



VISUAL GRAPHIC SYSTEMS EXPANDS WEST COAST PRESENCE –  
APPOINTS RUSS COOLEY AS DIRECTOR OF EXPERIENTIAL DESIGN AND BRANDING

**CARLSTADT, NJ** – December 16, 2014: Visual Graphic Systems (VGS) is pleased to announce the expansion of their West Coast presence with the appointment of Russ Cooley as Director of Experiential Design and Branding. Based out of VGS' West Coast office, and working closely with the New Jersey Headquarters, Cooley will focus on consultation and development of unique retail experiences for the firm's national and multi-national portfolio of clients.

Cooley brings over 20 years of various creative experience, including perfecting his craft for the past seven years in the QSR and Fast Casual restaurant industries. Partnering with McDonald's, Burger King and YUM! Brands, his expertise was devoted to developing stunning interior designs, aesthetic furniture and décor solutions. Prior to VGS, Cooley worked at Nike, Inc. developing new retail concepts, in-store & event experiences and merchandising, fixture and signage solutions. He has an established history of delivering award-winning, consumer-centric brand design and development strategies for such companies as Nike, Estee Lauder, Adidas, Doc Martens, Nordstrom's and Columbia Sports. Russ brings a depth of experience and a true passion for design, as well as a collaborative spirit that fits perfectly with the VGS/Studio D team.

On his decision to join VGS, Cooley says, "VGS is innately creative. They are committed to providing innovative solutions at every conceivable customer touch-point. From the design table to the production floor, the entire professional team at VGS has a passion for providing outstanding deliverables. I look forward to lending my expertise, ensuring that our design solutions are always industry-leading, strategically on-point, efficient and flawlessly executed."

Patrick Benasillo, Vice President of VGS, added, "Adding Russ to the VGS/Studio D team will not only strengthen our West Coast presence, but it will also add yet another dimension to our retail strategies. Russ truly has a knack for creating modern, brand-relevant environments that accentuate the unique qualities of each space and enhance the customer experience, while increasing foot traffic and increasing brand loyalty. He will be instrumental in furthering our design impact through the development of new retail concepts and in-store experiences."

## About VGS

*Visual Graphic Systems (VGS) provides branding, marketing, retail strategy, product development, design and fabrication to 12 vertical markets – both nationally and internationally – for over 30 years. In each of these service areas, VGS is recognized as an industry leader, gaining loyal customers across the United States and internationally.*

To learn more about Visual Graphic Systems, please visit <http://www.vgsonline.com>.