



New Diam International Website Demonstrates Problem/Solution Approach

27 March 2003

Diam International launched its revamped website this week, featuring real world examples of its strategic problem/solution approach to retail merchandising.

"Our ability to create retail merchandising solutions resonates with marketers and retailers", stated CEO Bill Ecker. "Our website demonstrates this with 14 case studies. Merely claiming to be a strategic partner is insufficient - our track record enables us to present our work so our customers can assess how we think strategically and how our approach to developing merchandising solutions builds sales and profits.

A "Display Showcase" with over 50 displays complements the case studies, each with commentary providing insight into Diam's problem/solution method.

Diam Merchandising Awards and Resources

Diam consistently wins more awards than any other company, and the 34 awards won over the past 2 years are listed in the site. This past month, Diam led the permanent and semi-permanent categories at the Point of Purchase Advertising Institute competition, winning 11 "Outstanding Merchandising Achievement Awards".

The website also offers a Resource section, with proprietary white papers and research findings available at no charge. It also provides quick links to marketers and retailers seeking industry information.

Overall, the revamped website is more streamlined in presenting Diam's strategic approach, successes, core competencies and corporate structure.

About Diam International

Diam International is the leading retail merchandising solutions provider in the world. It is unique as a vertically integrated, single source supplier with a global scope and an unparalleled range of services, including strategic analysis, opportunity identification, creative design, engineering, manufacturing, distribution, logistics, installation, maintenance and program analysis. It services clients in industries such as cosmetics, fragrance, electronics, software, and photography. Diam International is located at 26-45 BQE West in Woodside, New York and can be reached at 718-278-4300 or contact@ny.diam-int.com . Additional information is available on its website at www.diam-int.com .

