



# BEATRIZ BALL

FINE METALWARE, MADE BY HAND

September 3, 2009  
For Immediate Release

## “BEATRIZ BALL ANNOUNCES RETAIL DISPLAY CONTEST WINNERS FOR 2009”

Top metalware designer, Beatriz Ball, has announced the winners of the Second Annual Beatriz Ball Collection POS Display Contest. This year saw a great increase in the number of entries, and the quality of the retail displays was so high that there was a tie for Third Place.

“Merchandising is such a crucial element in retail, and I am overwhelmed by the caliber of the entries this year,” said company President, Beatriz Ball. “The top displays demonstrate the creative abilities of our retailers, and the power of effective marketing practices. It doesn’t surprise me that these innovative clients happen to be the ones with the most turns and reorders, too.”

The judging was conducted by a three-person panel consisting of Beatriz Ball Collection and OneCoast personnel. The panel employed a multi-factored score card to judge the entries. Winners were awarded credit for free merchandise.

### Second Annual Beatriz Ball Collection POS Display Contest Winners

- **First Prize**—for the second year in a row--was awarded to No Worries Boutique (1628 N. Casa Loma Drive, Appleton, WI 54913).



First Prize: No Worries Boutique

- **Second Prize** was awarded to Abbellimento (728 West Main Street Lake Geneva, WI 53147)



Second Prize: Abellimento

- **Third Prize (Tie)** went to Butler Truax Jewelers (121 Broad Street, Selma, AL 36701) and Roberts China and Crystal (12651-D Memorial Drive, Houston, TX 77024).



Third Prize (Tie): Butler Truax Jewelers



Third Prize (Tie): Roberts China and Crystal

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