

Custom liquid crystal sheets used for an interactive point of purchase display

Ryan Scott, a manufacturer of POP displays, contacted LCR Hallcrest regarding the possibility of using liquid crystal technology in a foot board display application. Their client was an insole company looking to give consumers a quick and easy to read visual indication of what their arch type was at the in-store sales display.

- **Requirement:** Ryan Scott needed a technology that could be applied to existing foot boards and rigorous enough to withstand retail traffic, once over laminated with a thin protective film. Multiple temperature ranges was also a necessity due to various ambient conditions they would encounter at different sites.
- **Solution:** LCR offered liquid crystal sheets cut into the specified oval size that covered the requested temperature ranges as well as produced a visual signature of the consumer's feet indicating arch type.
- **Product Details**
 - Liquid Crystal Sheets (various touch sensitive temperature ranges) – cut into oval shapes
 - Oval Size: 5.629" x 12.754"
 - Provided with repositionable adhesive backing
- **Benefits**
 - Cost effective and unique technology addition to Ryan Scott's POP display portfolio.
 - Adaptable to various ambient conditions and able to accommodate multiple foot shapes and sizes.
 - Customizable material giving Ryan Scott the ability to offer various foot board design layouts.



For further information contact sal@hallcrest.com or visit www.hallcrest.com and let us show you what we can do!

AN1405 Rev00