



Impact Display Designed to Make a Statement

THE OVERVIEW

Our client challenged JohnsByrne with an urgent new project that had a 4-week turn time and a half-developed concept. They wanted to produce a teller impact display that promoted their newly launched Mobile App at all of their branch locations.

THE DEVELOPMENT

A Sturdy Solution for Display Durability

Our client provided us their structural concept of the product image, line drawing, and 3D rendering of their vision for this display.

After reviewing the concepts, our design team was challenged to create a strong, product-base that resembled our client's initial idea. With the design concept not being durable enough to hold a plastic riser erect, alternative solutions needed to be developed.



In order to make the 4-week production request, our team only had two days to work on re-structuring the teller impact display before sending it back to the client for approval.

The new structure of the display differed slightly from the initial concept provided by the client. A larger base was created to prevent the display from tipping/falling, and the APET riser was curved slightly to prevent any unwanted bellowing. With the structural enhancements in place, the design remained clean, sleek, and durable, which was what our client had envisioned.



A PERFECT FINISH

Using Experience to Develop Solutions

With the launch of their new Mobile App, our client wanted to emphasize certain features through the display's artwork; a white iPhone5 with the new app welcome page in the background. Our client wanted to make the iPhone image appear as realistic as possible by replicating the silver perimeters.

The challenge here was to find a print solution that muted the stark silver of a regular foil stamp. Foil stamping and printing on the same surface will cause the perimeters of the iPhone to retain a loud, stark silver appearance, which wasn't the right solution.

To create the effect our client was looking for, the iPhone image was printed on second surface, and foil stamped on first surface. This print and finishing technique created the perfect diluted foil effect, allowing the iPhone to appear as life-like as possible.

END-TO-END MANUFACTURING

Having an end-to-end manufacturing facility allowed JohnsByrne to execute the production of this project from start-to-finish. Other wins against short lead time:

- Developed new concepts and shipped to client within two days of receiving initial request.
- Took less than a week to finalize structure and head to production.
- Only took 1-week to produce in our robust manufacturing facility
- Shipped to client right on time.

BOTTOM LINE

Delivered On Time, Every time

Between structural talent and stellar production planning, our client received their well-produced product on time to display at all of their retail banks nationwide.