

## 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 strips were then die-cut into 3.5" x 4.562" strips.

- As a final step, the top strips were then roll formed to our customer's specifications.

- Side Strips:

- PMS black and red colors were applied to .012" aluminum.

- Adhesive and protective film were added.

- The material was die-cut to 2.25" x 8" and folded to form a .46" return leg.



*Johnnie Walker Liquor Display*

- 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".

To learn more, please email us at [sales@wilsonhurd.com](mailto:sales@wilsonhurd.com)