



The Flute Wire

January 2010

Display of the Month

Swisher International



Brief overview of the display program:

In February 2010, Swisher International will be launching a new line of wine flavored cigarillos in a custom designed display by U.S. Display Group. The U.S. Display Group structural team designed numerous creative structures and the design with a cylinder structure emulating the shape of the cigarillos caught the eye of the Swisher International marketing team. Mockup displays were used in the Swisher International Booth at the National Association of Convenient Stores show to gain support for the new product launch. The display will be shipped to discount tobacco stores fully packed out with a mix of different products. By working together, Swisher International and U.S. Display Group created an innovative display while keeping the program cost effective. U.S. Display Group produced 40,000 of these displays in January.

Displays in Retail

Goody Products

Customer Comment:

Hey Bryan,
Our gravity feed hit retail at Meijer stores in the Midwest. Thought I'd pass it along for you to see! This is the first time I have seen them with the graphics applied! They look fantastic! Thanks.

-W. Brandt,
Associate Channel Marketing Manager

Account Executive - Bryan Cottrell

Top Sales - December

Sherry Stuckert



2010 CEO Date Set!

The Creating Educational Opportunities Event will be held May 2nd & 3rd in Tullahoma, TN. Look for your invitation in the mail!

Questions? Contact Brittney at info@usdisplaygroup.com

New Team Member

Rich Mercer joined the U.S. Display Group team in Tullahoma on January 25th. Rich will be the Production Supervisor over the Packout/Fulfillment Department. Rich comes to us with many years of manufacturing experience, most recently with Kenco, a 3rd party packout facility for General Mills.

