

WILSON•HURD®**CUSTOM COLOR MATCHED P.O.P. COMPONENT**

This point-of-purchase display component was custom color matched utilizing the burgundy color featured on a golf club head.

The color was achieved through six (6) wet passes with a roller coater. The transparent burgundy color allowed the brushed material to show through - mimicking the look on the golf club head.

The brite aluminum logo was blanked out with foam adhesive on the back. It was then fixtured for placement on the burgundy background to provide a 3D effect.

Project Details

- Size: 3.907" x 4.973".
- Backplate Material: .020" brushed aluminum.
- Background Color: Custom color matched transparent burgundy.



Custom Color Matched P.O.P. Component

- Registered trademark was screen printed utilizing a custom silver.
- Logo material: .016" cosmetic brite aluminum.
- Protective film was applied to aluminum logo in order to prevent scratches while in transit to our customer.

To learn more, please contact Cheryl Schmitt at 715-261-7131, or via email at sales@wilsonhurd.com.