

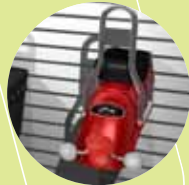
Success Story:

The launch was very successful, and the display was recognized as a Gold Award Winner in the Design of the Times Awards contest.

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case study
Tucker Rocky
Saddle Bag Display

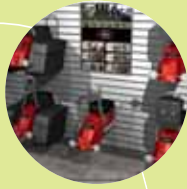


Complex Challenge:

Create a compelling display for Tucker Rocky Saddlebags that would attach to slat wall in various motorcycle apparel environments.

Simple Solution:

Miramar Designs created a replica fender well using steel and vacuum forming. The metal structure incorporated slat wall attachment details that were strong enough to support the display, and the saddlebags; and vacuum forming was used to finish the unit with decal graphics designed to simulate turn signals.



Simple solutions for complex displays.



Injection molded River Road logo.

Vacuum formed seat.

Chrome plated metal frame/structure – bent rod and sheet metal.

Vacuum formed fender.

Quantity:
500 Displays

Distribution:
Shipped to
Distribution Center.

Materials:
Vacuum formed plastic, steel tubing, sheet metal, and printed decals.

Process:
Design (from product sample only), sketches, engineering, prototypes, and production.