

Justin Blair
& C O M P A N Y

THE PROFESSIONAL SOURCE

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Press Release: December 11, 2020

Chicago – Justin Blair & Company Acquires DeWitt Plastic’s Footwear Display Business

Justin Blair & Company, Chicago Illinois, has completed the acquisition of DeWitt Plastics’ Footwear Display Business, Auburn New York on December 7, 2020. DeWitt Plastics has been the leader in plastic shoe and boot display items for many years with a long history as an innovative force in this marketplace. David Hess, President of DeWitt Plastics, will stay on as an advisor both during and after this transition.

Justin Bearak, Chief Operating Officer of Justin Blair & Company, the leader in the shoe supply industry serving both small and large retailers in North America and abroad, along with a network of distributors, has said this will continue to position the company as a full line manufacturer of products to help display and sell footwear in the marketplace. “People still like to touch, feel, and try on shoes and boots, and retailers need great display aids to retail them effectively”.

The injection molding equipment and tooling is already in place to begin production of products. The vacuum forming and other product producing equipment is expected to be in place at Justin Blair’s facility by December 11, 2020 to be fully operational by the first week of January. Many display aids are currently available, such as Boot Trees, Boot Weights, Formaire Lite Shoe Display items, Gladiator Display Forms, Espadrille Display Forms, and most Boot Roll Ups. There are other items in the DeWitt line available on a limited supply at this time, but as production begins this inventory will be ramped up.

Scott Weinstein, Chief Sales Officer, has stated, “this continues the evolution of Justin Blair & Company to fulfill its motto “Doing Business Made Easy” with our own manufacturing of insoles, pads, stretchers, measuring devices, disposable footies, shoe care, and now footwear display items”. We look forward to servicing our new customers which DeWitt has serviced for many years by offering them a more diverse assortment of foot and shoe related products.

Justin Blair & Company, established in 1997, is a leading manufacturer and distributor in both the foot health and shoe care markets. Currently we offer a full line of professional foot and shoe care products from top brands, offer quality brand shoe distribution, and manufacture materials for orthotic applications. Our wide range of products allows us to provide full-service offerings to our customers serving the needs of the industry. We have experience and expertise serving both the small independent business owners as well as meeting the needs of our national retail partners.

For more information, please visit either www.justinblairco.com, or www.dewittplastics.com/shoedisplayforms.html (to view all display products), or call (800) 566-0664.

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