

WILSON•HURD®**COUNTER DISPLAY COMPONENT**

The rock pattern featured on this eyeglass counter display component was developed from a foam rock sample provided by our customer.

The part was first roller coated with a custom transparent gold color on brite aluminum. In order to achieve the look of a mountainous terrain, a tan color was screen-printed followed by litho-printed brown half-tones. In order to provide a distinctive look, a matte finish was then selectively applied to the entire “rock” pattern.

As a final step, the gold area was embossed to provide the look of a separate applique without the assembly expense and worry of proper alignment.

Project Details:

- Size: 2.5” x 7.875” in the flat
- Material: .040” brite aluminum
- Colors: Six (6) - gold, tan, brown half-tone,



*Eyeglass Counter Display Component
Inset: Folded Back Leg*

black, brown and matte finish.

- Punched holes
- Folded back leg
- Protective film was applied to the front of the part to prevent damage during shipping.
- Stack and bulk packed for shipping

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