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Retail Design firm Chute Gerdeman Expands Staff

Columbus, OH—Chute Gerdeman Retail, the Columbus-based retail design firm, has added three new staff members.

Faith Bartrug joined Chute Gerdeman as a senior designer in brand and visual strategy. Bartrug brings with her extensive experience in visual merchandising, brand strategy, and environments design. Her primary responsibilities are strategic visual planning, design and development, in-store branding, and fixture design. Bartrug is a graduate of The Ohio State University.

Virginia Kistler has been hired as a designer on the design development team. Kistler's role will be to detail and document the design intent for each project, including environment, custom store fixtures and millwork, coordination with graphic design, lighting design, architectural and engineering consultants, and implementation coordination with vendors, fabricators and contractors. She is a graduate of The Art Institute of Pittsburgh's Department of Industrial Design, with a second degree in business administration from The Ohio State University's Fisher College of Business.

Gretchen Ardizzone is the newest addition to the marketing department as strategic resource coordinator. She graduated from Ohio University with a degree in organizational communication and an emphasis on marketing and business administration.

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



chute gerdeman retail

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

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