

# PROJECT 19 SHOWCASE

# SUNRISE HITEK



## Project Name:

AT&T Surfboard Displays

## Specifications:

Size: Stand-up Display - 24"x72"  
Floor Graphic - 16"x48"

Material: Stand-up Display - 1/2" white Fome-Cor  
Floor Graphic - Adhesive vinyl w/ FG lamination

Printing: Flatbed UV printing

Finishing: CNC contour cut to surfboard shape  
Custom over-sized easel backs

Quantity: (41) sets for Chicagoland AT&T stores

## Client's Goals:

- Eye-catching display solution
- The very best print quality available
- Consistent color to match corporate branding
- Floor graphic must be slip-resistant
- Easy to set up and use
- Fast turnaround

## Why We Do It Better:

- 1200dpi UV flatbed printing for stunning image quality
- 1/2" Fome-Cor for light weight and extra durability
- CNC contour cutting to surfboard shape
- CNC cut custom double-wing easel backs using 4mm coroplast for extra durability
- Slip-resistant lamination designed for floor graphics
- All ink and material is water-resistant

