



**FOR IMMEDIATE RELEASE**

**CONTACT:**

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

**POP Displays Outstanding Merchandising Award**

Las Vegas, NV – March 26, 2015 – POP Displays, a leading retail merchandising solutions provider, was awarded two Outstanding Merchandising Achievement (OMA) awards from POPAI (Point of Purchase Advertising Institute) at the Global Shop trade event in Las Vegas.

A Gold OMA was awarded to the Dove end cap which brought the brand personality to life in-store. The right balance of reinforcing the 'Real Beauty' brand essence with the right amount of saleable product was achieved. Illumination and curves echo the brand character. The merchandiser engaged with sufficient white space to communicate the brand message with a cleanliness that is truly Dove-like.

A Silver OMA was awarded to the Mondelez Wooden Crates. POP Displays 'cracked the code' on gaining placement in Produce. The natural, warm appearance of the wooden crates was reminiscent of farmer's markets and that resonated with shoppers. The premium appearance of the crates met the needs of Produce Managers by complementing their upscale departments and being modular to fit a wide range of configurations.

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

The POP Displays tagline is “Expect more than displays”. They are differentiated by their 1) strategic, consultative approach that translates shopper and retailer insights into value-added solutions that can be affordably executed, 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 and semi-permanent displays.

###