



WestRock Honored for Outstanding Merchandising Achievement at GlobalShop 2019

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Company Receives 20 Awards, Including Distinguished Budget Award for Maximizing Resources

ATLANTA --(BUSINESS WIRE)-- **WestRock** , a leading provider of differentiated paper and packaging solutions, received 20 awards at this year's Outstanding Merchandising Achievement (OMA) Awards, a competition that celebrates merchandising and design excellence in the retail space.



The OMA Awards are included within the **2019 Shop! Awards Celebration** , which recognizes the industry's best new designs in retail environments and experiences. The competition is presented by Shop!, a global trade association dedicated to enhancing retail environments and experiences.

“In this highly dynamic environment, the bar is higher for brands and retailers to deliver differentiated merchandising experiences that attract and engage shoppers and convert them to purchase,” said Pete Durette , chief strategy officer and executive vice president for container at WestRock. “Congratulations to our highly talented Merchandising Displays team for bringing these innovative solutions to market for our customers!”

WestRock earned four gold awards, six silver awards, nine bronze awards and a distinguished Budget Award for maximizing resources in a creative and impactful way.

WestRock's Baby Bum® Target Endcap for Sun Bum® won a gold award in the Hair Care and Skin Care – Temporary Display category at the 2019 Outstanding Merchandising Achievement (OMA) Awards. (Photo: Business Wire)

WestRock's award highlights include:

- Olay Whips PDQ for Procter & Gamble:
GOLD - Hair Care and Skin Care – Semi-Permanent Display
- Baby Bum® Target Endcap for Sun Bum®:
GOLD - Hair Care and Skin Care – Temporary Display
- Shower Dude Endcap for Harry's®:
GOLD - Mass Merchandise – Semi-Permanent Display
- Nestlé Purina PetCare's Friskies® Lil' Soups™ Floor stand/Powerwing
BUDGET Award

WestRock, a leading provider of **merchandising displays** in North America , offers differentiated in-store solutions that optimize the effectiveness and efficiency of top retailers and brand marketers promotional supply chains. With the addition of the 2019 OMA Awards, the business has won more than 50 industry awards during the past 12 months.

About WestRock

WestRock (NYSE: WRK) partners with our customers to provide differentiated paper and packaging solutions that help them win in the marketplace. WestRock's team members support customers around the world from locations spanning North America , South America , Europe , Asia and Australia . Learn more at www.westrock.com .

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