



How We Reinvented a Heavy Outdoor Wood Tower Display?!

Brand

Global Supply Chain

Business Type

Retail

Services

Design & Engineering

Digital Printing & Cutting

Installation

Concept

Our customer came to us with an outdoor display that was creating challenges. The end client hosted outdoor events and cookouts to market their vehicles to adventure-focused audiences, but the existing wooden display was extremely heavy, difficult to transport, and required anchoring to concrete or flooring. They asked us to re-engineer the dimensional display into a lightweight, durable solution that would be easy to move and ship—without sacrificing visual impact. See how we made it below.

Challenge

Replace a heavy outdoor display with a lightweight, durable, and mobile alternative that assembles quickly with no tools.



Solution

1/15

The Weight Of The Original Tower

100%

Woodgrain Pattern Customizable

The display needed to be outdoor-durable, dimensional, and fully modular. Because it had to be assembled and disassembled repeatedly, we selected a material that could be router-cut and V-grooved to form its shape rather than heat-bent, allowing it to fold flat for transport.

An aluminum-faced expanded PVC provided the strength and weather resistance required while remaining lightweight. We designed a custom woodgrain pattern and color to align with the customer's branding, then presented two final design options: true recessed dimensional lettering or a printed effect that mimicked the dimensional look at a lower cost. These redesigned towers assemble in minutes with no tools and are currently deployed across the country!

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