



## **FOR IMMEDIATE RELEASE**

### **UNIVERSAL Wins OMA**

**Lewisville, TX - April 17, 2013** – Universal, a global custom designer of merchandising displays and retail environment solutions, was awarded an Outstanding Merchandising Achievement (OMA) from POPAI (Point of Purchase Advertising International) on April 17<sup>th</sup> in Chicago. POPAI sponsors the OMA Awards every year at GlobalShop, the world's largest annual event for retail design and shopper marketing professionals to gather to recognize the most innovative and effective marketing at retail. For more than 55 years, entries have competed for gold, silver and bronze honors. A prestigious panel of judges comprised of producers, brand marketers and retailers identify winners in a range of categories.



A Bronze OMA was awarded to Universal for the Schneider Pen Display designed and manufactured for Office Depot. Universal was tasked to develop a permanent merchandising solution to introduce the Schneider Pen Line, a high quality and competitive priced pen not yet available in the US Retail Market. Schneider requested the display to hold “test me” pads, plastic caddies and a storage location for excess pen inventory. Office Depot required each display to ship assembled and fully stocked ready to sell.

Universal designed and engineered a cost effective solution that met all of the proposed challenges, including no tools or fasteners. The program execution was excellent. The units shipped fully assembled and stocked ready to start selling as soon as they were unwrapped in the store. Within six months on the retail floor at over 1,100 Office Depot stores, Schneider pen sales exceeded the initial goal of Office Depot and Schneider. Office Depot extended the program with Schneider into the 2014 calendar year.



## **ABOUT UNIVERSAL**

Universal is a global, custom designer and manufacturer of semi-permanent and permanent merchandising displays and retail environment solutions. Universal designs innovative, customized merchandising solutions that build brand awareness, attract shoppers' attention and deliver winning results at retail. With more than 50 years of industry experience, Universal has been recognized for its award winning design expertise, talented and experienced team, and longevity of customer relationships. Headquartered in Lewisville, Texas, Universal is a certified minority owned business enterprise ("MBE") and operates more than 668,000 square feet of global manufacturing and distribution capacity in the USA and Asia. To learn how Universal delivers customized merchandising solutions that win at retail, go to [www.udfc.com](http://www.udfc.com)

## **CONTACT**

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