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CONTACT:

Linda Nash
POP Displays
555 Tuckahoe Rd
Yonkers, NY 10710
<http://www.popdisplaysusa.com>
lnash@popdisplaysusa.com

POP Displays Wins Outstanding Merchandising Award

Las Vegas, NV – March 24, 2016 – POP Displays was again an award winner at the Outstanding Merchandising Achievement (OMA) competition from POPAI (Point of Purchase Advertising International) at the Global Shop trade event in Las Vegas.

A Silver OMA was awarded to Make-Up Academy (MUA). The brand needed to make a beauty statement and communicate its sophisticated MUA brand imagery in order to compete with premium national brands.

Drama was infused with a black background to create a bold landscape and showcase product with black-and-white highlights. The swoop in front creates a stylish dimension. Cubbies look upscale with a clear front and digital printing in the back to create a see-through quality. Engineering increased product capacity in a compact footprint with half-inch on center uprights for trays. All this created impact in the CVS beauty quadrant while maintaining the refined aesthetics of MUA.

In the proprietary POP Displays *Display Optimizer™* test, MUA beat cosmetics benchmarks for purchase interest and 9 attributes including attention, relevance, shoppability, appeal and browsing.

POPAI sponsors the OMA Awards every year at the Global Shop trade show. Hundreds of units are entered into the OMA competition. Judging is rigorous by a panel that includes brand marketers, retailers and producers. They examine each display on its objectives, design and engineering innovation, shopper engagement, retail experience and real-world results. POP Displays has won over 300 merchandising awards.

ABOUT POP DISPLAYS

At POP Displays...“expect more than displays”. They are differentiated by their 1) strategic, consultative approach that translates shopper and retailer insights into value-added solutions, 2) vertical integration with flexibility to move between domestic and offshore production to control cost, quality and speed to market and 3) sophisticated structure to develop and manage large, complex programs. They specialize in custom permanent displays.

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