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Orora Visual POPS Up in North America

Orora Visual, a subsidiary of Orora Limited, an Australian Securities Exchange (ASX) Listed company, has been launched in North America today, uniting four market leading Point of Purchase and visual communications businesses under one brand.

Created following the acquisitions of IntegraColor (Dallas), The Register Print Group (New Jersey), Graphic Tech (Los Angeles) and The Garvey Group (Chicago and Los Angeles) businesses over the last 12 months, Orora Visual is a market leader in the North American POP and visual communication sector.

The newly branded business will operate an end-to-end, integrated service model to deliver an unmatched suite of customized solutions encompassing campaign design, consumer engagement, production of print, digital and mobile solutions, logistics and data analytics/stores profiling.

With a national footprint of production and fulfillment hubs, Orora Visual is also able to service customers with multiple locations, to reduce shipping time and significantly improve speed to market.

The POP and visual communication market in North America is rapidly evolving, with customers seeking increasingly complex and innovative solutions to promote their products, connect with consumers and increase brand awareness.

In response, Orora Visual has the capability and capacity to deliver a full range of customized solutions including: temporary in-store displays and signage; semi-permanent and permanent displays; fabric displays, digital/interactive displays; branded merchandise; and indoor/outdoor and transit signage. Orora Visual also offers a range of market leading services such as store profiling, mobile technology, rapid prototyping, fulfillment and vendor managed inventory.

The new business will be led by Larry C. King, former owner of IntegraColor and Orora's first POP acquisition in North America.

"As our customers look for new and innovative ways to reach consumers, the breadth of our geographic footprint, combined with our full-service offering, means that Orora Visual is uniquely positioned to partner with customers to develop high-impact, cost effective campaigns that resonate with consumers and drive sales," Mr. King, President of Orora Visual said.

Orora Limited Managing Director & CEO, Nigel Garrard, said the national business model offered customers unprecedented experience in the design, print and visual communication industry.

"Orora Visual combines the skill and expertise of four leading POP businesses under one market-leading, national brand, bringing together more than 100 years of combined experience in the POP and visual communication industry.

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“Our intention was to create a compelling value proposition and point of differentiation in the North American POP market. Orora Visual achieves that through providing customers with a seamless national execution model that can support complex, integrated marketing campaigns, as well as highly customized, localized promotions,” Mr. Garrard said.

The Orora Visual brand will be on display for the first time at GlobalShop (booth #2259), the annual trade show and conference dedicated to store design, visual merchandising and shopper marketing in Las Vegas starting on March 28.

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About Orora Visual

Orora Visual is a North American Point of Purchase (POP) and visual communications business. It unites four market-leading POP businesses under the one consolidated brand, employing more than 800 people across its national network, with major offices in Dallas, Los Angeles, Chicago and New Jersey. Learn more at ororavisual.com

About Orora Limited

Orora Limited is a A\$3.8 billion public company, offering a range of tailored packaging and visual communication solutions. The business employs more than 6,500 people across 131 sites in seven countries. Orora is headquartered in Melbourne, Australia and is listed on the Australian Securities Exchange. Learn more at ororagroup.com

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