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MIRAB DISPLAYS GET A NEW LOOK

TAYLOR, MICH./Mar. 26 – MIRAB USA, Inc., recently announced its new, fully redesigned shipper floor display which follows the same updated appearance as its newer smile boxes and caddies that began shipping at the end of 2007.

The redesign features a more up-to-date appearance with bright colors, including red, white, yellow, and blue. The modernized displays emulate similar graphics and colors that work well together as a line to strengthen brand recognition. The new displays are also sturdier than their predecessors and come either pre-assembled or with very little assembly required at store level.

The new shipper display remains a three-shelf, stand-alone floor display holding up to 60 bags. In addition to giving the shipper a new look, Mirab has also made the dimensions smaller in order to take up less space in stores and promote sustainability.

Gary Crawford, President of Mirab, is very pleased with the new shipper display.

"I am confident the new floor displays that are now available will help to make our customers' beef jerky more prominent in their stores." Crawford said. "We have already seen an increase in the number of orders since updating our other displays so I am sure our shipper display customers will also notice a difference."

In addition to the redesigned shipper, Mirab offers its popular smile box with three facings that can be used for bags ranging from 3oz to 16oz. Mirab also has shelf caddies in different sizes that are made to hold .97 oz Giant Sticks, 4.2oz/7ct Grab Pack sticks or jerky bags ranging from 1.5oz to 4oz. Mirab also offers clip strips, racks and end cap displays, and as an extra convenience, Mirab also pre-packs nearly all of its displays for customers prior to shipping.

Mirab, a member of the Marfrig Group, is the world's largest supplier of private label beef jerky with customers throughout the United States, Canada and Europe. For more information about Mirab USA visit www.mirabusa.com, e-mail mirab@mirabusa.com, or call (800) 644-0445.

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