

## PROMOTION AUDIT



### Beauty End Cap Display Designed For Wal-Mart

This end cap unit, designed specifically for Wal-Mart, sells off of 3 separate large hook panels. It works as essentially 3 displays in 1.

The 3 panels permit grouping of product (eyes, nails, beauty) along with the viable accessories. The oversized riser and base graphics grabs immediate attention.

The end cap display was created by President Container, ([www.presidentcontainer-group.com](http://www.presidentcontainer-group.com)), a Moonachie, NJ-based display firm.



### Barnes & Noble Opens On-Campus Beauty Concept, The Glossary

Barnes & Noble College has launched its on-campus beauty concept, The Glossary. Housed as a distinct store within select

Barnes & Noble College bookstores, The Glossary is a first-of-its-kind, dynamic shopping environment that offers students the opportunity to explore, sample and purchase a wide variety of mass and prestige beauty products on a growing number of college campuses nationwide.

"We built our reputation as one of the most trusted campus retailers by continuously innovating and creating new merchandising ideas we know our students are looking for," said Joel Friedman, V.P., Chief Merchandising Officer, Barnes & Noble College.

Barnes & Noble College selected global retail design and build firm, RPG ([www.rpg57.com](http://www.rpg57.com)) to design, brand and manufacture The Glossary. The environment showcases a groundbreaking retail shop that is completely distinguished from other categories in the bookstore setting.



Stand out from other brands!



# Dunning Displays

## Custom Retail Display Solutions

- Full graphics capability!
- Display materials include wood, acrylic, wire and metal
- Wooden signs, bottle glorifiers, napkin holders and condiment caddies
- Menu holders, presentation boxes and more!

Dunning Displays has been making high quality Point of Purchase products since 1906. Offering quality craftsmanship, excellent service and "direct-to-market experience."



(603) 445-5591 ext. 16 • [sdiorio@jhdunning.com](mailto:sdiorio@jhdunning.com) • [www.dunningdisplays.com](http://www.dunningdisplays.com)

