

# POP Displays, Retail Store Fixtures and Store Buildouts



**THE INDUSTRY'S ORGANIZATION**  
A Non-Profit Organization Dedicated to serving its members nationwide

# Introduction

- RICH LTD. ([www.richltd.com](http://www.richltd.com)) is a point-of-purchase display, store fixture, store buildout, and merchandising solutions company with an in-house design team, domestic and overseas manufacturing capabilities, a full line of stock displays, and a wide range of custom display options.
- Located in the San Diego area, RICH LTD. has served leading retailers and brands for over 35 years and is recognized as one of the industry's Top 50 POP display companies.
- RICH LTD. has partnered with USRA to offer its products and services to USRA members at a **15% discount**.

# RICH LTD. Stock POP Display Options

[Download our Catalog](#)

To see additional stock options



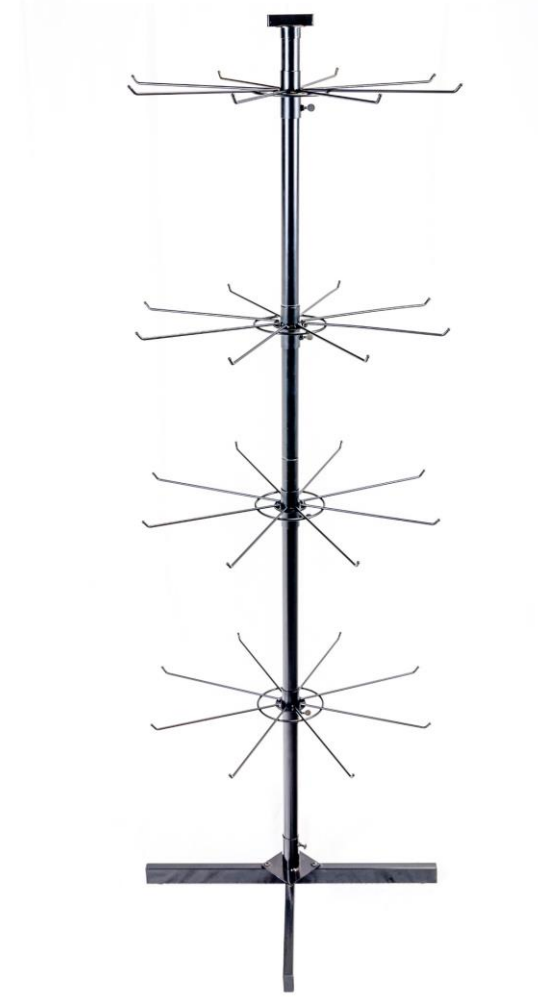
**MPP-HD**



**4-WAY-EXT**  
(Available with shoe shelves)



**SW-62FL**  
(Available in multiple colors  
and with shelves/accessories)



**CTX-06**

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## SFL-HRACK

(Available in multiple colors  
and with shelves/accessories)



## UMF-24

(Available with shelves/accessories)



## WD-2S-TGW-ST

(Available in with  
shelves/accessories)



## WD-HG-TGW-ST

(Available in with  
shelves/accessories)

# RICH LTD. Custom POP Display Examples



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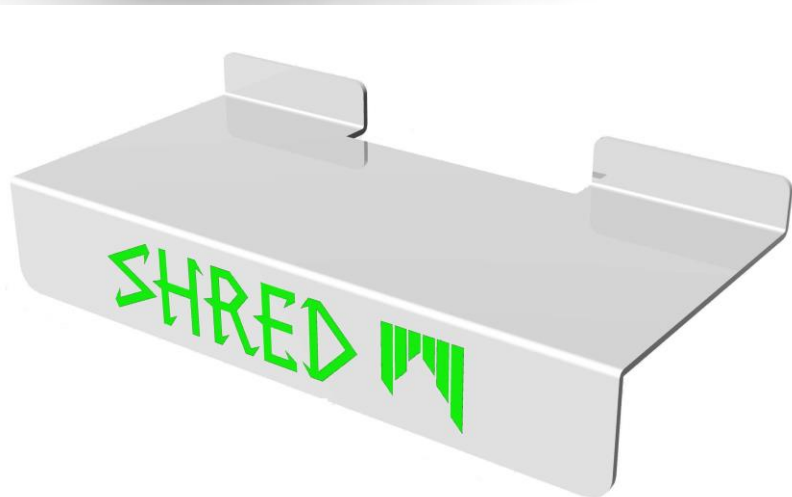
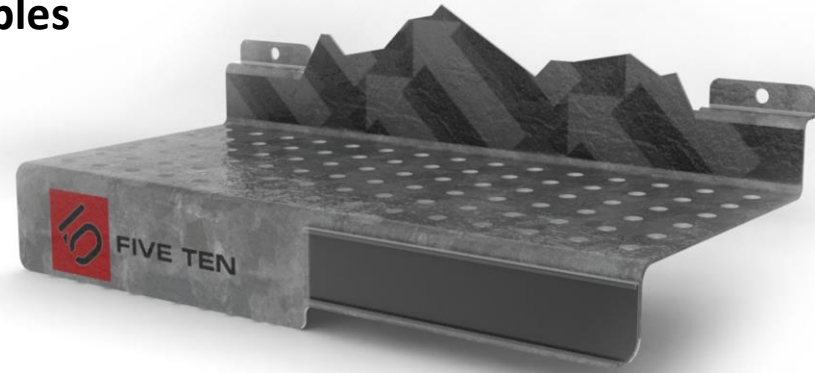




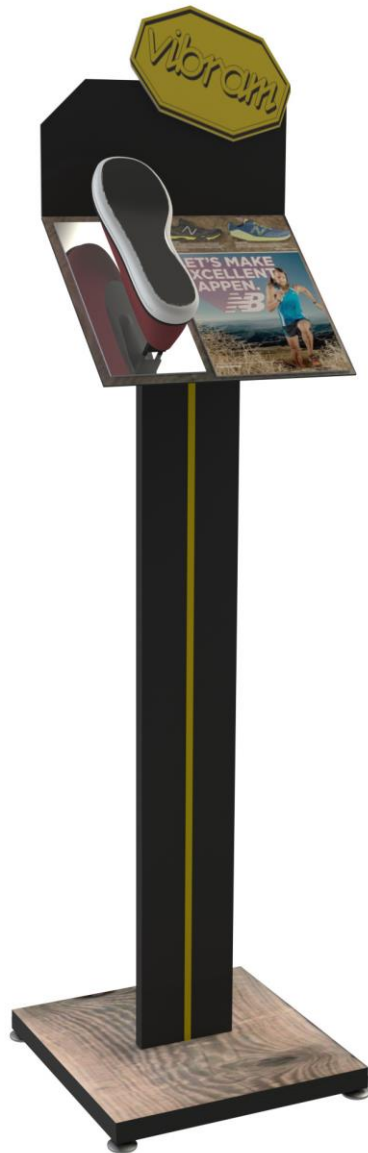
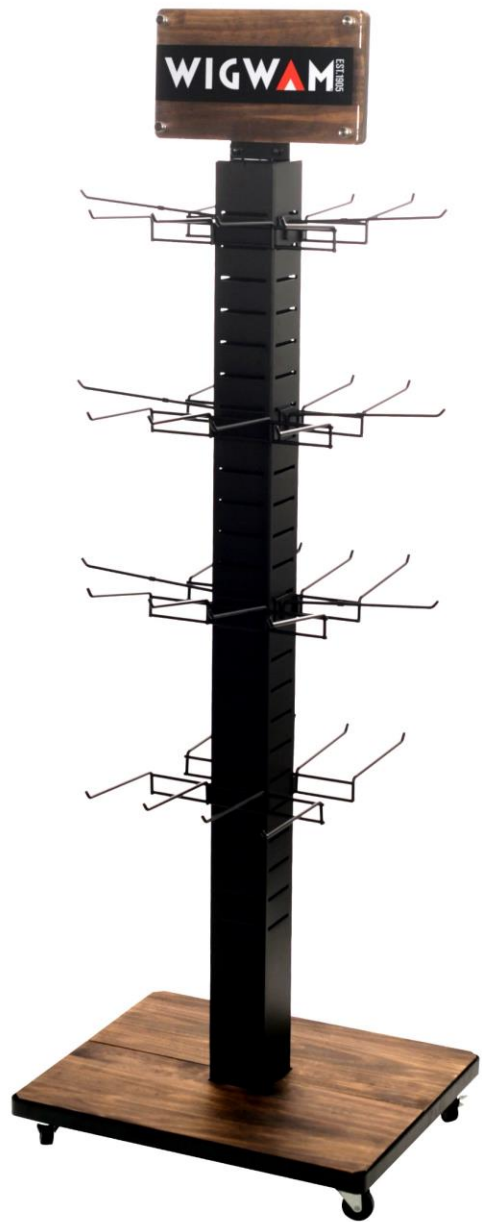
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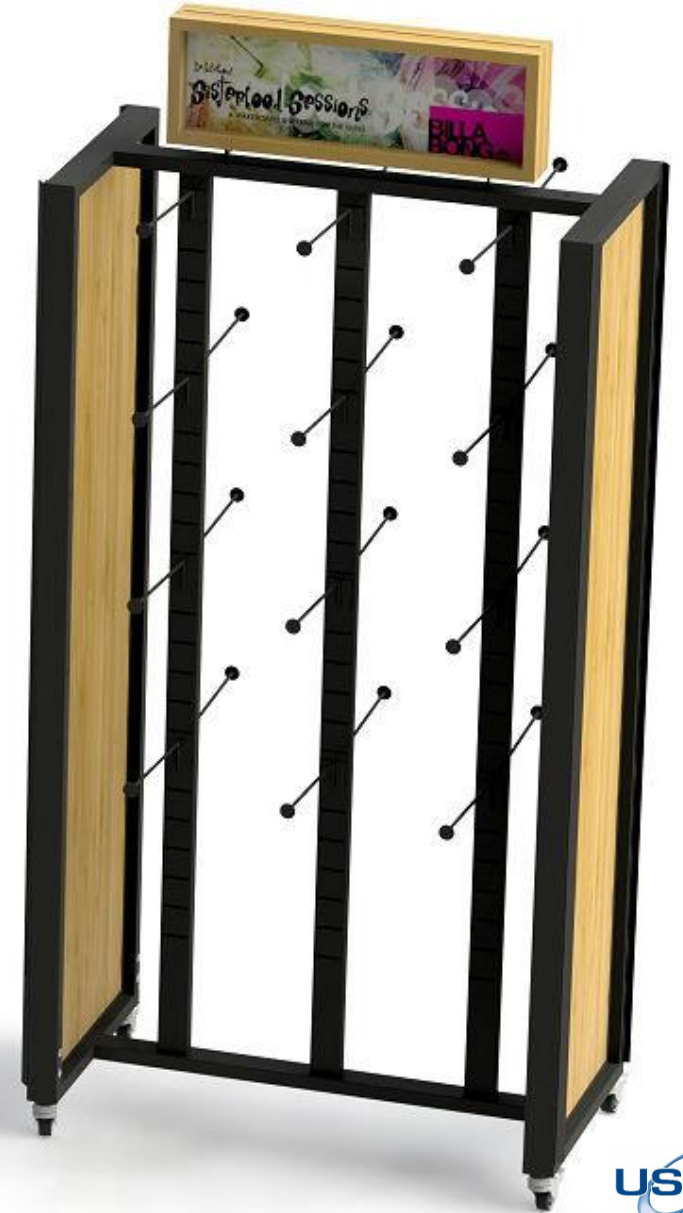


# RICH LTD. Custom POP Display Examples



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