



chute gerdeman **retail**



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**Introducing the Association for Retail Environments;
NASFM Rebranding Led By Chute Gerdeman Retail**

Columbus, OH—The National Association of Store Fixture Manufacturers (NASFM) becomes the Association for Retail Environments this week, unveiling a new name and brand identity developed under the guidance of Chute Gerdeman Retail, the Columbus-based branding and retail design firm.

Following several years of unprecedented growth and change, the association enlisted Chute Gerdeman's help in redefining itself. Working closely with the association's board-appointed Rebranding Task Force on the seven-month project, Chute Gerdeman developed a new brand strategy, including name, identity and logo. All were unveiled last night during the association's 52nd annual convention in Dana Point, CA.

The new name, the Association for Retail Environments (A.R.E.), and tagline, "Connecting People, Shaping Retail," clearly position the association as the single destination for companies and industry professionals representing all aspects of retail design.

The association's new visual identity includes a new logo with a Chute Gerdeman-designed mark in the form of a stylized "bubble plan" incorporating a variety of colors, representative of the many disciplines under the new A.R.E. umbrella. A modern font aligns with the organization's emphasis on being approachable and forward-thinking.

"Our new brand identity reflects the breadth of products and services that our members provide," said Executive Director Klein Merriman. "What hasn't changed is the reliability and expertise of our member companies."



A.R.E. members are retail environments professionals and 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, suppliers of visual merchandising products, and suppliers of materials and equipment for the retail environments industry. Member capabilities include importing, exporting, consolidating, installing, project management, engineering, design, and more.

“Chute Gerdeman Retail has been a member of NASFM since 2001, even before there was a designer membership available,” said Chute Gerdeman 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 are honored to have been selected for this important rebranding process.”

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. The firm’s client list includes: M&M’S® (Mars), Target, Levi Strauss, Limited Too, Kohl’s, Sheetz, Lowe’s, Einstein Bros. Café, KFC (Japan), Pepsi-Cola, Nationwide Arena, and Marriott Vacation Club International. 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. For more information, go to www.chutegerdeman.com.

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