

Counter Top Displays

Stunning Design to Merchandise Cosmetics

WL Concepts Specializes in the Design of Cosmetic POP Displays

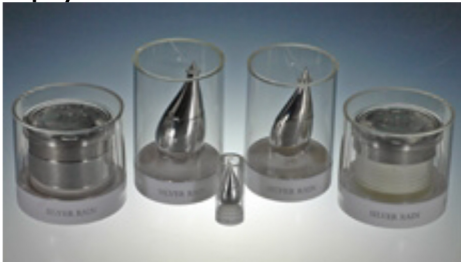
WL Concepts displays for cosmetics are highly refined in their designs and composition. By combining graphics, light, color, texture and unique materials, we have designed displays for companies such as Elizabeth Arden, Elizabeth Taylor's White Diamonds, Guerlain Paris, and La Prairie Switzerland

Both cosmetic companies and store designers today recognize that distinctive displays at the point of purchase are more important than ever to attract customers and improve sales of new and existing products.

WL Concepts specializes in creating unique shopping experiences for customers by designing elegant and unique counter top and table top displays. We construct and fabricate fixtures that help retailers and product merchandisers distinguish their products.

WL Concepts' ingenuity allows the company to integrate a variety of materials into its cosmetic display counters, including acrylic, wood and metal, plus full graphics. Everything WL Constructs is custom made and made-to-order, and is always installed on time and on budget.

Displays for



- ✓ Cosmetics
- ✓ Eyeshadows
- ✓ Lipsticks
- ✓ Lotions/Creams
- ✓ Masquera
- ✓ Nail Polish
- ✓ Perfumes/Colognes
- ✓ All Retail Products

Superior Craftsmanship distinguishes WL Concepts from our competitors. With over 20 years experience in the retail display industry, WL Concepts designs and deploys the best systems, processes and technical staff available. Our in-house design team incorporates the latest design trends in retail store displays to complement existing brands or launch new merchandising concepts.

Throughout the process, the WL Concept design team will work closely with you, providing drawings, renderings, prototypes and 3-D models. Together with our in-house product engineers, we keep an eye on the technical, cost and material implications of each retail store display.

One of the most popular and attractive materials for displays is acrylic. One of WL Concept's core competency is our work with acrylics of all kinds. We employ the latest, state-of-the-art computer controlled (CNC) machining processes for unsurpassed production efficiency, product precision and quality control.

Call WL Concepts today for a complete selection of retail display solutions to market your product and merchandise. Call Now at 516-565-5151.