

APPLICATION Brief...

Hamilton Fixture

Application: Custom Fabrication, Distribution for Retail

Hamilton Fixture

creates custom fixturing, point-of-sale displays and retail storefronts for some of America's best known mass merchandisers, specialty stores and top national brands.

Today's retail merchandisers need functional, appealing and distinctive new designs, constantly. Hamilton built its reputation by providing fixturing that is always fresh, attractive and pleasing to the customer's eye, because getting that critical moment of in-store customer attention is crucial to its customer's success.

"Sometimes there is a fixed budget and that's it," says a company rep. "But every once in awhile we get specs with a little leeway, and that is when you really see our fifty years' experience in this business shine."

Hamilton found LUMAsite® and Architectural Plastics were a natural combination. Because we are a national distributor, API can do things others can't. We work with very high-end, but sometimes hard to work with materials, even in hard to find sizes or pre-cut, and our customers depend on API to get it there. On-time and on-budget.



Hamilton Fixture is always looking for something distinctive. Many of their customers are national clients who sometimes need to do things on a very large scale—maybe hundreds of stores. Because their clients compete with other national firms, 'typical' just doesn't cut it. API's extensive inventory and the depth of our material and fabrication knowledge is crucial to helping Hamilton stay at the top of the 'bidder's list.' As a national distributor for most of the products we handle—like LUMAsite®, Corian®, Acrylite®, Tru Vue Optima®, Imago®, 3form®, and Komatex®—we have a wide variety of colors, sizes and thicknesses—API is able to ship often when others cannot. And, with nearly twenty experienced fabrication experts, if you need it cut, assembled or designed, we can handle that too!