

**FOR IMMEDIATE RELEASE**

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**Gurnee-based SMS Receives National Certification from Women's  
Business Enterprise National Council (WBENC)**

*Retail solutions company creates women-centric experience in traditionally male-dominated industries*

Gurnee, IL – November 15, 2008 –SMS, a specialized retail marketing company, received national certification as a Women's Business Enterprise by the Women's Business Development Center-Chicago, a regional certifying partner of the Women's Business Enterprise National Council (WBENC).

WBENC's national standard of certification implemented by the Women's Business Development Center-Chicago is a meticulous process including an in-depth review of the business and full site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women. By including women-owned businesses among their vendors, corporations, and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

"We're thrilled to gain our certification—recognizing that retail is impacted by women buyers, and so are clients across the marketing industry," said Pam Zastrow, owner of SMS.

Managing retail programs for brands ranging from Skechers, Schlage, Robert Bosch Tool, Skil, Kwikset, and Behr Paints—SMS brings unique solutions and end-to-end manufacturing of retail

SMS

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For more information see: [www.sms-popdisplays.com](http://www.sms-popdisplays.com) or email [info@sms-popdisplays.com](mailto:info@sms-popdisplays.com)



and POP fixtures, providing expertise to serve markets that traditionally have not catered to women buyers.

(more)

**“Women are the drivers in retail decisions. Merchandising needs to be smart, creative, and create an experience that women can connect with. While the clothing and shoe industries have embraced this, it’s especially important in evolving markets where women are increasingly the sole buyer,” said Zastrow.**

## **ABOUT SMS**

SMS offers unique retail solutions that begin with strategic brand expression, and follow POP and display development through manufacturing, execution, and ongoing measurement for the full lifecycle of retail programs. For over 8 years, SMS has managed large scale retail programs for leading brands such as Skechers, Schlage, Robert Bosch Tool, Skil, Kwikset, Behr Paints, and Ferrera Pan Candy.

To learn more about SMS and end-to-end retail solutions, please visit [www.sms-popdisplays.com](http://www.sms-popdisplays.com).

## **About WBENC**

The Women’s Business Enterprise National Council is the nation’s largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC’s certification as an integral part of their supplier diversity programs.

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