



World Class Capabilities  
Individual Attention

## Portfolio: Discovery Channel

Discovery Channel's new Cincinnati prototype at Kenwood Town Center uses fresh materials to showcase their innovative products.



### Mobile merchandising fixture

The mobile merchandising fixture was created out of Alucobond. Though traditionally used on building exteriors, Alucobond added a crisp clean look to these fixtures.



### Half-moon nesting set

The modular half-moon nesting set can be easily divided for an assortment of visual presentations.



### Sliding POP panel

For ultimate merchandising flexibility, wall units are mounted on an aluminum outrigger post system. The acrylic sliding POP panel moves from the front to the back of the store.



### Hinged graphic panels

The outrigger system is designed to accommodate hinged graphic panels. These panels function as product and department locators, and hinge to allow back stock storage.



### Impulse merchandising panel

The design of the cash wrap encourages impulse purchasing by increasing the volume of merchandise at the point of sale.

### Cash wrap surface

The Alucobond product is mirrored at the cash wrap by combining powder-coated sheet metal with black cintra.