

SMS 50 Cent

New York, New York

Direct Embed has been working with the headphone company SMS to develop retail fixtures for testing headphones. The Direct Embed graphics will completely wrap the fixture with high resolution graphics. After testing the fixture, they will be rolled out to multiple store facilities.

Retail Prototype Development



" for the retail community we have developed a process of prototype development that considers large scale rollouts as part of the process. Every prototype is value tested to ensure for high durability and low unit pricing when expanded into the hundreds or thousands."

Eric Koslow, Direct Embed

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Direct Embed
COATING SYSTEMS LLC
Where design meets durability.

