

Connection

Dimensional In-Store Signage

The Retail Planit, located in Sheboygan Falls, Wisconsin, conceptualized and designed signage for a specialty grocer in West Bend, WI. After receiving the artwork, Craftsmen began the fabrication process.

The signs were constructed from digital prints applied to 6mm Komatex®. The three elements range in size from 26-inches high x 15-feet long (dairy case topper), 5-feet wide x 3-feet high (Deli sign) and dimensional lettering extending 13-feet long above the meat counter. Each sign and letter was individually routed and layered.

