

Point of Purchase Display Job for a Large National Winery

In 2013, C&S Plastics was chosen to handle the manufacturing and fabrication elements for a display campaign of a large national winery in the United States. Working closely with the packaging display fulfillment company responsible for the overall project, they required the POP display unit be a "knockdown" for shipping/packaging purposes, custom color matched per Winery's specifications and hold extremely tight tolerances on many different dimensions. The knockdown element presented an immediate problem because in order to accomplish this and reassemble in stores an internal fitting was needed that C&S Plastics did not manufacture and it was not available elsewhere. Our first thought was to have a mold manufactured but that was too costly and the timeframe for job completion did not allow. After discussing the issue internally with our staff, C&S decided it could fabricate the internal fitting in-house utilizing our extrusion capabilities and fabrication shop. After a few trial and errors, we were able to produce an internal coupling that met the customer's approval and the project was able to move forward.

In the end, we were able to provide the company with the exacting specifications they required, on time and within budget because of our creativity with the fitting we fabricated internally.

Areas of expertise this project touched were:

- Extrusion: Pipe was manufactured with a custom inside dimension to allow for internal fitting.
- Injection Molding: Multiple style fittings produced for the display.
- Custom Color Matching: Pipe and Fittings were custom color matched per winery's specification.
- Fabrication: Specific and exacting dimensions were consistently adhered to and monitored and sub-assemblies were done to allow for quicker/easier assembly in stores.