



Diam is Changing the Rules in Merchandising

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DIAM INTERNATIONAL started 50 years ago as a small display company and today is the leading retail merchandising solutions provider in the world. Diam is quietly changing the rules of what it takes to succeed in this industry. What makes the Diam story compelling are 4 key points:

1. Diam doesn't just provide displays... but business solutions.

Diam is a strategic partner. It creates business solutions that are executed in retail merchandising. For example, a cosmetics marketer's display wall required a specific mix of trays and products, costing them millions in inventory, late shipments and poor customer service. Diam streamlined the entire process, with real time orders processed directly to Diam, resulting in no inventory cost and higher customer satisfaction. The Diam solution went beyond simply producing a display to creating a merchandising solution.

2. Diam owns the entire process.

Most companies are display designers or manufacturers, who only handle part of the process - they design displays but don't produce them, or they "take orders" for displays and manufacture them. Diam is vertically integrated to control every step of the process. They offer an unparalleled range of services, starting with strategic analysis through design, tooling, manufacture, logistics, installation and post analysis.

3. Diam has redefined global.

Diam International doesn't just partner with companies outside the US, but its Diam USA division exists alongside Diam Europe. Diam International is fully resourced and fully integrated in every region of the world, including 5 design centers around the world, engineering centers, worldwide tool making and 1.3 million square feet of manufacturing and assembly space in the US and Europe. Diam has access to talent and skills on a worldwide basis, bringing together the best of global thinking.



4. Diam management is blue chip.

CEO Bill Ecker is a highly accomplished marketer, a business innovator, who started his career at General Foods, then moved to Unilever where he launched Lever 2000 and later became Vice President Marketing, and then to Clairol as President of its US division, before accepting the CEO position at Diam in 2000. What motivated this high profile professional to join a seemingly unknown company was the opportunity to apply marketing and business best practices to change the rules in a less sophisticated industry. He has built a management team with the best resources inside and outside the company, as well as inside and outside the industry.

It is Diam's success at changing the rules that makes it a leader in its field.