A special supplement to Shopper Marketing

the 2015 guide
to P-O-P Design & Manufacturing

Featuring in-depth profiles from leading companies, including:

- Augment
- Bay Cities
- Darko
- Design Phase
- Excel Displays & Packaging
- Frank Mayer & Associates Inc.
- Georgia Pacific Corrugated
- Great Northern Instore
- Ideal
- InnoMark Communications
- Kinter
- Menasha
- Palmer Promotional Products
- Rapid Displays
- The Register Print Group
- RockTenn
- Sonoco Display and Packaging
- Tempt In-Store Productions
- Trans World Marketing
- United Displaycraft
- Universal
Augment is a mobile application that allows your sales teams to simulate your POS materials in real size and real stores, through augmented reality. Augment drives instore sales and compliance.

### Drive Instore Sales & Compliance

Selling POS materials to retailers is challenging. Due to clean store policies and rigid planograms, the sales process can often be inefficient. Most importantly, a vast majority of merchandising never gets placed in the store and remains in the store warehouse. This results in compliance rates as low as 30%, which severely jeopardizes sell-through and cost inefficiencies due to waste.

Augment increases promotional sales to retailers by 7% and instore compliance by 40%*.

Augment is a mobile application that allows your sales teams to easily simulate multiple merchandisers, counter displays, POS or packaging in real size and real stores. Our augmented reality technology removes all the guess work and objections during the sales process. This is not virtual reality. This is augmented reality.

### Products & Services

- Augment App for iPad, iPhone and Android
- 3D Modeling
- On-site Sales Training

### Industries Served

- Consumer Packaged Goods
- Display & Packaging Manufacturers

### Key Executives

- Mickaël Jordan, Co-founder & COO
- Lori Boym, VP of Sales

### Year Founded

2012

### Headquarters Location

225 W Washington St.
Suite 2200
Chicago, IL 60606

### Clients

- 8 of the top 30 CPG companies
  (Augment is their secret sales weapon!)

### How Augment Works

Integrating Augment in your existing sales process is easy:

1. Take your tablet or smartphone to the store.
2. Access your POS library offline.
3. Point your camera where you want to place your merchandiser.
4. The merchandiser appears at scale on your screen, in the actual store environment.

See for yourself at augmentedev.com.

### Contact Information

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* As measured in test stores during pilot programs with CPG companies.

Instore compliance rate = ordered POS / placed POS.
+7% sales to retailers
+40% instore compliance

Augment is a mobile application that enables your sales teams to easily simulate multiple merchandisers, counter displays, POS or packaging in real size and real stores. Our augmented reality technology removes all the guess work and any objections, driving sales to retailers and instore compliance, as measured in test stores with the world’s largest CPG companies.

augmentedev.com
Bay Cities

Bay Cities is an employee-owned company with a commitment to providing a fresh perspective to our clients. Our broad service offerings set us apart from the rest, making us the premier designer and manufacturer in the packaging and display industry. We use state-of-the-art design, manufacturing, and printing technologies to deliver custom packaging and display solutions that make products stand out at retail.

- Full Service Graphic Design
- Full Service Structural Engineering
- Direct Manufacturer
- Concept-to-Completion
- Digital Printing
- Project Management
- Packout & Fulfillment
- ISTA Transit Testing
- Sustainable Solutions
- Speed to Market
- Turnkey Solutions
- Experts in Retail
- RF Heat Sealing
- Experts in Cohesive Cold Sealing

Our Philosophy

At Bay Cities, An Employee-Owned Company, we take our work and our client's satisfaction very seriously. Our core values make us who we are. They have been a part of us since the beginning, and have contributed to the continued growth and success of Bay Cities.

Creativity: Our mind blowing ideas create client success.

Passion: We have heart with a servant attitude.

Integrity: We honor our business & our planet with sustainable practices.

Responsibility: We own it!

Safety: Our safe work habits protect us all.

Fun: We take our work seriously – not ourselves!

Case Study

A loyal client of ours approached us with a project that had an extremely challenging turnaround timeline. We wasted no time in supporting them on the project, and delivered a final piece that surpassed their expectations. Our in-house design department completed the design, from graphics to structure, in just eight hours. We completed a full color mock-up the same day, and just hours later had our customer’s approval. We finished litho printing in just twelve hours, and after ensuring all parts of the project were manufactured perfectly, we fulfilled and shipped the items individually to 500 stores overnight.

The total time from concept to complete execution and distribution was just four days.

Industries Served

- Mass Retailer
- Club Stores
- Drug Stores
- Health & Beauty
- Electronics & Gaming
- Pharmaceutical
- Wine & Spirits
- Food & Beverage
- Home Improvement
- Convenient Stores

Contact Information

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Year Founded
1956

Headquaters Location
5138 Industry Ave.
Pico Rivera, CA 90660

Key Executives
Greg Tucker, CEO & Chairman
Brett Kirkpatrick, COO
Sahar Mehrabzadeh, Director of Sales,
Point-of-Purchase Displays and Sustainable Development

What Our Partners Say

“We have used multiple corrugate display suppliers in the past, and always ran into issues. Once we made the decision to work solely with Bay Cities, we have been completely comfortable and secure in every job we have given them. Any issue that might have risen, they have taken care of immediately. We are very secure in our relationship and in having our business in the hands of Bay Cities.”

– Ron
Consumer Brand

Our Expertise

For nearly 60 years, Bay Cities has provided brands with their packaging and displays at a variety of retailers across the country. Our unique retailer relationships give us a thorough understanding of in-store specifications and guidelines, allowing us to share our expertise and direct our clients on how to best position themselves in retail through innovative packaging and displays.
Make Your Product POP in Retail

- Full-Service Structural & Graphic Design
- Award Winning POP Displays
- Retail Packaging & RRP
- Direct Manufacturer
- Central to Major Ports
- Packout & Fulfillment
- Experts in Retail
- Concept-to-Completion
- Sustainable Solutions

bay cities
An Employee Owned Company

To learn more about Bay Cities, send us an email or give us a call!

1-800-582-7971 | info@bay-cities.com | www.bay-cities.com
We create in-store experiences, both custom in-store permanent and semi-permanent displays and comprehensive retail and showroom environments. Our at retail engagement platforms include proprietary digital and mobile technologies. DARKO’s exclusive WFC mobile delivers a direct connection to shoppers’ personal devices at the point of sale. StorAxis’ beacon technology transforms from an operational compliance tool to targeted marketing applications and our iFinder RF system provides in-store shopper navigation assistance and total brand or category enhancement.

Our Capabilities
For 41 years, DARKO has partnered with retailers, brands and agencies to design and produce award winning retail strategic solutions. We work collaboratively with our clients utilizing research and insights to develop merchandisers that connect in the marketplace and that generate a positive and measurable return on investment.

Known throughout the industry for our exceptional execution, customer service and back end management our primary focus continues to be providing our clients with ways of enriching shopper engagement in-store. Our exclusive line of in-store technologies offers brands and retailers a unique opportunity to personalize messaging directly to shoppers’ mobile devices at the point of decision. Instantaneous information/promotional delivery, product navigation and selectors, barcode scanning and touchscreen interface all provide engagements that today’s shoppers seek and expect in the store.

Our corporate offices, based in Twinsburg, Ohio, house our research & development, marketing, design, engineering, digital/IT and customer service teams in addition to our production/fabrication, distribution and warehousing facilities.

What Makes Us Different
- Design Based on Shopper Insights & Retail Trends
- Speed to Market
- Retailer Alignment & In-Store Execution
- Integrated Technology Solutions/OEM
- Post Deployment Follow Through & Tracking
- Program Maintenance & 3rd Party Service Partnerships

Case Study: Amazon
The Amazon and DARKO teams worked collectively to design a temporary display that would help drive incremental sales, brand awareness and support for the launch of Kindle’s New Fire TV Stick during the 2014 Black Friday weekend and holiday shopping season. Over 1,700 displays were deployed to Staples and Best Buy retail outlets housing over 27,000 Fire TV Stick units. Utilizing our in-store execution partners and customized internal tracking tools we were able to determine a 99.9% sell through rate of the off-shelf product during the first 7 days in-store. The linkage between the in-store activity and the out of store advertising led to one of Amazon’s most successful new product launches. In their post-Christmas press release, Amazon declared the Fire Stick TV their fastest selling device ever.

What Our Partners Say
“Everyone was SO excited to see everything and SO impressed at the awesome innovation, ideas, attention to detail and overall execution they saw in your projects today. Not to mention, gaining even more respect from our internal teams – marketing, customer marketing, engineering, EE, sales, etc.!”

The Mattel/Fisher-Price Visual Merchandising Team

Headquarters Location
Twinsburg, OH

Products & Services
- Full Service Custom Display, Fixture & Retail Environment Design, Engineering, Manufacturing & Activation
- Digital Touchscreen & Tablet Technology
- Omni-Channel Mobile & Android Based Marketing Solutions
- App Development
- LED Lighting Enhancements
- Shopper Insights & Analytics

Industries Served
- Consumer Electronics
- Sporting Goods
- Personal Care
- Health & Beauty
- Toys
- Home Appliances
- Automotive

Clients
Domestic & Global Fortune 500 Retailers, Brands & Agency Partners.

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We Create Custom In-store Experiences

Utilizing strategic shopper insights to design, develop and execute award winning retail solutions.

Design Phase

Design Phase partners with companies in producing and marketing award winning innovative display programs that engage customers to drive sales at the important point of purchase phase.

Philosophy

Awarded the Design Of the Year multiple times from both POPAI and the Path To Purchase Institute, Design Phase is at the forefront of positioning point of purchase as the leading channel in reaching consumers and changing the way we look at the evolving consumer experience at retail.

With 25 years experience in producing some of the most successful and effective point of purchase programs for the world's largest brands, Design Phase applies a dynamic approach in generating creative design concepts that combine a brand strategy with innovative technology, state of the art engineering and quality manufacturing.

Capabilities

Design Phase's long-standing relationships with their clients and retailers is at the core of their success.

Understanding and incorporating their clients' overall marketing objectives into each design, Design Phase understands the many factors that are included in the consumer decision process at retail.

From the look and feel of a display, which reinforces the brand's image by the choice of colors, material, lighting and contour, each design is specifically customized to produce a finished product reflecting the brand's personality.

Their designs are created with the consumer in mind and a keen understanding of attracting attention in the dynamic retail environment. By creating a visually appealing display and incorporating an interactive component, where consumers can experience the product, Design Phase understands how to engage consumers.

Taking the concept into the engineering phase, Design Phase utilizes state of the art technology including LED lighting, RFID applications and the latest in electronic componentry to produce displays that are at the forefront of today's evolving retail experience.

By effectively using the latest in material from exclusive woods, selected metals, abrasion resistant acrylic, to clear polycarbonate, their emphasis on producing displays with an eye capturing and seamless look is an integral part of the successful manufacturing process.

Design Phase works closely with retailers to ensure that the program is effectively executed at the store level. Having established long-standing relationships with all major retailers, they understand the requirements necessary to implement an effective retail strategy by designing to certain specifications and creating a display that is easy to assemble and maintain.

Managing this process from concept to delivery is at the heart of Design Phase's ability to provide their clients with some of the most successful displays in the industry.

Design Phase Launches Award Winning Disney Infinity Program

POPAI 2014 “Display of the Year”
Design Of The Times 2014 “Best of The Times”

As a winner of both the POPAI and Design Of The Times Display of the Year, this interactive kiosk is at the forefront of the application of technology in the retail POP industry.

Launched in all big box retailers in North America and Europe, this interactive game display incorporates the latest technology giving customers the ability to place a collectable figure on a base pad, which produces the character description, giving them a glimpse of interactions and adventures.

The display was produced with a custom built android monitor, RFID designed chip, LED lighting, molded ABS plastic, and a custom SD card for easy updates. As a new product introduction, this product trial played an integral role in supporting the launch resulting in over 3 million starter packs sold to date.

To see how they did it visit www.dphase.com/infinity.

Contact Information

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Clients

- LG Electronics
- Disney
- Microsoft
- Hasbro
- Keurig
- Bose
- Topco
- MTV

Headquarters Location

1771 South Lakeside Drive
Waukegan, IL 60085
Phone: 847.473.0077
Fax: 847.473.0933
Winner of the 2014 Best of the Times Award and the 2014 POPAI Display of the Year Award
Winning Market Share for Clients Worldwide

To see how Design Phase did it, visit www.dphase.com/infinity
Since 1989, Excel Displays & Packaging has been designing and producing award-winning temporary point-of-purchase displays, high-graphic retail packaging, in-store signage, and industrial packaging. Excel continues to be an industry leader by combining shopper marketing and retailer expertise with innovative and industry pace-setting manufacturing capabilities.

Our Philosophy

Everything we do, we believe in challenging the status quo in executing at retail. We believe in thinking differently. We do this by integrating the smartest talent with the best capabilities at the fastest speed to deliver the solutions and value to our clients with breakthrough results.

Our Capabilities

Excel Displays & Packaging is an independent producer and manufacturer of temporary in-store displays, in-store signage and graphic retail packaging. Owning two corrugators allows Excel to bring innovative paper options to our customers and the ability to get materials at the fastest possible speeds. Our direct printing capabilities are second to none and by having an in-house ink kitchen, we consistently color-match on every order. Internal label mounting up to the largest commercially printed label brings flexibility to incorporate multiple image types into the display or package. It all starts with our design and structural teams.

Products & Services

- Shopper Marketing & Retailer Expertise
- In-House Structural & Graphic Design in Chicago, IL & Bentonville, AR
- Direct to Substrate Printing up to 6 Colors
- Large Format Litho-Label Mounting & Die-Cutting
- Patented X-Card™ Blister Packaging Solution
- Bentonville, AR Sales & Design Center Supporting Walmart & Sam’s Club and the Vendor Community

Industries Served

- Mass (Walmart, Target, Meijer)
- Club (Sam’s Club, Costco, BJ’s)
- Drug (Walgreens, CVS)
- Grocery (Kroger, Safeway)
- DIY (Home Depot, Lowes)
- Electronics (Best Buy, Fry’s, H.H. Gregg)
- Specialty (Toys R Us, Dicks Sporting Goods)

Year Founded
1989

Headquarters Location
Aurora, IL

Key Executives
Chad Mikula, EVP of Sales & CMO
Bob Boden, Sr. VP Display Division
Brian Hutchinson, VP of Shopper Marketing
Bryan Perry, VP & GM of Bentonville Operations

Executive Profile: Brian Hutchinson

In 2014, Excel Displays & Packaging brought on Brian Hutchinson as VP of Shopper Marketing to lead the shopper marketing efforts for existing clients and new business. He brings more than 13 years of experience in shopper marketing, working previously for Monarch Advertising and FHC Marketing. For the past eight years, he has been with Saatchi & Saatchi X, one of the leading and most respected shopper marketing agencies in the world.

Most recently, Brian led the shopper marketing execution team for their Chicago office and has worked with many of the largest CPG companies and retailers in the world. Executions under his supervision have been nationally recognized, including winning the coveted Effie Award for effective marketing communications.

Contact Information
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Bob Boden, Sr. VP Display Division
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We do it all. **FAST...er**

Go **XL** or go home.
Frank Mayer and Associates, Inc. complete in-store merchandising and interactive kiosk programs with unsurpassed creativity and service. Our creative designs engage consumers in a targeted retail environment and fulfill the omni-channel presence for a seamless retail delivery.

**Headquarters Location**
1975 Wisconsin Ave.
Grafton, WI 53024

**Expertise**
Our in-house capabilities include design, engineering, production art, assembly, full-scale model shop, distribution, logistics and customer service. We provide an environment of tightly integrated resources for thorough program management from initial creative and store delivery that allows us to be flexible to multiple retail channels.

**Year Founded**
1931

**Our Capabilities**
Frank Mayer and Associates, Inc. is committed to providing a creative, responsive and thorough approach to each in-store merchandising and interactive kiosk program. We partner our expertise in the retail environment and internal resources to transform our client’s ideas into a reality.

Our Competitive Advantage:
- **Creative Design:** Branded displays that impact in-store consumer engagement and convert shoppers into buyers.
- **In-House Resources:** We provide an environment of tightly integrated resources for complete project management from initial design through store delivery.
- **Materials:** Use of multiple materials offers innovative and creative solutions that maximize cost efficiencies.
- **Retail Experience:** We understand and respond to the ever-changing landscape at retail including shopper insights, trends and emerging technologies.
- **Capacity:** 200,000 sq. ft. assembly, warehouse and distribution facility handles large and small program rollouts.

**Products & Services**
- In-Store Merchandising Displays
- Interactive Kiosks
- Store Fixtures
- Branded Retail Insights & Solutions
- Creative Graphics, Design, Engineering & Prototyping Services
- Production, Assembly, Warehouse & Distribution

**Industries Served**
- Automotive
- Health & Beauty
- Consumer Products
- Sporting Goods
- Convenience Stores
- Grocery
- Home Improvement
- Education & Toys
- Electronics
- Retail

**Clients**
- Nintendo of America
- SoloHealth
- Mizuno USA
- LEGO
- Vitamix
- PPG Industries
- Transitions Optical
- Macy’s
- MasterBrand Cabinets, Inc.
- Legrand

**What Our Clients Have To Say**
"The on-time service and quality of the displays has exceeded our expectations and we look forward to continuing the expansion of our products and displays in the future.”

Transitions Optical, Inc.

**Contact Information**
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Designed for retail, the Vitamix® featured fixture is an all-in-one merchandising program that redefines the consumer shopping experience.

Engage consumers, build brand loyalty, and complete the in-store experience.

Get started today.
Georgia-Pacific Corrugated

Georgia-Pacific Corrugated is a recognized leader in innovative, customer-focused packaging solutions. We maintain a commitment to safety, sustainability and consistent quality in our manufacture of high graphic and traditional corrugated packaging, with brands such as Greenshield®, Color-Box® and Brand Ready Packaging®. The company’s Innovation Institute® is a creative, collaborative space where you can see concepts come to life and experience our solutions in real world environments…come visit us today!

Products & Services

- **Printing:**
  - Pre-Print (up to 7 colors)
  - Direct Print (up to 6 colors)
  - Digital Print
  - Litho-Laminate (up to 7 colors)
- **Specialty Offerings:**
  - Coatings
  - Foil Stamping
  - Embossing & Debossing
  - Flatbed Diecutting

Let Us Help You Delight Your Club Customer

We are more than just a packaging manufacturer. We specialize in helping you create a voice in the marketplace. Color-Box packaging helps you tell your brand story vibrantly and impactfully - capturing more attention on the shelf. We understand the complexity and volatility of the club channel, and we have the flexible capacity to handle small, quick-turnaround jobs as well as accommodate sudden demand spikes. We can help you make your customers happy with corrugated packaging that drives sales.

We offer:

- Nationwide Manufacturing & Distribution
- Consistent Color & Quality (plant to plant and run to run)
- Speed to Market
- Low Up-Front Costs
- Added Flexibility & Customization
- Small Minimum Order Quantities

Let Your Packaging Tell Your Story

Color-Box® packaging provides a canvas for your brand to tell your story in a way that's as unique and compelling as your product. We understand your need for customization, and can quickly and cost-effectively change the way your corrugated package appears on the shelf. We make it simple and affordable to have regional, seasonal or promotional graphics on the same case structure. We make your package work harder on the shelf, so you don't have to.

Color-Box packaging provides high-impact corrugated graphic solutions that not only make it easy for manufacturers to provide retailer exclusive offerings, but also grab consumers' attention at the critical in-store moment of choice.

What We Do

We provide innovative and sustainable packaging solutions. But we are more than just a corrugated box.

We:

- Help your packaging tell your story
- Ensure your package arrives at the right place at the right time
- Provide the lowest total delivered cost

Industries Served

- Food & Beverage
- Produce
- Beer
- Home Care
- Personal Care
- Wine & Spirits
- Automotive

Contact Information

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Let Your Packaging Tell Your Story.

Color-Box packaging offers so much more than just a box. It provides a canvas for marketers to tell their brand stories vibrantly and with impact. When you choose Color-Box, you get more than a sturdy and efficient delivery vehicle - you get a competitive edge. Premium graphics, superior branding, ultimate flexibility. Greater value. And a history of helping leading marketers capture shoppers’ attention at the shelf.
Great Northern Instore

Great Northern Instore is a world-class designer, manufacturer and service provider of in-store displays focused on delivering creative solutions to get your product to market quickly and cost-effectively with aisle-stopping impact and supply chain performance.

Turnkey Solutions
At Great Northern, we offer single source solutions with a high level of expertise in creative development, engineering, printing, manufacturing, assembly, co-packing, inventory management and distribution – providing full service capabilities to execute a complete market roll-out for all major retail channels. We create innovative solutions based on extensive retail knowledge using the latest technological advances to deliver precisely what will work in store. Our ability to balance your need for creativity with cost-effectiveness ensures that the result will fit seamlessly into the retail environment and provide sales lift for your brand. Whether it’s through supply chain reduction or ensuring proper materials and engineering, we design with activation in mind to help minimize transaction costs and maximize product merchandising.

From Insights to Activation
Customers have the flexibility to engage us at any step in the process. In today’s rapidly changing retail environment, being able to execute when opportunity presents itself can be the difference in helping to secure more in-store presence. At Great Northern, we realize that you can’t always forecast when those opportunities may come. So as a supplier, we focus on two attributes that will allow our customers to move quickly and confidently to take advantage of those situations. First, it’s speed-to-market. By having the experience on staff to know what creative and structural approach works best in a given retail channel, we can get the process moving quickly and in the right direction. Then, by having a multitude of printing, manufacturing and fulfillment options in-house, we can ensure that delivery requirements are met without sacrificing brand image or retail presence.

Keys to Success
The more steps in the process Great Northern provides, the better speed to market becomes, the tighter quality control costs are, the more overall program cost savings become available. Let an experienced team of over 50 designers and engineers, who are expertly skilled in concept development and in-store execution, provide a creative and functional solution in the timeframe needed to take advantage of your market opportunities.

Year Founded
1962

Headquarters Location
Appleton, WI

Key Executives
Mike Schliesmann, Sr. VP, Business Unit Manager
Pat Graf, VP, Sales Development
Dan Sabanosh, Director of Shopper Marketing

Clients
- 3M
- Nintendo
- SC Johnson
- Mattel
- Nestle Purina PetCare
- Nestle Waters
- Pepsico
- Logitech

Industries Served
- Food
- Personal Care
- Beverage
- Entertainment
- Office Products
- Retail & Warehouse Club
- Consumer Electronics
- Home & Garden
- Toys & Games
- Beauty & Cosmetics

Contact Information
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“OUR CUSTOMERS EXPECT US TO KNOW HOW SHOPPERS BEHAVE, WHAT WORKS AND WHAT DOESN’T, WITH PRODUCT MERCHANDISING. WE UNDERSTAND WHAT MAKES OR BREAKS A SUCCESSFUL INSTORE PROMOTION.”

REBEKAH OESTREICH
ACCOUNT MANAGER

Our account managers know how to interpret shopper insights, and how they impact design and execution. Their knowledge of the retail path to purchase, their ability to integrate with customer technology, and their hands on management through the process, keeps our customers winning instore. If you need a good know-it-all, call us at 800-558-4711.

greatnortherncorp.com  |  Where Insights and Marketing Intersect

Visit us at GlobalShop 2015, March 24-26th
Mandalay Bay Las Vegas, Booth #3901
Ideal began as a little storefront nearly 90 years ago on the southwest side of Chicago – where wooden shipping boxes were the company’s bread and butter. Since then, the company has grown, improved and evolved into a creative and technological leader in the retail merchandising industry.

We’re Better

We like to say we have the best of both worlds - all the design know-how and creativity of an agency, backed by the muscle of our extensive on-site manufacturing facility. Flat out, we produce great displays and our designers are the best in the business. We ask the right questions, work within your budget and brand, and deliver ideas that set your product apart from the competition. We figure out how to get it done. From simple to impossible, our structural engineers are the best at turning creative vision into proven retail success. Our customers know that we “get it” and that’s why they trust us.

Our knowledge, experience and expertise become your competitive edge.

Products & Services

- Temporary Displays
- Creative Vision
- Semi-Permanent Displays
- Corrugated Packaging
- Proven Retail Strategy

Industries Served

- Food & Beverage
- Consumer Electronics
- Home Entertainment
- Health & Beauty
- Pharmaceutical
- Confectionary

What Makes Ideal Better

We’re confident our talents can help you overcome your retail challenges and get your product the attention it deserves. We have great ideas and know how to execute them flawlessly. Our manufacturing plant has all the tools to build your display with the latest state-of-the-art equipment and a team of experts making sure we always exceed our customer’s expectations. We are focused on continuing to produce top-tier quality products efficiently and safely. While we continue to invest in new equipment and the best talent in the industry, we don’t worry about being bigger – we know it’s far more important to be better. What’s better than that?

Contact Information

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Headquarters Location
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Chicago, IL  60638

Year Founded
1924
We’re not lucky. We’re better.

Our expertise can be your good fortune. We know better is better. We’re Ideal.

ideal

Independent, Innovative, In touch. • idealpop.com
InnoMark Communications, a leading manufacturer of visual merchandising solutions, has been serving the diverse needs of clients since 1991. InnoMark offers a completely integrated approach to creative design, production, fulfillment, and distribution of in-store marketing materials. Our unique combination of creative talent, visual merchandising expertise, and in-house manufacturing guarantees exceptional design, quick turn and delivery, and high quality at the best possible value.

The Total Merchandising Solution

InnoMark's fully integrated manufacturing capabilities are the foundation of its one of a kind solution. Our in-house capabilities include creative design, temporary displays, permanent displays, store décor, specialty packaging, graphic reproduction, and fulfillment. Your merchandising projects are designed, printed, and produced by our team, on our equipment, in our facilities. Owning the entire process from concept to delivery allows us to tightly manage quality, budgets, and timelines.

Our dedicated team completes the InnoMark experience. They are among the industry’s most skilled designers, knowledgeable account managers, and accomplished print, fabrication, and fulfillment experts. They manage each project with quality, efficiency, and excellence in mind.

The result is powerful in-store marketing that drives traffic, generates sales, and ultimately builds brands.

Case Study: The Garmin Transformation

What happens when the Global leader in GPS technology and the world’s most foremost outfitter of hunting, fishing, and outdoor gear team up with InnoMark Communications? The answer is the complete transformation of 215 sq. ft. of ordinary retail space into a visually inviting, interactive shopping experience. Explore how Garmin, Cabela’s, and InnoMark partnered to create this dynamic retail environment. Simply use your mobile device to scan the QR code featured on this page.

Year Founded
1991

Headquarters Location
Fairfield, OH

Products & Services

- Creative Design (Structural & Graphic)
- Graphic Reproduction (Lithographic, Digital, Screen)
- Temporary & Permanent Displays
- Permanent Store Décor
- Specialty Packaging
- Luxury Retail Packaging

Industries Served

- Specialty Retail
- Consumer Packaged Goods
- Wireless Service Providers
- Cosmetics
- Pharmaceuticals
- Wine & Spirits
- Snacks & Beverage
- Quick Service Restaurants

Award-Winning Creative

InnoMark realizes that strong creative design is essential to successful in-store marketing. Therefore, building and maintaining its award-winning Creative Services department has been and will continue to be a top priority. The department is home to 30+ of the industry’s most talented structural and graphic designers. They work in a state-of-the-art 10,000 square-foot facility in Fairfield, Ohio. The space is equipped with the most up-to-date hardware, software, CAD (computer aided design) cutting tables, and digital printers. The team designs for aesthetic appeal, as well as budget and manufacturing efficiency. Their work has received a multitude of awards from Point of Purchase Advertising International (POPAI), including the prestigious Display of the Year award.

Contact Information

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CHOOSE YOUR PATH

The path that follows CREATIVITY and INNOVATION leads to

www.innomarkcom.com  |  888.466.6627

In-House Capabilities: Creative Design • Temporary, Semi-Permanent & Permanent Displays • Store Decor Specialty Packaging • Pre-Press • Litho, Digital & Screen Printing • Fulfillment & Distribution
We supply high quality metal & plastic fasteners and hanging hardware items for the Point of Purchase (P.O.P.) sign and display industries.

Our Profile

Founded in 1980, Kinter is an industry leading direct mill manufacturer and importer of high quality retail hardware solutions for the Point of Purchase (P.O.P.) sign and display industries.

Our extensive inventory of retail display products fall into six categories: Ceiling Systems and Accessories, Cable & Chain, Info Strips & Product Merchandising, Sign & Literature Holders, Display Construction, and Rings & Binder Posts. We are also the exclusive manufacturer and distributor of K-Stick™, the industry-leading ladderless sign changing solution. By enabling people to hang and change signs without ladders, K-Stick helps organizations reduce risk and cost.

Our customer base includes P.O.P. wholesalers and end users across all industries – all over the world. We strive to be the easy choice for every retail display product need.

We keep our warehouse stocked with over 10,000 of the latest retail display products. That equates to millions of items that are in stock and ready to ship same day for next day delivery. Our motto is “We have it here today, so you can have it there tomorrow.”

We are constantly hunting for and evaluating trends in retail display, and stocking the products that customers will need today and tomorrow. We place a major emphasis on keeping prices low. Our volume purchasing power and direct manufacturing capabilities enable us to maintain extremely competitive pricing across all product lines.

For highly specialized product needs, we offer custom design and manufacturing services. We can quickly design and manufacture just about any product to any specification. We also offer a range of in-house secondary services, including plastic extruding and injection molding, high-speed poly-bagging, boxing, and labeling; cable and chain cutting, spooling, and assembly; hook and loop cutting and mating; and custom cut/miter cut of stock profiles.

Our Philosophy

The following four tenets have been instrumental to the growth and success of our business:

Treat people well — Values like kindness, decency and respect may not sound like Harvard Business strategy but they work well for us. That’s why many of our team members and customers have been with us for over 20 years. We believe that by making people feel valued, we give them a reason to talk about Kinter in a positive light. And that’s great advertising!

Anticipate customer and market needs — We have a knack for knowing what’s next in retail display. So when customers call about “that thing” they might have seen or heard about in a magazine, at a conference or from a colleague, we almost always have it in our warehouse – ready for overnight delivery. The drive to see and respond to what lies ahead is what drove us to develop K-Stick, our ladderless sign changing system. And K-Stick is just the first in a series of in-house developed retail display innovations. You can expect more “Very Kinteresting” solutions from us in the future.

Be the easy choice — We do everything we can to make it easy for our customers to say “Just call Kinter.” We stock over 10,000 different high quality products. We keep prices low. We offer same day shipping on most orders. We offer extensive secondary operations to accommodate the full spectrum of customer needs. And we take extra care to ensure the accuracy of every order - to get it right the first time.

Do whatever it takes — Kinter is and always will be a hands-on operation. Everyone does whatever needs to be done in order to ensure that our customers get what they need to succeed.

Key Executives

John White, CEO
Paul White, President
Matt White, Vice President, Sales & Marketing

Products & Services

• We stock over 10,000 of the latest retail display solutions, which equates to millions of pieces that are ready to ship same day for next day delivery
• We custom design and manufacture a wide variety of retail display products
• We offer several in house manufacturing capabilities such as plastic extruding, injection molding and more
• We provide secondary operations, including high-speed poly-bagging, boxing, and labeling; cable and chain cutting, spooling, and assembly; hook and loop cutting and mating; and plastic extrusion cutting and angled mitering
• We live our business, so no matter what time of day you call, we’ll do our very best to ship what you need that very day

Industries Served

We serve small, medium and large retailers, printers, display manufacturers and distributors. We also supply to wholesalers, designers and other service providers who work in the P.O.P./retail display industry.

Contact Information

Matt White, VP, Sales & Marketing
800.323.2389
matt@kinter.com
Bill White
VP Operations and KinterCare Specialist

So when can I get this order?

When do you need it?

Would next Thursday be out of the question?

Yeah, that’s not going to happen.

Ok, when can I get it?

You’ll have it all tomorrow.

What?

Hey, everything you need is in stock and ready to ship.

Really? That’s amazing.

That’s just how we do it.

COME SAY HI TO BILL AT GLOBALSHOP BOOTH #2143
Menasha Packaging is a leading end-to-end solutions provider of graphic consumer packaging, merchandising solutions, corrugated packaging, food packaging, shipping containers and material handling solutions.

Capabilities

Menasha Packaging is a leading end-to-end solutions provider of graphic consumer packaging, merchandising solutions, corrugated packaging, food packaging, shipping containers and material handling solutions.

Menasha’s in-store merchandising experience and partnerships with world-leading retailers and consumer packaged goods (CPGs) companies create a formula for success based on efficient, innovative and reliable solutions that garner results through increased shopper engagement and overall customer satisfaction. Menasha’s on-site or preferred vendor status at channel-leading retailer partners generates intellectual property not known to the general marketplace, which is leveraged to directly benefit its customers.

Menasha’s recent acquisition of Strine Printing Company has strengthened the company’s product and service offerings within the promotional and packaging supply chain. Its expanded graphic packaging, promotional print and kitting capabilities help brands enhance their in-store strategies.

Additional acquisitions in recent years have also increased Menasha’s offerings in the areas of contract packaging, display pack-out and fulfillment, including over-the-counter pharmaceuticals and CPGs.

How We Go Beyond

From strategy development, packaging and display design, manufacturing and fulfillment, distribution and transportation, Menasha Packaging goes beyond to provide customers with unmatched products and services across the entire integrated merchandising supply chain.

Enhanced by the acquisition of Strine Printing Company, Menasha is going beyond the shelf to deliver exceptional Promotional Print Solutions to CPGs and retailers. Menasha’s Promotional Print Solutions provide point-of-sale expertise to help clients put their brand in the spotlight, command shopper attention and generate sales. As a licensee of LAMa POP displays, which store and ship flat and set up in seconds, Menasha offers customers a simple yet effective way to promote products and services.

Menasha’s commitment to providing services within the entire merchandising supply chain, along with its unique ability to blend and deliver the lowest total landed cost, greatest speed to market, and innovation, enables it to go beyond customers expectations by reducing costs and increasing revenue.

166 Years And Still Growing

Menasha is committed to remaining a leader in the merchandising and packaging industries and providing a full range of capabilities.

For more than 165 years, Menasha has shown a remarkable ability to innovate and adapt to market changes. With a profound understanding of industry trends, the family-owned company is always evolving in order to create – solutions that go beyond its customers’ ever-changing needs.

Year Founded
1849

Headquaters Location
1645 Bergstrom Road
Neenah, WI 54956

Key Executives
Mike Waite, President
Jeff Krepline, VP, RII & National Sales
Mike Riegsecker, Group VP
Gail Constancio, Group VP

Expertise
Menasha integrates the merchandising strategies of retailers and CPGs with its best resources to produce value, return on investment and velocity throughout the merchandising supply chain.

Products & Services

- Retail Insights
- Structural & Graphic Design
- Temporary, Semi-Perm & Permanent Displays
- POS Signage
- Supply Chain Optimization
- Pack-Out/Fulfillment & Contract Packaging
- Project Management

Industries Served

- Retail
- Food
- Personal Care
- Health & Beauty
- Household Products
- Over-the-Counter

Contact Information
Dennis Bonn, VP Marketing
920.751.1033
dennis.bonn@menasha.com
MENASHA goes beyond

Talk about standing out at retail! With Menasha’s merchandising solution, not only did our sales increase, but our supply chain was simplified and our customer was overjoyed. I would recommend Menasha to everyone! (except my competition)

All customers found this review helpful
Palmer Promotional Products

Palmer Promotional Products works with national retailers and brand managers to design and produce innovative yet cost effective POP displays, end-caps and free-standing fixtures. Having worked with virtually every material and for clients in a variety of industries, Palmer's designers are extremely versatile and can suggest the best combination of materials for every project.

Exceptional Design
Palmer Promotional Products experienced and professional team has developed a knack for being able to understand what is in the minds of their clients. There is a difference between hearing and really understanding the nature of a client's goals, needs and expectations. The Palmer sales and design staff pride themselves on their ability to connect with clients and develop solutions that really achieve the intended objectives. Palmer maintains a design department with an experienced team of full time designers whose average tenure with the company is over ten years.

Comprehensive in-house manufacturing: Internal production capabilities include three dimensional product design, rapid prototyping, wood working, acrylic fabrication, screen printing, digital printing, final assembly, warehousing and rollout management. With regard to the content incorporated into Palmer displays, over 90% is typically produced in-house. This vast diversity of in-house production capabilities enables Palmer Promotional Products to produce more quickly, efficiently and economically than most manufacturers.

The overwhelming majority of the projects they produce are designed and engineered exclusively by the Palmer team, which further shortens the development cycle and incorporates additional value engineering into the process. Palmer Promotional Products presently operates two distinct facilities in the Detroit area totaling over 250,000 sq. ft. of manufacturing and warehouse space. Complete with modern and redundant equipment Palmer has the ability to execute even the largest national fixture rollouts with the shortest lead times in the industry. Talk to us and learn more about our unique business model, which is geared around exceptional service and outstanding value.

What Sets Palmer Apart
Client retention and continuously evolving capabilities summarize what the company represents. Palmer takes pride in the fact that it has held on to some of the most demanding clients for almost twenty years. It is by meeting or exceeding client expectations consistently that has enabled Palmer to develop such a great track record. What began almost fifty years ago as an acrylic fabricator has become a comprehensive provider of complex fixtures and displays comprising multiple material disciplines. This significant transformation is a direct by-product of their client retention techniques, which are principally built around service, value and being able to understand and meet evolving client needs. Palmer has benefited from over twenty-three years of stable leadership by its extremely involved owners. The President has a passion for direct client interaction and has developed a strong supporting cast that shares his passion for servicing clients.

Case Study: Dish
Palmer manages a comprehensive catalog program of Dish branded and unbranded merchandising displays and fixtures for the national dealer network. Recently, Palmer was asked to design a limited run of holiday specific kiosk for delivery to select malls nationwide. The customer required an easy, out-of-the-box one-piece design that was essentially plug & go. The display was outfitted with 2 Apple iPads which interactively controlled DVR's connected to large flat panel displays. The unit featured lighted shelves, backlit logos and LED down lighting. The kiosk was designed, engineered and built by Palmer. The whole process from concept to delivery was completed in less than 4 weeks.

Products & Services
- Retail Fixture Design, Engineer & Manufacturing Using Multiple Materials
- Large-Scale Domestic Production Ideally Suited For National Fixture Rollouts
- Chain-Specific Permanent Merchandising Displays & End-Caps
- Warehousing, Fulfillment & Logistic Management Services
- In-House Screen & Digital Printing
- Palmer Retail Security Solution… Proprietary Loss Prevention Solution For Electronic Products

Industries Served
- Wireless Retailers
- Consumer Electronics
- Beverage & Tobacco
- Specialty Retailers
- Automotive Aftermarket

Clients
- Western Union
- R.J. Reynolds Tobacco
- Verizon Wireless
- Pepsi
- MillerCoors
- MetroPCS
- Sprint

Contact Information
James Palmer, President
586.498.2901
jpalmer@palmerpromos.com
Complete merchandising programs
Western Union freestanding floor and wall displays

End caps
Verizon Wireless 4G LTE illuminated multimedia display

Freestanding fixtures
R.J. Reynolds VUSE digital vapor cigarette display

Kiosks
Sears endless aisle touch screen kiosks with integrated payment

LED lighted window signs
Verizon high intensity shaped LED sign

Wall mounted displays
Apple iPhone display

www.palmerretailsolutions.com
a division of Palmer Promotional Products
23001 W. Industrial Drive • St. Clair Shores, MI 48080 • Phone: (586) 772-4225 • Fax: (586) 772-4627
Email: sales@palmerpromos.com
Since 1938, Rapid Displays has led the way in creative retail merchandising solutions. From permanent to semi-permanent to temporary and interactive displays, our team of designers, manufacturers and logistics coordinators continues to meet and exceed client expectations every day.

**DESIGN IS EVERYTHING**

A great design is critical to the success of any merchandising program. At Rapid Displays, our designs cut through the visual clutter to create the most outstanding displays, signage and fixtures in the industry. Our combination of creativity and manufacturing expertise allows us to take on demanding projects with tight deadlines. And since we offer a complete end-to-end solution, we handle everything from concept to production to final delivery and installation. All with design at the center of what we do.

**DESIGNED TO INNOVATE**

With the convergence of technology at retail, the consumer’s shopping expectations are becoming more experiential in nature. We develop the most innovative design solutions to ensure that your merchandising program is easily shopped and highly successful with every consumer and in any retail channel. This approach has enabled us to provide our clients with the most progressive design solutions in the industry.

**DESIGNED TO WIN**

With more OMA awards in the last 15 years than anyone else in the industry, 390 of them to be exact, Rapid continues to lead the way with outstanding displays.

Whether it involves permanent, semi-permanent, temporary, or interactive displays, a dedicated team of creative designers, manufacturers, and logistics coordinators makes a practice out of executing the impossible on a daily basis. The entire process is handled internally from strategy and design to production and delivery. The end result – world class displays that help you sell more products and win at retail.

**Products & Services**

- Temporary Displays
- Semi-Permanent Displays
- Permanent Displays
- Interactive
- Specialty Packaging
- Rapid Prototyping
- Logistics

**Industries Served**

- Quick Service Restaurants
- Consumer Package Goods
- Apparel
- Sporting Goods
- Consumer Electronics
- Cosmetics
- Beverages
- Toys & Games
- Automotive
- Mass Market & Specialty Retailers

**Contact Information**

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rapidsales@rapiddisplays.com

Ray Gottschalk, Western US
800.887.2743
rapidsales@rapiddisplays.com
DESIGNED TO WIN

DESIGNED TO INSPIRE
DESIGNED TO CREATE
DESIGNED TO ENGINEER
DESIGNED TO MERCHANDISE
DESIGNED TO DELIVER
DESIGNED TO INNOVATE

Rapid
DISPLASYS

DESIGN IS EVERYTHING™

WWW.RAPIDDISPLAYS.COM
800.887.2743
WEST COAST
800.356.5775
MIDWEST/EAST COAST
The Register Print Group

A full service Point-of-Purchase production company. Producing original structural design, large format – conventional & digital printing, finishing & fulfillment. Award-winning in-store marketing materials created and manufactured under one roof, all on state-of-the-art equipment.

Our Philosophy

Relax – we sweat the details!

Having all creative, pre-media, state-of-the-art pressrooms, enormous paper inventory, die-cutting & finishing under one roof allows us to turn out the P.O.P materials you need on time and within budget.

We create solutions – you sell more!

What Makes Us Different

A Family-Owned Company

Although we are a company with robust manufacturing capabilities, our engrained philosophy is to think like a family business. Direct communications between our clients and Register key personnel being crucial. Out-of-the-box creative brainstorming and planning allows us to create solutions that would only happen in such an environment.

Products & Services

- Conceptual & Structural Design
- Oversized Offset Printing up to 81” on Multiple Substrates, UV & Conventional Offset
- Oversized Digital Printing on Roll Fed & Flat Bed Equipment
- Automated Die-Cutting up to 80”
- Fine Display Construction
- Assembly & Kit Packing

Industries Served

- Retail – Fashion & Apparel
- Packaging & Display
- Electronics
- Cosmetics & Fragrance
- Wine & Liquor
- Food & Beverage
- Entertainment
- Eyewear
- Travel

Contact Information

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Jennifer@Registerlitho.com
Della Haselman-Masin
Della@Registerlitho.com

Year Founded
1983

Headquarters Location
1155 Bloomfield Ave.
Clifton, NJ 07012
973.916.2804

Key Executives

Josef Fishman, Founder, CEO
Eugene Markowitz, Founder
Joseph Goldbrenner, Founder
Point-of-Purchase

Jennifer, Age 6

FROM THE DAYS WHEN 500 NICKELS WAS A FORTUNE
TO AWARD WINNING DESIGNS FOR FORTUNE 500 COMPANIES

CUSTOM DISPLAYS THAT SELL!

THE REGISTER PRINT GROUP

1155 BLOOMFIELD AVE. CLIFTON, NJ 07012 • T 973-916-2804 • WWW.REGISTERPRINTGROUP.COM

OUTSTANDING DESIGN • CRISP EXECUTION • ON TIME & WITHIN BUDGET • UNDER ONE ROOF

DESIGN & ENGINEERING • STORE DECOR • TEMPORARY & SEMI PERMANENT DISPLAYS • LARGE FORMAT LITHO & DIGITAL PRINTING • FINISHING, FULFILLMENT & DISTRIBUTION
You can take advantage of the industry’s broadest retailer relationships, to make sure that your brand merchandising plans really happen. So that when your shopper gets to the store, you are there. With displays that engage, inspire and persuade.

More Bang For Your Merchandising Budget
You can rely on us to help you overachieve your merchandising goals. As the leading point-of-purchase display company, we continually invest in our services, equipment and capabilities to deliver better insights, more innovation and greater efficiencies than anybody else.

Concept to Checkout® Activation
No other supplier can provide you with our scope of service – including design, manufacturing, co-packing, fulfillment and distribution of all types of merchandising programs.

Products & Services
- Retail Insights
- Merchandising Strategy
- Design & Engineering
- In-Store Innovation
- Digital Production
- Contract Packing & Assembly
- Promotional & Permanent Displays
- Store Environments & Fixturing
- Outdoor Spectaculars
- Packaging
- Technology Linkage
- Sustainable Solutions
- Global Merchandising Solutions
- Speed to Market

Acknowledged Leader In Innovative Creative
Winner of more 2014 Design of the Times and POPAI OMA awards than any other company.

Visit us at GlobalShop, March 24 - 26, Booths 4219 and 4417.

Merchandising Displays
Division of RockTenn (NYSE: RKT)
11 Manufacturing Plants
16 Fulfillment & Assembly Facilities
3 Digital Production Centers
18 Design Centers
3 Innovation Test Centers
200+ Designers & Engineers
Merchandising University

Key Executives
Craig Gunckel, EVP
Timothy Sullivan, SVP, Sales & Marketing
John Cochran, SVP, Sales
Jon Kramer, VP, Marketing

Contact Information
Kathy McGowan-Carnes
855.229.2163
kmcgowan@rocktenn.com
www.rocktenndisplays.com
Sonoco Display and Packaging is a leading provider of scalable supply chain management services and high-impact retail displays and packaging for major packaged goods companies and retailers.

**Increase Your Merchandising Appeal At Retail**

Sonoco Display and Packaging is a global manufacturer that delivers creativity like a shopper marketing agency – because our goal is to help consumer packaged goods companies win at retail.

In addition to providing scalable packaging management services, we complete the path to purchase with award-winning shopper solutions, including high-impact promotional packaging and retail displays.

Sonoco Display and Packaging has helped some of the world’s most famous brands make a splash in the highly competitive retail environment, with eye-catching displays and packaging designed to grab shopper attention, make an immediate emotional connection and, most importantly, close the sale.

**Optimize your packaging supply chain**

The retail marketplace is a moving target, constantly fluctuating and full of complexity. To meet the dynamics of today’s retail environment, our programs are highly scalable according to the specific requirements and variables that define the needs of each customer.

We also employ the lean manufacturing techniques developed for our own plants, providing you with the agility and rapid response needed to take full advantage of retailer opportunities regardless of timeline and scope.

**Home Is Where Our Customers Are**

Our display and packaging footprint extends internationally, to Europe, South America and Mexico. We have the resources and capability to follow our customers around the globe – wherever they need a proven partner they can trust to support their growth initiatives.

Our global network of service centers is strategically located near customer manufacturing or distribution centers, reducing unnecessary inventory, eliminating obsolescence and reducing costs. Leveraging our experience in packaging customization and fulfillment operations, we apply proven execution strategies that focus on quality, repeatability, traceability and flexibility.

**Sonoco’s i6 Innovation Process™**

We think of ourselves as a solutions company that offers packaging, rather than a packaging company that happens to offer solutions.

The good news is, we actually operate that way. To solve a complex problem, you have to examine it from every angle. At Sonoco, we approach our customers’ businesses starting with their challenges, then build a packaging-neutral, 360° Customized Solution™ that fits their unique needs – guiding re-envisioning from insights to opportunity via our new i6 Innovation Process™. As a single-source partner for all of your packaging needs, Sonoco provides both a full suite of packaging and display options, and faster speed to market through our direct route from product development to retail display.

**Contact Information**

Philippe Erhart; Vice President, Global Sales & Marketing; Philippe.Erhart@sonoco.com

Adam Bloom; Business Dev. Manager; Adam.Bloom@sonoco.com
Increase your merchandising appeal at retail

For more than 100 years, Sonoco has taken great pride in our ability to “deliver on the promise.” Whether we’re designing eye-catching displays or creative packaging to help your product stand out, or developing supply-chain solutions to improve productivity and profitability, Sonoco Display and Packaging is committed to superior service, exceptional quality and unmatched innovation.

Call 201/612-4010 or visit www.sonoco.com/productsandservices/displaypackaging.aspx to learn how we can deliver on our promise to you.
Tempt is an in-store solutions company serving leading retailers and brand marketers. Combining retail expertise with strategic creative capabilities and in-house production, we collaborate with our customers to design, produce and fulfill inspired (and inspiring) in-store marketing programs.

What We Do

We help retailers create and deliver impactful shopper experiences true to their brand. Our approach encourages you to creatively collaborate with us in our North American Design Center where you can test and develop in-store solutions in our "prototype zone" and alleviate delivery and installation delays. Our purpose-built production facilities feature an extensive array of digital, large-format and offset capabilities highlighted by the world's largest 81-inch press. All of this is complimented with mounting, die-cutting, assembly, finishing, custom kitting and fulfillment talents. In short, solving your in-store challenges is what excites our team. It is our driving passion.

Our Philosophy

Simply put, we believe in the power of "yes"! You have an in-store strategy to execute, and we are here to provide a cost effective, worry-free solution to that challenge – even when the unexpected happens. Our team is your team. We are driven to tackle the twists and turns that come with complex programs and relentless deadlines. We actually enjoy controlled chaos!

Tempt In-Store Productions

Relax and Enjoy

It's all about the experience. Not just the expertise of our team or the confidence you'll feel throughout the entire production process, but also the measureable success of a program well-conceived, and well-executed in-store. Consistent quality, reproduction true to your brand and reliable performance are all coupled together to make in-store easy. Our goal is to ensure that the shopper will have the brand experience that was conceived and expected by your shopper marketing team.

Year Founded

2008

Headquarters Location

16600 W. Glendale
New Berlin, WI 53151

Expertise

Our passion is your program. Big, national roll-out? No problem. Need an innovative, cost effective display solution? We are on it. Your creative has changed but your deadline hasn't? Worry about something else. Our team of seasoned professionals is here to deliver.

Products & Services

- Creative & Structural Design
- Retail Signage
- Temporary Displays
- New Store Grand Opening & Remodel Programs
- Online Ordering & Program Management Systems
- Custom Kitting & Fulfillment

Industries Served

- Big Box & Department Stores
- Specialty Retailers
- Quick Service Restaurants
- Apparel
- Health & Beauty
- Toys
- Beverage
- Consumer Products

Contact Information

Michael Draver, President
Robert Kleinschmidt, Vice President, Sales
262.432.0120
www.tempt-ing.com
Peace of mind. 
No matter how many pieces you have in mind.

Tempt is an innovative visual solutions company that combines retail expertise with strategic creative capabilities and world-class printing options to create enriched, emotionally charged signage and point-of-purchase materials.

So whether it’s a single store, or year-long campaign, Tempt has the horsepower, technology and experience to develop effective solutions for retailers, and the talent to deliver with flawless execution.

Find the piece (and peace) you’re looking for at tempt-ing.com.

Visual solutions that command attention.

For more information:
www.tempt-ing.com
info@tempt-ing.com
1.866.435.0263

Visit us at Global Shop 2015, Booth 4827
For nearly 50 years, Trans World Marketing has provided industry leading creativity and market insights focused exclusively on brand and all in-store channels. We connect the dots between strategic consultancy, retail brand development, design, engineering and global sourcing.

What We Do
We partner with and guide brand marketers, retailers and CPG companies through the creation and execution of in-store marketing programs that both drive sales and generate ROI by creating brand experiences that engage shoppers.

Our Philosophy
Trans World was founded on 4 'bedrock' principles: Creativity, Collaboration, Passion and Service.

Building from this foundation, the intensity of our commitment in the application of these principles at each step of the development process ensures a unique program focus – leading to strong client engagement.

Our focus on this philosophy has resulted in being awarded six POPAI Display of the Year Awards and Global Awards at the last two EuroShop competitions.

What Makes Us Different
Passion and intensity are the hallmarks of the Trans World Marketing service model.

Passion – for developing creative solutions that will leverage marketplace insights, ensuring the consumer receives a focused and rewarding experience; coupled with program management that delivers your program – with unparalleled quality – on time and in budget.

Intensity – for completely understanding your program objectives, budgetary constraints and the retail environmental requirements in which the program will function. We translate retail strategy into displays, fixtures and retail environments that change how customers experience brands, products and services.

Utilizing Design Thinking, we find new ways to connect with your customer, leveraging insights gained from research and store audits.

World class design, engineering, program management and global resourcing are baseline requirements to compete at our level. Our collaborative service model, combined with our passion and intensity on our client’s behalf is our differentiating factor.

Our focus is always on you – our client.

Our Capabilities
With nearly 50 years experience in the creation and execution of in-store merchandising solutions, Trans World Marketing provides unparalleled understanding of the retail environment and consumer insights.

Our mastery of materials and processes assures clients of timely, cost-efficient execution of programs ranging from proof-of-concept through international roll-outs.

The TWM service offering can be tailored to the specific requirements of your program objectives and applied throughout all phases of the development process.

In-Store Merchandising solutions are offered in the following categories:

- Point-of-Purchase Displays
- Merchandising Displays
- Store-in-Store Solutions
- Strategic Inventory Management
- Retail Store Fixtures
- Category Management Solution
- Interactive Technology – Application & Development
- Global Sourcing

Products & Services
- Creative Design
- Engineering
- Interactive Technology
- Project Management
- Production
- Strategic Inventory Management

What Our Partners Say
“...Invaluable partner...account service the finest I've experienced. The entire organization driven by 'customer-first' thinking and action. Creative is quick and spot on, not only envisioning solutions - but backing it up with engineering and technology know-how to get it done.”

“They don't just 'talk the talk' - they 'walk the walk.'”

David VanderWaal
Head of Marketing
LG Electronics - USA

Headquarters Location
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East Rutherford, NJ 07073-0129

Contact Information
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201.559.2001
info@transworldmarketing.com
CONNECTING CONSUMERS WITH THE BRANDS THEY LOVE
At United Displaycraft, doing things “the right way” isn’t a marketing strategy or a gimmick... it's our DNA. For more than 60 years, we’ve partnered with our customers to solve merchandising problems using an unequalled in-house combination of strategic experience, design capabilities and world-class manufacturing processes. Our goal is to deliver effective in-store marketing that breaks through at retail, builds brands and sells more product. Our commitment to long-term partnerships focused on results has earned us a reputation as one of the most reliable, innovative and forward-thinking retail solution providers in the industry. It's a reputation we don’t leave to chance.

Because Values Matter
At United Displaycraft, we firmly believe that a good partner stands for something besides profits. Our commitment to our customers, community and family of employees extends beyond the bottom line. That's why we're continually implementing environmentally-friendly initiatives to reduce and recycle. In the past 5 years alone, we have reduced our consumption of electricity by 24% and our natural gas usage by 36% through innovative green practices. Such success requires a real dedication to environmental sustainability as a means to doing good business.

Products & Services
- Custom Permanent Displays
- Semi-Permanent P-O-P Displays
- Retail Store Fixtures
- Interactive Retail Displays
- Digital Press & Graphic Services
- Award-Winning In-House Design Team
- Global Sourcing, Production & Distribution
- More than 300,000 sq. ft. of Production, Assembly & Warehouse Services
- Environmentally-Friendly Processes

Industries Served
- Consumer Packaged Goods
- Retailers
- Consumer Electronics
- Toys & Specialty
- Home Improvement
- Foodservice
- Entertainment
- Office Supply
- Health & Beauty

Key Executives
Rich Carrigan, President & CEO
Tim Richardson, VP, Sales
Paul Eifert, VP, Development
Tony Feudner, COO
Tom Jaworski, General Manager

Headquarters Location
333 E. Touhy Ave.
Des Plaines, IL 60018
847.375.3800

Contact Information
Tim Richardson, Vice President, Sales
847.375.3816
TRichardson@UnitedDisplaycraft.com

While you’re working on your brand, so are we. At United Displaycraft, we provide smart, practical guidance to help you navigate your most challenging retail issues. You can rely on our team of more than 250 dedicated employees to serve as trusted advisors, designers and engineers who work side-by-side with you to get the job done. To get better results — more sales, higher in-store awareness and greater shopper activation — you need not only great ideas, but also a partner who can deliver them flawlessly — on time, on budget, as promised. Pick a partner who not only helps you find the big idea, but will make it a reality in-store, too.

To hear how we can help you, call 847.375.3800 or visit www.UnitedDisplaycraft.com today.
Universal's CMS Process

Universal develops a Customized Merchandising Solution Process for each customer. We align our customers' merchandising strategy against current marketing insights, market research and our institutional knowledge. Our process enables us to deliver all phases of the merchandising project:

IDENTIFY – Universal identifies the market opportunities and diagnoses the situation by aligning our customers' strategy with marketing insights.

RECOMMEND – A dedicated business unit partners with each customer to propose a specific recommendation based on the strategic direction. Our team works collaboratively with each customer to refine the merchandising strategy and establish an execution plan.

DESIGN & ENGINEER – Universal's seasoned, in-house designers create original concepts or develop ideas from established specifications. Engineering teams identify the best materials and determine the most cost efficient processes.

PROTOTYPE – The concept becomes reality as the approved design is converted into a full-scale functional prototype, which is evaluated for ease of execution and merchandising effectiveness.

PRODUCE – We manufacture in the USA, China & Taiwan. With more than 25 years of Asian manufacturing experience, Universal has a strategic competitive advantage.

DISTRIBUTE – We are fully versed in all aspects of logistics, resulting in a supply chain with global shipping capabilities and efficient, on-time delivery standards.

Case Study: Dew Zone

The Dew Zone, a free standing 4x4 shop around, was designed, engineered and manufactured for Mountain Dew to create a premium destination in store that attracts and engages shoppers. In addition, the permanent display has customized features for Walmart, one of Mountain Dew's largest customers.

Mountain Dew shoppers are extremely loyal, unique and innovative, appreciating the brand experience, both in and out of the store. A simple message, prime store location and the ability to merchandise a wide array of products and packaging options were identified as the key factors in communicating and winning this shopper. The display's cutting edge, four-sided design, featuring Mountain Dew's signature green and eye-catching graphics, created a recognizable and prominent destination.

The Dew Zone was placed on the perimeter of Walmart with close proximity to the check out area. The display captured shoppers' attention prior to leaving the store and stimulated quick, additional purchases. Executed in several thousand Walmart stores nationwide, this solution has driven significant incremental sales volume, elevated profits and increased brand loyalty, resulting in a huge win for both the brand and the retailer.
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