

Per Delby appointed Global Sales Director

Per Delby is a proven leader with the right expertise and FMCG background to help the world leading electronic display company Motion Display take the next step in an ambitious international expansion plan.

“With an accomplished history of leading sales positions at Carlsberg, Britvic, Diageo and latest Pernod-Ricard, we are confident Per will be a valuable asset helping our customers grow their businesses.”, says Anna Engholm, CEO of Motion Display.

Per Delby adds: “Motion Display has developed a unique product with a tremendous potential but has so far had very limited sales resources. Coming from the targeted customer side, the value of this revolutionary product is obvious to me but still basically unknown in the industry. I am confident that my background and network will be beneficial in creating awareness of Motion Display.”

Further information

Anna Engholm, CEO Motion Display Scandinavia AB, +46 (0) 709 79 35 04

Motion Display is the leading global manufacturer of Electronic Paper Display based Retail Signage and offers new solutions for effective in-store-marketing. The company was founded in Uppsala, Sweden, 2005 by Erik Danielsson, former CEO of Pharmacia AB and founder of e.g. Pricer AB, global leader in ESL (Electronic Shelf Labels). The company has developed a revolutionary way to promote products in-store, where more than 70 percent of purchasing decisions are made. The displays run on small batteries and can flash and at the same time show different messages in a scrolling sequence. Extensive documentation shows both significant increased attention and dramatic sales increase when using Motion Display signage. The displays' extremely low power consumption and its paper-like features make the displays as easy to install as traditional paper and plastic signs with static messages. www.motiondisplay.com.