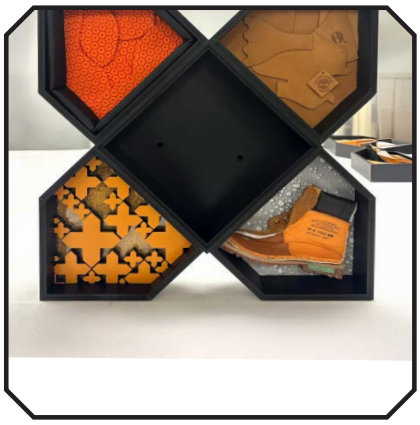
Timberland

Yellow Boot Retail Display

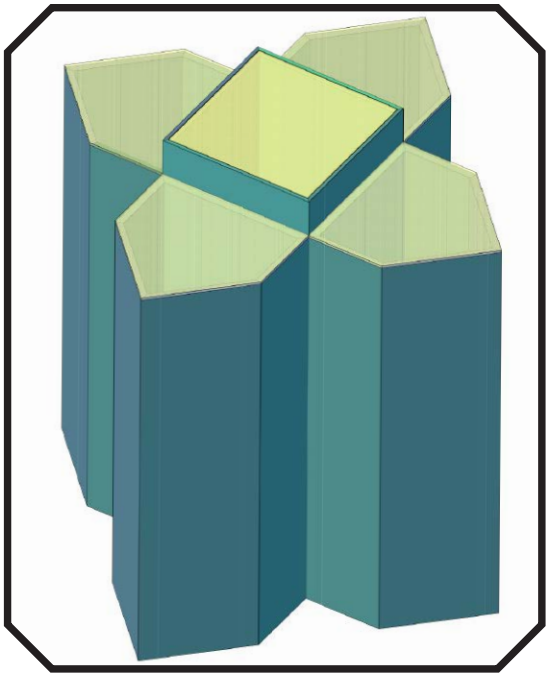
(CASE STUDY)

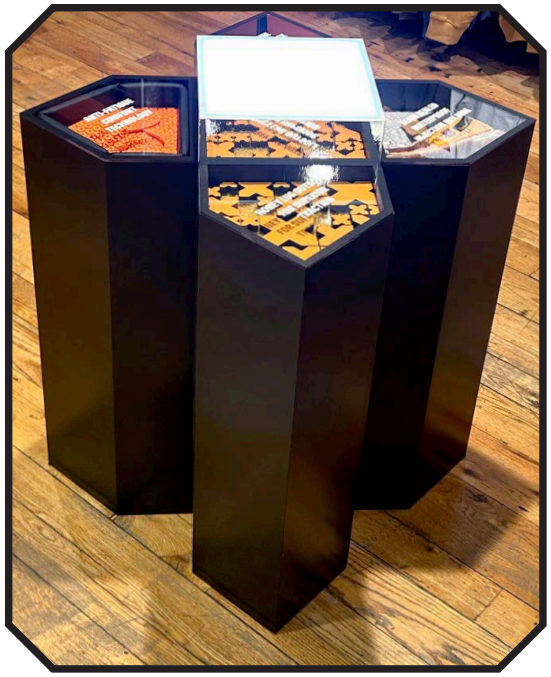






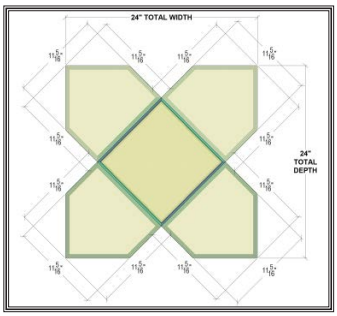
Transforming Concept into Constructed Reality

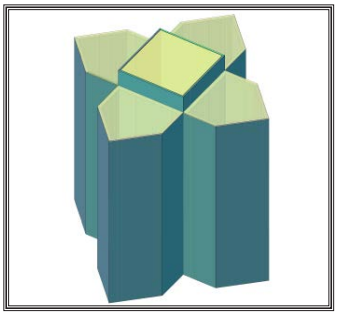




SUPERCOLOR™ DIGITAL

The Challenge



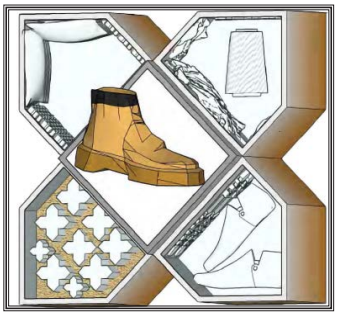


Timberland wanted to tell the origin story of its iconic Yellow Boot, “The first true waterproof work boot” in a way that felt immersive and dimensional inside their retail environment.

In 1973, Timberland introduced a waterproof boot engineered through injection molding, fusing sole to upper and setting a new industry standard. The innovation became the foundation of the brand.

Translating that legacy into a retail environment required more than print alone

The Vision





Timberland sought to elevate its retail Icon Wall by creating a dimensional storytelling experience centered around the heritage of the Yellow Boot.

The concept included:

- A coordinated wall installation showcasing product around the story.

- A custom YB Shrine feature display.

The goal was to create both a focal point and a supporting environment that reinforced craftsmanship and innovation.

The Solution





Super Color Digital partnered closely with Timberland to turn the design concept into a fully engineered, fabricated display system.

We:
- **Evaluated feasibility** of the initial creative deck
- Advised on material selection and fabrication methods
- **Engineered custom Komatex** shadowbox structures
- Integrated polycarbonate components and recessed detailing
- Produced both wall-mounted and floor-standing versions
- Manufactured and packaged multiple units for rollout

More than a print vendor, we operated as an integrated production partner, engineering, printing, and fabricating a display system that brought the concept fully to life."
Our team helped refine design elements based on structural integrity, budget parameters, and production efficiency ensuring the final piece maintained visual impact while remaining scalable and production ready.

The Result





The final YB Shrine and Icon Wall installed elevated Timberland's retail storytelling, transforming a product feature list into an immersive brand moment.

By combining dimensional fabrication, thoughtful engineering, and strategic collaboration, we helped Timberland showcase the craftsmanship and innovation behind their most iconic product

Partnership Takeaway.

At Super Color Digital, we don't just execute designs, we problem solve alongside our clients.

When brands trust us as a true partner, great ideas become buildable realities.

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