



# Turning 25¢ Holiday Ornaments Into a Retail Hanging Fixture?!

**Brand**  
Sporting Goods Retailer  
**Business Type**  
Retail  
Hospitality  
**Services**  
Screen Printing  
Fabrication

**Concept**  
A sporting goods retailer envisioned a centerpiece of the star of Bethlehem and “Merry Christmas” at the entrance of each store, exactly matching the colors of Christmas ornaments used throughout the stores. The eye-catching colors included silver chrome, flat red, glossy red, flat gold, and shiny gold. The fixture needed to be dimensional, but also able to ship flat. In addition, they requested the display be easy to assemble by in-store associates in under 20 minutes.

## Challenge

Turn holiday ornaments into a dimensional and lightweight hanging fixture that ships flat and is easy to assemble.



## Solution

# 10 min

Average install time

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# .1 dE

Color matched by under

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To hit the exact metallic colors desired, chrome was laminated onto sintra and then the custom formulated colors were screen printed, creating the matte/gloss red and gold. The parts were cut into half circles and the ends were heatbent to connect and disconnect when shipping.

The star was made with an interlocking cut instead of a heatbend for efficient shipping. Because the customer did not want the display to move, a clear stabilizing brace was added. Special clips, with a simple instruction sheet were included for a quick, easy install.