



## Diam International Receives Six Design of the Times Awards

30 December 2003

Diam International adds six more awards to its record, including a prestigious Platinum award for Lancome Juicy Tubes/Stargloss at the December Design of the Times competition in New York.

Hundreds of displays competed for "Design of the Times" awards at The P-O-P Show at the Javits Center. Leading marketers and retailers from across the country comprised the panel of 100 judges who evaluated displays on their effectiveness at achieving marketing objectives at retail.

For the first time, Gold winners competed against each other for a Platinum award, honoring the top displays in each retail category. Diam was honored with awards for five of its displays as well as the Department Store Cosmetics and Fragrance Platinum award. The specific awards were:

- Lancome Juicy Tubes/Stargloss Promotion - Gold and Platinum
- Nintendo Game Boy Advance SP Lit Blade Interactive - Gold
- Redken Shelf Management System - Gold
- Clarins Color/Foundation Tester - Bronze
- Casio Club G Watch Counter Unit - Bronze

Bill Ecker, Diam International CEO commented, "Diam is proud to be recognized among the best and more effective examples of retail merchandising that the industry has to offer. As I have said on many occasions, we win when our clients win. By doing great merchandising for our clients we give them the opportunity to be more successful at retail, and ultimately, this is the goal for us all."

Diam International is a frequent recipient of industry awards, taking home about 20 each year from its work in the US and Europe.

### **About Diam International**

Diam International is the leading retail merchandising solutions provider in the world. It is unique as a vertically integrated, single source supplier with a global scope and an unparalleled range of services, including strategic analysis, opportunity identification, creative design, engineering, manufacturing, distribution, logistics, installation, maintenance and program analysis. Diam International is located at 26-45 BQE West in Woodside, New York and can be reached at 718-278-4300 or [contact@ny.diam-int.com](mailto:contact@ny.diam-int.com). Additional information is available on its website [www.diam-int.com](http://www.diam-int.com).