



## CASE STUDY FOUR

### CLIENT

Bolle

## CHALLENGE

The Bolle division of Bushnell Corp. wanted to launch a new ski and goggle eyewear line marketed to their ski and snowboarding clientele. Bolle hoped to differentiate the ski line from other conservative Bolle eyewear. They wanted to appeal to a young, active generation, without losing the image of Bolle quality.

Theft was a concern in high-traffic locations, but the customer's ability to touch the product was important too. We also needed to take into account the retailer's desire to discourage theft should a display door be accidentally left open.

## SOLUTIONS

We created a counter display using a custom-frosted, Bolle green acrylic, with matte black acrylic base, along with contemporary chrome fastener pucks. The Bolle logo was silk-screened second surface, laser cut, and applied with a pressure-sensitive adhesive, giving the logo a 3-D look for maximum exposure. The display projected a feeling of "High-tech Active" and more importantly, retained the Bolle standard of quality.

To prevent theft while allowing engagement, an interlocking, laser-cut acrylic panel secured each eyewear piece, without having to have a locked door. This allowed retailers to easily remove eyewear. Cam-locks were located along the top with the handle to release the eyewear-locking device. Thus the threat of theft was resolved while ensuring that customers would be able to touch the product.

## RESULTS

Our display has been tremendously successful at setting Bolle's ski eyewear line a cut above the competition's. Customers love being able to feel the eyewear when investigating their purchase, and there's no chance of theft.

ACRYLIC DESIGN ASSOCIATES