



CONTACT:
Lin Courtois
VP Marketing & Communications
314.801.6304
Lin.Courtois@idxcorporation.com

PRESS RELEASE

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idX takes home major awards in 2014 competitions

ST. LOUIS, MO—idX Corporation, the preeminent manufacturer of consumer environments, has been honored in two major industry competitions this winter.

idX Seattle was particularly honored to win A.R.E.'s Above & Beyond Award, having been nominated by Callison, its design firm partner on a new store concept for Sperry Top Sider.

The Above & Beyond Award, presented March 18 during GlobalShop in Las Vegas, recognizes an A.R.E. member company that exceeds its customer's expectations.

In nominating idX for the honor, Callison Principal Cindi Kato said, "idX was everything you want in a partner on an important project like this—collaborative, committed, creative, cost-conscious, and a true pleasure to work with." idX has been one of Callison's preferred fixture manufacturers for more than 15 years.

The first Sperry store, in Natick, MA, also brought top honors to Callison and idX in the Chain Store Age Store of the Year competition. The store won a first place for Soft Lines (up to 5,000 sq. ft.) as well as awards for the store's innovative exterior and fitting room design.

The 1,800-sq.-ft. store was crafted to bring to mind a Nantucket beach cottage, one filled with simple materials, modern details, abstract nautical references and eclectic objects that appear to be collected over time. The theme is integrated throughout, from the porch-like storefront to the outside shower-styled fitting room to the driftwood pieces and model sailboats on display.

Callison also partnered with idX on a new design for Sterling Bank in Portland, OR. That project won a first place award in the Service category (up to 10,000 sq. ft.). The store balances its local roots with a modern feel to create a comfortable and inviting environment. A large-scale graphic of Oregon trees draws customers into the 2,955-sq.-ft. space, which is based around the concept of a Great Room. In keeping with the theme, the fixtures have a residential feel, with simple detailing and natural, textural finishes that connect to the region.

About idX Corporation

idX Corporation, the preeminent manufacturer of consumer environments, offers superior craftsmanship, comprehensive technical capabilities, world-class project management, and turn-key retail services -- the complete solution for the retail, hospitality, financial and permanent point-of-purchase markets. To meet the needs of global customers, idX has facilities and offices worldwide housing more than 3 million square feet of manufacturing and warehousing space, and nearly 1,500 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Aeropostale, Guess?, Ann Inc., Fossil, Dell, Disney, Ralph Lauren, Microsoft, Luxottica, Dollar Tree, Bank of America, Wolverine World Wide, Kate Spade, Blackhawk Network, Ascena Retail Group, John Deere, Starbucks, Calvin Klein, Belk, JCPenney, TJX, Hanes Brands, Dillard's, Estee Lauder Companies, Shoe Carnival, T-Mobile, Tesla, Kroger, Chico's and Michael Kors. For more information, visit idxcorporation.com.

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