



VIRA Manufacturing and Insight Merchandising Merge to form National Store Fixtures Manufacturer

January 19, 2015 – Two leading store fixtures manufacturers - VIRA Manufacturing, Inc. (“VIRA”) and Insight Merchandising, LLC (“Insight”) – announced today that they have merged to form VIRA Insight, LLC. VIRA Insight has strategically located manufacturing and distribution facilities in Grapevine, TX, Perth Amboy, NJ and Los Angeles, CA. The company also has design, development and manufacturing operations in China, Brazil and Mexico. The newly merged company has unparalleled capabilities and expertise in designing and manufacturing an array of merchandising display and visual elements that use wood, metal, acrylic, wire and plastic for the retail industry.

VIRA Insight will be led by Jeff Jones, Chief Executive Officer, Nick Farinola, President and Kevin Esposito, Chief Financial Officer. Vic Romano and Peter Rozes, the respective founders of VIRA and Insight, will continue with VIRA Insight as Executive Vice Presidents of Operations.

“By combining the two companies and their respective strengths, we have further enhanced our capabilities to provide custom fixtures and displays manufactured from the broadest selection of materials,” said Jeff Jones, CEO of VIRA Insight. “In addition, VIRA Insight’s coast-to-coast manufacturing and distribution facilities will create additional efficiencies for the benefit of our clients.”

“Our clients want to partner with fixture suppliers that have broad product capabilities and a track record of consistently exceeding expectations, not only in product quality, but in all aspects of managing their projects”, said Nick Farinola, President of VIRA Insight. “I am confident that VIRA Insight has the right products and people to execute at the highest level.”

About VIRA Insight, LLC

VIRA Insight, LLC (www.virainsight.com) was formed in December 2014 through the merger of VIRA Manufacturing, Inc. and Insight Merchandising, LLC. The Company partners with its customers to design, engineer, manufacture and deliver custom store fixtures which are efficient, affordable, and unique to every customer. VIRA Insight’s fixtures are created from a wide range of materials, including wood, metal, acrylic, wire and plastic.