

An enthusiastic response to Herrington's curved and straight 10 ft Pop-Up



Project Summary

High-end catalog sales company Herrington positions itself as the supplier of fine goods to quality-conscious users. They are truly the "Enthusiasts' Catalog". Herrington needed a display that would reflect their quality and niche, while helping them develop recognition in the highly competitive incentives market.

The Herrington team provided guidance and outstanding imagery. Image 4 created a unique 10' Pop-up display: green fabric-end caps are flat, providing maximum graphic area in tight show spaces. The Herrington logo is laser-cut into the fabric panel to provide a custom look and speedy set-up. LightJet mural graphics enliven three panels, and an inset display case with museum-style halogen lighting and shelves shows off the newest products.

This exhibit ships in one case, and has been so well received that Herrington has expanded the display to a 20' unit, with a central tower and a second curved section.

Project Budget

Hardware \$4,100, Graphic Treatment \$2,000

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