



MAJOR AND SMALL APPLIANCE MARKET:

Leer Inc.
New Lisbon, WI

05/15/2020

When your most well-known products spend their lives outdoors, your brand needs to be able to stand up to the elements. Leer Inc., of New Lisbon, Wisconsin, is the leading producer of temperature-controlled storage solutions, including the iconic Ice Merchandisers found outside nearly every gas station and convenience store. The primary image on Leer's merchandisers are the attention-grabbing snow-capped ice decals, but it's just as important to the company that their logo be prominently displayed. The problem is that the environment where most of the outdoor Ice Merchandisers operate are wide open to weather, chemicals, repeated use and other damaging forces, making the durability of the Leer logo decal of utmost importance.

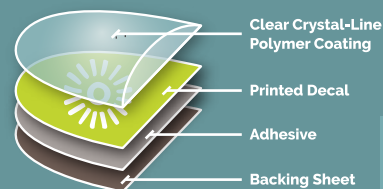
Leer came to Empire with the challenge of creating a branded decal that would not deteriorate under a variety of unforgiving outdoor conditions. We began by examining the steel construction of each unit to determine the best adhesive to maintain an aggressive bond between decal and merchandiser. To ensure integrity of the logo image itself, Empire recommended a domed application to provide extra durability and a high-impact finished look. Domed decals are topped with a crystal-line polymer coating that creates a 3D, or "lens look," effect. The clear coating is resistant to UV rays, dents, scratches and abrasions, making it an excellent choice for outdoor applications. The customer is extremely satisfied with its look and durability, and expects the gloss and clarity of their brand image to hold up for years to come.



BRAND
IDENTITY
CRYSTAL-LINE
DOME DECAL



PRE-SPACED
VINYL CUT
DECALS



Clear Crystal-Line
Polymer Coating

Printed Decal

Adhesive

Backing Sheet

