

Release Date: November 6, 2007

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NASFM Becomes the Association for Retail Environments

Hollywood, Fla. (Nov. 6, 2007)—The National Association of Store Fixture Manufacturers (NASFM) has officially adopted a new name and brand identity to better reflect the breadth of products and services that the association’s member companies provide. The association is now the Association for Retail Environments. The unveiling of the new name and brand identity took place at NASFM’s 52nd Annual Convention, Nov. 5, at NASFM’s 52nd Annual Convention, held at the St. Regis Resort Monarch Beach in Dana Point, Calif.

Says association President Jack Hale, “Our association has grown dramatically in recent years. As the needs of retail clients have evolved, our traditional store fixture company members have expanded the array of products and value-adding services they offer. At the same time, our association has grown to include retail design firms, visual presentation products companies, companies that supply materials and equipment, and a variety of other products and services. We are now truly an association representing all parts of the huge industry that provides products and services for retail environments. Our new name reflects what we are today.”

“After more than 50 years as NASFM, changing our name was not a decision that was easily made,” notes Klein Merriman, executive director of the association. “The new name reflects the full breadth of our members’ capabilities.”

Richard Ernest, president of Crown Metal Manufacturing Co. and a past president of the association, led the Rebranding Task Force that worked with Chute Gerdeman Retail, the Columbus, Ohio-based branding and retail design firm (and a NASFM member since 2001), throughout the seven-month rebranding process. The new name, logo, and tagline, “Connecting People, Shaping Retail,” clearly position the association and its members as the source for information, education, and all types of products and services for retail environments.

About A.R.E.

Members of the Association for Retail Environments, formerly NASFM, 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.