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DEAL FOR DISPLAY

By LOIS WEISS

Friday, February 12, 2010 - Udizine, the Israeli-based display company, signed a lease for 2,600 sf of retail space for its first U.S. showroom at 498 Seventh Avenue, between 36th and 37th Streets.

The 1,615 sf ground floor space includes a 1,048 sf basement.

The asking rent was about \$54 per foot and the deal was signed in the high \$40s per foot.

Tatiana Voevodina and Richard Smith of Winick Realty Group represented both the tenant and the ownership, George Comfort & Sons, in this long-term lease transaction.

Udizine sells display fixtures used in stores to present merchandise, demonstrate product usage, communicate promotional information, and more. Retailers who have used Udizine products include Diesel, Mercedes Benz, Citibank and Office Depot.