

Smyth Companies receives award for Homel Foods point-of-purchase display

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Presentation Packaging, the point-of-purchase (P.O.P.) display partner of Smyth Companies, Inc., earned a Silver Award in the Point-of-Purchase Advertising International (POPAl) 2008 Outstanding Merchandising Awards competition. The award was given for a display entered on behalf of Smyth's client Hormel Foods.

The POPAI awards are an annual competition that recognize superior merchandising via permanent, semi-permanent and temporary displays and signage, across a range of categories. Entries are judged on a variety of criteria, including aesthetics, functionality and consumer reaction. The Hormel display was entered in the Temporary Grocery and General Merchandising category. It was designed and produced for Hormel's sub-branded Marrakesh Express All Natural Cous Cous line, and shipped to retail locations nationwide as a complete kit with product.

Smyth Companies, Inc. is one of the largest label printers in North America. The company produces lithographic glue-applied labels as well as flexographic pressure-sensitive labels for consumer goods companies in a variety of markets, including food & beverage, wine & spirits, and personal care products. Smyth operates production plants in Minnesota, Colorado, and Virginia, and employs approximately 350 people.

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