



Winick Leases First U.S. Showroom for Israeli Display Company

By Susan Piperato, 02/12/10

NEW YORK, NY—Udizine, the Israeli-based display company, signed a lease for 2,600 square feet of retail space for its first U.S. showroom at 498 Seventh Avenue, between 36th and 37th Streets in Manhattan. Tatiana Voevodina and Richard Smith of Winick Realty Group represented both the tenant and the landlord, 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.