

## DID YOU KNOW?

- According to the NRF retail industry sales are expected to rise 4.1% in 2015 while on-line sales are expected to rise between 7% and 10% in 2015.

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## Colony Display Launches Colony Connection

Colony Display is very excited to launch the inaugural issue of our Colony Connection newsletter! Published by Colony Display the newsletter is designed to keep our customers informed on the many initiatives Colony undertakes to make us a better partner for you. Colony Connection will be published on a quarterly basis. At Colony



Colony Manufacturing Facility, Elgin, IL

we feel that connecting with our customers and building a business community is just as important as making you great fixtures. It's our hope that you will find this publication both informative and useful. We look forward to continuing to service you as a partner and we thank you for your continued support of Colony Display! Enjoy!!

## Security for High Value Fixtures

With the integration of advanced technologies and electronics into many of today's fixtures there's an increased need for security of high valued components. In 2014 Colony worked with Chicago Fire and Burglary to proactively installed an extensive 24 hour GE surveillance and monitoring system designed to protect high valued electronics and technology when in Colony facilities. In addition



Colony also constructed secure production and warehousing environments as well as trained a specialized workforce for the integration

of these technologies in our fixtures. From eyes-in-the-sky to gated production areas to specialty locks and tracking systems, Colony is prepared for the continued evolution of the next generation of store fixtures.



# West Coast Ports start to Dig Out



Port of Long Beach

Since it's tentative agreement with the ILWU on February 20, 2015 west coast ports have been busy digging out from a backlog of containers and container ships. Jc.com reports that the process may take at least two months.

According to jc.com average west coast crane productivity in November 2014 hovered below 20 container movements per crane per hour. This compared to a historical average in the high 20's.

Since the tentative agreement on February 20, average west coast crane productivity has increased to between 25-26 container movements per crane per hour.

Jc.com reports that most of the backlog has occurred at the ports of Los Angeles and Long Beach which account for 70 percent of the container volume on the West Coast .

According to Chuck Zich, Colony Displays COO "Colony's exposure to the

strike was contained mostly to sourced overseas components that are typically sent to our Elgin, IL plant to be integrated into our domestic fixture operation" Chuck points out that by having manufacturing located in Elgin the company can often draw on local part providers to help keep manufacturing moving.

## Top 10 U.S. Ports

Port	# Shipments
• Los Angeles—	2.1 million
• Long Beach—	1.7 million
• Newark—	937,000
• New York—	884,000
• Tacoma—	621,000
• Savannah—	524,000
• Seattle—	466,000
• Houston—	442,000
• Norfolk—	429,000
• Charleston—	418,000

\* Source—HSBC.com, 2013

# Colony Adds Key Sales Executives

Colony Display expanded its sales team with the addition of Benjie Rubinstein and Rudy Turiello.

Benjie Rubinstein joins Colony Display with over 30 years of experience in the retail industry. Benjie brings a strong background in metal fabrication, POP displays and permanent fixtures to Colony Display. Benjie will be focused on

providing Colony Display solutions to our new East Coast customers and prospects.

Benjie is located in our Providence Rhode Island sales office.

Rudy Turiello also joins Colony Display with over 30 years of retail supplier experience. As part of the sales team Rudy will be heading up our West Coast and Texas sales efforts

Rudy is located in our San Francisco sales office.

Benjie and Rudy join an already strong veteran Colony sales team consisting of Vince Lepar, John Laurent and Mark Volk.

# 2015 StorePoint Retail Wrap-Up

Site of 2015 StorePoint Retail



In February Colony Display attended a very successful and energized 2015 StorePoint Retail event. The event, which is put on by ConnectingPoint Marketing Group, has a unique format that brings

together both Retailers and Suppliers in a highly collaborative network setting . A sharp contrast to the traditional tradeshow formats, StorePoint Retail gives both Retailers and Suppliers the opportunity to network and problem solve over three days of intimate boardroom presentations and

one-on-one scheduled meetings. In its eleventh year, StorePoint Retail brings together over 80 different retail chains and over 100 different retail suppliers. The event was hosted at the San Antonio Hill Country Hyatt and ran from February 8th to February 10th. Details at [www.cpmginc.com](http://www.cpmginc.com).

# Staying Sharp in a Global Environment

As a domestic fixture manufacturer faced with remaining competitive on a Global stage, Colony Display needs to continuously look at every aspect of its manufacturing operation. In 2014 Colony made a number of changes to its manufacturing operation that will benefit Colony and our customers to years to come.

According to Mark Waldron, CFO, Colony, "The company strategically looked at every aspect of our manufacturing operation in order to continue to optimize our costs.



By doing this we found the way we were utilizing our space was a big opportunity for us to improve on".

After a lengthy analysis Colony decided to restructure its space into permanent space and flex manufacturing space. "This allowed us to turn 550,000 sq ft. of overhead costs into 250,000 sq. ft of perma-

nent overhead cost and 300,000 sq. ft. of flex cost thus moving a large piece of our overhead costs to a variable overhead cost." Now during the company's busy times it can "flex-up" and when demand is down it can "flex-down". This keeps overhead costs down which allows it to remain price competitive with overseas manufacturing. The company also cycled out little used specialty equipment in favor of forming stronger local manufacturing partnerships for ancillary piece production.

*"There's really something special going on here...."*

**Joe Roginski,**  
*VP Sales/Marketing*

## Colony Strengthens Sr. Mgmt. Team

Colony Display announced the addition of Joe Roginski to its management leadership team. In his new capacity Mr. Roginski assumes the role of Vice President of Sales and Marketing. Joe joins Colony from Rose Displays where he spent 8 years in the roles of Director of Sales and most recently as President.

"I'm extremely excited to be part

of the Colony team. Having worked with Colony for a number of years I was very familiar with their vast domestic manufacturing capabilities and their outstanding reputation. There's a new and exciting energy at Colony that has been brought on by a number of operational, sales and marketing initiatives. The initiatives that Colony has taken in the last year will

continue to reinforce our reputation for both quality and customer service. There's really something special going on here and I look forward to sharing these improvements and benefits with our customers" said Roginski.

## Colony Expands Powder Coating Line

In December 2014 Colony Display completed an expansion and renovation of its Powder Coating line. The line was expanded to its current length of 360ft and features new paint guns, a fully rebuilt chain system along with a new paint oven, wash room and powder coating room. According to Chuck Zich, COO Colony Display "the speed of the line can run between 6 and 10

feet a minute depending on the type of job". The project was part of Colony's overall objective to optimize its manufacturing operation. "We took the opportunity to totally redesigned the layout of the line to better fit our production needs and the needs of our customers" comments Zich.

Additionally Colony added a new

batch oven to accommodate small run projects and prototype. This helps to keep the line free for additional production needs.

The result has been an increase in capacity, speed and operational efficiencies.



**Colony's upgraded powder coating line went online in mid-December 2014**



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**Colony Display is a modern American fixture manufacturing company creating mid-tiered fixtures for today's dynamic retail environments. Wood, metal, wire and plastics are our material palate used to spring your retail visions to life.**

**Imaginative turn-key solutions**

**Attention to detail**

**Collaborative team mentality**

**Total customer satisfaction**

**Get it done with Colony!**

If you'd like to share your thoughts on Colony Connection please send us an email at:

**[ColonyConnection@Colonydisplay.com](mailto:ColonyConnection@Colonydisplay.com)**

