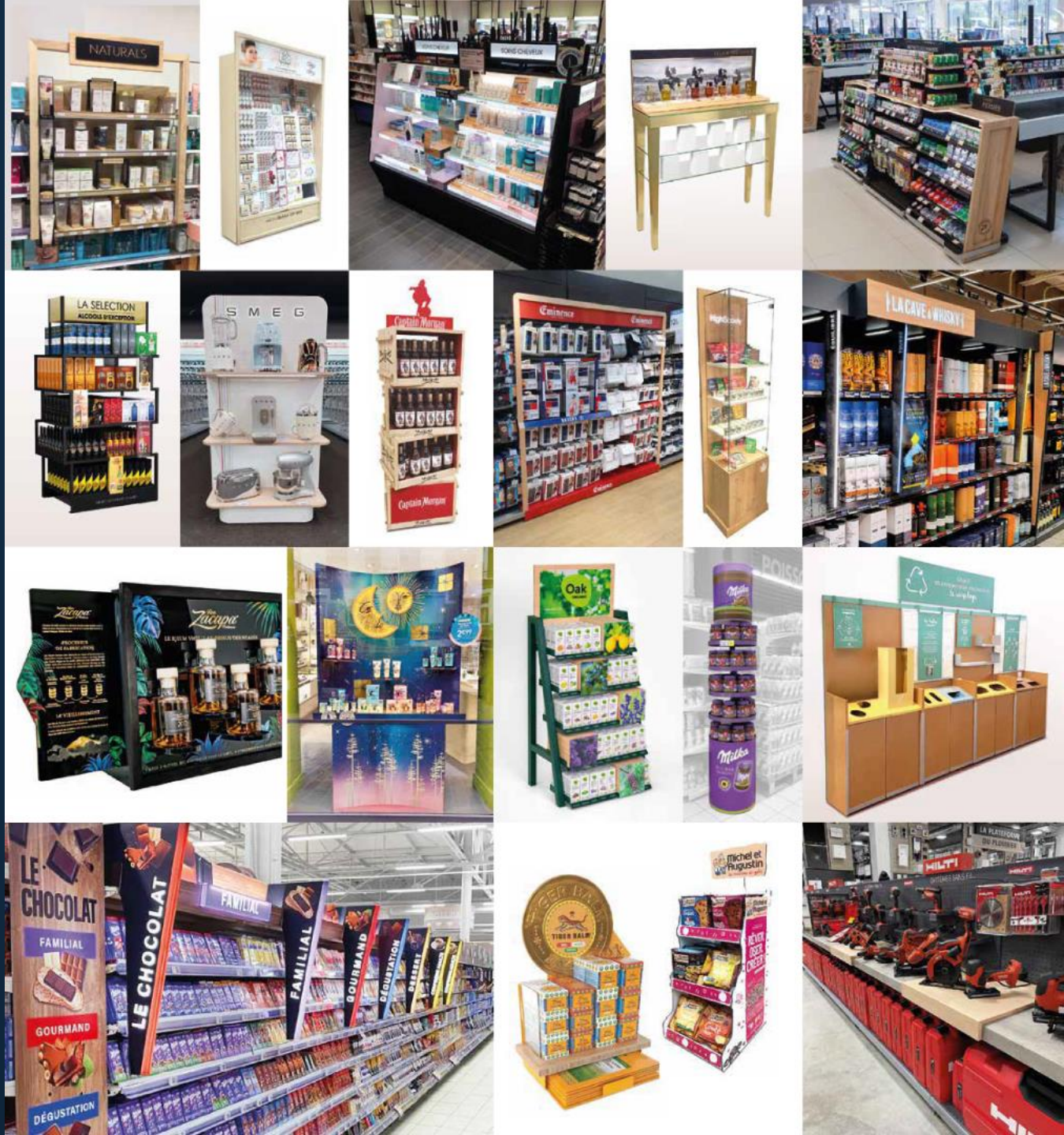
Custom retail shelving, gondolas, checkout fixtures , and end-caps

Tailored merchandising solutions

Shelf enhancement solutions

Glorifiers

Store window displays



PILO@TES

YOUR PROJECT, STEP BY STEP

BRIEFING

We collect all necessary information to thoroughly understand your expectations.



CREATION

2 à 3 weeks

We explore multiple ideas, collaborating with you to choose the one that best suits your needs.

TECHNICAL REALIZATION

We design your project and prepare production plans based on the approved model.



TARIFICATION

2 à 5 weeks

You will receive a clear quote with all costs.

3 à 6 weeks

PROTOTYPE

We produce a prototype, conduct functional tests, present it for review, and implement necessary optimizations.



PRODUCTION

6 à 10 weeks

project delivered in 3 to 6 months

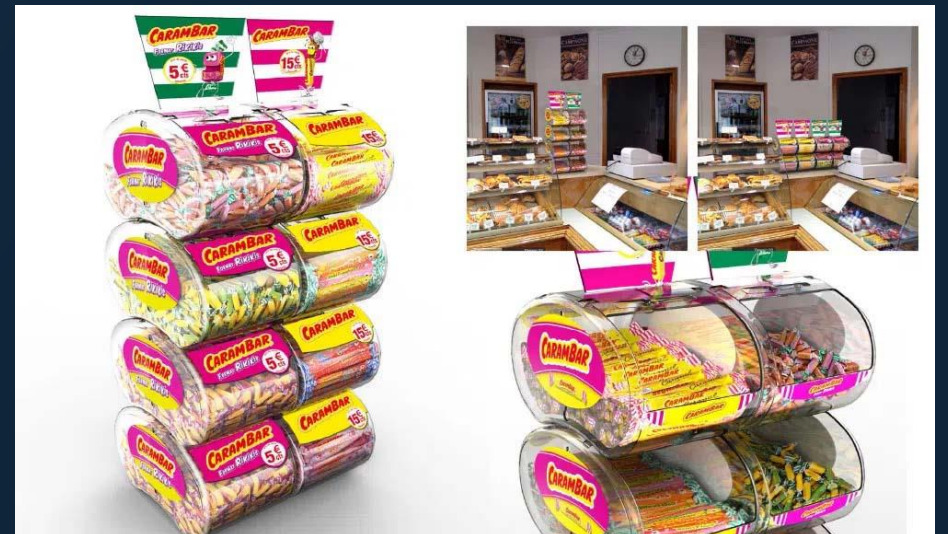
We produce your product according to the highest quality requirements.

LOGISTICS AND INSTALLATION

We manage deliveries and installations to meet your exact specifications.



MONDELEZ
Endcap Tornado HOLLYWOOD



CARAMBAR
Countertop display

PILOTES

WHY CHOOSE PILOTES?

As a flexible family business, we are your partner for innovative POP solutions.

We create relevant solutions that perfectly match your specific requirements.

- Flexibility
to adapt to your needs and conditions

- Personalised advice
with operational and practical recommendations

- We carefully select materials and partners to ensure the best results.

- Adaptation to all volumes.

- You can count on fast and accurate delivery.

Choose PILOTES and benefit from a complete service, from design to installation, with excellent value for money.



CINÉMAS PATHÉ
Floor-standing unit impulse

PILOTES

INNOVATIVE ADDED VALUE

Creative, unique and relevant solutions make your product offering stand out

Life cycle analysis and reduction of environmental impact

Our presentation materials are designed with the consumer in mind for an optimal shopping experience

We help you make the most of your allocated retail space

Innovation in materials and manufacturing processes

Our solutions are not only beautiful, but also functional and practical

We integrate the latest technologies for a unique shopping experience (LED, digital)

Optimisation of logistics with customised services



YVES ROCHER

A garland made with advanced nano-metal printing technologies, developed for manufacturing integrated circuits or 'chips'.



SYSTÈME-U Supermarkets

New make-up category thanks to ergonomic study of proposed redesign



SEPHORA

This retail rack for the bath and shower category features shower heads with LEDs and illuminated shelves are powered by a conductive rack, without the need for connecting cables.



MOËT HENNESSY DIAGEO

The Whiskythèque smart shelf is equipped with an interactive robot that guides and drives decisions.

PILOTES

SUSTAINED COMMITMENTS

We help you create durable, responsible POS materials.

OUR VALUES

Sustainability is
our focus

CLIMATE STRATEGY

PILOTES is dedicated to
achieving carbon neutrality,
targeting a 30% reduction in
greenhouse gas emissions
by 2030.

CONTINUOUS IMPROVEMENT

For over 15 years, PILOTES
has been committed to the
ongoing enhancement of
its sustainable practice.



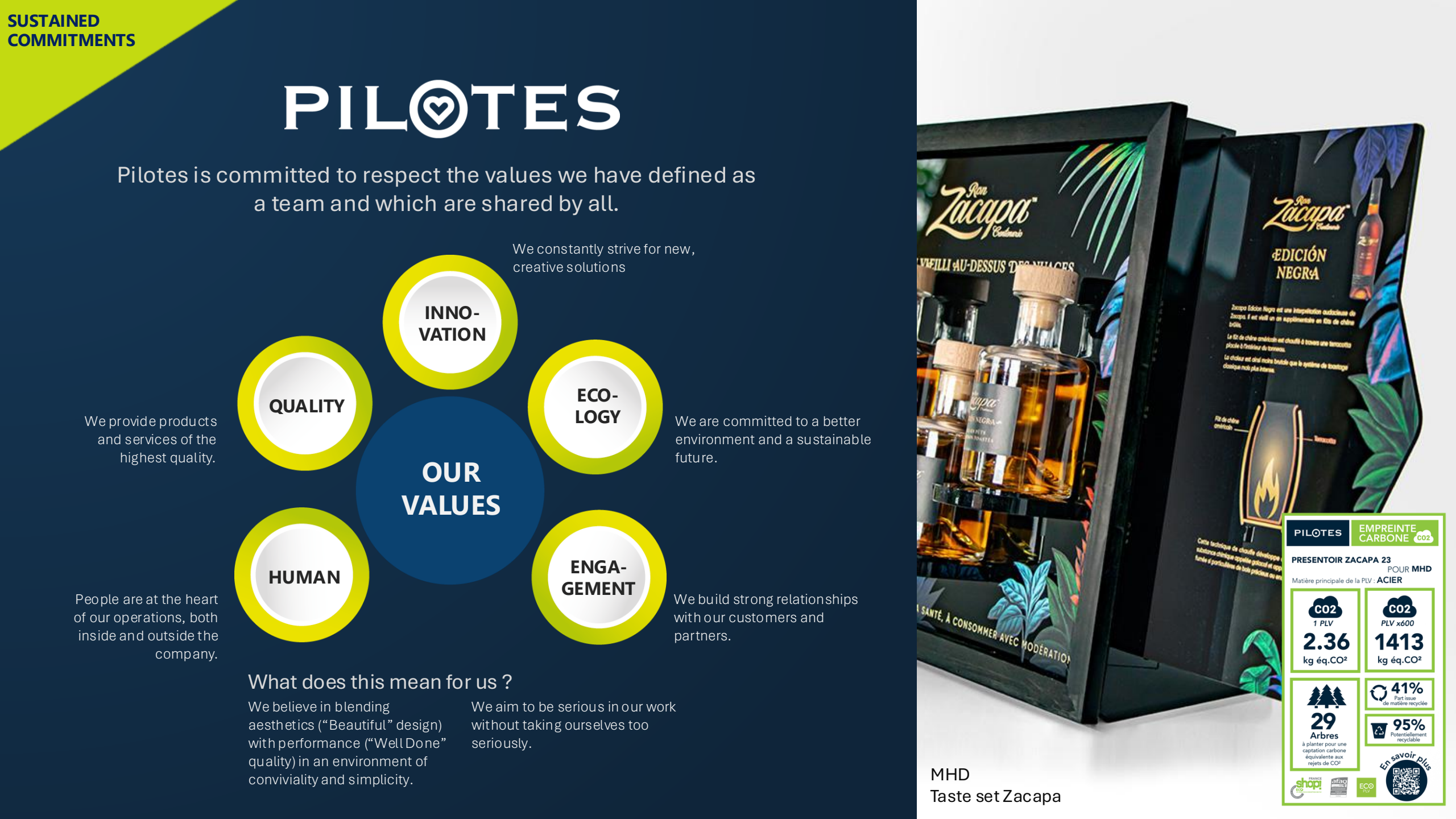
ECODESIGN

Since 2013, we have
been reducing the carbon
footprint on products

CSR POLICY

We combine economic
growth with respect for
people and the
environment





PILOTES

Pilotes is committed to respect the values we have defined as a team and which are shared by all.

We constantly strive for new, creative solutions

INNO-
VATION

QUALITY

We provide products and services of the highest quality.

ECO-
LOGY

We are committed to a better environment and a sustainable future.

OUR
VALUES

HUMAN

People are at the heart of our operations, both inside and outside the company.

ENGA-
GEMENT

We build strong relationships with our customers and partners.

What does this mean for us ?

We believe in blending aesthetics (“Beautiful” design) with performance (“Well Done” quality) in an environment of conviviality and simplicity.

We aim to be serious in our work without taking ourselves too seriously.

MHD
Taste set Zacapa

PILOTES

EMPREINTE CARBONE CO2

PRESENTOIR ZACAPA 23

POUR MHD

Matière principale de la PLV : ACIER

CO2

1 PLV

2.36

kg éq.CO²

CO2

PLV x600

1413

kg éq.CO²

29 Arbres

à planter pour une

capture carbone

équivalente aux

rejets de CO²

41%

Part issue

de matière recyclée

95%

Potentiellement

recyclable

En savoir plus

FRANCE shop! eco

afac

ECO



PILOTES

ECODESIGN

Pilotes is committed to analyse and improve the environmental performance of your in-store campaigns.



MONDELEZ
In-line boutique



CLIMATE STRATEGY

PILOTES is committed to contributing to global carbon neutrality by reducing greenhouse gas emissions by 30% by 2030.

1. AVOID	2. REDUCE	3. CONTRIBUTE
<p>emissions by choosing</p> <ul style="list-style-type: none">• Choosing materials and processes that consume fewer resources• adaptable, modular design solutions tailored to lifecycle needs.• Helping customers and suppliers minimize their impacts.• Training our teams in circular and regenerative economic principles.	<p>what cannot be avoided</p> <ul style="list-style-type: none">• Annually measuring CO₂ emissions and addressing high-impact areas.• Using tools like SHOPSKOR for lifecycle assessments• Prioritizing local sourcing, manufacturing, and assembly.• Promoting a CSR policy that benefits employees and stakeholders.	<p>by creating carbon sinks</p> <p>PILOTES contributes to global carbon neutrality by offsetting its unavoidable emissions.</p> <p>With our partner ECOTREE, we participate and invests in forestry projects that absorb carbon and accelerate the ecological transition,</p>

Thanks to these actions, PILOTES takes tangible, localized steps to reduce greenhouse gas emissions — partnering with you to make a difference.

OUR PROJECT WITH ECOTREE:

PILOTES has acquired and transformed derelict agricultural land in Brittany into a forest, using sustainable management practices to encourage the return of rich biodiversity.

2022/2023 Impact:

- 3,437 oak, Douglas fir, and cedar trees planted on 2.25 hectares in Langonnet, capturing 916 tonnes of CO₂ equivalent.
- Carbon credits certified by Bureau Veritas.



ECOTREE is committed to the restoration and preservation of ecosystems, enhancing forests, promoting biodiversity, and protecting natural habitats.



CONTINUOUS IMPROVEMENT

Since more than 15 years, Pilotes is committed to continuously improve its sustained commitments



PILOTES

ERKENNING

Every year, our industry organisation SHOP! organises the SHOP! Awards. An international jury of marketing experts evaluates the entries for the most exciting event in the field of retail and merchandising.

Winning an award means recognition from the profession for the expertise of a POP specialist.

Pilotes participates every year, where we strive not only to be recognised, but also to measure our achievements.

shop!
AWARDS

AWARDS 2023-24

AWARDS 2021-22



2



3



1



1

3

1

3



Shop! is the global non-profit organisation dedicated to promoting shopping environments and experiences.



PILOTES

DISTINGUISHING MARKS



RECTICEL BEDDING
Display Beka



PILOTES

SOME REFERENCES

Numerous brands and retail companies trust our expertise in their category.

PILOTES

MHD
MOËT HENNESSY DIAGEO

YVES ROCHER

SEPHORA

Auchan

La martiniquaise

Intermarché

SOLINEST
GROWING TOGETHER

MONOPRIX

Systeme U

McCORMICK

Mondelez
International

LA POSTE

PEPSICO

PERFETTI
van Melle

FDJ

smeg

Miele

MARS WRIGLEY

PATHÉ

Tarkett

Samsøite

Always by your side
to elevate your POP campaigns

PILOTES

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TOOLS FOR A SUSTAINABLE FUTURE



ECO-POP is an in-house developed life cycle analysis tool, tailored specifically to our field. It allows us to measure the environmental impact of each material throughout its life cycle. Developed in 2013 by our team in collaboration with external experts, ECO-POP is continuously refined and updated to maintain its accuracy and relevance.



HOP!SKOR is a national life cycle analysis tool developed by our industry organisation, SHOP!, and is the benchmark for POP marketing professionals. This tool is based on the Product Environmental Footprint (PEF) method, and combines 16 impact indicators into a single score, expressed in micro points.

With SHOP!SKOR, we can:

- Identify the main sources of environmental impact at each stage of the life cycle,
- Compare and reduce the impact of eco-designed POP materials in redesign projects,
- Transparently communicate the environmental performance to raise awareness and engage departments, suppliers, and customers in improvement efforts.



SHOP!ECO is an ecodesign label developed by retail professionals and supported by the French agency for ecological transition, ADEME. The label is based on the ISO 14001 certification and the AFAQ ecodesign standard from AFNOR Certification. It is the first standard specifically focused on POP marketing activities. The label certifies continuous improvement in the ecodesign of POP materials by manufacturers. PILOTES first achieved SHOP!ECO certification in 2015 and has maintained it ever since.