



**For Immediate Release**

## **Jessup Manufacturing Showcases High Impact Graphics at GlobalShop 2018**

*Manufacturer Offers a Hands-On Demonstration of Versatile Peel-and-Stick Media*

McHenry, Ill March 27, 2018 -- [Jessup Manufacturing Company](#) is pleased to announce participation in an exclusive group of exhibitors that are part of the [Experience Journey](#) at [GlobalShop](#) 2018 in Chicago at [McCormick Place](#), March 27-29.

In 2017, GlobalShop launched the first-ever Experience Journey and brought it back for 2018 – with the theme of Inspired Retail. Companies were chosen that brought to participate that brought something different and unique to their booth.

The Jessup experience journey is inspired by the [World Cup](#) happening this summer with a booth theme of **High Impact Graphics**. GlobalShop attendees are invited to stop by the Jessup Manufacturing booth #2635 and apply the jersey of their favorite World Cup country to a printed image of a soccer player. Print installers and retailers will experience a hands-on demonstration of how they can peel, stick and remove TexWalk® graphics with minimal effort and no remaining residue.

### **Why Jessup is in Experience Journey**

- Graphics have high impact in retail environments – they create a great guest experience
- Jessup graphics are extremely easy to apply – just peel and stick
- TexWalk® is favored for its printability, versatility, and repositionable adhesive
- TexWalk® graphics can applied by any retail associate quickly and effectively
- TexWalk works for merchandising displays, fixtures, pop-up stores, POP, and events

“We are excited to show GlobalShop attendees how easy it is to install our TexWalk® graphics media. It is one of the most versatile materials on the market because it is repositionable and does not require an overlamine,” said Rob Jessup, President and Chief Executive Officer of Jessup Manufacturing Company. “With our comprehensive portfolio of graphics media products, our customers can count on Jessup to deliver a level of expertise that will help drive their success and increase sales.”

Jessup graphics are fast to produce, easy to install, remove and are an economical alternative to traditional graphics. The Jessup journey creates the best experience because of the boundless creativity it creates and the versatility to use throughout the store.

### **About GlobalShop**

GlobalShop is the world’s largest annual event for shopper-facing retail design, technology, and in-store marketing, bringing together retailers, brand marketers and industry suppliers. Established in 1993, GlobalShop is considered one of the most important trade events for the retail design industry.

GlobalShop is owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with its oldest trade shows dating back over 110 years. The company operates more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by TSNN, as well as numerous other events. Emerald Expositions’ events connect over 500,000 global attendees and exhibitors and occupy over 6.5 million NSF of exhibition space. The company has been recognized with many awards and accolades that reflect industry leadership as well as the importance of its shows to the exhibitors and attendees they serve. More information about GlobalShop can be found at [globalshop.org](http://globalshop.org).

### **About Jessup Manufacturing**

Jessup Manufacturing Company is a global manufacturer of adhesive coated films. Jessup products are used in many industries, including industrial and facility safety; all

transportation sectors (aerospace, automotive, rail, marine); architecture and construction; action sports; graphics media; and diversified manufacturing.

Jessup brands include Solve + Make™, Jessup's service for making application-specific adhesive coated films; Safety Track® non-slip tapes and treads; Glo Brite® photoluminescent films and exit signs; Asphalt Art® and TexWalk® media for printed graphics; and Jessup Griptape® for skateboards. Jessup has two manufacturing plants in McHenry and Lake Bluff, Illinois. Visit <http://www.jessupmfg.com> for more company information.

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*Jessup Manufacturing graphics media products are ideal for creating high impact graphics in the retail environment.*

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