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CONTACT:

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

POP Displays Celebrates its 60th Anniversary

Yonkers, NY – May 1, 2013 – POP Displays, a leading retail merchandising solutions provider, celebrates its milestone 60th anniversary this year. In a business where companies often lack longevity, POP Displays has endured and built its business on solid principles and client relationships.

The origin of POP Displays was in 1953 as a direct manufacturer for the infant display industry. The original partners, focused primarily on wood and plastic fabrication. As the business evolved, POP Displays partnered and then merged with Phase 4 in the early 1970's.

Over the years, the company's focus changed from an outsourcing business model to become one of the first full service manufacturers. In the mid-1980's, in response to short lead times that were becoming more common in the industry, investments were made in facilities and equipment to further develop in-house manufacturing and vertical integration. The business evolved to a turnkey operation.

Through the consolidation of several companies, POP Displays continued to grow. In 2002, it joined with Diam International to become Diam USA. In 2006, it was acquired by Sun Capital Partners, a leading private equity investment firm, and returned to its roots as POP Displays.

In 2012, POP Displays led the industry in another breakthrough. With its launch of the Display Optimizer™, merchandising finally joins the ranks of advertising and packaging as a marketing mix element that can be quantifiably measured and optimized during the creative process.

Mark Champagne, CEO, observes, "I am delighted to celebrate our 60th anniversary. This is the celebration of a strong company with a very bright future. When we describe ourselves, we say "Expect more than displays". We believe we add value in our strategic thinking, our local and offshore manufacturing and our ability to remove complexity. We believe that is why we are still going strong after 60 years. We hope that is what our clients say, too."

POP Displays is located in Yonkers NY with a vertically integrated 500,000 square foot facility and 650 employees. They develop and produce permanent, custom displays for major retailers, consumer packaged good companies, and marketers across a wide range of industries.

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