

October 27<sup>th</sup>, 2014



## **GESA and Ovation In-Store to form the global Joint Venture: GO.**

New York: Today, GESA and Ovation in-Store, two of the world's leading suppliers for POS / In-Store solutions join forces to better serve global clients. We announce the formation of a new company, **GESA-Ovation Global LLC**, which will be referred to as **GO**. The new JV offers global reach with local operations in the US, Europe and Asia. With expertise in design and development, manufacturing, installation and international distribution, **GO** will offer merchandising solutions and centralized project management to better serve the worldwide demands of the current customer base, as well as the consumer products and retail industry as a whole.

With the formation of **GO**, clients of the combined company include industry leaders such as Victoria's Secret, L'Oreal, Clinique, LVMH, Calvin Klein, Estee Lauder, Target, Johnson & Johnson, P&G, Giorgio Armani, Samsung and Mattel.

**GO** will be headquartered in New York, with manufacturing, offices and showrooms in Shanghai, Frankfurt and New York. Additional offices are located in Paris and Birmingham. The regional team leaders for **GO** will be Marc Weshler, New York, Juergen Rau, Europe, and Leo Qin, Asia-Pacific. Revenues for **GO** are expected to reach \$75MM.

**About Ovation In-Store:** Ovation In-Store ([www.ovationinstore.com](http://www.ovationinstore.com)) is an innovative manufacturing and design company that creates unique in-store display solutions for the world's largest retailers and consumer brands. Ovation In-Store is the designer and developer of proprietary hardware and software for their remotely updateable digital-signage platforms. Located in Maspeth, New York, Ovation is a prime manufacturer of store fixtures and permanent merchandising equipment. With numerous patents filed in the display-design area, including Fragrance Mister™, Try & Buy™ and DIGITALWALL™, Ovation designs, builds and incorporates digital-signage technology for many of the most notable names in the global retail point-of-purchase space.

**About GESA:** GESA Form + Funktion Displaybau GmbH ([www.gesa-design.de/en](http://www.gesa-design.de/en)) is one of the top suppliers in Europe and Asia of award-winning permanent point-of-sale displays to the cosmetic industry. For 50 years, GESA has produced customized solutions to the leaders in the cosmetic industry for permanent POS solutions. Its maxim is, "If you can't find what you need, you should invent it." Some of GESA's innovations include: 1<sup>st</sup> industrially produced beauty shop for the mass market; 1<sup>st</sup> beauty shop with pull-out levels; 1<sup>st</sup> display with solar power for mobile elements. GESA is a sustainability-conscious company.

For further enquiries, please contact:

Marc Weshler - [mweshler@gesa-ovation.com](mailto:mweshler@gesa-ovation.com); Juergen Rau - [jrau@gesa-ovation.com](mailto:jrau@gesa-ovation.com); Leo Qin - [lqin@gesa-ovation.com](mailto:lqin@gesa-ovation.com)

Website - [www.gesa-ovation.com](http://www.gesa-ovation.com)