



## PRESS RELEASE

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### **Vanguard Companies Announces Expanded Role of Richard Dickson National Sales Representative**

KANSAS CITY, MO (January 10, 2024) -- Vanguard Companies founded in 1975, is a leading designer and manufacturer of retail point-of-purchase (POP) displays, retail packaging, industrial packaging, and fulfillment services. Vanguard has announced that Richard Dickson, National Sales Representative, will now have an expanded role as an official part of the Sales and Design Team in St. Louis, Missouri. His experience with national accounts will be leveraged to help the team expand the Eastern regional market.

Jim Beard, the CEO of Vanguard Companies, expressed his excitement about Rick's expanded role in the company. "Rick is an expert in the retail industry and has valuable insights and passion. His contributions will help the company drive new opportunities. Rick will collaborate with the creative services, marketing, and Eastern Regional sales team to increase the company's presence across national and regional channels. He will focus on expanding the corrugated merchandising solutions and improving the retail packaging offerings in targeted market segments."

Rick will be responsible for providing exceptional service and creating value for customers on a local and national basis. He will leverage his years of strategic selling experience to generate new opportunities and grow revenue while maintaining a high level of integrity and accountability.

Rick is an experienced veteran in the packaging and retail display industry, with expertise in temporary, semi-permanent, and permanent displays, working with various substrates and printing capabilities. His relationships in the home improvement and beverage industries will be a great asset as Vanguard looks to expand its portfolio and increase its national foothold.

Ed Econie, Eastern Regional Sales Manager, said, "Rick is a great addition to the St. Louis Team. We are excited to bring the talents of our award-winning design team (Shop! OMA, Path to Purchase OmniShopper, AICC/TAPPI Box Manufacturing Olympics) to his accounts."

## **About Vanguard Companies**

Vanguard Companies is one of the industry's leading corrugated merchandising solution partners. Our expertise in point-of-purchase displays, signage, retail-ready packaging, industrial packaging, and e-commerce packaging is demonstrated across every retail sector. These products are amplified by our creativity, high-end graphics, digital printing, fulfillment services, and program management capabilities.

We combine the latest shopper intelligence, award-winning design innovation, and technology to provide the most effective omnichannel display and packaging solutions. We are committed and focused on helping companies reduce program costs, create brand value, sell more products, and improve their bottom line. Learn more at [www.vanguardpkg.com](http://www.vanguardpkg.com)