

**12/4/17**

**UPC Inc., Madison WI. - An industry leader in visual merchandising & POP solutions is proud to announce…**

***ADDITIONS TO THE TEAM:***

**Andrea Ruhl joins the team as Sales Manager for the Sporting Good division.** Andrea brings 25 years of well-rounded experience ranging from retail sporting goods store management to buying & merchandising in the hunting category for Bass Pro Shops to leading product development & sales teams for some of the industry’s most respected brands. “The Sporting Goods segment of our business is long standing and deep rooted. We are very excited for Andrea to be the face of this category. She brings knowledge and expertise from her years on the other side of the desk that will be of great benefit for our customers,” said Dan Levine, UPC President & CEO. For more information contact UPC at 608-222-5658 and Andrea Ruhl directly at 612-868-1233 or [andrea@upcdisplays.com](mailto:andrea@upcdisplays.com)

***PARTNERSHIPS:***

**UPC partners with Outtech Sales & Marketing Group.**

UPC and Outtech are proud to announce the **availability** of a strategic retail display program designed specifically for Outtech’s portfolio of brands. The program is designed to offer best pricing and full access to UPC’s engineering, prototyping & manufacturing services. Retail floor space is an important and valuable asset. Consumers are often un-informed and retail sales associates often not accessible or properly educated on the product…..two of the main challenges UPC and Outtech set out to overcome and help fill the gap. The program engineered by Outtech and UPC maximizes ROI and helps brands to command a presence, increasing sell in and more importantly sell thru.

The shared mission, passion and experience with building strong brands led UPC and Outtech to collaborate on the endeavor. Both companies are deeply embedded in their areas of expertise which ultimately saves the customer precious time and resources.

Established in 1978, UPC Inc. has been partnering with businesses to design and manufacture stunning fixtures for over 39 years. With uncompromised attention to detail, understanding of the consumer product industry and superior craftsmanship, UPC is positioned as a leader in creating unique displays for a variety of industries.

Established in 1989, Outtech Inc. is one of the outdoor industry's leaders in sales and marketing that maintains a portfolio of some of the most respected name brands across the categories they represent. Outtech already has a strong group of over 80 industry specialists spread across multiple divisions and continues to add new members to the team. 

**Contact UPC at 608-222-5658 or** [**www.upcdisplays.com**](http://www.upcdisplays.com)

**Contact Outtech at 330-562-9929 or** [**sales@outtech-online.com**](mailto:sales@outtech-online.com)