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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 Three Outstanding Merchandising Awards

Chicago, IL – April 17, 2013 – POP Displays, a leading retail merchandising solutions provider, was awarded three Outstanding Merchandising Achievement (OMA) awards from POPAI (Point of Purchase Advertising Institute) at the Global Shop trade event on April 17 in Chicago.

POP Displays took the coveted gold award in the highly competitive Cosmetics and Fragrance category for its Annabelle cosmetics wall. Annabelle is an edgy brand embraced by young fashionistas. They are playful, experimental users of cosmetics. POP Displays applied these insights to create a disruptive unit in the cluttered cosmetic run. Its unexpected matrix of angled cubbies to hold product and dramatic black backdrop created an energy that exploded with color. Lighting was used to draw attention and convey quality. Each tray has patent pending LED strips underneath to illuminate the product below with no wires to manage. Retailers can customize the wall with modular trays, adaptable widths and various heights.

A bronze OMA was awarded for their Dermablend Tester Unit in the Hair and Skin Care category. Dermablend is a recognized expert in coverage cosmetics. As part of their relaunch in Department Stores, they wanted a General Tester Unit that better reflects the upscale, beauty-driven brand personality and commands a presence. After an extensive exploratory of concept designs, color pallets, textures and finishes, the right combination was selected to communicate the beauty statement that personified Dermablend and their shoppers. Details are what differentiate upscale, prestige merchandisers from mass market units. The tester presents information in a clear, quick read with oversized "Before/After" graphics. All templates are updateable with the flexibility to adapt to future products without substantial reinvestment.

Original Additions also took a bronze OMA for its Katy Perry aisle violator in CVS. As the key marketing vehicle to launch Katy Perry false eyelashes in the US, this was more than just an aisle violator. The design is fun, daring and stands out, similar to the personality of shoppers who are attracted to Katy Perry and false eyelashes. The two-sided blade is interruptive and highly visible from both ends of the run, drawing attention by breaking the even line of the wall. Simple solution of flexible brackets was used to accommodate different wall and in-aisle configurations in CVS.

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.

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