



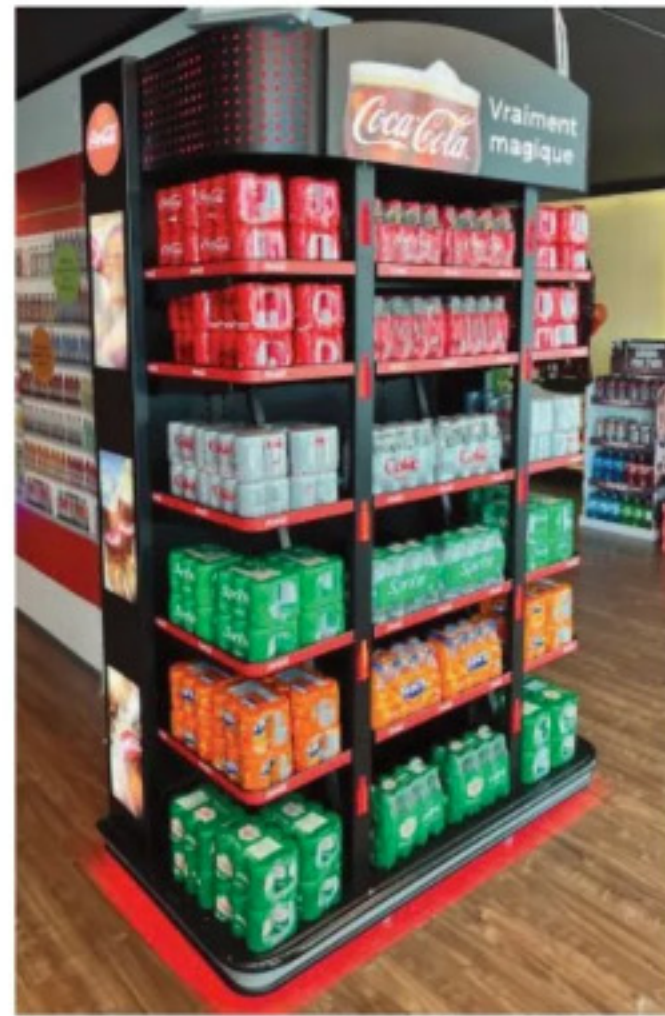
Amazon Alexa SuperTable

The Amazon Interactive Display was designed to redefine the in-store shopping experience with durability, modularity, and sustainability at its core. This display highlights Amazon's diverse product offerings while capturing shopper behavior insights. The display features streamlined design with four 4-foot modular sections for easy shipping, installation, and store-specific setups. Replaceable components reduce costs and environmental impact, extending the fixture's lifestyle. The use of recyclable steel and knock-down design minimizes waste, freight costs, and carbon footprint. A BrightSign media player with custom web pages enables interactive content, dwell time tracking, and seamless transitions. Created by Darko, 26401 Richmond Rd., Bedford Heights, OH 44146; www.darko-inc.com. **Gold Award & Display of the Year.**



Barefoot Wine NFL Football Pole Topper

This E & J Gallo display for Barefoot Wine incorporates the clear iconography of the National Football League, with the sheer power of the product's branding. Both are so well known that the mixture of the two made a show-stopping piece. Created by Prometheus Retail Solutions, 11860 Kemper Rd. Auburn, CA 95603; www.prometheusretail.com. **Bronze Award.**



Coca-Cola WOW Endcap

Constructed from durable metal, the WOW Endcap is a permanent fixture that offers reliability and stability in high-traffic retail environments. Its sturdy frame and ample product-holding power accommodates various merchandise sizes and weights securely, maintaining an attractive and functional display. The WOW Endcap aims to create an engaging shopping experience that encourages impulse purchases and enhances brand visibility. Created by WWD Complete, 7765 Tranmere Drive, Mississauga, Ontario, Canada L5S 1V5; www.wwdcomplete.com; **Bronze Award.**



Clarins Skincare GTU & Bars

The objective of the Clarins Skincare GTU & Bars was to elevate the brand's flagship skincare presentation with an engaging, top-of-counter display that strengthens brand presence, simplifies associate interaction, and champions sustainable practices. Designed to showcase new and best-selling products, the versatile modular system can stand alone or form a full skincare bar, adapting to various retail environments. The illuminated, slim-profile display was engineered for maximum durability, visual impact, and minimal environmental footprint. Created by EDA Retail, 405 Lexington Ave., New York, NY 10174; www.edaretail.com. **Gold Award & Sustainability Award.**



Sherwin-Williams Designer Color Collection Display

The Designer Color Collection launch repurposed an existing HGTV Home display shell, transforming it into an entirely new color palette presentation. Designed for easy installation by store associates, the initiative successfully introduced a fresh, bold design and new paint products while maintaining operational simplicity. Created by Innovative Marketing Solutions, 1320 N Plum Grove Rd., Schaumburg, IL 60173; www.innovativemarketing.com. **Bronze Award & Sustainability Award**



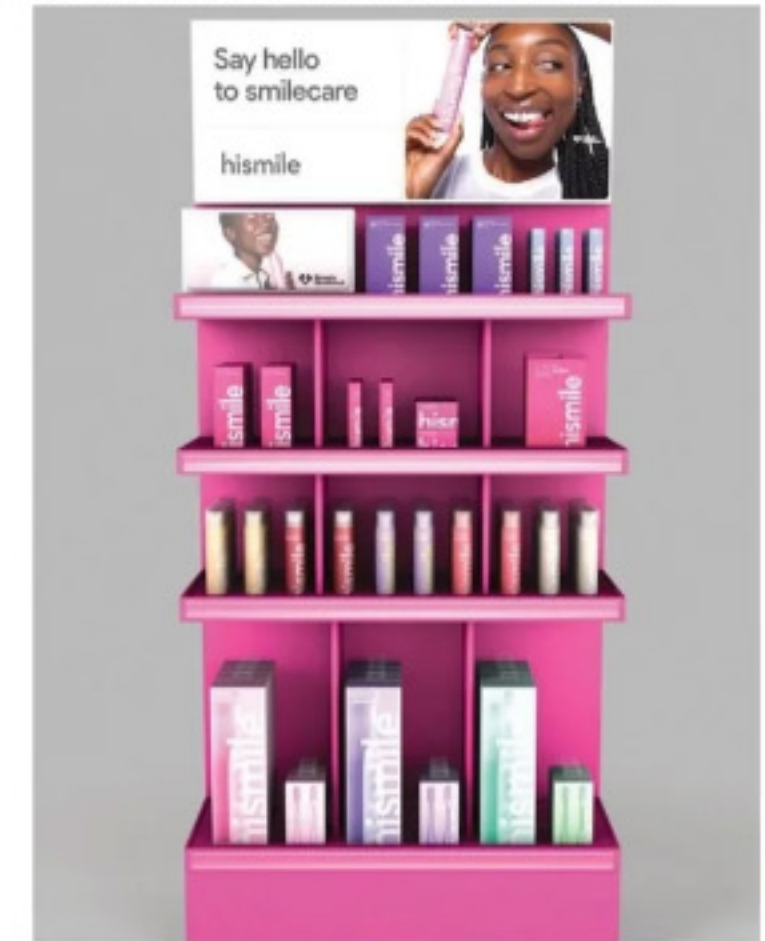
Gatorade 4x4 Display

The Gatorade 4-sided display features a large product capacity, youthful sports brand design and a 4-way shopping format that meets retailer needs. The branded display can be placed in many beverage and cross merchandising department locations. This display has proven to engage the targeted customer for replenishment trips and increased impulse purchases, due to effective product presentation, brand recognition and color blocking. Created by Unified Resources in Display, 55 Bushes Lane, Elmwood Park, NJ 07747; www.unifiedrid.com. **Bronze Award.**



McKee Foods Back to School Backpack

A concept render was given to the customer as an idea to update an older display that was out of date. From a structure standpoint, the entire display is made with corrugated material to easily dispose of when the back to school season is finished. The display is 100% recyclable. It features a combination of direct print and litho to control cost. Created by Titan Display and Packaging, 455 T Elmer Cox Drive, Greeneville, TN 37743; www.titan-box.com. **Bronze Award.**



Hismile Quick Set Endcap for CVS

This sustainable, durable display for hismile, an oral care brand known for its sleek, color-coded packaging, was designed to last at least six months in-store and align with hismile's sustainability values. Emphasizing minimalism, the eco-friendly display featured streamlined graphics on a bright white background to complement and highlight the playful product packaging without overshadowing it. Created by The Royal Group, 1301 S. 47th Ave., Cicero IL 60804; www.teamtrg.com. **Silver Award.**