

# Cabeau to promote retail optimization at Cannes



Cabeau's pole display unit will be on display at the 2019 TFWA World Exhibition, travel pillow

Cabeau, the leading consumer product travel brand in over 120 countries, is promoting retail optimization at the TFWA World Exhibition in October (Yellow Village E39).

To launch its new merchandising and point-of-purchase program, Cabeau is partnering with retailers to identify strategies to accelerate product turn and maximize store-level profits.

Its new product fixture boasts a 38% increase in product density from a compact 1.07 square feet.

Double-digit sales increases for travel pillows retailing at US\$40-60 are helping drive significant individual average transaction improvement for travel retailers, according to Cabeau.

Cabeau recently incorporated attention-grabbing lenticular packaging on its popular Evolution S3 travel pillow to educate consumers on its promise to eliminate neck pain.

Global Travel Retail Sales Director, Lital Guedalia, said: "We continue to expand our global reach with new listings for King Power in Thailand, Brookstone in the US, Munich Airport and an extension of our current global contract with WH Smith. Most excitingly, we have witnessed tremendous retail success by partnering with key accounts to develop and drive best practices in the field."

Along with its Retail Optimization Program, Cabeau will also be showcasing its award-winning line of travel products such as the Evolution S3 travel pillow.

Cabeau's travel line includes its compact, one-breath inflation Air Evolution pillow, versatile Fold 'n Go Blanket, guaranteed blackout Midnight Magic Sleep Mask, and therapeutic Bamboo Compression Socks.

In addition, Cabeau produces value-oriented travel pillows of varying compositions to meet all market segments.

"We are delighted to be back exhibiting at TFWA World Exhibition and Conference. It is the ultimate travel retail venue where the world's industry leaders congregate and discuss the latest important trends. Cabeau is honored to be part of this storied tradition which is vital for our brand's continued growth and expansion," said Guedalia.