



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

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### **Apple Rock Wins Two MarCom Awards**

(GREENSBORO, NC) — Officials at Apple Rock Advertising & Promotion, Inc. have announced that they have earned two MarCom awards, both of which are in the Ads/Tradeshaw Exhibit category. They earned a Platinum award for a custom rental tradeshaw display for Vecoplan, LLC, and a Gold award for a custom tradeshaw display for SEW Eurodrive.

The MarCom Awards is an international competition for marketing and communications professionals and is the largest competition of its kind, with more than 6,000 entries in 200 categories each year. The mission of the MarCom Awards is to honor excellence and recognize the creativity, hard work and generosity of marketing and communications professionals.

The competition is administered and judged by the Association of Marketing and Communications Professionals, which also sets standards for excellence within the industry. Judges are creative professionals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

“It’s humbling to receive not just one MarCom Award, but two,” said Eric Burg, President and CEO of Apple Rock. “We bring innovation and creativity to every client and every project. Occasionally, those efforts are recognized and rewarded by the industry at large. On behalf of our clients, we are honored to receive these awards.”

Vecoplan LLC is a subsidiary of Vecoplan, a worldwide market leader in the international raw materials and recyclables industry. Vecoplan is headquartered in Germany. The Vecoplan LLC division is located in Archdale, NC and is a provider of shredding systems and processing technology.

“True leaders align themselves with other leaders,” said Kim James, Marketing Communications Director at Vecoplan. “As a leader in technologies for a

sustainable tomorrow, Vecoplan is proud to partner with the leader in trade show technologies – Apple Rock.”

Apple Rock designed and built the custom rental Vecoplan LLC display using extrusion and fabric, and included semi-private conference areas in addition to a ceiling-mounted projector for video viewing.

SEW Eurodrive is a world leader in drive technology and a pioneer in drive-based automation. The company’s U.S. headquarters is located in Lyman, SC and includes a 250,000-square-foot manufacturing facility.

“We needed a new tradeshow display fast and were not willing to sacrifice quality,” said SEW’s marketing representative, Rainer Blicke. “Apple Rock quickly analyzed our situation and offered a solution that was both eye-catching and financially grounded. The new display is something we are certainly proud to call ‘ours.’ Choosing Apple Rock as a partner has proven to be a great move.”

For SEW, Apple Rock designed a custom display featuring visually captivating edge-lit walls, interactive video wall and a 3-dimensional metal globe to represent the company’s global presence. The display was premiered at the MINExpo International in Las Vegas to showcase their large mining motors to the United States market. The display received very positive feedback on the modern look and feel from both domestic and international clients.

*To download images of the winning Vecoplan and SEW Eurodrive designs: \_\_\_\_\_*

*For more information on the MarCom Awards: [www.marcomawards.com](http://www.marcomawards.com).*

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## **ABOUT APPLE ROCK**

Apple Rock is a manufacturer of event marketing displays and services. Their products are American made and are custom designed, custom engineered and custom built. Corporate headquarters are located in Greensboro, NC, with offices in Charlotte, Raleigh, Atlanta, Las Vegas and Europe. Apple Rock has been in business since 1988, has been recognized as one of the Top 300 Businesses in the Southeast, was named in the INC 500/5000, and has been named as a Fast 50 Company three times in the Triad NC metro area.

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