

# CASE STUDY

## *Custom Canopy Fabrication*

Our client had a “Donut Hole” program set up in their stores, which was under performing. The donut holes were sold from a rustic wooden cart with a blackboard above.

### **The Challenge**

Pump up sales and get attention. Although the program had appeal and plenty of potential, it had not taken off.

### **The Solution**

We designed a colorful canopy which included messaging. We fabricated it from .06 styrene, printing directly onto the material, followed by die cutting the shape and scalloped edge, then heat bending the pieces to shape. Shipping and in store installation was an important consideration. A “knockdown” design allowed the piece to be shipped flat and easily assembled in stores with velcro. Two screws attached it to the existing cart and store personnel could quickly and easily install the canopy. Ceiling danglers and shelf talkers completed the kit.

### **The Result**

The colorful design immediately gained attention and sales took off!

*Contact us to find out more about our custom manufacturing capabilities!*



before



after



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