



# WestRock Honored for Outstanding Merchandising Achievement

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Company wins 19 awards, including the distinguished Creative Award

ATLANTA--(BUSINESS WIRE)-- WestRock Company (NYSE: WRK), a leading provider of differentiated paper and packaging solutions, received 19 awards at this year's Outstanding Merchandising Achievement (OMA) Awards – the most of any entrant – including the distinguished Creative Award.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200629005846/en/>



The OMAs celebrate merchandising and design excellence in the retail space. They are presented by SHOP! Association, a global non-profit trade association dedicated to enhancing retail environments and experiences.

WestRock won the distinguished Creative Award for a permanent display for a large personal care consumer goods company that was launching a new shaving product designed specifically for women. The WestRock-designed display reinforced the company's brand messaging with elements of playfulness and humor.

"As consumer shopping preferences evolve and the retail environment becomes more competitive, retailers need to find more ways to engage shoppers and convert them to buyers," said Rick Parris, senior vice president, Merchandising Displays at WestRock. "WestRock's retail expertise across a variety of



The display WestRock designed for Colgate® Target Optic White® Advanced won a bronze 2020 Outstanding Merchandising Achievement award.  
(Photo: Business Wire)

channels and in numerous industries allows us to leverage our scale and drive differentiated value for our customers. Congratulations to our talented Merchandising Displays team for creating innovative displays that help connect people to products.”

In addition to the Creative Award, WestRock earned two Gold Awards, three Silver Awards and 13 Bronze Awards.

Award highlights include:

- SmileDirectClub™ In-line Portfolio Display @ Walmart  
GOLD – Healthcare, Permanent
- Native Bathtub Endcap for Proctor & Gamble  
SILVER - Mass Merchandise, Semi-Permanent
- Colgate® Target Optic White® Advanced Endcap for Colgate-Palmolive  
BRONZE – Hair Care and Skin Care, Temporary

WestRock, a leading provider of **merchandising displays** in North America, offers differentiated in-store solutions that optimize the effectiveness and efficiency of top retailers and brand marketers promotional supply chains.

### **About WestRock**

WestRock (NYSE: WRK) partners with our customers to provide differentiated paper and packaging solutions that help them win in the marketplace. WestRock’s team members support customers around the world from locations spanning North America, South America, Europe, Asia and Australia. Learn more at [www.westrock.com](http://www.westrock.com).

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