

[home >> news and events](#)

National Marketing Services Acquires Installation Company

National Marketing Services (NMS), an Edison, N.J.-based international merchandising service organization, has acquired **Standard Merchandising Solutions Ltd.**, a professional installation company in Newark, Ohio. The terms of the transaction were not disclosed.

Standard Merchandising Solutions and its 350 employees and branch plan-o-gram facility in Mooresville, N.C., have been integrated into NMS as the company's newly created installation division.

"We believe this acquisition is a merger of strengths, adding our network of clients and employees across the U.S. and in Canada with Standard Merchandising Solutions' expertise and substantial in-store experience in new and remodeled store set-ups," said **Bill Brenner**, president of NMS. In addition to store set-ups, key services provided by the new NMS installation division include fixture installation; overnight resets; plan-o-gram implementation, and in-store graphic installations.

Jim Fulk, former president of Standard Merchandising Solutions, has been retained by NMS and will remain headquartered in Ohio as the new vice president in charge of the NMS installation division. "This is a tremendous opportunity for our organization," said Fulk. "We look forward to creating substantial new business growth for National Marketing Services in the professional installation arena."

Founded more than 27 years ago by Phil Brenner, National Marketing Services is a family-owned company providing merchandising services to a variety of manufacturing and retail partners throughout the United States and Canada. NMS last year serviced nearly a half million retail locations throughout North America. The company has nearly 2,000 employees, managed nationally and in Canada through four geographic regions and 26 districts.

Bill Brenner was recently named chairman of the National Association for Retail Marketing Services (NARMS). NARMS and its 350-plus member companies represent the professional retail marketing service industry on a national basis. Its members perform more than \$1.5 billion in retail marketing services each year.

Contact:

National Marketing Services
3 Progress St., Suite 100
Edison, NJ 08820
908-757-9300
www.natlmktg.com