

NEWS OF OUR CLIENTS



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RITE IN THE RAIN[®] WINS OMA AWARD FOR EXCEPTIONAL IN-STORE DISPLAY

Design Featuring Weatherproof Products Combines Ingenuity, Practicality and Brand Excellence

Tacoma, Wash. — *Rite in the Rain*[®], the leading manufacturer of all-weather writing products that defy both Mother Nature and Father Time, received a silver medal at the Shop! OMA Competition for its in-store display, which prominently showcases its products while highlighting its hard-working notebooks, calendars, writing instruments and planners. Recognizing the most innovative and effective in-store and point-of-purchase displays, the Outstanding Merchandising Association (OMA) chose to bestow its honors on *Rite in the Rain's* floor stand corrugated display which was designed with CaroCon Display and Packaging.

The challenge when designing the winning in-store display was three-fold according to Ryan McDonald, Marketing Director for *Rite in the Rain*. Incorporating the need to hold a variety of product types and sizes – including heavy copy paper packs; a durability requirement to survive several months on the retail floor; and the desire to introduce the brand to a new audience, made creating the display no simple feat.

“The functionality and robustness of the display were of course important, but perhaps most imperative, it needed to communicate our brand’s features and benefits to an audience, many of which may have never heard of us,” said McDonald. “We ended up creating a unique feature which included a sample tear pad on the display, giving consumers an opportunity to test for themselves how our *Rite in the Rain* All-Weather Paper holds up to water, sweat, mud, and grease.”

Dovetailing on the company’s successful “Water Bucket” display, the winning floor stand display featuring the “Survives Real Life” tagline on the header also shows a faucet with running water on a notebook on the side panels to drive home the fact that *Rite in the Rain* products are weatherproof and ultra tough. The new point-of-purchase display currently appears in 188 Staples and Office Depot locations across the West Coast, with anticipated use nationwide in the coming months.

About Rite in the Rain

Founded more than a century ago in the forests of the Great Northwest, *Rite in the Rain* began by developing sheets of paper hand-dipped with a special coating to create a unique moisture shield for use in the logging industry. Made in the USA since 1916, *Rite in the Rain* All-Weather Writing Products circulate around the world in the hands of outdoor enthusiasts and professionals working in poor weather conditions. For more information about *Rite in the Rain*, visit RiteintheRain.com.

Connect with *Rite in the Rain* on social media:

