



## Fact Sheet 2013

Trumari® is the premier U.S. manufacturer and distributing source of the Lama®, an award-winning instant foldable display solution created by Marin's International, the worldwide leader of automatic P-O-P and P-O-S displays.

**Founded** 2011

**Leadership**  
Wayne Millage, *CEO*  
Bruce Hutcheon, *Vice President*  
David Hamilton Roberts, *Director, Point of Purchase*

**Headquarters** Seattle, Washington

**Manufacturing** Currently produced in the company's Seattle-based manufacturing facility, Trumari has offices in multiple locations including Washington, California and Texas, which serve national clients across North America.

**The Brand Display Revolution** Created through an exclusive structural technology allowing the instant foldable display system to set up in just seconds, Trumari's Lamas are revolutionizing how companies display their brands. Produced in a sustainable manufacturing facility with recyclable materials, the three-dimensional, full-color, eye-catching displays set up easily with little to no assembly required—users simply take the Lama from the box, unfold it and snap it into place with a shake. Lamas are also so compact most can be shipped in a carton the size of an extra large pizza box—at a fraction of the cost of a regular display.

**A Perfect Fit Across Industries** From retail sales to touting a company's brand at tradeshow, Lama displays are perfect in showcasing products from a variety of industries, such as:

- Food & Beverage
- Sporting Goods
- Health & Beauty
- Natural Products
- Electronics
- Automotive
- Entertainment
- Financial
- Fashion

## Limitless Combinations & Customization Potential

With hundreds of unique shapes, sizes and combinations—the highly customizable Lamas can be used for everything from tradeshow to promotional campaigns to in-store product demonstrations. Options include:

### Column Shapes & Sizes + Other Styles

Ellipse, Tube, Square, Hexagon, Half-Moon, Triangle, Rectangle, Pyramid available in Small, Medium & Large Sizes; Backdrops, Tables, Bins, Stages, Product Holders, Kiosks, Ring Kiosks, Bookshelves, Rectangular Shelves, Additional Shapes

### Die-cuts, Extensions & Special Effects:

Symmetrical, Asymmetrical & Tetra; Crown, Side, Wrap-Around & Front- to-Back; Reticulating Varnish, Strike-Through Printing, Embossing & Metallic Ink.

### Additional Options:

Countertop Brochure Holder, Ballot Box, Leaflet Holder, Hooks, Grab Bag Holders, Catalog Dispensers, Corner Display Shelves, Center Stage Shelf, Portal, Four-Sided Open Shelf, Platform Shelf, Countertop Dispensers, Product Window with Protective Film, Gravity Feeder, CD or DVD Dispenser, Dimensional Lug-On, Auto-Foot & Auto-Base.

## Figures That Speak for Themselves

Customers report **90 percent of Lama displays** are not only deployed, but **deployed correctly**, compared to industry average of just 40-50 percent.

Lamas are **twice as likely to be set up** than set aside, with greater impact as **70-80 percent of all retail purchase** decisions are made in-store.

Lama displays are so compact, they can also **save up to 65-75 percent in shipping costs** compared to traditional displays.

## Sustainability Certifications

International Organization for Standardization (ISO) — 14001:2004 Certified Manufacturing Facility

Sustainable Forestry Initiative (SFI) — Approved to Run SFI-Certified Jobs by Request

## Eco-Friendly Partnerships

Environmental Protection Agency  
Climate Leaders Program  
Green Power Partnership  
Energy Star Low Carbon IT Program  
Nintendo Green Certified Supplier  
Renewable Choice Energy

## Industry Recognition

Gold Ink Awards – Ping iCradle (Rectangular Column Lama)  
POP AI West Coast POP Show – Wilson Sporting Goods (Bookshelf Lama)  
POP AI West Coast POP Show – Yokohama Orange Oil Tire (Column Lama)  
Premier Print – Adidas (Lama with Shelves)  
Marin's International – Nikon Scope (Column Lama with Niche)

## Website & Telephone

www.trumari.com  
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## Media Queries

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