

**For Immediate Release**

Re: Dr Display Showcases Novelty Merchandise

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**Dr Display Showcases Novelty Merchandise**  
***US fixture maker expands sales with custom displays for manufacturers***

**Prineville, Oregon-** It has been an amazing two years of growth for Dr Display, makers of wood display fixtures for retailers and manufacturers. To meet demand and expand their production capacity, owner Cecil Wilson directed a move to a larger facility here and machinery upgrade to be complete for the start of 2007. The company's rapid increase in sales has resulted in part from being selected as a key vendor to several manufacturers who offer the custom wood displays to showcase their products.

"We create unique solutions to enhance each manufacturer's assortment. It is a combination of desired capacity, theme focus, foot print and storage requirements," summarized Gillian Zed, the agent who develops Dr Display's custom programs. "Space efficient floor stands are our specialty. Lines that include multiple products that need to be presented in depth benefit by offering a fixture retailer's love and keep full."

Dr Display's recent custom program launches include the versatile shelf and hook combination floor stand created for **Laid Back**®'s collection of age humor novelty gift items. Zed and her Seattle based marketing agency, The Product Rocket worked with Laid Back's new parent company **Oak Patch Gifts**, to develop the multi-use display. With several product focus areas at eye level, the consumer is invited to buy all the elements needed for a festive milestone party.

**Kamibashi** offers charming hand made products for the museum and gift market including their unique **String Doll Gang**™ key chains. The Gang's personalities, including the peg-legged Captain Bad and the pitchfork wielding Red Devil, are featured on individual hooks over a tray filled with product.

Dr Display designed a vertical multi-product souvenir department with merchandise featuring the scenic artwork of **Paul A Lanquist, offered by Northwest Art Mall**. Diverse items such as posters and ceramic mugs are featured with open sell inventory. Consumers can cross purchase souvenirs with out leaving the fixture and cover the magnet, key chain, and postcard needs all in on spin.

All of Dr Display's fixtures are handcrafted in the USA and are designed to make the most of valuable floor space while featuring multiple facings for product. The company offers a complete stock line of displays including several spinning floor stands, many with hidden storage, as well as high capacity on counter spinners for small items. To get a catalog or learn more about these American made wood display fixtures visit [www.DrDisplay.com](http://www.DrDisplay.com) or call toll free 800-447-1548.

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**Photos Included**

- **Laid Back Floor Stand 1**
- **Kamibashi Bin**
- **PAL Floor stand**

**To request high resolution photos or additional information, please contact Gillian Zed 206-784-7758**