

UNIVERSAL

MIX & MATCH NEXT GEN

PepsiCo approached us to create a display to merchandise their Mountain Dew “Next Generation” of premium carbonated soft drink offerings. They wanted the graphics to be minimal but catchy. The product was to be the focal point of the display. The use of black in the structure was to make the display sleek and further speak to the premium nature of the products shown. Using offset shelving, we created a visually pleasing display to market the carbonated beverages and promote mixing and matching of the flavors unique to Mountain Dew.
Dimensions: 22”w x 16"d x 61"h
Materials: sheet steel / tubular steel / wire / PE plastic
See more information at www.udfc.com

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