



WestRock Recognized for Outstanding Merchandising Achievement

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Company wins 21 awards, including the distinguished Display of the Year, Creative and Budget Awards

ATLANTA--(BUSINESS WIRE)-- WestRock Company (NYSE: WRK), a leading provider of differentiated paper and packaging solutions, was recognized with high honors at this year's Outstanding Merchandising Achievement (OMA) Awards. The competition celebrates merchandising and design excellence at the retail point-of-purchase.

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

<https://www.businesswire.com/news/home/20210510005702/en/>



WestRock won a total of 21 awards at this year's OMA competition, including the most prestigious award of the OMAs: Display of the Year. This award is the highest recognition in the in-store marketing industry. WestRock also won two additional top honors at the event, including the Creative Award, which recognizes and celebrates creativity and execution of at-retail merchandising design, and the Budget Award, which celebrates the display that has the greatest effectiveness while remaining budget-conscious.

The competition is presented by SHOP! Association, a global non-profit trade association dedicated to enhancing retail environments and experiences.



WestRock's display for Bayer won Display of the Year along with a Creative Award and a Gold Award at this year's Outstanding Merchandising Achievement (OMA) Awards. (Photo: Business Wire)

"I am incredibly proud of the WestRock Merchandising Displays team," said Nickie Parker, senior vice president of Merchandising Displays at WestRock. "These winning displays exemplify innovative, insights-led design that activates our customers' brands at retail and converts shoppers. I am appreciative to the Shop! Association for recognizing our work, and I am proud of our

teammates for continuing to demonstrate leadership in our industry."

WestRock earned two Gold awards, seven Silver awards and nine Bronze awards. Displays awarded at this year's OMA Awards ceremony can be viewed [here](#) and include:

Bayer Digital Endcap

Award: Display of the Year; Creative Award; Gold Award

Category: Digital Interactive – Permanent

Client: Bayer

Covergirl Holiday Counter Unit

Award: Budget Award; Silver Award

Category: Cosmetic & Fragrance Semi-Permanent

Client: COTY

Covergirl Find It First Endcap

Award: Gold Award

Category: Drug Store Semi-Permanent

Client: COTY

Covergirl/ Sally Hansen/ Clairol Cross Branded Pure Endcap

Award: Silver Award

Category: Cosmetic & Fragrance Temporary

Client: COTY

Hims & Hers Endcap

Award: Silver Award

Category: Healthcare Temporary

Client: Hims & Hers

King C. Gillette Endcap

Award: Silver Award

Category: Hair Care & Skin Care Temporary

Client: Procter & Gamble

Native Toothpaste Target Endcap

Award: Silver Award

Category: Mass Merchandise Temporary

Client: Native

SharkNinja In-line Low Bay

Award: Silver Award

Category: General Merchandise Permanent

Client: SharkNinja

e.l.f. Pout Power Walmart Endcap

Award: Bronze

Category: Mass Merchandise Temporary

Client: e.l.f. Cosmetics

e.l.f. Retro Paradise Target Endcap

Award: Bronze Award

Category: Cosmetics & Fragrance Temporary

Client: e.l.f. Cosmetics

Native Target Holiday Endcap

Award: Bronze Award

Category: Hair & Skin Care Temporary

Client: Native

NYX Diamonds + Ice

Award: Bronze Award

Category: Cosmetics & Fragrance Temporary

Client: L'Oréal

Sally Hansen MG Shakers Endcap

Award: Bronze Award

Category: Drug Store Temporary

Client: COTY

Samsung Terrace TV Display

Award: Bronze Award

Category: Entertainment, Games & Toys Permanent

Client: Samsung

WestRock was a Platinum level sponsor at this year's Shop! Awards Celebration.

About WestRock

WestRock (NYSE: WRK) partners with our customers to provide differentiated, sustainable 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.

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