



The Home Depot's "Living Hinge"

The challenge

The warehouse retailing environment presents many challenges for signage. Cal-West Designs, a leading POP design firm, came to Sandee to help solve a challenge faced by its client, The Home Depot. The home improvement retailer needed a way to display its shelf tags on a pallet rack without having to affix tags to the actual rack.

The solution

The "living hinge" tag holder was the answer. This unique hinge allowed the part to swing away when pallets were loaded into the bay.

The part required a co-extrusion process in which two different diameters are extruded together to form the flexible hinge. This custom extrusion was manufactured from rigid and flexible PVC, with a custom color matched to The Home Depot's unique orange. The PVC proved very durable in a tough retail environment.



The result

The part was such a success, it was utilized by The Home Depot's competitor, Lowe's Home Improvement. Of course, Lowe's changed the color from orange to gray!



Sandee worked in partnership with our client Cal-West Designs, Inc.

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