

## Manufacturer of:

Electronic Control Products • Printed Electronics  
POP Displays • Medical Contract Manufacturing  
Nameplates & Dials, Overlays, Panels

## Where we are located:



**Wausau, WI**  
Corporate Headquarters &  
Electronic Control Products Division



**Berlin, WI**  
High Volume Manufacturing Plant



**Berlin, WI**  
Advanced Technology Facility

Wilson-Hurd, founded in 1904, offers custom printing, fabricating, and electronic manufacturing services. With our broad range of capabilities, Wilson-Hurd is able to serve a variety of markets including automotive, industrial controls, medical, telecommunications, appliance, food equipment manufacturers, POP displays, and cosmetic industries. An ISO 9001:2008 certified company, Wilson-Hurd's mission is to be the most respected provider in the markets served, consistently delivering solutions that yield exceptional value.

### Our Products

- Membrane Switches
- PiezoPanel®
- Capacitive Switches
- Elastomeric Keypads
- Touchscreens
- Printed Electronics
- Medical Contract Manufacturing
- Illuminated Displays & Overlays
- Counter Displays
- Logo Plates & Components
- Graphic Overlays
- Signage
- Cosmetic Appliqués
- Nameplates & Dials, Overlays, Panels



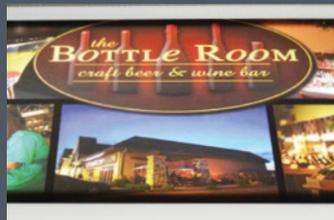
### Business Advantages

- Dedicated, experienced employees
- Responsive to customers' needs
- Flexible manufacturing processes
- Cellular manufacturing
- Electronic Control Product division certified to ISO 9001:2008
- Metal & Plastic product division certified to ISO 9001:2008
- Medical Contract Manufacturing division has Class 10K & Class 100K clean room capabilities, & is also certified to ISO 13485
- Medical Contract Manufacturing division utilizes FDA compliant quality records system



# POP Displays

Because your brand deserves the spotlight.



## Illuminated Displays & Overlays

At Wilson-Hurd, we have the unique ability to manufacture not only the POP components for your display, but we can also supply the electronics. Our team has the ability to incorporate LEDs, fiber-optics, or light guide film to make your display really shine. Technical details not really your specialty? Our team of engineers will easily handle those details for you. Just give us your ideas, and our engineering team will develop a solution that is sure to stand out.

## Counter Displays

Using our custom color matching capabilities we can coat clear or custom colors, and then digital, screen, or litho print your graphics. We then provide the fabrication, assembly, and pack-out needed to complete your project. Add that to our diverse selection of materials, skilled engineering team, and attentive service, and the result is an engaging counter display developed exclusively with your brand in mind.

## Logo Plates & Components

The cornerstone to a successful display is solid components. We provide risers, bases, and trim to turn your concept into reality. Pair these components with our custom logo plates, and your brand is guaranteed to receive the recognition it deserves. Each set of logo plates and display components are custom crafted using our broad material selection, unique finishes, computer enhanced color matching skills, and fabrication capabilities.

## Graphic Overlays

A distinctive point-of-purchase display is not complete without a stunning graphic overlay. Utilizing our expansive set of materials, along with our color matching, printing, and fabrication capabilities, Wilson-Hurd will provide you with an eye-catching and cost-effective graphic overlay unique to your brand.

## Signage

We have a broad list of special effects that can be incorporated into your sign, including a variety of materials, edge styles, printing methods, enhancements, and finishes. Signage can be single or two-sided, includes adhesive strips or hand tabs for final application, and can be used in both indoor and outdoor applications. Every sign is custom-made, offering designers a great range of flexibility in creating your design.

## Cosmetic Appliqués

In the world of cosmetics, appearance is everything. Our experienced team of production specialists will carefully review your requirements prior to making recommendations on material selection, type of finish, and choice of adhesive for your cosmetic appliqué. The option of supplying your appliqué on a roll is guaranteed to make your production process easier and more effective. We always have your best interests in mind, and continuously strive to deliver unbeatable quality at a reasonable cost, within an efficient lead time.

