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Hot Metal custom laminate signage displays Yamaha Motorcycles



Yamaha made an outstanding impact at the Brisbane Motorcycle Expo in September with its sleek Hot Metal® signage and display.

Yamaha was looking for a unique but eye catching display designed with contemporary high quality products that showcased and complimented their motorcycles. "Hot Metal® was chosen by Yamaha because it fit their requirements and my display design perfectly," said Joel Nebauer of Focus Productions. "Hot Metal® is a metal laminate that looks like no other. It gives great movement and attracts attention and interest from viewers. This is important because it means that at a large expo the product showcased is noticed. Hot Metal®'s style matched essential elements of Yamaha motorcycles bringing movement, impact and excitement to the Yamaha display," added Joel.

Focus Productions also specified Hot Metal® because it is an Australian designed and handmade product manufactured with environment friendly processes. Focus Productions used Hot Metal® pewter in the space pattern for a sharp, cool appearance which is synonymous with Yamaha motorcycles.

Yamaha motorcycle images were printed onto Hot Metal® laminate with a flat bed digital printer. This combination of innovative technologies, Hot Metal® and digital printing, resulted in an excellent and effective display at the Expo which successfully complimented Yamaha and its performance plus motorcycles.



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