



The Flute Wire

October 2009

USDG Exhibits at Industry Events!

U.S. Display Group recently exhibited at the Instore Expo in Chicago and the NACS Show in Las Vegas. To further execute the Sustainability initiative, USDG redesigned its exhibit booth using recycled parts from the old booth to create a new design with a smaller carbon footprint. The USDG graphics department designed the eye-catching banner graphics.

The Instore Expo brought brand marketers, retailers, agencies and P-O-P producers together to showcase the latest in-store marketing in retail. U.S. Display Group won two awards at the Design of the Times competition, which recognizes the retail industry's best displays and promotions. Energizer Personal Products "Hawaiian Tropic" display won Gold in the Drug & Healthcare Industry category and the Gish, Sherwood & Friends "Bridgestone Brand Image Dangler" won Silver in the Transportation category. The NACS show had over 21,000 attendees and 1,200 exhibitors from the Convenience Store Industry. Both shows were a complete success!



**Top Sales -
September**
Walt Farr



Livestrong Day
October 2nd

Customer Comments

Sherry,
I've been VERY impressed with you and your companies' capabilities to react to all the stuff that I have asked for over the past couple of weeks. Our customers have really liked the look and designs of the displays. Again, THANKS!!!!

USDG recently took part in LiveSTRONG Day, the Lance Armstrong Foundation's grassroots advocacy initiative to unify people affected by cancer. Hundreds of events were organized across the country to raise awareness about the fight against cancer. Everyone wore yellow in support of Samantha, the eight year old granddaughter of one of our employees who recently was diagnosed with cancer.

R. Turner, Brand Manager
Old World Industries, Inc.
(Sherry Stuckert - Account Executive)