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**POP Displays Named one of the Top 50 P.O.P. Companies**

Yonkers, NY (May 1, 2015). POP Displays was again named in the Top 50 P.O.P. Companies by Creative Magazine for the 12<sup>th</sup> consecutive year and ranked in the top 10. The recognition is based total revenue and gives an indication of each company's scale and scope within the industry.

"In-store merchandising has transformed from a cottage industry of just making displays to developing in-store solutions that drive incremental sales and profit. It has to be more than a pretty fixture. Winning merchandising today has to draw attention, engage shoppers and sometimes disrupt the monotony of auto pilot shopping behavior. We are proud to again be ranked in the top 10 for the 12<sup>th</sup> consecutive year," said Joe Berzok, EVP at POP Displays.

The feature story describes POP Displays being differentiated by their 1) strategic consultative approach that translates insights into merchandising solutions that turn shoppers into buyers, 2) vertical integration with flexibility to move between domestic and offshore production to control cost, quality and speed to market and 3) sophisticated infrastructure to manage large, complex programs.

Creative Magazine is a publication that focuses on in-store merchandising with news and product information on displays, exhibits and sales promotion material.

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