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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Vanguard Companies Announces Winning Two Awards in the 2024 Shop! Outstanding Merchandising Achievement (OMA) Awards Competition

KANSAS CITY, MO (APRIL 11, 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 is pleased to announce the winning of two coveted Shop! OMA Awards.

The Shop! Outstanding Merchandising Achievement (OMA) Awards program is the Marketing at Retail Industry's most prestigious, largest, and longest-running awards contest. It recognizes and honors excellent displays that set the merchandising and design precedents of today to become the standards of tomorrow.

"Creating an award-winning display requires great customer collaboration, innovation, and teamwork. Congratulations to our valued customers and the entire team at Vanguard Companies for making awesome happen." said Jim Beard, Vanguard Company CEO. "This was truly a team effort— from the collaboration of our sales team with their clients, through design, planning and manufacturing. Vanguard Companies delivers award-winning results for our customers."

Vanguard Companies and PopSockets won a **Gold OMA Award** in the Personal Electronics and Software – Temporary Display division for their **Grip & Go Target Endcap**. PopSockets partnered with Vanguard Companies to design an endcap display for Target to promote and raise awareness of various products for its customers. The display incorporated key design elements for shopper appeal, maximizing in-store effectiveness, and personalization. In addition, the display accommodated multiple SKUs of product, was easily shoppable, and sturdy enough for restocking.

Read the full case study at <https://www.vanguardpkg.com/popsockets-grip-go-target-endcap/>

Vanguard Companies and Walmart won a **Bronze OMA Award** in the General Merchandise – Temporary Display division for their **Trial & Travel Train Multi-Vendor Program**. Walmart partnered with Vanguard Companies to launch a promotion that raised awareness of various travel products for its customers to trial. Through our collaboration with Walmart, we designed a modular pallet program that could be used as a half pallet, full pallet, and pallet train. Product bins provided a unique design shape and clear visibility to products and shopping.

Read the full case study at <https://www.vanguardpkg.com/walmart-trial-travel-multi-vendor-program/>





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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

