Creative Spotlight - 'Green P.O.P.'

Midway Display's new fully collapsible Beverage Rack was designed for Taphandles, a fully integrated beer marketing company, which needed a customized rack to present 22oz beer bottles. The Dual Framed Collapsible Rack with fully adjustable angled shelves, supports the weight of the 22oz beer bottles and provides graphic opportunities for brand identification. This rack knocks down efficiently and packs small to help meet sustainability goals. For more information, contact Midway Displays, 6554 S Austin Ave., Bedford Park, IL. 60638; www.midwaydisplays.com.

Starbucks is using this community message board to provide important information to customers. This laser etched display is made from reclaimed barn board (oak), reflecting the company's eco-friendly initiative. This community message board was created for Starbucks by Visual Citi, 770 Railroad Ave., West Babylon, NY 11704; www.visualciti.com.

Outwater Plastics offers its new and improved silver anodized and black powder coated Snap-Ease aluminum front loading frames made from 85% recycled materials. Outwater's Snap-Ease front loading frames are attractive and easy-to-use with an incorporated easy front load feature. They are offered in five sizes ranging from 8-1/2" x 11" to 24" x 36". For more information, contact Outwater Plastics Industries, 24 River Road, Bogota, NJ 07603; www.Outwater.com.

Masonways new Forecourt Product Line is designed to help service stations enhance the appearance of their Fuel Court Plaza while generating impulse sales. The earth-friendly roto molded plastic units are an alternative to traditional outdoor fixtures. Large advertising posters are designed to drive customers in-store resulting in increased sales. For more information, contact Masonways Indestructible Plastics, 580 Village Blvd. #330, West Palm Beach, FL 33409; www.masonways.com.