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Chute Gerdeman to Lead NASFM Rebranding Effort

Columbus, OH—Chute Gerdeman Retail, the Columbus-based retail design firm, has been retained by the National Association of Store Fixture Manufacturers (NASFM) to lead a rebranding effort for the association to reflect its long-term strategic direction.

Chute Gerdeman will work closely with NASFM's board-appointed Rebranding Task Force to develop a new brand strategy, including name, identity and logo, which are expected to be unveiled at the annual convention in November.

"Our non-profit association has used the NASFM name for over 50 years," said Klein Merriman, NASFM Executive Director. "We do not undertake this change lightly. We have discussed this at great length with our board of directors before making the decision to proceed."

In recent years, retailers have been looking to NASFM member fixture providers for an increasing array of services beyond the manufacturing of fixtures, including design, engineering, project management, logistics, warehousing, installation, merchandise sets, fixture maintenance and more.

As these and other changes in sourcing have taken place, NASFM has grown to represent a broader array of companies. In 2003, NASFM extended membership rights to retail design firms. In 2005, NADI (the National Association of Display Industries) merged with NASFM. And in 2006, NASFM assumed administration of PAVE, the Planning and Visual Education Partnership, a 501(c)(3) educational foundation.

The result has been unprecedented growth, as today more than 825 companies are members of NASFM. Current membership includes



providers of store fixtures, providers of visual presentation products, contract design firms, and providers of materials, equipment, and services to these constituencies.

“Chute Gerdeman Retail was the very first design firm to join NASFM—in 2003,” said Chute Gerdeman Retail Principal Denny Gerdeman. “As we have witnessed the changes within NASFM during the past four years, we have a solid understanding of the value the association provides. We’re honored to have been selected for this important rebranding process.”

It is expected that the association’s brand will likely evolve from the current focus on “store fixturing” to communicate the association’s new long-term strategic goal to represent all channels of contributors to retail store environments.

About Chute Gerdeman Retail

Since 1989, Chute Gerdeman Retail, based in Columbus, OH, has created retail brands, their identities, their environments, and every other customer touch point, including brand communication materials, merchandising fixtures, and packaging. The firm’s client list includes: M&M’S® (Mars), Target, Levi Strauss, 7-Eleven, Sheetz, Chili’s, Einstein Brothers Café, KFC (Japan), Marriott Vacation Club Resorts, Smithsonian, Kohl’s, Club Libby Lu, Pepsi-Cola, CompUSA, Nationwide Arena, Philips Arena and Lowe’s. In 2006, the firm was voted “Designer of the Year” by readers of *DDI* (*Display & Design Ideas*) magazine in addition to the numerous awards it has received for design leadership. The company’s work for M&M’S World® Orlando was recently recognized as “International Store of the Year” by the Institute of Store Planners, a professional design organization. For more information, go to www.chutegerdeman.com

About NASFM

Founded in 1956 and based in Hollywood, Fla., NASFM has stood for quality and professionalism for 50 years. NASFM members are proven industry leaders—companies that are well known for excellent craftsmanship, topflight service, and cutting-edge innovation. Member companies offer a full range of products and services for retail environments, and include store fixture suppliers, retail design firms,



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suppliers of visual merchandising products, and suppliers of materials and equipment for the retail environments industry. Member capabilities extend beyond fixture manufacturing to include importing, exporting, consolidating, installing, project management, engineering, design, and more. For more information, go to www.nasfm.org.

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