

POINT-OF-PURCHASE

DISPLAY COMPONENTS



When you are looking for that special addition to your point-of-purchase display, team with Wilson-Hurd®. Whether it is an identification piece, a riser, a base, or a counter display sign, we have the capability to make your display visually striking.

We know that in your business, aesthetics is critical. It is for us as well, which is why we focus on all of the important elements to give a product the best visual appeal – from clearly registered text to exacting dimensions to accurate color hue. Our expert color lab technicians mix and formulate our inks and coatings to exacting customer standards. Only the best computer-aided color matching systems are used to ensure a perfect color match.

To truly distinguish your point-of-purchase display, Wilson-Hurd offers several options including embossing, debossing, folding, and forming. Specify our four-color process printing for visual

enhancement or our SPT02 process for a unique, “textured” effect. Also available for your selection are a variety of materials to be used to produce your custom display component, including aluminum, plastic, brass or other specified substrate materials.

At Wilson-Hurd, we are committed to providing customers with superior service. When you partner with Wilson-Hurd, you will be assured of receiving timely service on all of your requests – from quotations to samples to basic questions regarding our processes. Our dedicated staff takes the extra steps to make sure that products arrive within your given time constraints, whether it be for prototypes or for final production pieces.

Add that special finishing touch to your next point-of-purchase display with a custom component from Wilson-Hurd.



Embossed Backplate with Folded Hanger



Custom-Designed Display Components



Formed Copper-Colored Display Insert