



## Diam International Wins Three Design of the Times Awards

09.14.05 : Yonkers , NY

Diam International was honored on September 14 in Chicago with three Design of the Times awards for the following displays:

GOLD - Maybelline Urban Wall

SILVER - Tom's of Maine 3' Endcap

BRONZE - Staples Digital Camera

Diam received a Gold recognition for the Maybelline Urban Wall. Maybelline needed a new wall to reflect their new energy and style without the cost or the complexity of managing hundreds of parts for each wall. This wall is innovative in its open aesthetic design, use of light, back wall approach and fulfillment handled by Diam.

The open design creates a truly fresh ambience, unique in the cosmetics section. Lighting is used consistently and serves several purposes - it creates a beauty environment, draws attention to the brand, communicates energy, showcases the product and creates hot spots for special features or new products. The back wall is a slatwall, which installs on the retailer's peg wall, creating a more custom and elegant backdrop compared to the more industrial look of peg holes. It eliminates the variables in retail walls by creating one environment, claims real estate, creates one look, and ensures the fit and function of trays. It simplifies logistics as a structure that is easy to install, update, restock and maintain.

Once the program shipped, all questions and demands are directed to Diam who handles all inventory requests and daily management of program expansion. This enables quick response and speed to market at retail and relieves Maybelline of the complexity and cost of fulfillment.

The Design of the Times award are judged by marketing and retail experts and are presented by P-O-P Times at the In-Store Expo in Chicago. They recognize the in-store marketing industry's best displays. Entries are evaluated on creativity in design and engineering, the innovative use of materials, the compatibility of the display to its retail channel, its ability to enhance the brand's image, and the realization of sales and marketing objectives.