

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Display Executive:

We are pleased to tell you that the October issue of **CREATIVE** will carry a **Creative Spotlight – Wood Displays**.

**The Creative Spotlight – Wood Displays** will showcase the best recent wood displays in full color. The story will cover all types of wood displays, from simple, stock displays to the most elaborate permanent displays and fixtures. The story will highlight the importance of wood displays as a cost effective, environmentally friendly merchandising tool, and illustrate the wide variety of looks that can be achieved with wood displays.

We invite you to participate in this feature by submitting information about a wood display recently created by your firm. Please describe the wood display and the retail outlets which it has been designed to be placed in. We also need a full color image. Attached is a link to a form to use in supplying us with information and images for this article.

Please send all material to us by September 21. Thank you for your cooperation on this important feature.

Please call me at 516-378-0800 if you have any questions, or need additional information or email me at [larry@creativemag.com](mailto:larry@creativemag.com).

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.