

## CASE STUDY

### Muir Makes it an Anniversary to Remember with Cost-Efficient Strategies and Added Application Flexibility

#### Snapshot:



**Client** – Thurston Manufacturing Company

**Website** – [www.thurstonmfgco.com](http://www.thurstonmfgco.com)

**Industry** – Tillage and Fertilizer Application Equipment for the agricultural industry and Side Dump Trailers for the Construction and Trucking Industries

**Challenge** – Thurston Manufacturing Company needed a decal on an aluminum plate to showcase the company's 40th Anniversary on their product lines.

**Solution** – Muir Omni Graphics recommended and provided an embossed peel-and-stick polyester decal with a brushed aluminum surface finish.

**Results** – Thurston saved production, tooling and labor costs, and gained the flexibility in placement of the decal on their equipment – all while maintaining the desired level of style and impact.

**THURSTON  
MANUFACTURING  
COMPANY**

#### Client Overview:

Located in Thurston, Nebraska, Thurston Manufacturing Company is the exclusive manufacturer of BLU-JET Tillage and Fertilizer Application Equipment for the agricultural industry and Circle R Side Dump Trailers for the construction and trucking industries. Both product lines are known as industry leaders in durability and design innovation.

#### Challenge:

In celebration of Thurston Manufacturing Company's 40th Anniversary, the Chief Marketing Officer sought an Anniversary decal, produced on an aluminum plate, which could be applied to their BLUE-JET and Circle R Side Dump equipment. Due to time constraints and their limited resources, they requested the services of Muir Omni Graphics.

#### Solution:

MUIR performed a **Needs Analysis** to get a better understanding of the decal's production and standards requirements (e.g. substrate, ink, resistance needs, mounting method, and proofing). MUIR then applied their value added Design and Production expertise to create two Anniversary decal design options, which conveyed the sense of celebration and integrity of Thurston's brand, and devised a strategy for producing the finished product.

Based on Thurston's needs, MUIR recommended that the decals be produced on embossed polyester with a brushed aluminum surface finish instead of on an aluminum plate. The finished decals would have the appearance of raised aluminum while remaining an economical polyester solution. Unlike an aluminum plate, the polyester peel and stick decal would not have to be riveted onto equipment, a process which requires special tooling and additional labor costs.

#### Results:

For a fraction of the price of aluminum and saving tooling and labor costs, MUIR designed and produced a custom polyester Anniversary decal with the appearance of an aluminum plate. As an added benefit, because the decal was produced with a pressure sensitive adhesive, Thurston gained additional flexibility in regards to where the 40th Anniversary logo could be placed on their equipment.

#### About Muir Omni Graphics:

For more than forty years, MUIR has been providing some of the world's leading manufacturers, utility companies and service organizations with turn-key decal production and management solutions, including OEM Markings and Decals, Fleet and Corporate Vehicle Markings, Corporate Identity, Control Panels and Fascias, Warning Labels and Signage, and Specialty Graphics. For more information, visit [www.MuirGraphics.com](http://www.MuirGraphics.com).

