

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear P.O.P. Executive:

We are pleased to tell you that the June/July issue of CREATIVE Magazine will carry a major editorial feature on “**Environmentally Friendly Point-Of-Purchase.**”

There is great interest in protecting the environment today and marketers in all industries are increasing their commitment to environmentally friendly marketing practices.

Our “**Environmentally Friendly Point-Of-Purchase**” story will focus on displays and display materials designed with environmental impact in mind. Our story will cover new display designs, display materials and new display products and production processes that are making ‘Green P.O.P. a reality.

We invite you to submit images and case histories for the “**Environmentally Friendly Point-Of-Purchase**” story. You may submit a case history for a particular display program designed with environmentally friendly display materials or components, or describe a display product or display material designed for ‘Green’ p.o.p. display campaigns.

Please send your entry and images to us by July 10.

If you need additional information or wish to discuss this special issue, please call me at 516-378-0800 or email me at [larry@creativemag.com](mailto:larry@creativemag.com).

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.