

How to Choose the Right Display Case

A
Guide From

BETTER DISPLAY CASES®

d i s p l a y y o u r s t o r y



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Why You Need A Display Case

***“Put a hat on a shelf (or worse in a box) and no one will notice it.
Put that same hat in a display case and suddenly everyone wants to know it’s story!”***

Image from:
Buckles and Barrels for Bailey.
A charity rodeo event to help
families with travel expenses,
medical bills, and special needs
equipment.

The signatures are from numer-
ous bull riders including Joe
Baumgartner. A hall of fame
bull fighter/ rodeo clown.

We’re human and therefore naturally curious. A display case draws attention and creates a natural desire to seek more information. “Where did you get that hat?”-- “What’s the story behind that glove?”

A good display case showcases your item. A BETTER display case will showcase your item without overshadowing the item inside. At Better Display Cases, we believe your memorabilia should be the focus of attention, not our case. All our different design options are intended to highlight and draw attention to the showcased item. Different colored risers are available to bring out the colors in your display. The different bases complement your item or bring a sense of movement or game play to your display.

If you’re reading this, you’re probably interested in buying a display case for something special in your life. Maybe a hat you wore to every football game with a parent or grandparent that is hidden in the back of a closet, a family Bible passed down by generations lying in a box in a dank basement, a keepsake mug from a special friend just sits unseen in a kitchen cabinet. Why keep an important part of your life hidden away until it must be thrown away due to the damage of time? You need to bring that special part of your life out to share with others.

In reading this book you take the first step to protect your memories. You record your thoughts in a journal to keep them preserved for the future: why aren't you doing the same for your material memories? The homerun ball you caught when your dad took you to the big game is something you want to share with your children. Don't let that ball sit in the attic for years until it's rediscovered some spring cleaning day, faded and covered in dust and dead spiders and has to be thrown away. That autographed football or helmet needs to be displayed to show what a true fan you are. Make an investment in yourself by making an investment in a display case for those precious memories.

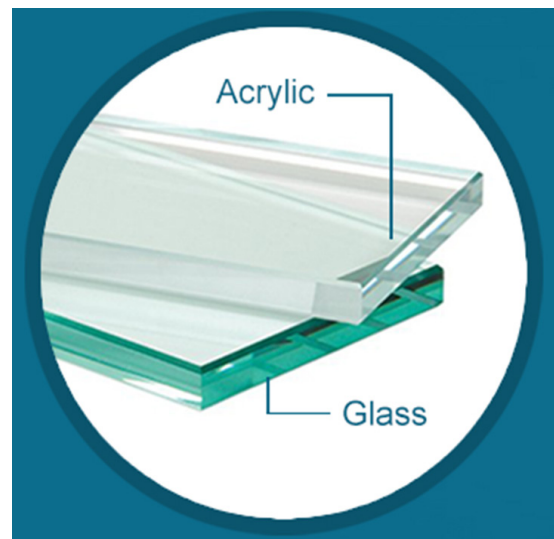
We want to help you display your story!



Acrylic vs. Glass

At Better Display Cases we proudly use acrylic for all our products; from our cases, to the platforms and floors for the cases, to our wall mounts and shelving solutions, we've found that:

- Acrylic is **clearer** than glass. Glass transmits a green color-cast to the items you see in a glass case, distorting its appearance. With acrylic, you get a truly clear case with no tint. Your display retains its natural beauty.
- Acrylic is **safer** than glass. With a glass display case, there is a risk of the case breaking: whether it's a pet somewhere it shouldn't be, or an unattended child, accidents happen. Shattered glass creates a damage risk to the item within the case or those nearby. With an acrylic display case the worse that will happen is a cracked case.
- Acrylic is **stronger** than glass. When you purchase our acrylic cases, wall mounts, or shelving, you can trust in their design to hold your items.
- Acrylic is **lighter** than glass. Glass is much heavier than acrylic, making it much more difficult to display with wall mounts. It's also much more expensive to ship. Our acrylic wall mounts and shelving are the perfect solution. And, because our cases are so much lighter, they cost less to ship, saving you money.



Mirror vs. Clear?

Most of our cases have the option of being a fully clear case or having a mirrored back. So the first question to answer when selecting the perfect display case is, “Do I want a mirror back or clear back?” You might think it’s a personal preference—and to a certain degree it is—but there are advantages and disadvantages to each option.

Our handcrafted clear cases offer a great view of the item you’re displaying from any angle. Whether it’s sitting on a kitchen counter top or placed on an office desk, you have a crystal-clear view from anywhere. The disadvantage of the clear case is that you can see all the way through it to whatever is in the background, and that may detract from your display. But if there isn’t anything of note on the back of the displayed item, the reflection can be more distracting than seeing what is behind the case.

Mirror cases are a fantastic solution for seeing all sides of the displayed item when you don’t have the room to walk around your item. If you have a ball that’s signed on every side, you want the world to see all of it! If the case is clear and is against a wall or a bookcase, it makes it difficult to see all those signatures. With a mirrored case, you’ll be able to showcase everything in all its glory!

Note that we have recently added a mirror base option as well. And it’s designed with a clear platform so that you can even see the reflection of the bottom of your memorabilia – in the base. Cool!

Quality Matters

Everyone knows that quality matters in pretty much everything. But, especially with display cases. Why? Because poor quality is obvious in a display case since it attracts so much attention. Poor quality will distract from the display of your memorabilia.

Better Display Cases are top quality for a number of reasons:

First, they are hand-crafted from high quality, crystal clear, acrylic. Our acrylic is virgin cast acrylic which is better than extruded acrylic because it is harder and thus scratches less easily.

Second, they are made of thick acrylic which makes them sturdy and attractive. Even our bases are often thicker than usual. We do this for cases that will hold heavier objects like football helmets or even bowling balls. For our larger cases we add extra support in the middle of the base and also extra rubber feet. We do all of this to prevent the base from sagging when holding heavier objects.

Third, as much as possible we try to bend the acrylic rather than glue it. So, for instance the front and top are always made from one piece and bent at the top. This means less seams and less glue. That makes the case look smoother, clearer – better!

Fourth, polishing. We polish the edges and bases to make them gleam.

Fifth, rubber feet to protect from scratching your table or shelf.

Sixth, quality packaging is also essential to increase the odds your display case arrives undamaged. We use the best packaging available.

Seventh, quality customer service is essential to make sure your experience is outstanding – even if something goes wrong.

There are additional things that add to our quality (like metal risers) that will be discussed in more detail later in this e-book.



Finding The Right Case

If you're looking for a display case for common collectables such as footballs, basketballs, or shoes, Better Display Cases has you covered! All the common types of sports memorabilia have a case designed specifically for it. When you buy our football case, you know it will fit your football; all you have to do is choose your base and risers to personalize your display.

For items like dolls, rings, books, bobbleheads, and pins & medals, we also have you covered! We designed our cases based on what our customers have asked for. But if you're not sure which case you need for your model car or a special doll, here are some tips to help you choose your case.

We started with display cases for sports and related memorabilia, but quickly discovered there was a need for cases for other items. Customers wanted cases for Bibles or books, for dolls and statuettes, for mugs and bobbleheads. Our customers have used our cases for creating art projects, a phonograph player covers, diaramas, displaying taratula molts or prehistoric fossilized bugs, or as a case for Venus Fly Traps! Some of those markets include, holders for Epipens, creating art projects, phonograph record player covers, diaramas, even a case for Venus Fly Traps. There's an infinite way to use our cases, and if you have a unique display, send us pictures to share!

If you know you need a case but aren't sure what size you need, please check out our list of [case sizes](#). You can also reach out to our Customer Service department help@betterdisplaycases.com and we'll be happy to answer any questions you may have. Some of our best ideas and solutions come from talking to our greatest asset: our customers! Great ideas may be featured in one of our blogs!

A final note relevant here is that all things being equal, you want to go with a display case company that offers a full line of display cases. That way if you need more cases in the future – they will match. No one offers a more full line of display cases, with more options, than *Better Display Cases!*

A Base for Your Case

After you decide between clear or mirrored, the next step is to give your “story” a platform. Your case is a stage, your treasure is the star of the show, and your base is its scenery. To help personalize your story, we offer a variety of bases, made of the same acrylic as our cases, in our own unique designs that create a look that nobody else on the market offers. Let’s explore your options!

Black bases create a dark contrast that will make any bright object stand out. (Notice that you can see the Patriot’s logo on the back of the helmet in the mirror). Black risers “disappear” with black bases and create an appearance of levitation that draws your attention to you displayed item. And in the images above, you can see how the red risers complement the showcased helmets.

White bases offer the opposite benefits of black bases. Here the white base creates a frame for the dark book and acts as a highlight to the book. The base is a double sheet of acrylic; the top portion of the case sits around the upper layer of acrylic—which keeps the top from sliding off—and rests on the lower layer. And just like the black risers on our black base, the white risers “disappear” with a white base. All our cases come with the white option, a Better Display Case (BDC) exclusive!

Clear bases give the item on display a “floating on air” appearance. This is an excellent option for really making the item on display the focus of attention and letting the display case itself fade into the background. Even the red risers seem to be an afterthought and help make the red in the helmet pop. Again, the clear base is a BDC exclusive item!

Turf bases bring the field into your home! This is an excellent choice in displaying football, soccer, and baseball items, especially if they are game worn or game used. The turf brings a sense of action and movement to the item being displayed. Green risers will virtually disappear when used with the turf, keeping your display the focus of attention. Did you notice the football is standing vertically with no extra parts? Other cases don’t offer this naturally vertical look. The turf is another BDC exclusive!

Next up is our simulated **Wood base**. Made of vinyl, the wood-court pattern (yet another BDC exclusive option!) isn't limited to basketball items. Use it to showcase your bowling ball in the lane, a volleyball from the gym, or maybe a tool

Finally, our latest base option is a **Mirror base**. It's designed with a clear platform and mirror base so that even the very bottom of your memorabilia can be displayed and seen.

If you don't want a base with risers, we also offer all our cases with black, white, turf and synthetic wood floors. Sometimes simple is better, but keep in mind these cases are best left stationary as the base does not attach to the case. The case simply sits over the chosen floor. All the single floor ball cases come with a clear acrylic ring to hold your ball in place.

Metal Matters

Your base selection isn't complete until you've chosen your risers. Before we explore your color options, we need to emphasize the importance of using quality materials. Unlike other display case manufacturers, we don't cut corners by using flimsy plastic risers. To our knowledge, Better Display Cases is the only manufacturer to use durable metal risers.

What does this mean for you?



Our metal risers will stand the test of time. Take a look at our competition and you will see risers more akin to cheap bottle caps spray painted with an uneven finish. Envision a bowling ball resting on such poor quality risers for ten years. With metal risers, you never have to worry about cracks or breaks.

If you've done any home improvements or art and craft projects then you're familiar with the dull and uneven look of metallic paints. Gold paint on plastic parts creates a cheap imitation metal appearance that will lower the value of anything you display. Using metal risers lets us provide you with a natural gold and silver finish that cannot be replicated with plastic. This creates value. When your friends and family ask "Is that real gold?" feel free to say "Yes!" we won't tell!

The benefits to using metal risers don't only apply to metallic colors. Along with silver and gold, we're proud to offer **9** more color options: red, orange, yellow, green, blue, pink, purple, white, and black. And when we say color we mean color. Vibrant color akin to paint on a car with a glossy shine that you can't ignore.

Choosing Colors



If your base is a stage, the risers are the supporting actors in telling your story. They should not be the focus of the display case; they should enhance it. A baseball glove with a turf base brings you back to the park. Add white risers and you now have your baseball diamond. Gold risers bring elegance and gravitas to your display, especially when matched with a clear base. Black risers with a black base hide the risers if you want a more reserved look. Silver risers look great with the black bases and account for almost fifty percent of our sales.

But don't follow the crowd! Make your case yours by matching the base and riser color to your display. Any color base that has risers can be matched with any color riser. If you want a simulated wood base with purple and gold or yellow risers to display your Lakers basketball, we can do that! Want a black floor with a white platform to showcase a soccer ball? We can do that! Want more than one color of riser with your display? We can do that! Just send us an email and we can help you tell your story the way you want to.

We also want to hear what colors you want that we don't offer. Many of the items we offer is because of feedback we've received from customers. Because our risers are made of metal, you can purchase our white risers, buy your own primer and paint, and make the risers your own personal color!

Once you consider all our display case, base and riser color options, you realize that Better Display Cases is the Sherwin-Williams of display cases! We offer literally hundreds of different base and riser color options for each size case. Not even Sherwin-Williams offers as many options. So, you are sure to find a case to meet your needs.

Wall-Mounts, Shelves, and More

Why do you need a wall-mount? Well, maybe you don't. But if space is an issue, a wall mount will enable you to turn a blank wall into useable display space. Also, attaching your case to the wall gives the displayed item a more prominent position and stimulates the curiosity of people. The memorabilia can easily become a focal point of the room.

Our shelf-style wall-mounts come with a mirrored back case. A clear case would show our black wall-mount shelf against your room's paint or wallpaper and create a less desirable look and detract from the item in the case. The mirror hides the screws used to hold the wall-mount and also hides the black back portion of the wall mount for a much more aesthetic look.

Our wall-mounts aren't just a shelf that you place your case on; they are actually an integral part of the case, and are compatible with any base and risers combination you choose. Just follow the instructions that are included with your case or [watch our video](#) on how to incorporate your wall mount onto the base of your case. But why do you need a wall mount? Attaching your case to the wall gives the displayed item a more prominent position, and it stimulates the curiosity of people.

If you want to create value for your display, mounting your case onto a wall is a quick and easy option. If everyone wants to know the story about what's in your display case, attaching your case to the wall will only increase its importance. Wall mounts are a great way to display your prized possessions when you lack table or shelf space in your home for a display case. If you have children or animals that can reach your display, then a wall-mount is a safe way to keep your case on display without worry.

Our wall-mounts are made of the same black acrylic as our bases and platforms, creating a blended look. They're thicker than our competitors and strong enough to hold any of our mirrored cases and what you put inside.

Displaying Your Display Case

You now have the perfect display case, with the base and risers that you selected. You've invested in your memory's future. Now, where do you put it? You don't want to put it just anywhere.

You should put some thought into properly placing your miniature time capsule. If you have only one memory to display, you want it centered; it helps if objects around it are arranged in a symmetrical fashion. You don't want to have your case displayed too high or too low. A shelf in the middle with accenting pieces adds just the right amount of focus.

Next, consider the lighting. You don't want to have the light source coming at your case head on. Light coming from the side or at an angle illuminates what's inside more effectively by creating shadows at the right areas. If you have a black base, more subdued lighting works better as bright light reflects off the glossy black acrylic. With a clear or white base, you can go with a brighter light. And don't be afraid to experiment with different light sources and brightness of light! Play with it to get the effect that you want.

With multiple pieces, a little artistry will go a long way. Line them up by size and give the viewer a sense of flow. If you have three or more cases with wall mounts, you can set them up like steps, with the more cherished memories at the top.

The best advice we can give you, though, is:

Display your case the way you want!

Caring For Your Case

Caring for your display case doesn't cross your mind until after you make your purchase. We want you to be happy and satisfied with your purchase for years to come so here are some tips to help you out:

- Use a microfiber cloth or a can of air to dust your case. All of our cases will come with a free microfiber cleaning cloth to help clean your case and remove any dust that may accumulate. "Swiffer Dusters" work decently as well. You will want to avoid using non-microfiber towels or paper towels when cleaning acrylic to reduce the risk of scratching. If your microfiber cloth gets dirty and you need a new one, we recommend [Amazon Basics Microfiber Cleaning Cloths](#).
- When cleaning with a microfiber cloth, use a blotting method to wipe up prints and stains. This will help avoid any possible scratches from forming.
- Avoid using ammonia-based cleaners like Windex; they can cause permanent damage to your case. If you need to clean your case with liquid, use warm, soapy water or acrylic cleaner. For acrylic cleaner, we use: [Novus Plastic Polishing Kit](#).
- If your case does scratch, it's possible to fix it without having to replace the case. We recommend using Novus brand products for removing scratches from acrylic (see link above).
- Keep your case out of direct sunlight. All of our cases have basic UV light protection outlined here: <https://www.betterdisplaycases.com/pages/our-display-cases-and-uv-protection> If you leave your case in a place where the sun can shine on it, you risk sun-bleaching the item or the case itself.

For additional information about caring for your display case check out our FAQ's at <https://www.betterdisplaycases.com/pages/faq>

Finally, we are always updating and improving our products. So, for the latest information about what makes Better Display Cases "better" check out <https://www.betterdisplaycases.com/pages/what-makes-us-better>

Always remember to *Display Your Story!*

Better Display Cases is a veteran-owned and operated company, and we appreciate your patronage.

Thank you for choosing Better Display Cases.



Mo Johnson, a long time Tennessee Volunteers fan, started Better Display Cases after retiring from the military.

The company began as a sports fan website and morphed into selling sports fan products and then display cases to protect and display those products. His business began with nine products in his garage and has grown to over three thousand products, a large warehouse, office, employees, etc.

Mo has always been passionate about sports. So, designing display cases that hold sports memorabilia (and much, much more!) has proven to be an exciting and fulfilling adventure. Mo loves that the business every day helps thousands of people share their sports (and other) stories with the world.

Superb customer service has been key to the growth of the company. Mo often says the best ideas come from their great and loyal customers. The company's direct to consumer model helps Better Display Cases deliver high quality cases at a reasonable price. It also helps make customer service and product development more agile and responsive.

Today, Better Display Cases has the best customers and employees in the world and they continue to be the key to its growth and success.

Thanks for choosing Better Display Cases. Give us a shot and odds are you'll become a lifetime customer!

