



CASE STUDY FIVE

CLIENT

John Ryan Performance

CHALLENGE

Retrofit existing National City Bank kiosk to existing style PNC kiosk. PNC desired recycling of existing materials in keeping with its strong sustainability focus and needed the fixture to match its existing fixture dimensions, colors, graphics, and branding. 3 different versions existed.

SOLUTIONS

The existing fixture was redesigned and reengineered, eliminating metal back panel and magnetic graphic holder. The existing base and core were retained and recycled into the new unit. The new fixture was rebuilt around the recycled material utilizing a PVC panel and Kydex laminate that matched the PNC color scheme. Three unique bases (cherry, mahogany, and pearwood) were made to match the unique branches the fixture would be used in. A previously designed plastic extrusion was added to the shell to hold an acrylic graphic front panel. Injection molded pucks were added to hang literature pockets and time sensitive graphics. The fixture was complete by adding PNC Branding elements. Plano-grams were devised and shipped with the fixture to each unique branch of the rollout.