



Berzok Speaks on Bringing Beauty to Life in Retail Displays

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Joe Berzok, Senior Vice President of Sales for POP Displays, was a featured speaker at the HBA Expo on September 12 at the Javitts Center in New York City, explaining how behind the scenes engineering and technology bring the beauty of displays to life.

Berzok discussed a challenging counter unit with flowing lines that created constantly changing angles. Product had to sit properly, yet each product well sat at a different point and angle along the curve. Design engineering 3D software enabled these complex drawings to be implemented quickly and accurately. Another example of a display with compound curves would have required hand models in the past with time consuming duplications and weeks of trial and error to prove out the engineering. Today, in-house engineering software communicates and downloads directly to in-house tool manufacture for a highly accurate, seamless solution. In another example, Berzok gave insights into how rigid gondolas can be made to do the impossible and create the illusion of curved display lines.

Berzok noted that creating beautiful design is the natural starting point. Design engineering and manufacturing technology are critical to deliver that promise and bring beauty to life.

About POP Displays: POP is a turnkey merchandising solutions provider of permanent and semi-permanent displays with expertise in developing and managing large, complex programs. It delivers speed to market and cost effectiveness with its in-house capabilities, including strategic analysis, design, engineering, model making, prototyping, production, assembly, program management and fulfillment. POP has over 50 years' experience working with retailers and marketers and its clients include Walmart, CVS, Maybelline, L'Oreal, Lancôme, Staples, Philip Morris and Hartz Mountain.