



We Made A Product Display Out Of The Product Itself...

Brand

Plastic Lumber Manufacturer

Business Type

Retail

OEM

Services

Precision Cutting

Fabrication

Concept

A plastic lumber manufacturer intended to showcase their synthetic wood in a display in stores throughout the US. The challenge was they wanted it to be made from their own .75" thick material. A number of display manufacturers turned them away due to the unconventional material. We happily took on that challenge. The design concept included a tall rotating display with brackets for their marketing materials, shelves that could hold the heavy product, and a method for inter-changeable graphics. We got to work.

Challenge

Design and manufacture a heavy duty and versatile display created from the customer's unconventional product material.



Solution

2x

Initial Order Quantity Increased

98%

Constructed from Customer's Own Material

Our team designed the 65" tall, rotating hexagon shaped display to fit the specific products desired. To achieve edges without miter joints or any visible seams we routed out the inside of the exterior sides to bend. C channels were added to help the product seat securely on the shelves.

We added J Channels to easily allow for replaceable graphics. Adjustable shelves were made by cutting peg holes in the back. This made the display far more versatile, extending its life. The customer was so thrilled, they doubled the initial order, and added a countertop version.