

**WILSON•HURD®****ENHANCED EMOSS HEIGHT**

One of our customers recently came to us asking for an enhanced embossed height of .060". This emboss height is unique as a height of .010" - .020" is typically used.

This presented a new challenge to Wilson-Hurd. We quickly went to work and developed the embossed point-of-purchase display component featured here.

By utilizing the increased emboss height of .060", Wilson-Hurd was able to create a component with a three-dimensional effect - maximizing the visual impact in this part's retail setting.

In order to achieve this extreme emboss height, it required the embossed area to be free of ink and to utilize bold lettering.

#### Project Details

- Size: 2" x 10"
- Material: .025" Satin Brushed Aluminum (other finishes also available)



*Embossed Display Component*

- Embossed Height: .060"
- Background: Screen printed black

To obtain a sample or learn more about this capability, please contact Cheryl Schmitt, Business Development Manager - CORE, at 715-261-7131, or via email at [sales@wilsonhurd.com](mailto:sales@wilsonhurd.com).