



Ledan, Inc. Makes Urban Decay Cosmetic Display Shine with “Metallized” Acrylic Sheet

Urban Decay, a trendy cosmetics company known for its dramatic and unique makeup products, takes a different approach to beauty. With nail polish shades such as Rust and Acid Rain and a product called Lip Gunk, it is evident that the company's products stand out in a crowd. This modern appeal is what Urban Decay conveys to customers through its metallic packaging and purple diamond plate signature.

[P-O-P Display] To keep its point-of-purchase displays consistent with the brand's fresh and sleek image, Urban Decay relies on Ledan, Inc., a Mineola, NY-based point-of-sale display designer specializing in the beauty and cosmetic industry. For Ledan, designing a P-O-P display for Urban Decay presents a challenge, since metal is not a desirable material for displays given its weight and handling issues. The solution was found when Ledan discovered an innovative new acrylic product, the Sterling Collection of ACRYLITE® acrylic sheet (CYRO Industries). The sheet offers the look of metal in the form of a lightweight and fabrication-friendly plastic.

“My job is to come up with the proper materials to complement and enhance the packaging and signatures of my customers,” says Carla Polizzi, Operations Manager at Ledan, Inc. Because Urban Decay's diamond plate signature is distinctive, Polizzi is constantly looking for new products to make her client's displays stand out.

When Polizzi received samples of the new ACRYLITE Sterling Collection from CYRO, the Diamond Plate pattern jumped out as “absolutely perfect for Urban Decay,” she recalls. The diamond pattern matched Urban Decay's signature while the silver finish was consistent with the brand image and package style.



“Plus,” says Polizzi, “we like working in acrylic.” Acrylic is the preferred material for cosmetic P-O-P displays due to its ease of cleaning and sanitary look. Easy to fabricate, acrylic is also impact-resistant and durable.

A Lightweight Plastic That Looks Like Metal

The fact that the ACRYLITE Sterling Collection combined the favorable properties of acrylic with the aesthetic appeal of a metallic finish was a major advantage. Metal is often costly to ship, hard to work with and potentially dangerous due to sharp edging. Further gains resulted from the light reflective surface of the Sterling Collection, which also comes in Con-fetti, Linen, Radial and Shard patterns.

Polizzi sent the ACRYLITE sheet Diamond Plate samples to Debra Broccardo, Merchandising Manager at Urban Decay, who was intrigued by the glistening look. “The material was quite different from our previous diamond plate material which was a matte laminate with a dull finish,” recalls Broccardo. Hoping to attract customers with a new, fresh look, Broccardo gave Ledan the go-ahead to develop new display units with the Sterling Collection acrylic material.

DESIGNING TO DAZZLE

Urban Decay requested the development of 105 testable saleable rolling units. Testable saleable units refer to the displays regularly used in the cosmetic industry, where ready-to-sell products are stocked behind tester samples, giving customers the opportunity to sample makeup and select products for purchase.

Urban Decay wanted the signage at the top of the display, the most visible section, to be purple as well as diamond plated. Because ACRYLITE sheet is conducive to paint coatings, Polizzi screen-printed a purple hue over the acrylic to create the look that Urban Decay desired, something that was not possible with the previously used metal material. The side paneling was similarly screen-printed for an eye-catching finish. The test panel strips were not painted purple to leverage

the light-reflective properties of the Sterling Collection.

Ledan took the display from concept through design in just three months. The company’s 54 years of expertise in crafting 3-dimensional point-of-sale solutions facilitated prompt project completion. The ease with which acrylic is fabricated further contributed to the quick project turnaround.

VISUAL APPEAL

When Ledan presented the finished product to Urban Decay, the reaction was extremely favorable. “The display is very unique and visually appealing,” says Broccardo.

Attracting customers is a key objective of any point-of-sale display. The dramatic effect of the light-reflective tester panels is a true attention-getter. “The acrylic actually lights up the unit,” says Broccardo.

The coloring of the signage and side panel was also a hit. “The fact that it could be purple was a very big advantage,” notes Broccardo, adding to the brand image and differentiating the display from other units.

EASY TO CLEAN

The new Urban Decay units are not only eye-catching but practical as well. Ease of cleaning is extremely important for cosmetic displays, especially for makeup testing panels where hygiene is an issue. A makeup-smudged or soiled panel will deter customers and detract from brand confidence.

Broccardo compared the new display’s Diamond Plate ACRYLITE sheet to the previous metal-fabricated display and noted, “The ACRYLITE sheet is much easier to clean and looks more finished.” Even though the diamond plate acrylic has a unique pattern, its surface is smooth. This prevents makeup from building up in grooves. Product residue can be easily removed from the acrylic by wiping with a damp cloth. Frequent cleaning will not cause deterioration to the acrylic, as compared to metal, which rusts.

IN STORES NOW

The 105 rolling units that Ledan crafted for Urban Decay are currently debuting across America in malls, retail stores and Duty-Free America airport locations, and they have been a great success.

“I’ve received a lot of positive feedback from sales associates and customers,” states Broccardo. The winning combination of aesthetic appeal and functionality helps attract Urban Decay customers and close sales. Broccardo summarizes “Overall, we love it.”