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CONTACT:

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

Jon Watson Joins POP Displays

Yonkers, NY – July 18, 2013 – POP Displays continues to build its sales organization with the addition of Jon Watson, Vice President National Accounts, reporting to Joe Berzok, Senior Vice President of Sales.

Watson started his career in merchandising while still in college. This life-long veteran of the industry is well versed in developing custom displays and helping his clients build their business with strategic, innovative solutions. Watson has been recognized with a number of POPAI OMAs, Design of the Times awards as well as internal company awards.

Berzok commented, “As the business grows, Watson will help us better serve and respond to customer needs. His understanding of the industry and his outstanding record in building client relationships will help us grow our business.”

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