

DID YOU KNOW?

2015 Top Grossing Movies*

1. **Star Wars - \$742MM**
2. **Jurassic World - \$652MM**
3. **The Avengers - \$459MM**
4. **Inside Out - \$356MM**
5. **Furious 7 - \$351MM**
6. **American Sniper \$347MM**
7. **Minions - \$336MM**
8. **Hunger Games - \$274MM**
9. **The Martian - \$225MM**
10. **Cinderella - \$201MM**



* Source: The Numbers

Colony Launches First Video of Manufacturing Operation!

Far from being nominated for this year’s “Best Picture Award” by the Academy of Motion Pictures Arts and Science Colony Display non-the-less completed filming of its first operational video.

Running five minutes in length the video gives its viewing audience a glimpse into the company’s background, its manufacturing capabilities and its approach to working with its customers.

“It’s an important addition to our marketing efforts”, said Joe Roginski, VP Sales and Marketing for Colony.

“Being able to actually see our manufacturing operations helps our customers to grasp the size and scope of what we can offer them. In this case a picture really is worth a thousand words. It’s an operation that we’re very proud of”.

In order to help capture the scope and scale of Colony’s operation the company invested in a state-of-the-art drone which was quickly dubbed “Colony 1”. Many of the panoramic views of the operation wouldn’t have been possible without its use. “The video not only gave us a great opportunity to show what our capabilities are, but it also allowed us to explain a bit about our market strategy and how we go



Stars of the Colony Video from Left to Right: Rosaria Petralia, James Taylor, Nilda Suarez

about balancing new business with existing customers in order to maintain high levels of customer service”, commented Roginski.

Although the company’s video is now completed and can be seen on the Colony website (www.colonydisplay.com/about-colony-displays/) the use of the drone is far from over. Colony is planning on deploying the drone as a customer facing tool. It’s finalizing plans to provide its customers with a bird’s-eye view of their specific projects as they make their way through production.



Colony Metal Manufacturing

Due to Colony's strong reputation as a U.S. manufacturer of custom millwork and wood displays many retailers overlook the company's metal shop capabilities.

As part of its global strategy to provide both value and competitive pricing for its customers Colony operates a blended metal manufacturing shop. While all of its millwork is done domestically, metal manufacturing is done both domestically and overseas. It's domestic metal manufacturing consists of two full metal shops inclusive of 18 welding stations, bending, punching, sheering and forming machines. Half of all metal work that Colony handles is produced domestically in the Elgin IL facility. The other half of its metal manufacturing is done by over a dozen vetted overseas partners. Both shops can produce identical product. The Elgin plant handles short run and quick turn projects while our overseas facilities handle rollout projects with elongated time frames. By setting up its metal shop as a blended manufacturing operation, Colony is able to provide its customers with both responsiveness and competitive pricing.



www.colonydisplay.com



A conversation with Sandy Jordan , Southwest Sales!



Colony Display has a long history of providing customers with outstanding account representation. Sandy Jordan is no exception! As the company's Southwestern Sales Representative Sandy has over 20 years of retail sales experience. Her background includes acrylic, perimeter signage, wood and metal. Recently Colony Connection sat down with Sandy to get her thoughts on the Retail Industry and Colony Display.

"I feel like a lot of retailers have cut their support staffs, so it 's not enough to just produce great fixtures at a good price. Retailers now rely on me to manage inventory, be involved in design ideas and to anticipate their needs. Knowledge of new materials and manufacturing techniques is essential in today's sales environment. It's almost as if we're an extension of their management process."

When asked about what she likes best about Colony Display, Sandy comments, "Colony understands the importance of providing support resources that allow our customers to be successful. We work in a team environment that provides our customers with the same project manager, engineer and internal account coordinator on every project. Our customers tell us that the consistency of a dedicated teams is invaluable to them".

The team concept allows all of us to challenge ourselves on everything from the materials being used to engineering ideas. I've handled rollouts as large as \$10MM as well as helping new retailers deliver their very first fixture projects. In either case Colony always treats its clients as their most important customer. It makes my job easy and rewarding".



Colony Attends StorePoint Retail 2016

Colony Display recently had the pleasure of attending StorePoint Retail 2016 held in Orlando FL between Feb 21— Feb 23. This unique event affords over 100 retailers and 100 industry suppliers the opportunity to explore new relationships, cement existing relationships and explore industry innovation. The two day event provides retailers the ability to hear brief 20 minute presentations from suppliers who have products and services that match the retailers' current needs. The venue also allows for brief 15 minute one-on-one

meetings with suppliers that allow retailers to discuss specific projects that they may need help on. The event also provides both retailers and suppliers a number of casual network opportunities to further grow these relationships. Both retailers and suppliers rave about the delicate balance that the StorePoint Retail event team strikes in order to make this a MUST industry event.

For more information on StorePoint Retail visit www.cpmginc.com.

Spring FUN Facts



- The first day of spring is called the vernal equinox. The term vernal is Latin for “spring” and equinox is Latin for “equal night.”
- The fall and spring equinoxes are the only two times during the year when the sun rises due east and sets due west.
- Spring almost always arrives on March 20 or 21, but sometimes on the 19th. The reason the equinoxes and solstices don’t always come on the same day is that Earth doesn’t circle the sun in exactly 365 days.
- The first spring flowers are typically lilacs, irises, lilies, tulips, daffodils, and dandelions.
- One long-term study found that, at least in the Colorado Rocky Mountain region, spring begins, on average, about three weeks earlier than it did in the 1970s.
- If Earth rotated on an axis perpendicular to the plane of its orbit around the sun rather than on a 23.4° tilt, there would be no variation in day lengths and no variation in seasons.
- The early Egyptians built the Great Sphinx so that it points directly toward the rising sun on the spring equinox.
- While the spring equinox typically occurs on March 20 or 21, meteorological spring begins on March 1
- The myth that it is possible to balance an egg on its end on the spring equinox is just that: a myth. Trying to balance an oval-shaped object on its end is no easier on the spring equinox than on any other day.

* Source - Randomhistory.com



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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**

View our Company Video at:

<http://www.colonydisplay.com/about-colony-displays/>

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