



Trade Show Displays • Event Marketing • Branded Environments

**Where Better Ideas Are Built**

**FOR MORE INFORMATION:**

**Denise Lineberry, Director of Marketing**  
**denise.lineberry@applerock.com**  
**(336) 232-4792**  
**www.applerock.com**

**FOR IMMEDIATE RELEASE**

**November 13, 2014**

Apple Rock Advertising and Promotions, INC. Is Expanding Its Greensboro Headquarters

**Greensboro, NC-** Apple Rock Advertising and Promotions is expanding its manufacturing plant at its headquarters in Greensboro, North Carolina. The growing company is adding almost 10,000 square feet to the manufacturing center of its headquarters, enlarging it to 110,000 square feet of state-of-the-art exhibit manufacturing space. This expansion will allow the company to increase fabrication capacity and expand on its own line of custom products.

The new state-of-art fabrication building will have a modernized paint booth, top of the line dust collection and filtration system. Apple Rock Displays takes immense pride in producing an American made product. This expansion will continue to allow the company to produce the quality exhibits it has come to be known for, creating displays for trade shows and other events with superior care and materials, delivering the best possible results.

“Apple Rock maintains a passion for continuous improvement through our commitment to excellence, productive change and forward thinking”, stated Eric Burg, Owner and CEO of Apple Rock Displays. “We strive to keep up with ever changing technology, especially when it comes to producing the best product there is to offer. Adding a state-of-the-art fabrication building will ensure we are manufacturing the best possible exhibits for our customers.”

Apple Rock’s unique value proposition of accountability states it’s important for the company to demonstrate its commitment to accomplish work in an ethical, efficient and cost effective manner. Adding square footage and state-of-the-art equipment to fabrication warehouse will allow the company to offer better pricing for superior products all while effectively managing the quality of each custom piece manufactured.

**About Apple Rock Advertising and Promotions Inc.**

Apple Rock Displays Inc. is a nationwide full service event marketing and display company that offers completely customizable displays and event solutions. Apple Rock products are American made at the corporate headquarters in Greensboro, NC. Apple Rock also has offices in Charlotte, Raleigh and a warehouse in Las Vegas. Apple Rock has been in business since 1988, was recognized as one of the Top 300 Businesses in the Southeast. Apple Rock was named in the INC 500/5000 and has been named as a

**Corporate Headquarters**  
7602 Business Park Drive  
Greensboro, NC 27409  
1.800.478.2324

**Las Vegas** 702.269.8400  
**Charlotte** 704.332.8903  
**Raleigh** 919.405.2199  
**www.applerock.com**



Trade Show Displays • Event Marketing • Branded Environments

**Where Better Ideas Are Built**

Fast 50 Company three times, in the Triad Metro Area and has been awarded the SHARP award by the Department of Labor for the second time.

**Corporate Headquarters**  
7602 Business Park Drive  
Greensboro, NC 27409  
1.800.478.2324

**Las Vegas** 702.269.8400  
**Charlotte** 704.332.8903  
**Raleigh** 919.405.2199  
**[www.applerock.com](http://www.applerock.com)**