

WILSON•HURD®**ESTEE LAUDER DISPLAYS**

Since several suppliers provide components for a display, it is critical that everything fit perfectly once assembled. Wilson-Hurd has the ability to achieve tight tolerances in order to supply a component that will fit into the final display.

In both the Pleasures and Tuscany displays pictured above, Wilson-Hurd produced the top strip on the back platform and the bottom aluminum plate. Thanks to our advanced manufacturing facilities, all parts achieved the tight tolerances requested by our customer.

Project Details:

- Top strip on back platform - Pleasures Display

- .012" satin finish aluminum was printed silver with the Estee Lauder name in white.

- Adhesive was applied and part trimmed to .99" x 11.49"

- Top strip on back platform - Tuscany Display



Pleasures and Tuscany Displays

- .012" satin finish aluminum was printed copper with the Estee Lauder in white.

- Adhesive was applied to the back side of the part and them trimmed to .99" x 11.49".

- Bottom aluminum plate -

- .012" aluminum with cosmetic finish, offering a mirror appearance.

- pressure sensitive adhesive and protective film were applied to the material.

- The base was fabricated holding the tight tolerances requested by our customer.

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