



**PRESS RELEASE:
FOR IMMEDIATE RELEASE
July 2014**

Blanc Display Group Acquires Wire Displays Inc.

Blanc Display Group has acquired Wire Displays Inc. of Lodi, New Jersey, exponentially growing their manufacturing capabilities and product line of quality custom wire Point of Purchase (P.O.P.) racks and displays. "After 50+ years in the business, it is time to move on and retire." said, Robert Mulcahey, President of Wire Displays Inc. adding, "We are pleased to announce that Wire Displays Inc. is being acquired by Blanc Display Group. This sale not only brings Wire Displays Inc. into a modern, forward-thinking company, but gives our customers the availability of so many more services and display options." In the custom wire business for over 50 years, Wire Displays Inc., a well-known and highly respected family-owned and operated manufacturer of P.O.P. displays, racks and custom wire products with clients that include Glaxo Smith Kline, Crayola, M&M Mars, B&G Foods, Johnson & Johnson and more will become a key division in The Blanc Display Group, joining Blanc Industries, Inc., WP Sign Systems and Brinker Displays. Didier Blanc, President of Blanc Display Group stated, "Wire Displays Inc. is a leader in the manufacturing of quality wire racks and displays. Bob and Beth Mulcahey's decision to sell Wire Displays Inc. and enjoy a well-deserved retirement presented an opportunity to broaden Blanc Display Group's capabilities. Acquiring the company not only expands our product lines, but also ensures the continuation and tradition of bringing quality products to Wire Displays Inc. customers and now to ours as well. We are excited to welcome Wire Displays Inc. to the Blanc Display Group family."

The purchase of Wire Displays Inc. will bolster Blanc Display Group's expertise and presence in counter displays, floor displays, KD (knock down) racks, counter spinners, floor spinner displays and customized applications while broadening their product lines. The addition of Wire Displays Inc. to Blanc Display Group facilitates convenient one-stop shopping experience, wherein the design and manufacturing of custom merchandise merge to create cost-effective custom products.

The acquisition of Wire Displays Inc. and the recent procurement of assets from R-Wire Displays, further demonstrates the commitment of Blanc Display Group to become a full-service wire display company that strives to bring its customers the latest technology and expertise necessary to manufacture quality merchandise ensuring that customers have a competitive edge in the retail market. In addition to wire signage and displays, Blanc Display Group specializes in printed P.O.P. signage, eco-conscious corrugated displays, vacuum formed displays, and more. Call 888 332-5262 or log onto blancind.com for more information.

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