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**POP Displays Wins Award at POP-UP Gallery**

New York, NY – May 29, 2014 – POP Displays, a leading retail merchandising solutions provider, along with Unilever, received a Bronze Award at the POP-UP Gallery for the Dove End Cap. The award was received from POPAI (Point of Purchase Advertising Institute) at their New York event on May 29.

Dove stands for “Real Beauty” and wanted a merchandiser to bring that personality to life. The unit strikes a balance between the amount of product merchandised and reinforcing the brand essence. Illumination throughout and curves echo the brand character with sufficient white space to communicate its brand message.

“We were happy to lend support to such a great event”, said Joe Berzok EVP at POP Displays. “POPAI brings meaningful events to its constituents. This was the first East Coast POP-UP Gallery, and as a regional event, it made it easier for people to participate.”

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## 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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