

WH Smith North America launches seven concepts at Newark



The New Jersey Monthly newsstand at Newark Liberty International Airport

[WH Smith](#) North America (WHSNA), incorporating Marshall Retail Group and InMotion, has opened seven unique concepts inside [Newark Liberty International Airport](#)'s (EWR) newly renovated Terminal A.

According to the company, these concepts include four newsstands — Vue New Jersey, New Jersey Monthly, Telegraph 1st Edition and WH Smith + Wellness — where travelers can pick up a wide selection of convenience items. In addition to the newsstands, a joint Hugo Boss/ Tumi/ Hershel Supply Co./ tentree specialty-retail concept, featuring high-fashion, eco-friendly and sustainable retail items, offers travelers a place to shop for apparel, accessories, luggage and more.

WHSNA has also debuted a new marketplace concept, Shore Points Market, which features goods supplied by local New Jersey shop, Corrado's Market. WHSNA and EWR partnered with the Munich Group to commission a 40-foot-tall mural from globally-acclaimed artists WERC and Gera for Shore Points Market. Pulling inspiration from landmarks, sea life, fauna and other notable elements around the Jersey Shore this beautiful, larger-than-life mural depicts a powerful sea goddess.

An InMotion location has also opened inside Terminal A. With access and insight into the latest technologies for business and leisure travelers, InMotion offers lifestyle products and electronics including headphones, mobile power, Bluetooth speakers and other travel accessories.

WH Smith North America executives, including CEO, Toby Keir, president and COO, David Charles and chief business development officer, Roddy McOwan, attended a ceremonial ribbon cutting for the EWR's Terminal A.

"The renovation of Terminal A was a veritable success, and we are proud to have contributed to this project with seven unique concepts, all capturing the local color of New Jersey," said Keir. "With many additional concepts in development, we are excited to continue our partnership with the amazing team at Newark Liberty International Airport."

WH Smith North America has seven additional concepts slated to open in EWR's Terminal A this summer.