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SMP DISPLAY & DESIGN GROUP ANNOUNCES NEW BRANDING STRATEGY

CHATTANOOGA, TN (January 2009) – SMP Display & Design Group, a Division of SMP Industries Inc., announces a complete rebranding strategy. This initiative includes a division name change and new logo, in addition to numerous marketing tools.

“This is an exciting time for SMP, “ said Mike Sybilrud, Vice President of Sales and Marketing, “Nine months ago, we hired a strategic branding and creative firm to guide us through a complete rebranding process. After many strategic meetings, analyses of industry trends, extensive research and brand awareness surveys, we concluded **SMP Display & Design Group**, as a name, did not accurately describe the direction in which our company has moved in order to better serve our customers. We are a marketing company with a manufacturing and distribution backbone, and we truly understand the in-store marketing needs of the changing brands we serve. ”

As a result, SMP has unveiled their new logo and division name. The former SMP Display & Design Group is now SMP In-Store Marketing Solutions. In addition, the tagline **brandingforward** will be used with the SMP In-Store Marketing Solutions logo. “Simply put, this is what SMP In-Store Marketing Solutions strives to do for our customer,” said Mr. Sybilrud. “We help them create the total retail branding experience by constantly evolving, moving forward and staying ahead.”

SMP In-Store Marketing Solutions plans to launch its new ad campaign and website in February. Their goal is to better serve their customers with these tools, while simultaneously pushing SMP’s brand even further into the marketplace.

ABOUT SMP IN-STORE MARKETING SOLUTIONS

Established in 1947, SMP In-Store Marketing Solutions, a division of SMP Industries, Inc., has over 60 years experience in in-store marketing and point-of-purchase display design, manufacturing, fulfillment and distribution services. Manufacturing both domestically and internationally, SMP In-Store Marketing Solutions is able to support its clients’ in-store marketing programs by offering innovative design concepts and state-of-the-art manufacturing and distribution services worldwide. For more information, visit www.smpinstoremarketing.com.

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