

SPC Retail Display Group  
13975 Monte Vista Ave.  
Chino, CA 91710  
Contact: Matt Johnson

Tel: 800.742.8585  
Fax: 562.802.7169  
Email: [mjohnson@pievac.net](mailto:mjohnson@pievac.net)  
Web: [www.spcretaildisplaygroup.com](http://www.spcretaildisplaygroup.com)

For Immediate Release

## SPC Retail Display Group Welcomes New Director of Design

December 5, 2011 (Chino, CA) – SPC Retail Display Group continues growth initiatives designed to provide customers with more valuable services by welcoming Emerson Teixeira as their new Director of Design. Emerson’s specialties include 2D and 3D visualization, problem solving, materials and construction knowledge, design development and creative resourcing.

Emerson brings SPC more than 12 years of retail and consumer brand marketing experience, including work with such companies as Nike, Under Armour, Nintendo, Callaway Golf, Home Depot, Lowe’s, Target, Armstrong, and CCA Global. He has also contributed to successful retail and exhibit programs in Latin America for Diadora, Azaleia, Olympikus, Kraft Suchard and Osram.

By combining customer research with manufacturing knowledge, SPC recognizes Mr. Teixeira’s approach will be instrumental in helping them create store fixtures and POP displays that will enhance consumer experiences in many different consumer environments. Recognized for his conscientious and assertive approach toward display program management, Emerson likes to say “I’m involved from concept to completion, placing particularly emphasis on defining design parameters, establishing project landmarks, and implementing processes that ultimately lead to merchandising outcomes that exceed client expectations with respect to design, on-time delivery and budget.”

### **About SPC Retail Display Group**

Service, performance and commitment remain the core of SPC Retail Display Group’s mission. SPC primarily serves retailers and brand marketers throughout the U.S., Mexico and Canada by providing in-house design, and domestic and import manufacturing of custom and standard metal, wire, MDF and plastic retail stores fixtures and POP displays; and also offers the Hanger Caddy™ Hanger Management System, shopping carts and bags, printed signage, store opening kits, a store replenishment program, pre-staging services, and nationwide chain rollout programs. SPC Retail Display Group, often associated with spokesman Shades, the Blue Duck, is headquartered in Chino, CA, and has offices throughout the United States as well as in Xiamen, China.

For more information about the SPC Retail Display Group, please contact Matt Johnson, President and COO, at [mjohnson@spcdisplays.com](mailto:mjohnson@spcdisplays.com) or 800.742.8585.