



For Immediate Release:

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U.S. Display Group Brings Home Gold & Silver at “Design of the Times” Competition!

Tullahoma, TN – October 12, 2009. U.S. Display Group received Gold and Silver Design of the Times Awards at the Instore Expo October 7th & 8th. ***Energizer Personal Products Hawaiian Tropic Early Season Rack*** and the ***Gish, Sherwood & Friends Bridgestone Brand Image Dangler*** were recognized for their excellence in utilizing a specific display type to meet the challenges of a particular retail environment. The contest recognized the In-Store Marketing industry’s best displays and retail promotions. A panel of more than 100 marketing experts evaluated, discussed and scored this year’s entries based on set criteria. This criterion included creativity in design and engineering, innovative use of materials, compatibility of displays to its retail channel and the realization of sales and marketing objectives.

The ***Energizer Personal Products Hawaiian Tropic Early Season Rack***’s objective was to gain secondary placement in retail by accommodating a wide variety of merchandise within the retailer’s set specifications. Where the product might normally be spread throughout the store, this display cohesively tied all the Hawaiian Tropic merchandise together in a prime location. To grab the consumer’s attention, designers implanted a sound chip and motion sensor in the header. When the motion detector was triggered, consumers could hear five second clips of waves rolling in to shore. Correct set up was assured as the unit was a fully assembled, pop-up that was able to erect quickly with ease. This display won Gold in the Drugstore and Health store category.

The ***Gish, Sherwood & Friends Bridgestone Brand Image Dangler***’s objective was to place Bridgestone’s core product offerings in eye-catching lifestyle settings. The chic, elegant imagery in the piece reflects the feel of the umbrella campaign, which aims to motivate higher income consumers to replace their current tires. The vertical layout was designed especially to work in limited floor space. Although the display was designed to be used as a dangler, it is structurally stable as a floor stand. This display won Silver in the Transportation category.

U.S. Display Group has locations in Newark, NJ and Tullahoma, TN and is a division of U.S. Corrugated, Inc. The company is a leading manufacturer of customized point-of-purchase displays. For additional information contact U.S. Display Group at (800) 951-9585.

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