



CONTACT:
Lin Courtois
VP Marketing & Communications
314.801.6304
Lin.Courtois@idxcorporation.com

PRESS RELEASE

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Chaplin joins idX as VP Business Development

New position driven by growth in company's consumer goods business

CHICAGO, IL--Responding to strong growth in its consumer products business, worldwide retail solutions provider idX Corporation has hired Paul Chaplin as VP Business Development.

Chaplin, who brings extensive international experience in the permanent point-of-purchase display market, will work closely with idX Chicago, idX's Creative Division and Mayur Patadia, General Manager idX Chicago.

"Our clients are asking idX to take a greater role in every aspect of their programs, including proposing unique fixture design and development solutions that enhance the in-store experience," said Patadia. "Paul's expertise and reputation in this market will help identify opportunities to build long-standing, valued relationships with clients."

With more than 20 years of experience in the in-store marketing arena, Chaplin has worked with such leading global brands as LEGO, L'Oreal, Hershey's and General Mills in developing permanent POP and fixture programs. His experience is on both sides of the desk, having held marketing positions with Carlsberg-Tetley, Pepsi and Coca Cola.

Chaplin holds a BA degree in Economics from Nottingham UK and lives in the Chicago area.



About idX Corporation

idX Corporation, the preeminent manufacturer of consumer environments, offers superior craftsmanship, comprehensive technical capabilities, world-class project management, and turn-key retail services -- the complete solution for the retail, hospitality, financial and permanent point-of-purchase markets. To meet the needs of global customers, idX has facilities and offices worldwide housing more than 3 million square feet of manufacturing and warehousing space, and nearly 1,500 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Ascena Retail Group, Bank of America, Bed, Bath & Beyond, Belk, Blackhawk Network, Burberry, Calvin Klein, Chico's, Comerica, CVS, Dillard's, Disney, Dollar Tree, Estee Lauder Companies, GNC, Hanes Brands, JCPenney, John Deere, Kate Spade, KFC, Kroger, Luxottica, Massage Envy, Men's Wearhouse, Michael Kors, Microsoft, Pandora, Payless Shoe Source, Ralph Lauren, Samsung, Shoe Carnival, Starbucks, Tesla, TJX, Total Wine and Tween Brands. For more information, visit idxcorporation.com.

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