



How We Turned a Printed Board into a Custom Tile Display?!

Brand
Home Improvement Retailer

Business Type
Retail

Services
Design & Engineering
Digital Printing & Router Cutting
Kitting & Assembly

Concept
Our customer came to us to create a hands-on, engaging way to showcase new designer tiles in a wide range of shapes, sizes, and styles. The goal was to display multiple tile options together on a single, well-organized board that could be placed into a freestanding stand on the sales floor. Each board needed to be double-sided, with different tile selections adhered to each side, allowing customers to easily remove, handle, and compare materials up close while exploring design options.

Challenge

Create a color-accurate, high-resolution tile display board built for repeated handling, and can hold multiple tiles.



Solution

310

Store Specific Kits

2000+

Different Boards Produced

We selected expanded PVC as the base material to keep the boards lightweight yet rigid enough to support the tiles, while also providing clean, white edges. Because the customer had strict color and resolution requirements, we screen printed the spot colors and black text to achieve crisp detail, eliminating the possibility of visible CMYK dot patterns at close viewing distances in those areas. Any required CMYK images were digitally printed.

Each board was then precision router-cut to final shape. We sourced a specialized adhesive that bonded securely to both the tile and PVC substrate, and created custom jigs for each version and SKU to ensure tiles were assembled perfectly straight and consistently. To protect the fragile tiles in transit, we also designed custom boxes and packing materials to minimize damage during shipping.