



## Diam International Star of the Show

22 March 2005

Diam International was honored on March 22 in Las Vegas with 12 of the merchandising industry's most prestigious Outstanding Merchandising Awards, more awards than any other company in the permanent and semi-permanent categories. The following Diam displays were honored:

GOLD OMA : Cartier Dramming Tester Unit  
SILVER OMA : Dior Cosmotic  
SILVER OMA : Tom's of Maine 3' Endcap  
BRONZE OMA : Clinique Colour Studio  
BRONZE OMA : Electronic Arts Multi-Platform Demo  
BRONZE OMA : Elizabeth Arden Gifts to Go  
BRONZE OMA : Kérastase Rituel Promotion  
BRONZE OMA : Kérastase Treatment Bar Europe  
BRONZE OMA : Kérastase Treatment Bar US  
BRONZE OMA : L'Oréal ReFinish  
BRONZE OMA : Maybelline Colorama  
BRONZE OMA : Staples Digital Camera Fixture

Diam's Cartier Dramming unit won a gold in recognition for its innovation. Until now, all perfume dramming units required pressing the bottle manually to apply the perfume onto skin or blotters. Perfume dosage was arbitrarily, with no exact dosage. As a result, counters were covered in fragrance and the entire retail environment was polluted with contradicting formulas.

This unit is the first of its kind, providing a measured dose on a personalized blotter in a self-contained housing, without polluting the retail environment. As a battery operated unit, it enjoys a very long life cycle and is reuseable. The design allows for self-service, using the giant factice to attract consumers and enabling them to control the test on their own personalized swatch without aggressive beauty consultant and without the risk of overspraying on hands. All materials are fragrance free and bottles are easy to replace. Branding, color-coding and the use of upscale materials is consistent with the brand imagery.

Hundreds of merchandisers competed in this annual competition for Outstanding Merchandising Awards. Each submitted a lengthy questionnaire, but the key to winning is results. Entrants are asked to disclose specifics on how the merchandiser met its objectives and judges give this response twice the weight of all other questions. As a result, winners of the competition demonstrate that merchandising is just helpful at retail, but drives measurable results.