



Media Contact

Natalie Quick
206-779-0489
natalie@nataliequickconsulting.com

Trumari® Introduces the Lama®: A Revolutionary New Approach to Promotional & Product Displays

Innovative New Instant Foldable Display System Leads the Brand Display Revolution
With Jaw-Dropping Customizable, Sustainable & Portable Displays

Seattle, Wash., Sept. 26, 2013—Trumari, the premier U.S. manufacturer and distributing source of floor and countertop displays, today introduced the Lama®, an eye-catching, three-dimensional instant foldable display system that is revolutionizing the way companies display their brands.

The eco-friendly, highly-effective and visually-arresting alternative to traditional display systems was officially unveiled at the Natural Products Expo East in Baltimore, Md., the east coast's largest annual natural, organic and healthy products trade show.

"At Trumari, we're committed to anticipating companies' needs and offering more than expected in creative solutions and high-quality products," said Wayne Millage, President of Trumari. "Our goal is to sell the Lama to companies big and small, serving locations across the country as we expand throughout North America."

Versatile, Visually Arresting Displays Revolutionizing How Companies Display Their Brands

Produced sustainably through patented structural technology; the foldable Lama displays are made of 100 percent recyclable materials that are so remarkably compact and lightweight, most can be shipped in a container roughly the size of an extra large pizza box.

The portable displays also deploy with little to no assembly required, as users simply take the Lama out of the box, hold the top and unfold it—with the display easily springing into place and standing upright effortlessly and ready for viewing in a matter of seconds.

Available in hundreds of shapes, sizes and unique combinations, the Lama is also highly customizable—offering unparalleled creativity and a "wow" factor that breaks through the clutter—making the first impression the best and brightest.

Lama displays can also be used universally across hundreds of market sectors to inform consumers and provide brand support at the point of purchase. Whether showcasing food or beverages, promoting sporting goods or fashion, holding electronic products or providing in-store branding across a variety of industries, Lama displays help companies extend their brand's reach.

Highly-Effective—and Cost-Effective—with a Powerful Footprint

Because Lamas are so compact and lightweight, they can be mailed at a fraction of the cost—meaning that on average companies can save between 65-75 percent in shipping compared with traditional displays.

© 2013 Trumari® LLC, All rights reserved.

And, in addition to offering endless design possibilities, the Lama also creates such a small, powerful footprint that it generates the highest in-store deployment rate among nearly all complete display systems; with inherently complex set-up and deployment of traditional merchandising and trade show displays, up to 50 percent of displays ordered are never used.

By contrast, customers report that up to 90 percent of Lama displays are correctly deployed—ending the frustrating choice between expensive shipping costs and exhaustive in-store assembly.

“Since between 70 to 80 percent of all retail purchase decisions are made in store, having a display that is twice as likely to be set up is a critical element in supporting brands,” continued Millage.

The Most Sustainable Display in the Industry

Trumari’s sustainable business practices and delivery methods are also helping chart a new, more environmentally-focused path for the display industry: Lama’s are produced in an eco-friendly, ISO-certified facility. Since the reusable displays are made of high-quality paper, natural latex rubber and earth-friendly inks, they’re also completely recyclable and can be disposed of in a traditional recycling bin.

Lama displays also have a smaller carbon footprint because of their light and compact structure, meaning that Trumari can reduce the number of shipping trucks required and thus minimize greenhouse gas emissions—making Lama displays among the most sustainable in the industry.

Created by Marin’s International, a France-based organization with more than 20 years’ selling in more than 100 countries worldwide, the Lama was introduced in America in 2011. Since Trumari began selling the displays, its’ knowledgeable and experienced team has served a growing number of satisfied national clients and big national brands, including Microsoft, Guess, Wilson, Costco, Royal Canin and Kellogg’s.

###

About Trumari®.

Trumari (www.trumari.com) is the premier U.S. manufacturing and distributing source of the Lama, an award-winning instant foldable display solution revolutionizing how companies display their brands. As the most compact, sustainable and easily deployable merchandising display product in the United States, the Lama was created by Marin’s International, a France-based organization with more than 20 years’ selling the Lama in more than 100 countries worldwide. Trumari excels in inventive designs, jaw-dropping colors and outstanding production services, and their displays have received numerous awards including Gold Ink, POPAI West Coast and Premier Print.