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Greg Guyette Joins POP Displays

Yonkers, NY – September 5, 2013 – POP Displays adds yet another sales executive to its growing ranks. Greg Guyette has joined as Vice President National Accounts, reporting to Joe Berzok, Senior Vice President of Sales.

Guyette, a native of Vermont, brings a strong strategic orientation to the business. He has managed large scale projects in fast casual restaurants and in a variety of retail environments. Guyette observed, "POP Displays is a thought-leader on many fronts. I am particularly impressed with their robust design and engineering capabilities, their in-depth shopper insights and their leading edge integration of energy efficient LED lighting into retail environments."

Berzok commented, "We welcome Greg to POP Displays. As we grow, we need to add professionals with a successful track record in managing large, complex projects. Greg is well-respected and brings a high level of quality experience to POP Displays."

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