

Sales Success



In the winter of 2007, Jeff Sanders of Trideum approached U.S. Display Group with a problem and an opportunity. The U.S. Government had a need for full size enemy vehicles to use as targets to help develop and test U.S. Military weapons. The greatest challenge of this project was that the unit had to fold flat to be shipped with ease around the country and eventually the world.

Several other companies had refused the project as being near impossible by the time Bryan Cottrell, a sales rep at U.S. Display Group, answered the phone. Jeff had found our website through a web search and noticed that we had creative displays and were in close proximity to his office. Bryan approached the U.S. Display Group design team who eagerly embraced the challenge as an opportunity to show off their capabilities. Bryan coordinated a creative planning session where everyone could discuss Trideum's needs and the expectations they had for U.S. Display Group.

The design team started small, developing a 1/5th scale model of a T-72 Russian Tank. Once the concept was approved by Trideum, a full scale tank measuring 35 ft long, 14 ft wide and 8 ft high out of 32 ECT C flute corrugate was created and built by the design team. The team at Trideum originally worried that this project was impossible, but after seeing the full scale prototype and all the attention it received they were amazed out how realistic the tank was.

The next phase was to identify materials that could withstand the harsh weather conditions of an outdoor military test range. Designers used a combination of corrugated plastic, pressure treated wood and customer provided heating units to create a realistic model that could not only convince the human eye but military weapon targeting systems as well. The first limited production of ten full scale targets was met with great excitement by many in the military community.

Although the targets were impressive, the project was almost cancelled due to the length of time it took to put together the original target design. The client was worried that it took too much time and labor for their employees to construct the tank and wanted the designers to come up with a more efficient version before proceeding with future projects. The U.S. Display Group design team went back to the drawing board with the customer feedback and was able to refine the overall look of the target as well as develop innovative new ways of assembling the targets. The designers came up with inventive ways to score the components, which had to be manually scored in the original design, cutting down on assembly time and labor costs. These innovations reduced a tedious two day assembly process down to a few short hours.



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Trideum, Analytical Services Inc. and the Targets Management Office asked for a meeting with the U.S. Display Group management team on November 10, 2009 and surprised U.S. Display Group with a plaque commending them for "exceptional support on the Precision Target Signature (PTS) Program." U.S. Display Group was cited for their superb efforts in making the Precision Targets Signature Program a success. "U.S. Display Group provided exceptional expertise, initiative and dedication to the development and execution of these Decoys in support of the Targets Management Office (TMO). The PTS Targets allowed the TMO to provide cost effective solutions to the U.S. Army Test and Evaluation community resulting in cost avoidance to U.S. Weapon Systems testing," stated Alvin Brown, Director, Targets Management Office.

By going above and beyond, the entire team at U.S. Display Group has turned an impossible request into multiple projects for a new customer while serving a greater cause. Bryan Cottrell and the U.S. Display Group design team spent countless hours developing new ways to build the substructure, finding new materials and constructing subscale versions of the target, but they never gave up on finding a solution for the client. Due to their perseverance and creativity, U.S. Display Group is currently working on seven targets and continuously looking for ways to cut costs and improve assembly times. These accomplishments may create additional opportunities for U.S. Display Group to work with other government agencies in the future and has become a great partnership and "success story" for all involved.

"It always seems impossible until it's done."
-Nelson Mandela

