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POP Displays Ranks as a Top Ten P.O.P. Companies

Yonkers, NY – May 1, 2016 – POP Displays again ranked as a top 10 company in the Top 50 point of purchase companies by Creative Magazine. The recognition is based total revenue and gives an indication of each company's scale and scope within the industry.

Being a major player today is more than just making displays. Merchandising companies need to understand the needs of retailers and brand marketers and work collaboratively with them to develop strategic solutions that change shoppers into buyers. Displays need to be more than pretty outputs. Being a top ten company means proven ability to draw attention, engage shoppers and disrupt the monotony of auto pilot shopping behavior.

And all of this needs to be done as a low cost producer. POP Displays is vertically integrated with prime manufacturing in the US and multiple partnerships in China to control cost, quality and speed to market. The company also removes complexity for its customers with its expertise in managing multi-brand and multi-product large scale 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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