



FOR IMMEDIATE RELEASE

Contact: Erin McGrath
Capitalist Agency for Kinter
312.376.0254
erin.mcgrath@capitalistagency.com

Premier Retail Display Provider Turns Retail Cooler Doors into Billboards with K-Ads

Kinter's new P.O.P. product enables retailers to display advertising directly on cooler door handles

Las Vegas, Nev. — GlobalShop Booth #2143 — March 24, 2015 — Today, Kinter, an industry leader of retail display solutions, announced the launch of its latest retail P.O.P. product innovation, K-Ads, at GlobalShop 2015. K-Ads enable advertising to be mounted on existing in-store cooler door handles, creating a win for brands and retailers. K-Ads help influence consumers directly at the point-of-purchase, increasing awareness and sales.

Kinter President Paul White is thrilled about the addition of K-Ads to Kinter's retail display offerings. "This new retail advertising product is unique in the food and beverage industry," said White. "Retailers benefit by creating new revenue streams, driving consumers to a specific brand or promotion, and marketers benefit as it's the last thing the consumer sees and touches before entering the cooler selection."

K-Ads is easy to install, fitting to any cooler door handle within minutes, and advertising inserts can be changed at any time. "We do everything we can to make it easy for our clients—from our easy-to-use, effective products to timely delivery and customer service, that we call KinterCare," said White. "K-Ads are so effective and easy to implement, which inspired the K-Ads tag line: It's way beyond P.O.P., it's mind control."

"We're constantly innovating to provide the latest and greatest in retail display, and our clients have come to expect that," said Matt White, Kinter's VP of sales and marketing. "We're excited to demonstrate K-Ads at GlobalShop, see familiar faces, and cultivate new relationships with retailers and marketers. Visit our KinterCare specialists at booth #2143 and experience mind control firsthand."

###

About Kinter

Founded in 1980, Kinter is an industry-leading manufacturer and distributor of retail display solutions based in Waukegan, Ill. Its warehouse has over 10,000 different retail display products in stock and ready to ship. Kinter has grown steadily by anticipating and meeting the needs of its customers, and providing exceptional customer service, the company refers to as KinterCare. To learn more about Kinter, visit kinter.com, and follow Kinter at [linkedin.com/company/kinter](https://www.linkedin.com/company/kinter) and twitter.com/kinterdotcom.