

Display Champ & Bright Ivy Product Guide

A comprehensive guide to our products, SKU logic, and how everything is constructed.

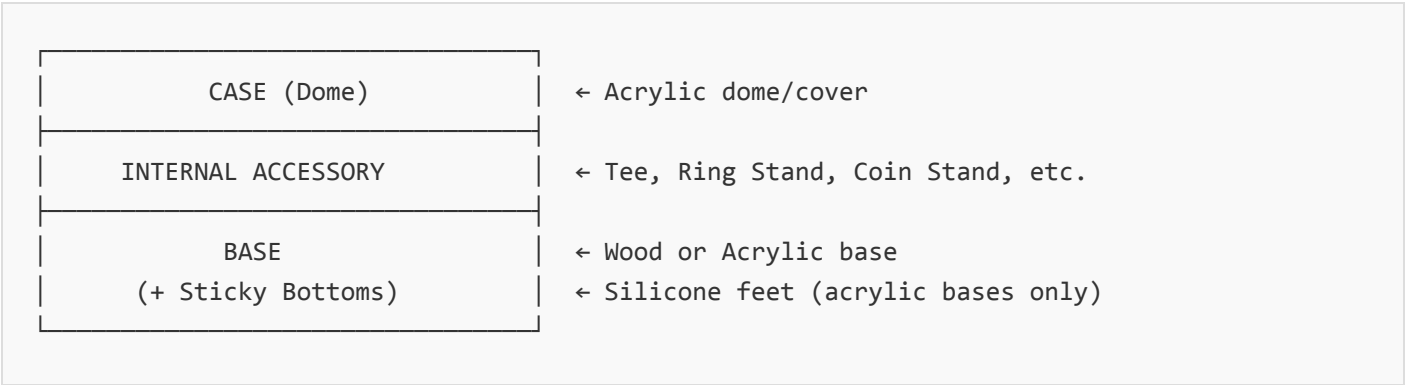
Our Brands

Brand	Target Market	What We Sell
Display Champ (DC)	Sports memorabilia collectors	Display cases for sports items - golf balls, baseballs, cricket balls, etc.
Bright Ivy (BI)	Keepsake & memory preservation	Display cases for special memories - rings, coins, tokens, etc.

Key Point: Both brands share the same physical components (cases, bases, accessories). The difference is marketing and which accessories are included.

Product Structure

Every display case product is built from these core components:



Case Sizes

We have three case sizes that pair with matching base sizes:

Size	Case Code	Base Code	Dimensions (W × D × H)	Used For
Small	C1	B1	89mm × 89mm × 64mm	Golf balls (standard)
Medium	C2	B2	120mm × 118mm × 64mm	Golf (custom/course designs)
Large	C3	B3	130mm × 113mm × 95mm	Tennis, Cricket, Baseball, Hockey

Important: Case and base sizes MUST match. C1 goes with B1, C2 with B2, C3 with B3.

Base Styles

Acrylic Bases (10mm high)

Made from two layers of 5mm black acrylic glued together.

Style	Description	Grass Inlay?
Icon	High-gloss black acrylic	No
Vantage	Black acrylic with turf/grass	Yes

Wood Bases (12-13mm high)

Made from solid hardwood by our local carpenter.

Style	Description	Grass Inlay?	Wood Options
Heritage	Classic solid wood	No	Oak, Sapele Mahogany
Prestige	Solid wood with grass	Yes	Oak, Sapele Mahogany

Wood Types

Wood	SKU Code	Appearance
Oak	OAK	Light wood
Sapele Mahogany	MAH or AHW	Dark wood
Black Walnut	WALNUT	Dark (future option)

Internal Accessories

What goes inside the case depends on what's being displayed:

Golf Ball Cases (Display Champ)

Accessory	Description
Black Tee	Golf tee that ball sits on. Requires hole drilled in base. Secured with glue dot when we supply the ball.

Ring & Coin Cases (Bright Ivy)

Accessory	Description
Ring Stand	Cylindrical tube with clip. Bought-in.
Coin Stand Small	Small display stand for coins
Coin Stand Large	Large display stand for coins/pucks
Circular Acrylic Ring	Acrylic ring for MSP products

Ball Cases (Other Sports)

Sport	Accessory
Tennis, Cricket, Baseball, Field Hockey	Stem - Made in-house from 3mm acrylic sheet + 6mm acrylic rod
Ice Hockey	Large Coin Stand - Holds the puck

SKU Logic - Display Champ

Pattern

[XL?][SPORT][STYLE][WOOD?][UV?][DESIGN?][P?][-BALL?]

Examples

SKU	Breakdown
GBCICON	Golf Ball Case + Icon style
GBCVANTAGE	Golf Ball Case + Vantage style
GBCPRESTIGEPAK	Golf Ball Case + Prestige + Oak
GBCHERITAGEMAH	Golf Ball Case + Heritage + Mahogany
GBCVANTAGEUVPAR	Golf Ball Case + Vantage + UV Par print
GBCVANTAGEUVPARP	...+ Engraved
GBCVANTAGEUVPARP-BALL	...+ Golf ball included
XLGBCVANTAGE-STANDREWSOLD	XL (B2 size) + St Andrews design

Sport Codes

Code	Product
GBC	Golf Ball Case
GBDS	Golf Ball Display Stand
GBMS	Golf Ball Marker Stand
GBPS	Golf Pencil Stand
TBDC	Tennis Ball Display Case
CBDC	Cricket Ball Display Case
BBDC	Baseball Display Case

FHBC	Field Hockey Ball Case
IH	Ice Hockey Puck Case
NFL	American Football Case
FDS	Football (Soccer) Display Stand

Modifiers

Suffix	Meaning	BOM Impact
P	Engraved	Same components (service)
-BALL	Includes Titleist TruFeel golf ball	+1 golf ball, +1 glue dot
CUSTOMBG	Custom UV background	Same components (service)

UV Print Designs

- **Score designs:** PAR , BIRDIE , EAGLE , ALBATROSS , HIO (Hole in One)
- **Other:** LEG (Legendary), CHAMP (Champion), GC (Golf Course)
- **Course names:** STANDREWSOLD , PEBBLEBEACHLINKS , AUGUSTA , PORTRUSH , TURNBERRYAILS , WHISTLINGSTRAITS , WENTWORTH , PINEHURSTNO2 , BETHPAGE , BALLYBUNIONOLD

SKU Logic - Bright Ivy

Pattern

[BASE] - [STYLE] - [WOOD?] - [ACCESSORY?] - [CASE] - [CUS?]

Examples

SKU	Breakdown
B1-ICON-C1	B1 Icon base + C1 case (empty)
B1-HERI-OAK-C1	B1 Heritage Oak + C1 case (empty)
B1-HERI-OAK-RS-C1	...+ 1 Ring Stand

B2-HERI-AHW-RS2-C2	B2 Heritage Mahogany + 2 Ring Stands + C2 case
B3-ICON-RS3-C3-CUS	B3 Icon + 3 Ring Stands + C3 case + Custom print
B2-ICON-CS-C2	B2 Icon + Coin Stand set + C2 case
B2-ICON-MSP-C2	B2 Icon + Multi Stand Pack + C2 case
B2-ICON-CS-BTC-C2-BTC	Bitcoin case (Etsy only)

Style Codes

Code	Style
ICON	Icon (black acrylic)
HERI	Heritage (solid wood)

Wood Codes

Code	Wood
OAK	Oak
AHW	African Hardwood (Sapele Mahogany)

Accessory Codes

Code	What's Included	Components
(none)	Empty case	-
RS	Ring Stand	1× Ring Stand
RS2	2 Ring Stands	2× Ring Stand
RS3	3 Ring Stands	3× Ring Stand
CS	Coin Stand Set	1× Small + 1× Large coin stand
MSP	Multi Stand Pack	1× Small + 1× Large coin stand + 1× Acrylic Ring
CS-BTC	Bitcoin Stand	Coin stand + Bitcoin token

Ring Stand Capacity

- B1/C1 = 1 ring stand max
- B2/C2 = 2 ring stands max
- B3/C3 = 3 ring stands max

Note: Bright Ivy does NOT currently offer Vantage or Prestige (grass inlay) styles.

Product Size by Sport

Product Type	Case/Base Size
Golf (standard Icon, Vantage, Heritage, Prestige)	C1/B1
Golf (custom background - CUSTOMBG)	C2/B2
Golf (course designs - St Andrews, etc.)	C2/B2
Tennis	C3/B3
Cricket	C3/B3
Baseball	C3/B3
Field Hockey	C3/B3
Ice Hockey	C3/B3
Bright Ivy (all)	As per SKU (B1/B2/B3)

Special Products

Golf Ball Marker Stand (GBMS)

- 5mm acrylic base
- 16 round magnets
- 2 black metal standoffs
- Packaged in large A4 white envelope

Golf Pencil Stand (GBPS)

- Entirely acrylic
- 2 square magnets

5× Golf Ball Display Stand (GBDSVANTAGEx5)

- Acrylic base
- Grass inlay
- 5× black tees

Bitcoin Case (BI - Etsy only)

- SKU: B2-ICON-CS-BTC-C2-BTC
- Includes bitcoin token (shipped in small envelope)

Tennis Ball Case with Ball

- Ball optional on customer request
- Tennis balls are custom printed

Manufacturing

Sourcing

We source products two ways:

1. **Bought-in ready-made** - From overseas suppliers (China)
2. **Made in-house** - For custom orders or when overseas stock is low

In-House Production

Wood Bases:

- Buy planed oak or mahogany planks
- Local carpenter manufactures into complete bases

Acrylic Products:

- Buy acrylic sheets (3mm clear, 5mm clear, 5mm black)
- Cut and assemble in-house
- Can make: bases, stands, cases - anything for custom sizing

Stems (for ball cases):

- Made from 3mm clear acrylic sheet + 6mm acrylic rod
- All stems are the same size regardless of sport
- 1 stem per case

Grass (Turf Inlay)

Size	How We Source
B1	Pre-cut, bought in bulk

B2/B3	Cut in-house from grass sheets
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Packaging

Product Boxes (from China)

Presentation boxes the product ships in:

Code	Size	Used For
P1	Small	C1 cases
P2	Medium	C2 cases
P3	Large	C3 cases

Shipping Boxes (from Kite UK)

Size	Used For
Small	C1 products
Medium	C2 products
Large	C3 products

Other Packaging

Item	Used For
Large A4 White Envelopes	Marker stands (GBMS)
Small Brown Square Boxes	Golf ball display stands, BI stands
White Mid-Size Envelopes	Cricket, Football, NFL stands
Small Envelopes	Bitcoin tokens, marker stand standoffs

Postcards

1 postcard per item (not per order)

Display Champ

Choose the design that best fits the order:

Design	When to Use
Hole in One	Most common - for hole in one celebrations
Legendary	For legendary achievements
Champion	For championship/winner orders
Podium	For podium/placing achievements

Bright Ivy

Design	Purpose
Thank You	General thank you, review request, includes 20% discount code

Assembly Notes

Sticky Bottoms (Silicone Feet)

- Applied to **acrylic bases only** (Icon, Vantage)
- NOT on wood bases (Heritage, Prestige)

Glue Dots

- Used to secure golf balls to tees
- **Only for -BALL orders** (when we supply the ball)
- Not included in standard orders

Engraving (P suffix)

- Done in-house on the case
- Most DC customers want engraving
- Same physical components as non-engraved

Custom Print (CUS / CUSTOMBG)

- Customer uploads image
 - We UV print on case
 - Same physical components
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Quick Reference: What Goes in Each Product

Standard Golf Ball Case (GBCICON, GBCVANTAGE, etc.)

- 1× C1 Case
- 1× B1 Base (style as per SKU)
- 1× Black Tee
- 1× Sticky Bottom (acrylic bases only)
- 1× P1 Product Box
- 1× DC Postcard

Golf Ball Case with Ball (GBCICON-BALL, etc.)

- All of above, plus:
- 1× Titleist TruFeel Golf Ball

- 1× Glue Dot

Golf Course Design (XLGBCVANTAGE-STANDREWSOLD, etc.)

- 1× C2 Case
- 1× B2 Vantage Base
- 1× Black Tee
- 1× Sticky Bottom
- 1× P2 Product Box
- 1× DC Postcard

Bright Ivy Ring Case (B1-HERI-OAK-RS-C1)

- 1× C1 Case
- 1× B1 Heritage Oak Base
- 1× Ring Stand
- 1× P1 Product Box
- 1× BI Postcard

Bright Ivy Coin Stand Set (B2-ICON-CS-C2)

- 1× C2 Case
- 1× B2 Icon Base
- 1× Coin Stand Small
- 1× Coin Stand Large
- 1× Sticky Bottom
- 1× P2 Product Box
- 1× BI Postcard

Cricket/Tennis/Baseball Case (CBDCVANTAGE, TBDCVANTAGE, BBDCVANTAGE)

- 1× C3 Case
- 1× B3 Base (style as per SKU)
- 1× Stem (6mm acrylic rod)
- 1× Sticky Bottom (acrylic bases only)
- 1× P3 Product Box
- 1× DC Postcard

Historic SKU Notes

Some legacy SKUs use old naming conventions:

Old Convention	Current Standard
XL prefix	B2/C2 size
HERITAGE (no wood code)	Heritage Mahogany
GBDC	C1 Case (superseded by C1/C2/C3)

Last updated: January 2026