

WILSON•HURD®**JOHNNIE WALKER DISPLAY**

The Johnnie Walker Display shown here illustrates Wilson-Hurd's ability to die-cut shapes and then roll-form them to exact specifications. In addition, adhesive and protective film were used in order to protect the components during transit.

Project Details:

• Top Strips:

- .012" aluminum strips were printed with PMS black and red
- the stripes were then die-cut into 3.5" x 4.562" strips.
- As a final step, the top strips were then roll formed to our customers specifications.

• Side Strips:

- PMS black and red colors were applied to .012" aluminum.
- Adhesive and protective film were added

*Johnnie Walker Liquor Display*

- The material was then die-cut to 2.25" x 8" and folded to form a .46" return leg.
- Half Circles:
 - .012" aluminum material was printing with PMS black and red.
- The Johnnie Walker logo was applied in gold.
- Adhesive and protective film were applied to the material.
- Half-circle shape die cut to 1.25" x 3.106.

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