

Crystal Awards Announced at the 2013 Prairie Showcase

Winnipeg, MB. (January 30, 2013) – Winners of the Best Booth and Best New Product Crystal Awards were announced at the 2013 Prairie Showcase Buying Show & Convention, at Prairieland Park in Saskatoon at the Closing Night Party on January 25th.

“A lot of thought, hard work and passion go into designing the perfect booth that not only attracts buyers, but also represents your business and what it does,” said Show Manager Caren Kelly, CEM. “It only makes sense to reward that effort with the recognition of Best Booth & New Products at the Showcase, as difficult as the choice may be because of the many excellent displays and products that line our aisles.”

The Crystal Award recipients are:

Best Large Booth – 300 square feet or more

First Place

- *Ply Gem Windows & Doors – Booth 347 (1,500 sq. ft.)* www.plygem.ca

Runner-up

- *Madero Distribution – Booth 743 (900 sq. ft.)* www.madero.ca

Best Small Booth – 100 – 200 square feet

First Place

- *Barkman Concrete (second time in a row) – Booth #126 (200 sq. ft.)* www.barkmanconcrete.com

Runner-up

- *Brown & Rutherford – Booth #115 (200 sq. ft.)* www.browndandrutherford.com

Best Booth winners are judged on a set of pre-determined criteria, including:

- ✓ Design/Visual Impact
- ✓ Quality of Exhibit Construction (cleanliness, safety)
- ✓ Product Presentation (promotional material, layout, unique display techniques, visual aids)
- ✓ Booth Personnel (passion for their work, appearance, knowledge of their product, willingness to answer questions, pride in their company)
- ✓ WOW Factor

Best New Product - Canadian

First Place

- *Chemque Inc. – Booth #648 – Fast 2K Fence Post Backfill* www.chemque.com

Runner-up

- *Shercom Industries Inc. – Booth #638 – Signature Series Recycled Paving Tile* www.shercomindustries.com

Best New Product - Imported

First Place

- *Menzies Metal Products – Booth #1322 – SHR Shingle Retro Flashing* www.menzies-metal.com

Runner-up

- *McLean Lumber Sales – Booth #638 –Azek Vast Pavers* www.mcleanlumber.com

The Best New Product – Canadian & Imported Awards are presented to the Exhibitor that distinguished itself with a strategic marketing mix to improve sales and brand image. The best new product award is determined by the following criteria:

- ✓ Innovation/Uniqueness
- ✓ Packaging
- ✓ Provides Distinct competitive Advantage
- ✓ Customer Appeal
- ✓ Possibility of Follow-up Products

About the Prairie Showcase: The 20th Annual Prairie Showcase is one of the largest shows of its kind in Canada, with over 650 booths and over 265 exhibiting companies. Year after year exhibitor booths are sold out with a waitlist. Retailers in the lumber and home improvement industry from across Canada make the annual journey to Saskatoon for the excellent deals, new products, renew old friendships and make new ones.

About WRLA: The Western Retail Lumber Association Inc. established in 1890, is comprised of over 1250 member firms providing a forum for the exchange of ideas and information for the building supply industry.

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