



**beSmarter**

**KEEP THE BODY CHANGE THE SKIN**

FEBRUARY 2014



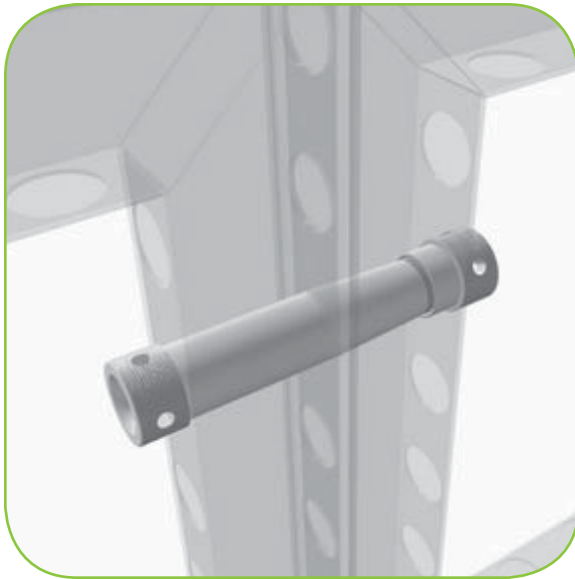
**beSmarter**

**beFaster, beBigger, beStronger, beLighter, beChangeable**



## beDURABLE

- “Hole and beam” extrusion design provides strength and rigidity. Won’t twist, bend or torque.
- Anodized finish will not chip, peel, or corrode. Resists scars and wear from fabrication and handling.
- Sturdy construction enables load bearing walls, counters, and shelves.
- Frame infills hide unremovable blemishes, scratches and dents.
- “Tooless™” connections eliminate lock failure found in other extrusion systems.



## beEASIER

- A 39" X 95" frame weighs just 18 lbs. One person, one frame handling is easy.
- Tooless™ connecting system speeds installation and dismantle.
- Hard substrates apply via velcro and can be shipped "on the frame."
- Unique extrusion design integrates SEG (silicone edge graphic) fabric channel for simple "thumb pressure" application.
- Simplified frame management speeds "pick and pack" process while reducing space needs.



## beFLEXIBLE

- The System is graphically flexible. Frames accept both fabric and hard panel infills.
- Optional single or double sided graphic applications.
- Integrated fabric channel offers “seamless graphic” across multiple frames.
- Apply hard graphics prior to shipping for fast show setup.
- Fabric graphics reduce shipping and drayage expense.
- Laminate, plex, slatwall, perforated aluminum are all infill options.



## beMODULAR

- Unique Tooless™ connectors and plates enable unlimited design configurations.
- Standardized frames make designing exhibits quick and easy.
- Uniform frame sizes allow for simplified shipping solutions.
- Systemized frame design and Tooless construction speeds installation and dismantle.
- The same frame can be used horizontally or vertically.



## beWIRED

- Open holes and channeled extrusion provides built-in AV/wire management system.
- Audio visual components can be placed virtually anywhere with no visible wiring.
- Lighting options seamlessly integrate into system panels.



## be**MANAGEABLE**

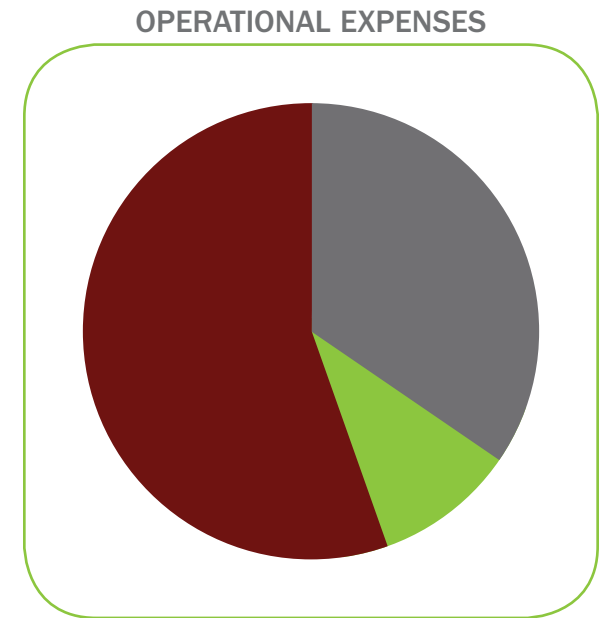
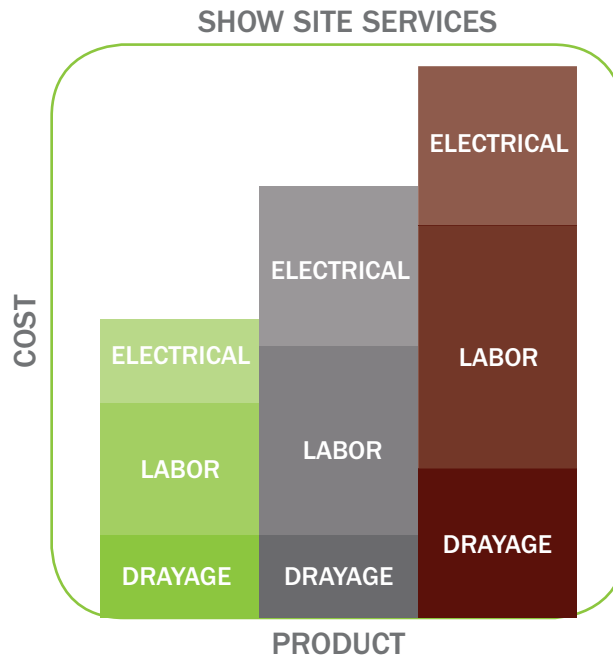
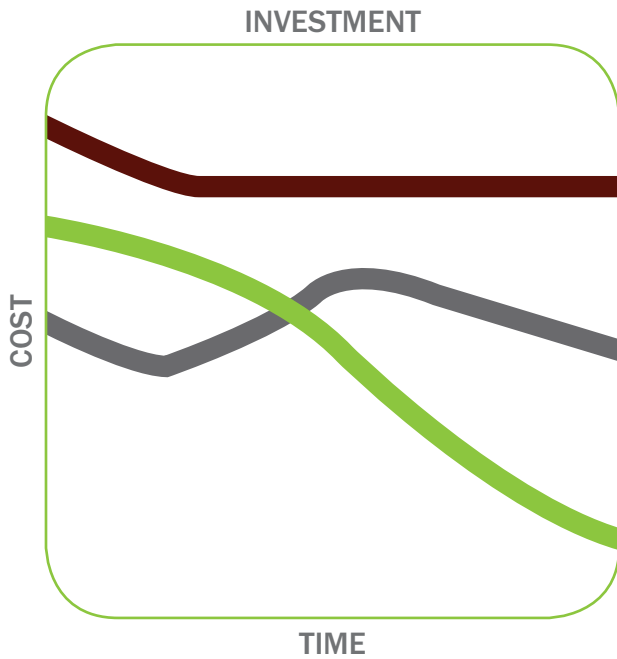
- Simplified inventory management reduce labor and space.
- Standardized sizes allow for efficient handling in-house and on-site.
- Fewer parts and pieces means more effective control of assets.





## beCREATIVE

- Use the same frame to create different exhibits.
- Complete assortment of straight and curved frames.
- Full line of accessories includes doors, shelving brackets and AV mounts.
- Frame design accepts both hard and fabric infill applications. Create seamless wall presentations using SEG fabric.
- Toolless™ connectors give freedom of frame orientation.
- Laminate, plex, slatwall, perforated aluminum are all infill options.



- Refurbishment
- Inventory Management
- Storage and Handling

■ beMatrix   
 ■ Stick Extrusion   
 ■ Custom

## bePROFITABLE

- Frame longevity generates higher ROI verses alternatives.
- Compact packaging reduces shipping costs.
- Lightweight aluminum frames keeps drayage minimal.
- Systemized components translates into efficient storage and handling.
- Modularity means more designs using the same inventory.