

# SEG SYSTEMS FRAMES & DISPLAYS

Your guide to choosing the best display for your brand

vol. 3



THE ULTIMATE GUIDE

TO SEG FRAMES &

LIGHTBOXES

—  
INTRODUCING SEG SNAP!™ p. 20

—  
CROWD CONTROL systems p. 60

—  
MODIFY™ Retail Merchandising System p. 68

**SEG**  
SYSTEMS®

## THE SEG DIFFERENCE

At **SEG Systems**, we're all about making the impossible possible. We don't just offer frames and displays, we offer you the ultimate customer experience so that in turn, you can do the same for your customers.

The best part? Our projects are completed from start to finish under one roof. We design, engineer, and build an integrated solution for your brand. Whether it be a simple lightbox or a custom creation, SEG Systems has your back when it comes to being on time, on brand, and on budget.

**04 / Our Story**  
Get to know us.

**06 / Technology**  
Defining SEG | Lighting | Extrusions

**14 / Frames**  
Wall-Mounted | Snap Frame | Freestanding | Suspended | Corner Trigon | Reverse-Load | Rigid Print | Cube | Structures

**62 / Retail Systems**  
Crowd Control | MODify™ | Shop-In-Shop

**82 / Accessories**  
For Fabric Frames | For Merchandise

**88 / Custom**  
This is where we get to show off.



LUIS

DORI

REID

SEG Systems was formed on July 4, 2014, (we know what you're thinking – what an awesome birthday). With over 30 years of experience in the retail, construction, and print industries, Luis, Dori, and Reid (Retired) came together because of their passion to fill the voids that existed in the display industry: innovation and service.

Simply put, our founders were tired of telling their customers 'no'. Along with other great companies like Amazon, Google, and Apple, it all started in a garage – Reid's garage, to be exact. To be fair, the garage thing only lasted about 43 hours. That still counts though, right?

With a mentality of making the impossible possible, business grew quickly. We were overcoming our customers' challenges by using our frames to create displays all while relying on a network of manufacturers to help get the job done. We were managing the process and crushing it... but who doesn't want to improve?

Quality, speed, and pricing were key concerns for our customers and we knew we had to take it upon ourselves to overcome these obstacles. Our next step would be to be to grow our in-house capabilities so that we could become a one-stop shop. We knew this would give our customers faster lead times and the best all-around experience.

As our relationships grew and capabilities multiplied, our shop space did too. In 2016, we took a leap of faith and moved into the space we're currently in, which is ten times the size of our original shop. We are consistently take on new manufacturing capabilities and it turns out that is the recipe to our success – at least so far.

Reality check: not everyone at SEG Systems is perfect at everything, but our secret ingredient is that when we all work together, we make one kickass team: a team made up of people who have fun while working hard and are always ready to give their all for our customers. We build great products, but we really win when we build great relationships because we've known all along that happy customers are the key to our success. With this passionate group of people, we have taken SEG frame technology from basic to extraordinary. We've come further than anyone (that's including ourselves) could have ever imagined.

Want to be a part of the family? The best way to get to know us is to come visit. We guarantee you will love our family. You'll get to meet our cool staff along with the office dogs. Plus, you'll get the chance to see the endless supply of products and solutions we offer. Every employee and puppy at SEG Systems has become part of the family and we aim for our customers to feel that same sense of inclusion.



TANK

(ALMOST ACTUAL SIZE)



WHERE THE MAGIC HAPPENS



THE TEAM

GOT LIGHTS?



SILICONE EDGE GRAPHIC

# What is SEG?

A silicone edge graphic is a high resolution, dye-sublimated fabric, finished with a thin silicone strip (hence, SEG: Silicone Edge Graphic). The thin silicone edge is easily inserted into SEG Systems' aluminum frames creating a clean, powerful look for any space. SEG Systems offers a variety of lighting that will take your fabric frames to the next level.

INSERT GRAPHIC HERE



DYE-SUBLIMATED GRAPHIC

## BENEFITS OF SEG

**SEAMLESS ART** that attracts the customers your company relies on. SEG Systems' frames require **MINIMAL WALL PREP** compared to vinyl or paint, plus **EASY INSTALLATION** that can be done at an associate level. **COST-SAVING** because we work with **LIGHTWEIGHT** aluminum frames that are **ENVIRONMENTALLY STABLE** – eliminating any chances of warping, bending, or peeling. SEG frames are **ECONOMIC** for both long-term and short-term displays. **COMPACT SHIPPING** helps keep cost down and reduce damage during transit. **NO GLARE** so that you get the best looking display that is **REUSABLE** by easily swapping out new fabric prints whenever you want.

ALUMINUM FRAME

EASY INSTALL



# HOW SEG SYSTEMS WORKS



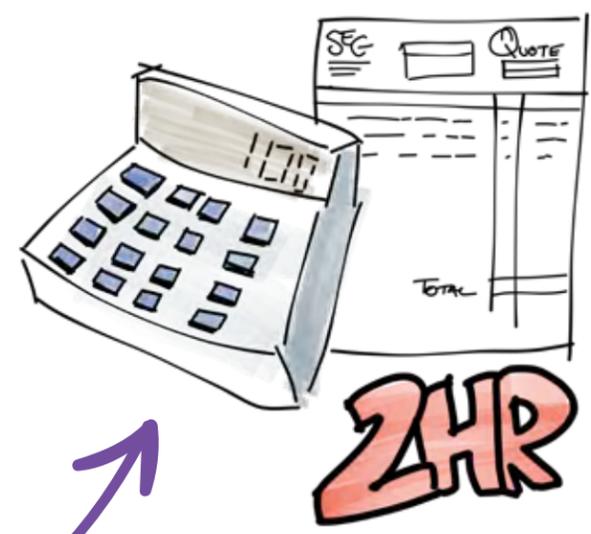
Got an idea? Don't know where to start? Don't worry! Call us or shoot us an e-mail. Our team is ready to take on your next project when you are!



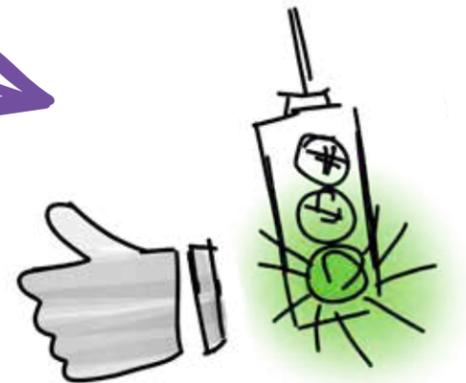
You are here.



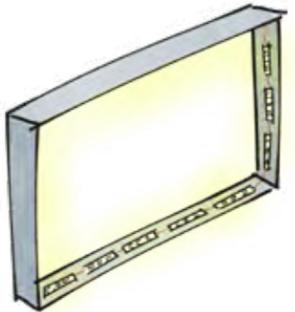
Lights? Size? Quantity? Deadline? We've got a few questions to ask in order to get started.



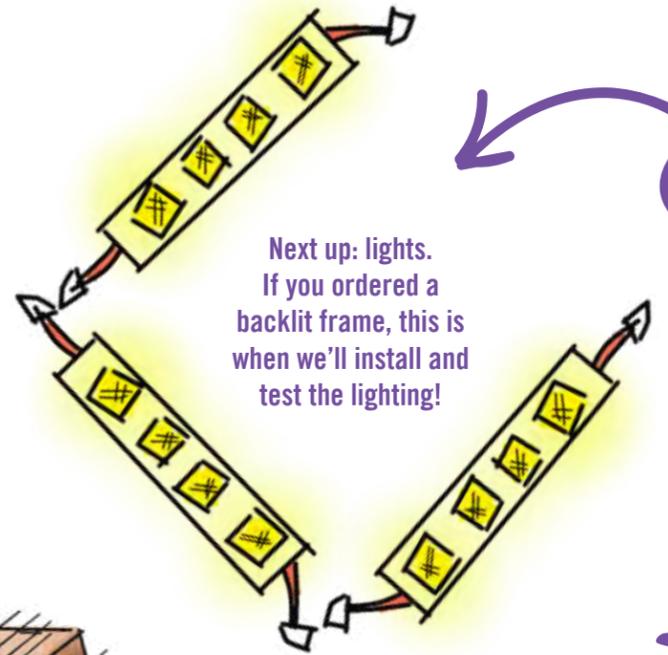
With two-hour estimates for frames and lightboxes, you'll be headed in the right direction in no time.



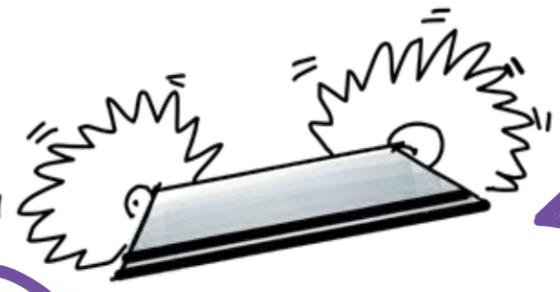
Once you give us the green light, we've got it from here. Time to design, engineer, and build your display!



Off to Quality Control! Every frame we build is assembled for testing in-house to make sure it's perfect. After we snap a few photos, your frame is off to Lane 3 where our team packages your project.



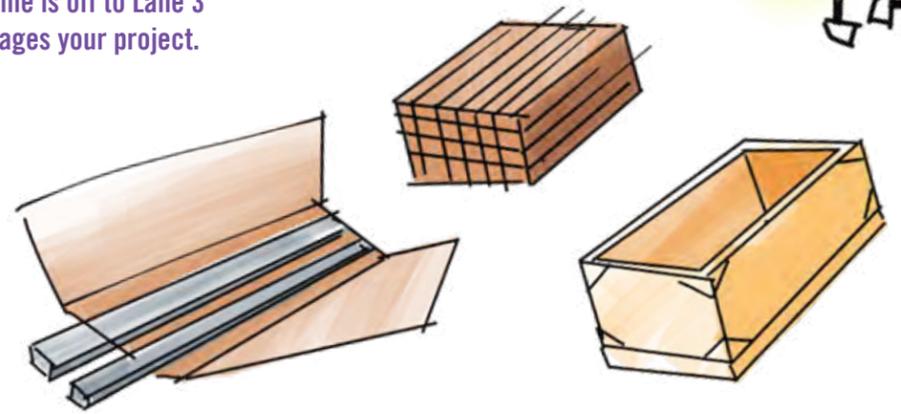
Next up: lights. If you ordered a backlit frame, this is when we'll install and test the lighting!



Off to the shop your order goes! Time for the saw and punch. After your frame is cut, we'll clean up the edges and wipe it down.



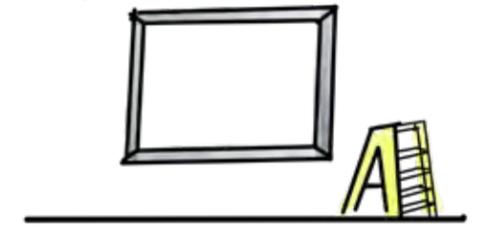
This is when our Engineering team takes over. They'll make sure the perfect plan is in place to build your frame.



BYOB. Build your own.. box? We offer compact shipping to make sure your frame doesn't get damaged during transit. Whether you want your frames shipped pre-assembled or flat, we'll build custom cardboard boxes or crates for your project and you can rest assured that your order is safe.



Shipping time! Are you shipping to one location? Two? Ten? One hundred? Let us know. We've got you covered.



Last, but most definitely not least, is installation. Our frames can be assembled at an associate level, but we also offer professional installation for more complex projects. We're here to help if you need us.

# Lighting turns us on... literally.

## WHAT AM I LOOKING AT?

For this project, SEG Systems and Gensler Architects collaborated to execute a one-of-a-kind solution for a two-story focal wall. We'll go into more detail on page 76 when we dive into our custom projects!

- Environment
- Imagery
- Lifespan
- Brightness
- Budget

There are **five key factors** when it comes to choosing the best lighting for your display.

First, look at the **environment** you want to put a lightbox in. For example: in a window where your lighting is competing with the brightest lighting in the universe (we're talking about the sun, here, people)? Or is it going into a dimly lit room like a museum or movie theater?

Next, we need to look at color. Is your **imagery** mostly white, or is it colorful and vibrant? Will skintones be the focus? We don't need to model a Caribbean tan in the Swiss Alps.

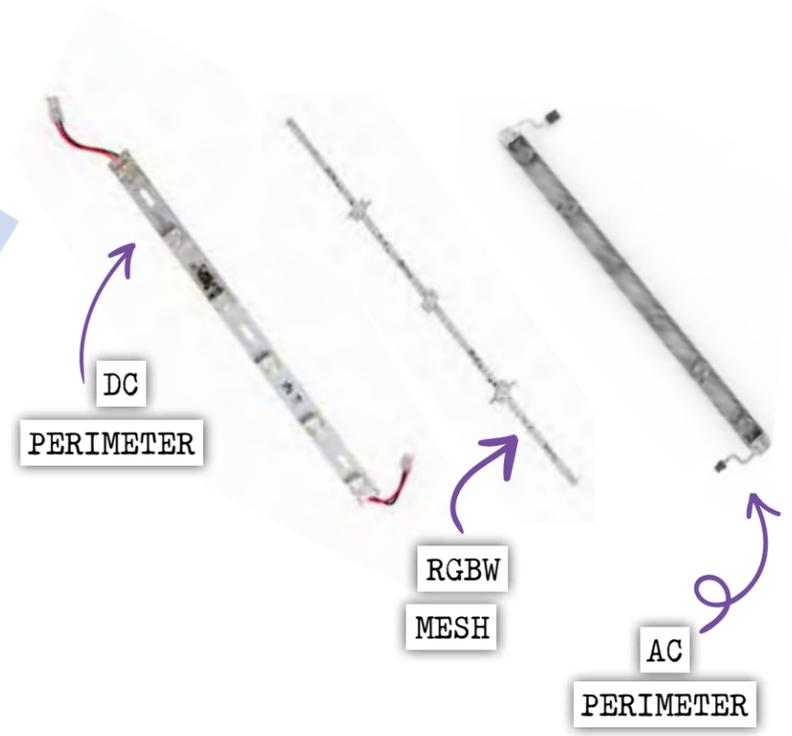
How long do you want this lightbox to live for? Each type of lighting has various **lifespans**. One year? Two? Five? Seven? We've got options.

**Brightness** goes hand-in-hand with your environment and is an important deciding factor. How lit are you trying to get? Will you have multiple lightboxes in the surrounding area? Are you looking to make a homing beacon for humans who walk through your location?

The last, but definitely not least, deciding factor is price. Be sure that your goals are in line with your brand's **budget**.

We'll help guide you through the process and make sure to bring our A game so that you and your customers (and your boss) are happy with the results.

Oh, we almost forgot to mention... we stock nineteen different types of lighting so that we can create the most optimized lightbox solution for you. See for yourself!



See all the details p. 56

# LIGHTING

When it comes to buying a lightbox, we know that one size never truly fits all.

- Wall-Mounted
- Freestanding
- Suspended
- Corner

That's why we have 92 aluminum extrusions available for you to create your next silicone edge graphic frame.

Can't decide on one that already exists? You're in luck. We also provide custom extrusions to make sure you get exactly what you want.

Ranging in depths from .625" to 8", we're sure to have you covered.

- Trigon
- Cube
- Reverse-Load
- Rigid

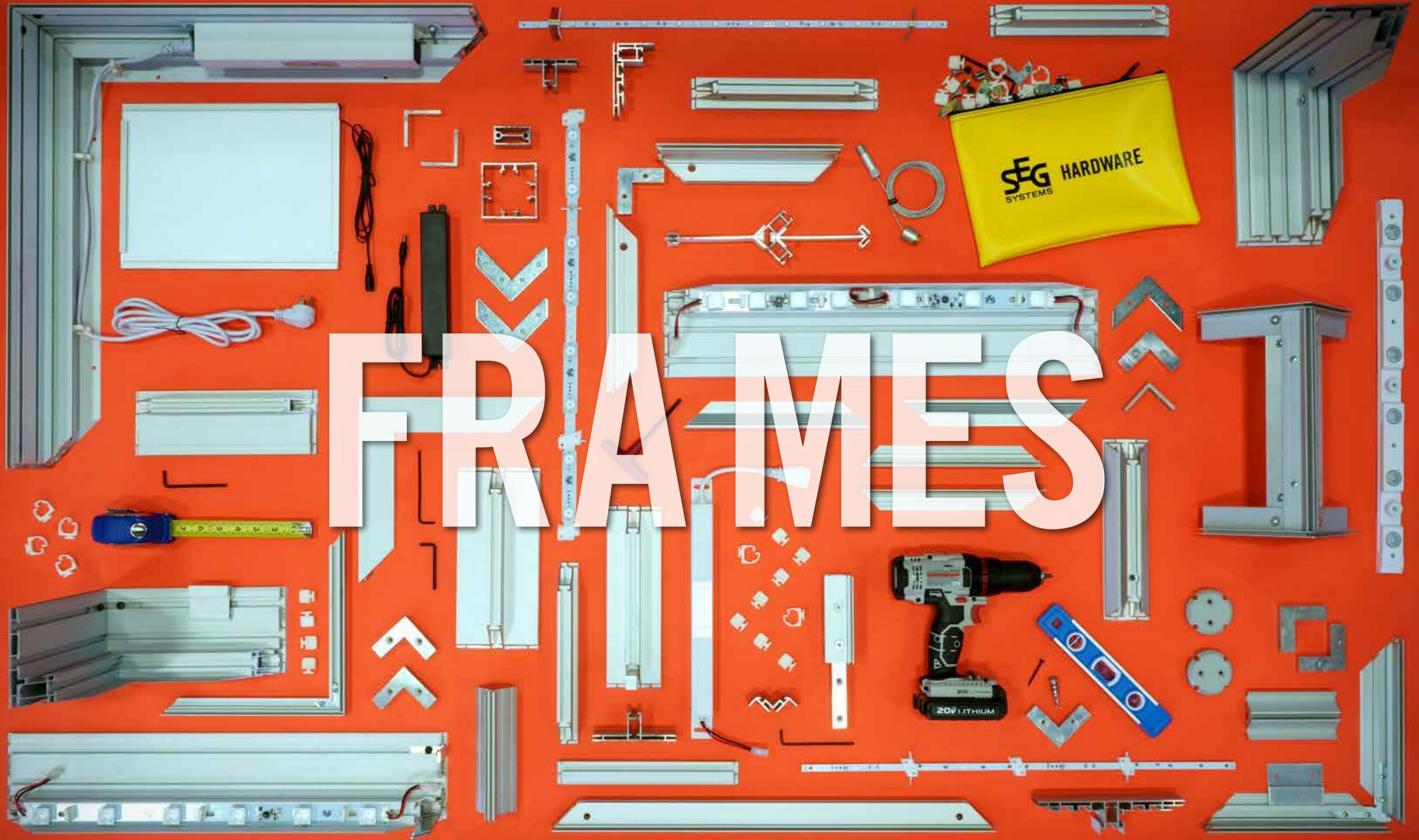
Want to learn more about what shapes and sizes of extrusions we offer? We'll show off our variety of frame types in the upcoming pages, but you can see the specs on page 46.



See our plethora of extrusions p. 46

# EXTRUSIONS

# FRAMES



## SNUG FIT

This retro-fitted frame was built to fill every inch of a specific space, spanning over 20 feet! With this type of frame, a silicone edge graphic can be recessed into a tight space, making for a seamless look from walls, to ceilings, to cabinetry. Big, small, lit, or non-lit – it's up to you.

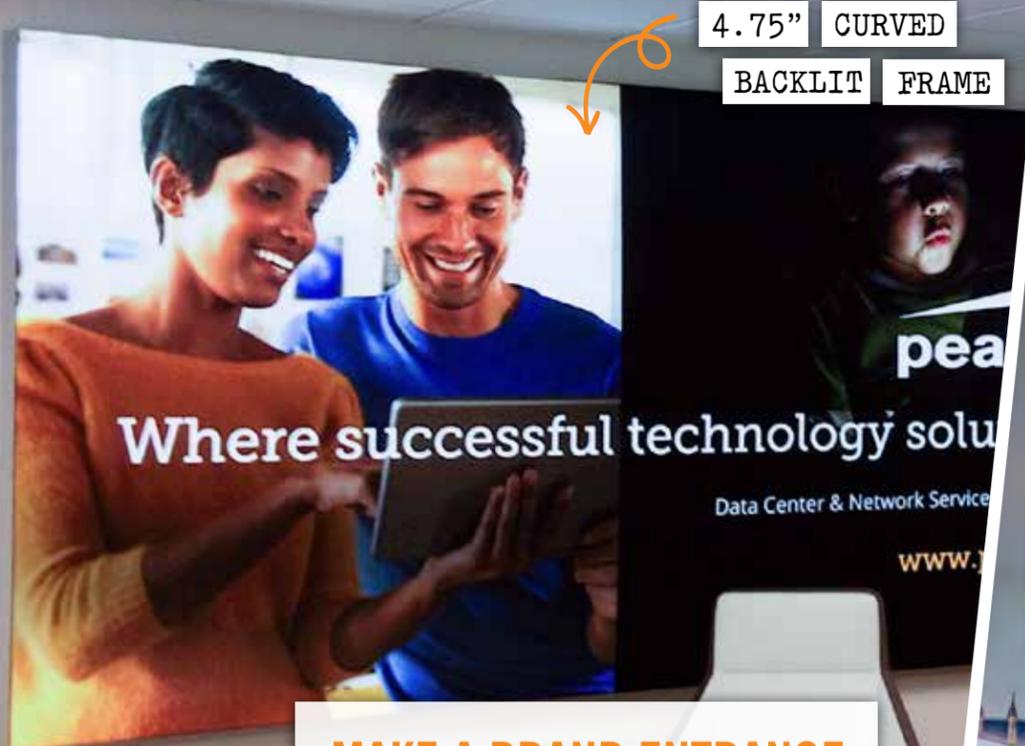
1" HD  
NON-LIT  
FRAME



**Wall-mounted** frames can be used in a variety of environments: offices, waiting rooms, retail stores, locker rooms, shoot – put one over your mantle! The list is infinite. We offer depths from .625" to 4.75", lit or non-lit.

Installation is simple with pre-drilled holes in the frame, a few screws, a screwdriver, and an Allen wrench. No really – that's all it takes. Might be best to throw in a level if you don't have eagle eyes. See? Told you so. Installation really is a piece of cake.

# WALL-MOUNTED



4.75" CURVED  
BACKLIT FRAME

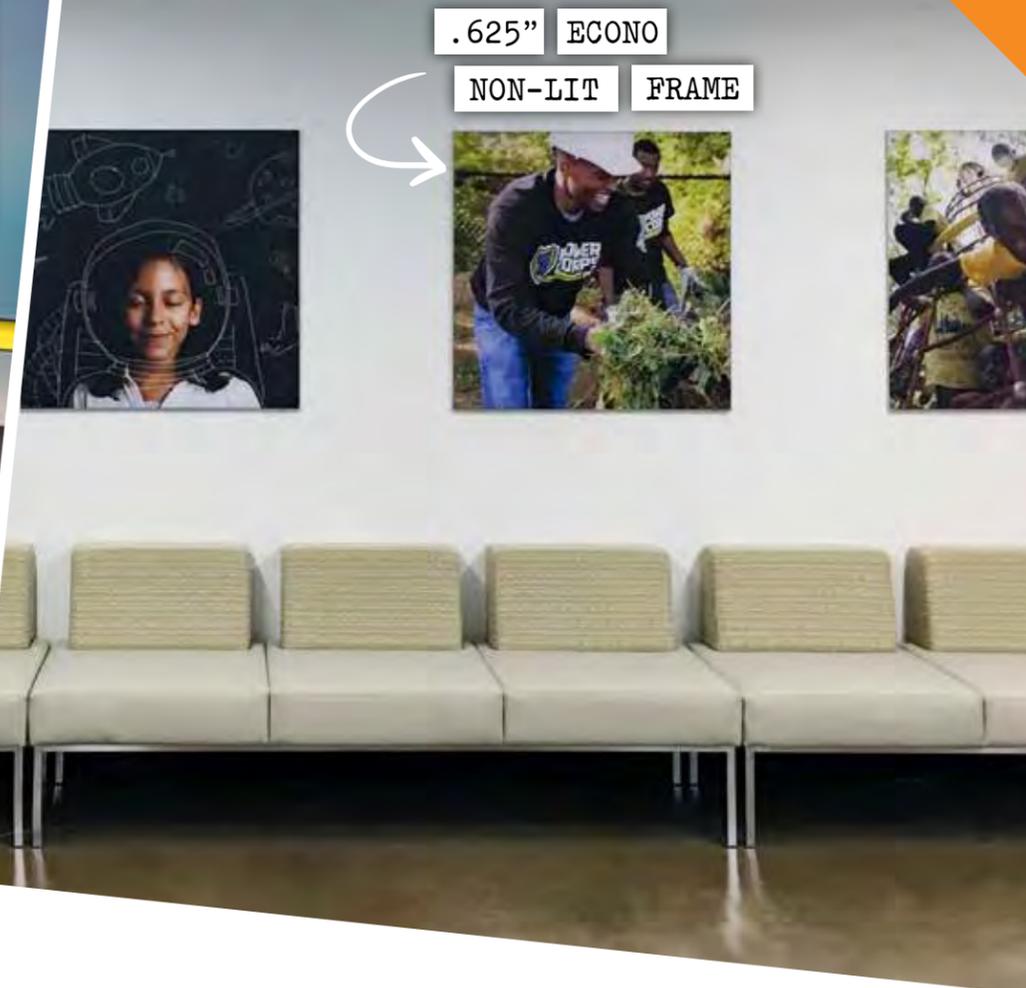
**MAKE A BRAND ENTRANCE**  
 Don't settle for white walls. These wall-mounted frames are backlit, making sure to grab a customer's attention. Plus, a curved wall can't stop us. We'll swing by, see your space, and get the measurements and angles for your wall-mounted frame. Too far for us to stop by? We've got a DIY measurement guide that will help us design and build the perfect curved frame for you.



1.25" NON-LIT  
FRAMES

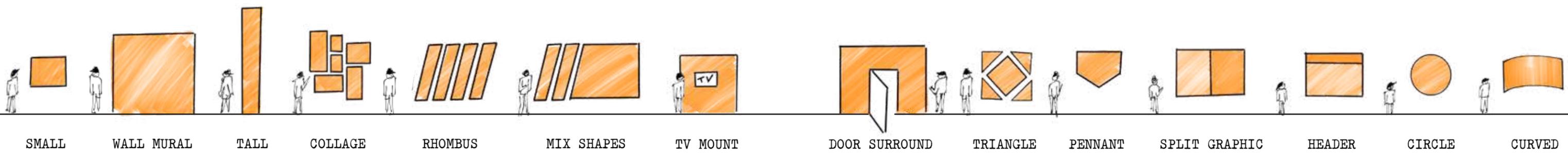
**CREATE A COLLAGE**  
 Pick a shape, a number, an image, and we'll take it from there! We pride ourselves in being able to take on new designs and ideas to make any room feel more complete. In this case, we took a plain wall and made it into a work of art. Stop by our office to see for yourself!

**TAKE THE BLAH OUT OF WAITING ROOMS**  
 Let's be real – waiting rooms suck. SEG frames are a simple way to bring your space up-to-date. Plus, change the graphics at any time, remember? While you're at it – steer clear of germs by washing your print with an antimicrobial cleaner!



.625" ECONO  
NON-LIT FRAME

# STAKE YOUR FRAME.





VIBRANT FABRIC GRAPHICS



7/8" LOW-PROFILE

SEG SNAP FRAME



# SEG SNAP!

Revolutionize your wall-mounted graphics with **SEG Snap!**™ SEG Snap! — the first-ever silicone edge graphic (SEG) snap frame — creates vibrant and visually engaging graphic opportunities from any angle.

The sleek, lens-free SEG Snap! frame allows for easy, associate-level graphic changeout, bringing dye-sublimated, color-fast fabric graphics both inside and outside.

Designed for indoor and outdoor use, SEG Snap!, is the perfect non-lit SEG snap frame solution to increase brand messaging season after season. Simply snap the frame open, insert the graphic, and snap it back into place — it's that easy!

SEG Snap! is ideal for retail environments, corporate offices, sporting venues and more. SEG Snap! provides a sophisticated and professional look that enhances your visual communications season after season.

EASY ASSEMBLY  
INTERIOR & EXTERIOR  
SEG SNAP FRAMES



**PERFECT FOR HIGH TRAFFIC AREAS**

SEG Snap! is perfect for high traffic areas like airports, retail environments, and sporting arenas. The aluminum frame is tamper-resistant and easy to install for vibrant, secure branding opportunities both indoors and out.

TAMPER RESISTANT  
SNAP PANELS



# STAND OUT IN A CROWD WITH SEG SNAP!



LENS-FREE

FABRIC GRAPHICS  
FROM ANY ANGLE





**Backlit Snap** is the first illuminated outdoor silicone edge graphic (SEG) snap frame. Backlit Snap features a sleek, aluminum snap frame, brilliant outdoor-rated AC lights, and silicone edge graphics. Perfect for placement on building exteriors - ideal applications for use include convenience stores, outdoor malls, sports arenas, educational buildings and institutions and more. Backlit Snap allows graphics to shine both day and night! Waterproof and available up to 45' wide by 10' high on one circuit, the opportunities are endless with Backlit Snap.

Backlit Snap is an innovative, wall-mounted exterior LED lightbox solution that allows you to bring vibrant, extraordinary graphics to underutilized exterior real estate. With two wet-rated, outdoor LED lighting solutions available, your imagination is the only limit. Once installed, the Backlit Snap frame is durable and built to last years - simply change out the graphics seasonally for a rejuvenated outdoor branding opportunity and messaging.

# BACKLIT SNAP

# BACKLIT SNAP

## 1 / Outdoor Mall

Add valuable illuminated SEG graphics to window displays, wayfinding signage, and sleek store identification signs.

## 2 / Convenience Store

Stop traffic, literally! The placement opportunities are limitless at convenience stores - storefront header signage and large-format graphics for empty sidewalls are just a few!

## 3 / Airport

Create thousands of valuable impressions daily in high-traffic airport terminals with Backlit Snap!

## 4 / Sports Arena

Backlit Snap can be used both indoors and outdoors, adding vibrant, fabric printed graphics to Universities and Sports Arenas.

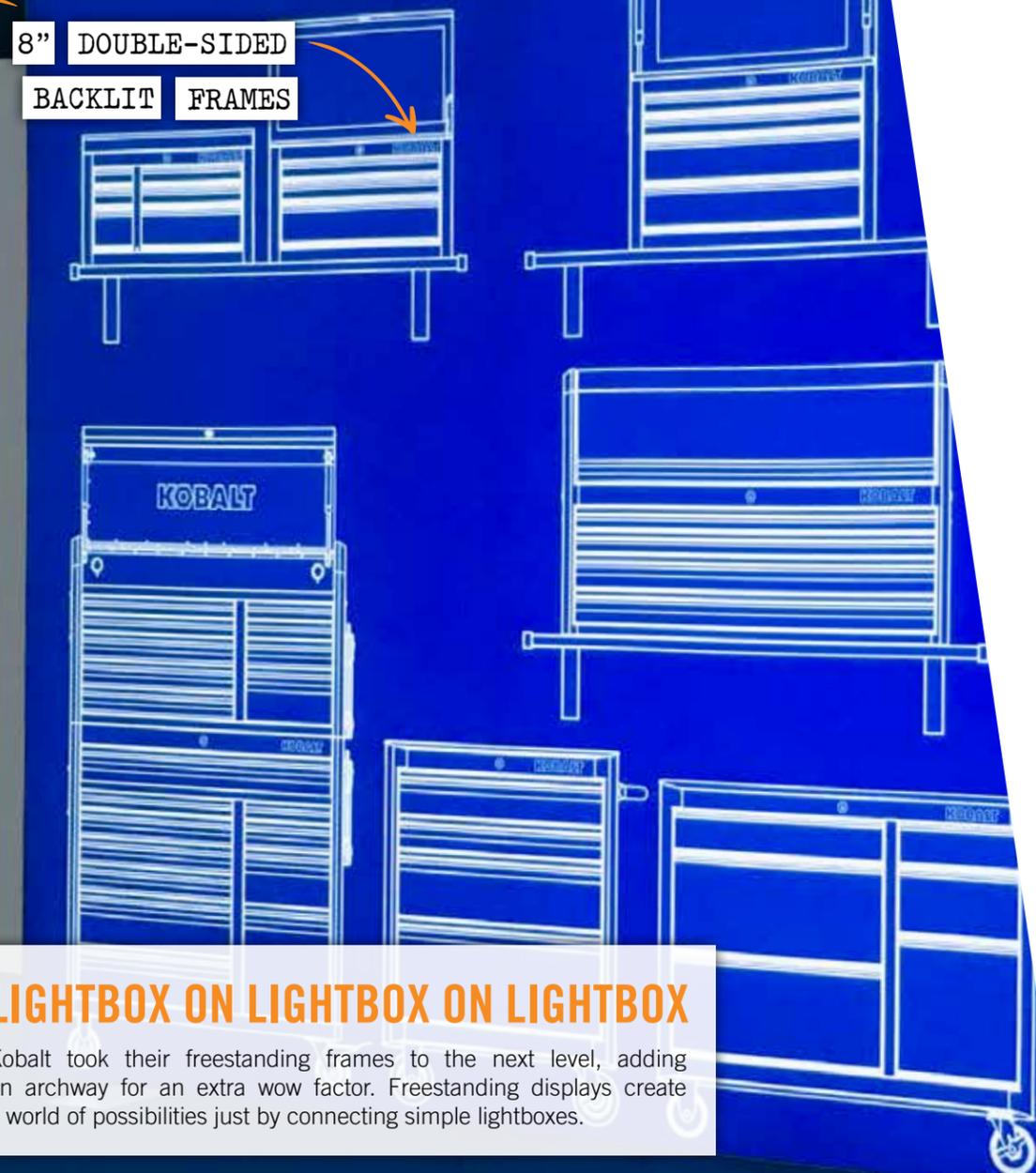
## 5 / Outdoor Ball Park

Protect graphic edges from windy conditions and wandering hands in high-traffic areas like Ball Parks and Stadiums with Backlit Snap!



KOBBALTY

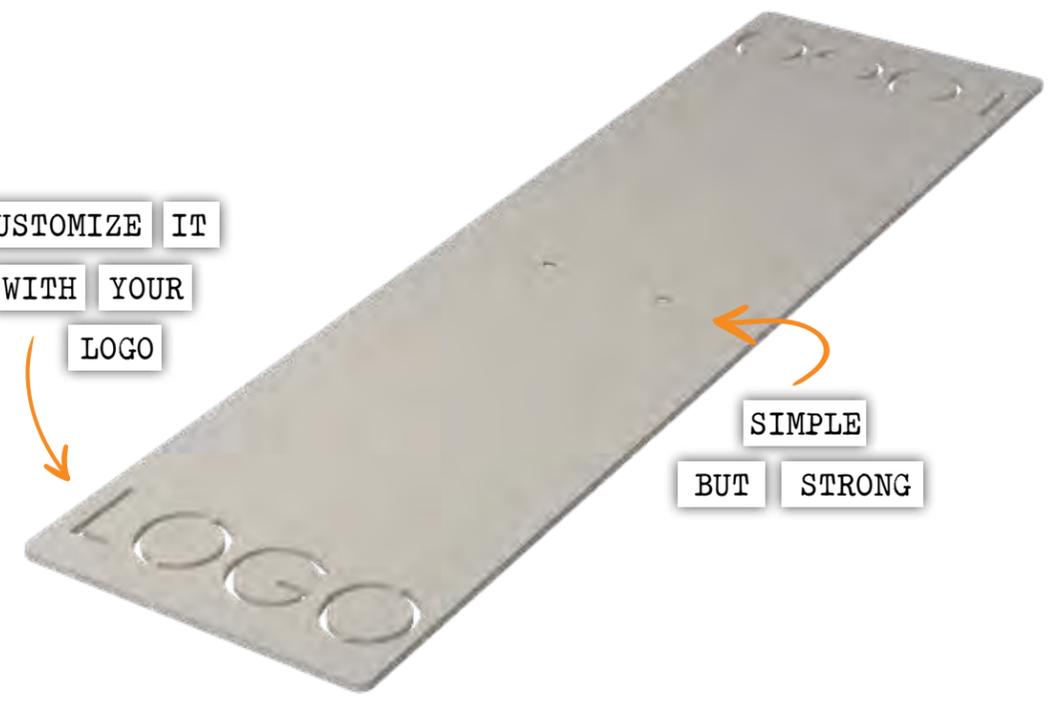
8" DOUBLE-SIDED BACKLIT FRAMES



**LIGHTBOX ON LIGHTBOX ON LIGHTBOX**

Kobalt took their freestanding frames to the next level, adding an archway for an extra wow factor. Freestanding displays create a world of possibilities just by connecting simple lightboxes.

CUSTOMIZE IT WITH YOUR LOGO



SIMPLE BUT STRONG

Don't have a wall? Want to build one? We've got your back – or in this case, your feet. **Freestanding** walls can be used to create barriers, act as dividers at trade shows, or even create cubicles that people will actually *want* to work in.

10 feet tall? 15'? 20'? We're not scared of heights. Your wish is our command. Don't let size intimidate you, though. These can still be installed at an associate level.

If you like snazzy shoes, you can choose different types of feet for your freestanding display. You can even add your logo to really bring the space together. What really makes our freestanding displays stand out (get it? *Stand* out?) is the strength of the feet. To increase durability and decrease wobbling, our feet are installed directly into the internal HD aluminum corner, creating multiple points of contact for the most stable freestanding frame on the market. No one's doing the wobble over here!

We bet you're thinking "Okay, so I can put this all together myself, but where do I begin?" So glad you asked. Each piece we create at SEG Systems is compactly shipped to protect your product and save on the cost of shipping. Once you receive it, don't worry about closing up shop for the day. Our products are designed to be installed with a minimal amount of construction, making it so that you shouldn't even need to close your doors to create your new environment filled with SEG products.

**FREESTANDING**

## MILLWORK

If you choose to go with a sleek, professional, and clean look, you can pull it off simply by adding a millwork base to freestanding frames.

8" HD DOUBLE-SIDED

BACKLIT FRAME

MILLWORK

BASE



## ACCESSORIZE

Freestanding frames can live a double life - they can also work as a place to show off merchandise. Accessorize your display with shelves or pegs to put these guys to work! We'll talk about other types of accessories for your fabric frames on page 70. Stay tuned!

1.7" NON-LIT

WOOD-CLADDED

FRAMES

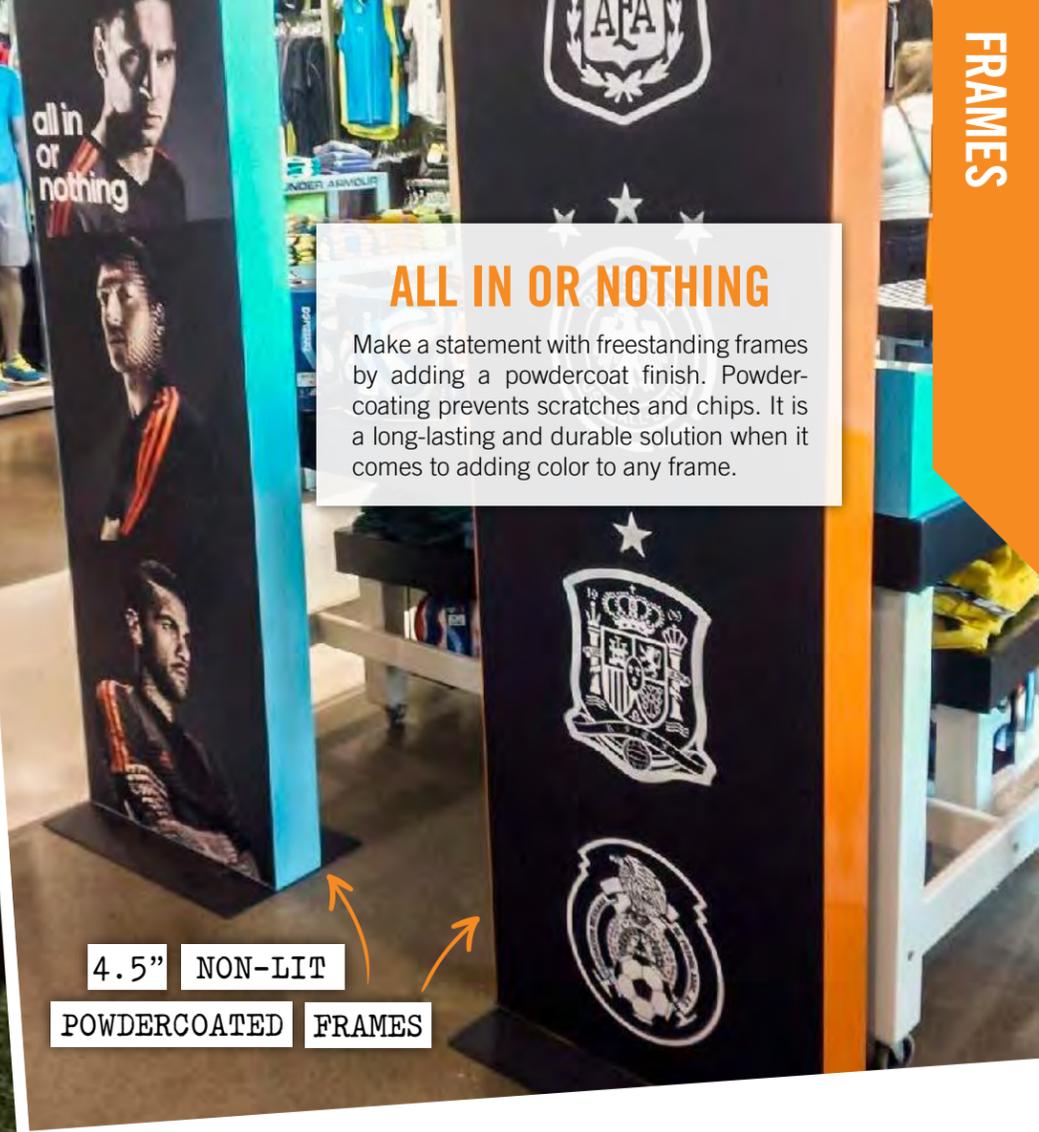


## ALL IN OR NOTHING

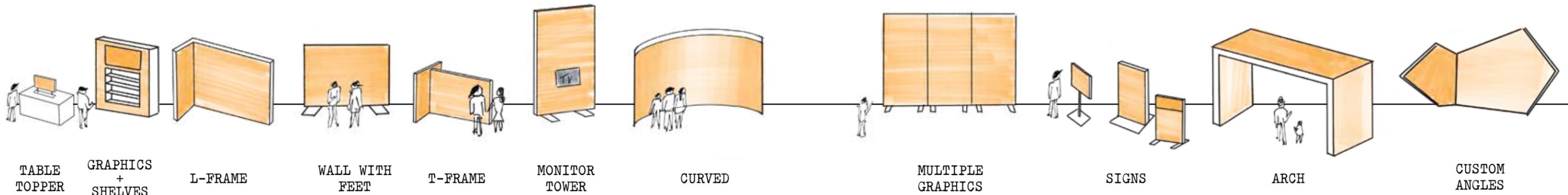
Make a statement with freestanding frames by adding a powdercoat finish. Powdercoating prevents scratches and chips. It is a long-lasting and durable solution when it comes to adding color to any frame.

4.5" NON-LIT

POWDERCOATED FRAMES



# STAND UP FOR YOUR BRAND.

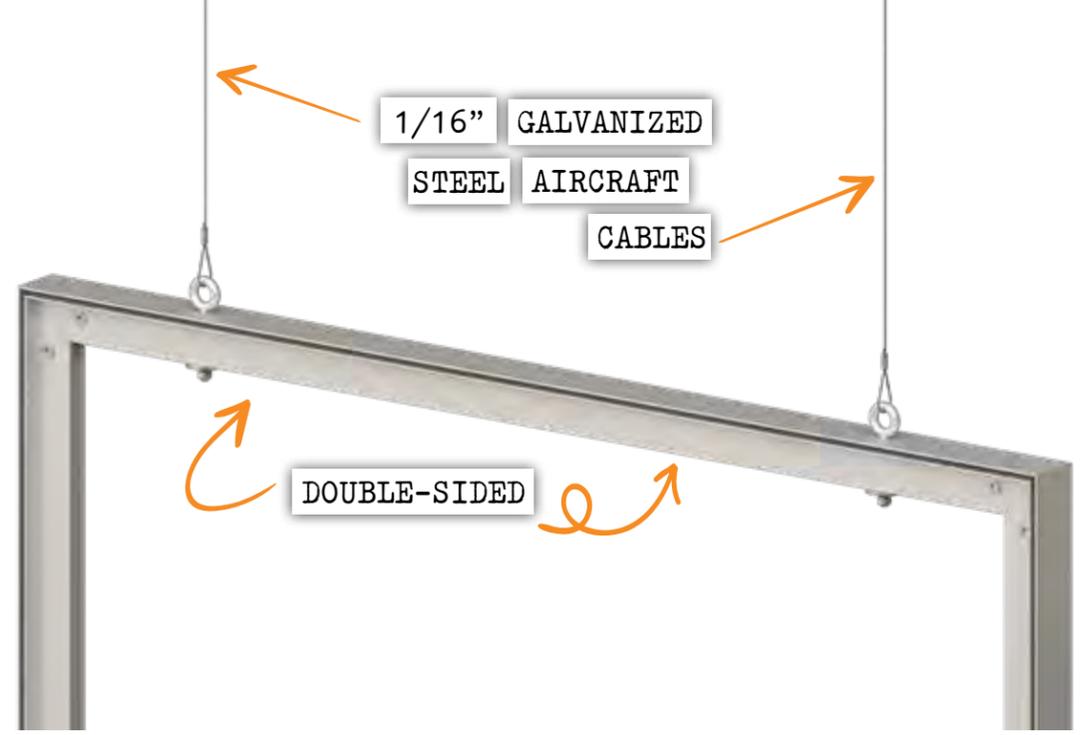




8" HD  
INSIDE/OUTSIDE  
FRAME

3D  
LETTERS

**WE ALL FLOAT UP HERE**  
Lift your frames up with our suspended hardware. Whether it be a temporary setup or a full-time gig, suspended frames fill the void in that empty space.



1/16" GALVANIZED  
STEEL AIRCRAFT  
CABLES

DOUBLE-SIDED

When it comes to creating an environment to immerse your fans in, you've got floor space, wall space, but don't forget to look up. You've got prime real estate hanging over your head. Take those boring ceilings and bring them to life with **suspended** SEG frames.

Do you want one continuous graphic or do you want to mix and match? It's completely up to you. What you see to the left is what we like to call a "corner frame" – this one just happens to be suspended. More about that later. We'll help you figure out what's best for you while you figure out what's best for your customers.

No matter how big or small your suspended frame is, we have the connections to make sure it is structurally sound. Our engineering department will take care of the testing aspect, all you need to do is hang tight while we create your masterpiece! We use steel cables or posts to design the best possible solution for you to blow your customers' minds.

# SUSPENDED

## RAISE YOUR STANDARDS... TO THE CEILING.

Ceiling tiles are lame. And who wants to be lame? This Famous Footwear store went HAM when they decided to update their look. Those red fabric ceiling tiles? Suspended SEG frames. Those graphics throughout the center of the store? Wall-mounted SEG frames. The wall-mounted TVs? You guessed it. We did that, too. You see those logos on the benches? That's one of our 3D capabilities. When we get to the accessories portion of the catalog, we'll tell you all about these extras.



1.7" NON-LIT

FRAMES

3" NON-LIT

WALL-MOUNTED FRAME

4.75" NON-LIT

WALL-MOUNTED FRAME

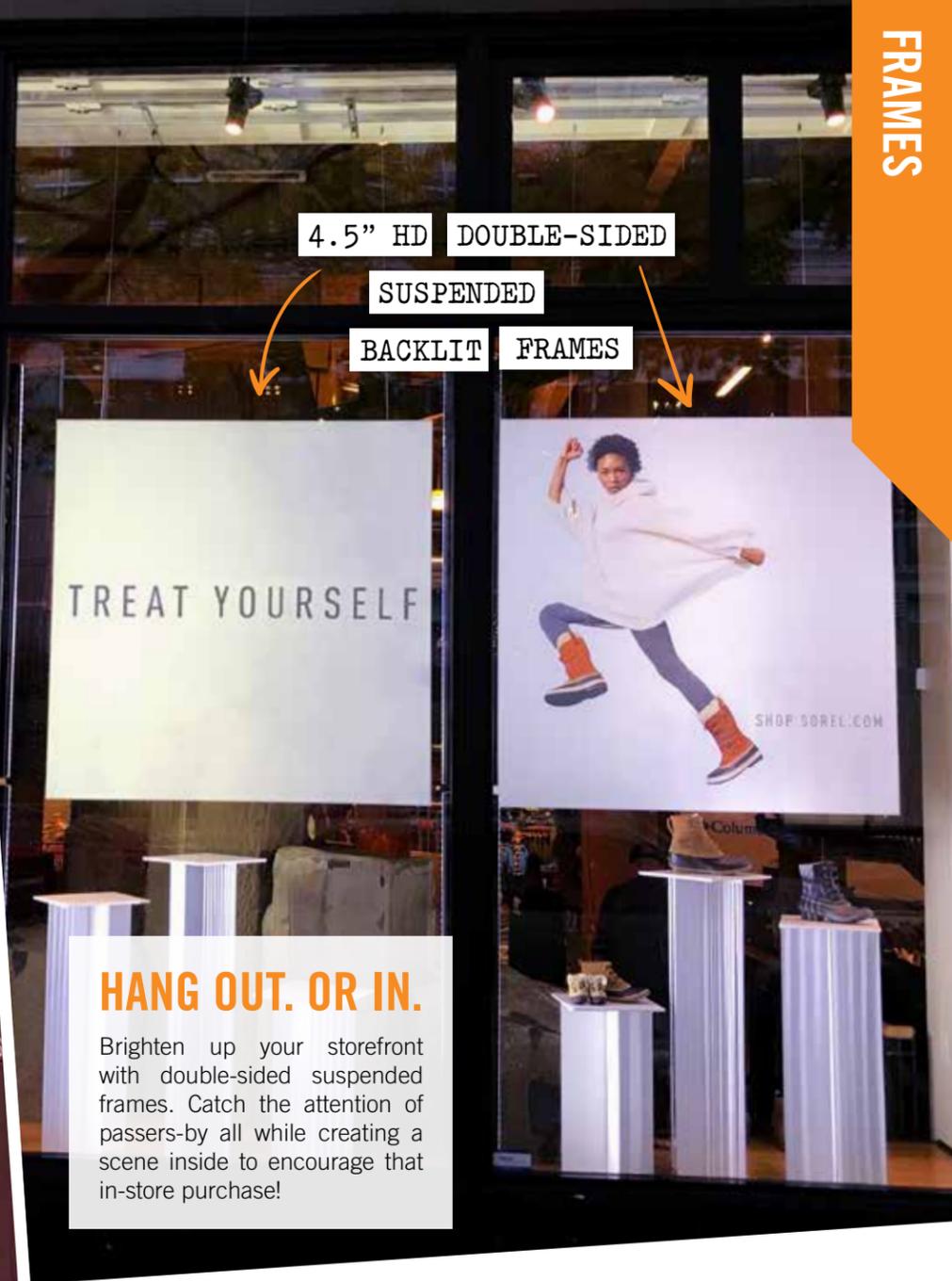
4.5" BACKLIT

END CAPS

4.5" HD DOUBLE-SIDED

SUSPENDED

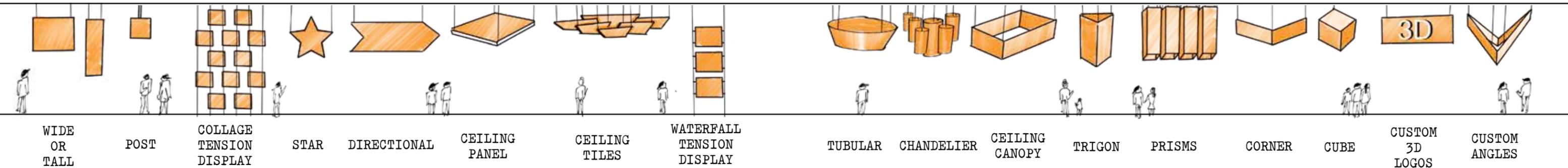
BACKLIT FRAMES



## HANG OUT. OR IN.

Brighten up your storefront with double-sided suspended frames. Catch the attention of passers-by all while creating a scene inside to encourage that in-store purchase!

# HOW'S IT HANGIN'?



WIDE OR TALL

POST

COLLAGE TENSION DISPLAY

STAR

DIRECTIONAL

CEILING PANEL

CEILING TILES

WATERFALL TENSION DISPLAY

TUBULAR

CHANDELIER

CEILING CANOPY

TRIGON

PRISMS

CORNER

CUBE

CUSTOM 3D LOGOS

CUSTOM ANGLES

3" NON-LIT

INSIDE/OUTSIDE FRAME



**SHORT-TERM SETUP,  
LONG-TERM IMPACT**

Easily build a mock-up of a brick and mortar store by combining several suspended and freestanding frames with our corner extrusions. With custom millwork as the foundation for these frames, your customers would never guess that these walls come down with just a few screws and an Allen wrench.

3" MOUNTING  
POST

**CORNER**



Do these graphics make our edges look good? Create a seamless piece that helps you get noticed on all sides. By taking your graphics from 2D to 3D, you will be able to catch eyes from all directions. With **corner** frames, there's not a bad seat in the house.

Don't want to paint the walls? Add wall-mounted frames with corner extrusions to make sure every square inch is covered. That's what we did at the shop - you should swing by sometime and check them out!

4.75" OUTSIDE CORNER

FREESTANDING FRAME



INTEGRATED  
TVs

### INTERACT AND INTERTWINE

Adding interactive displays is sure to lure in your customers and teach them about your product. With these corner frames, customers won't miss a beat as they wrap around your display for more information.

### FULL IMMERSION

Fun fact: most impulse retail purchases are based on color alone. Make your company more recognizable to consumers by fully immersing them in your brand – even this simple suspended pop of color helps!



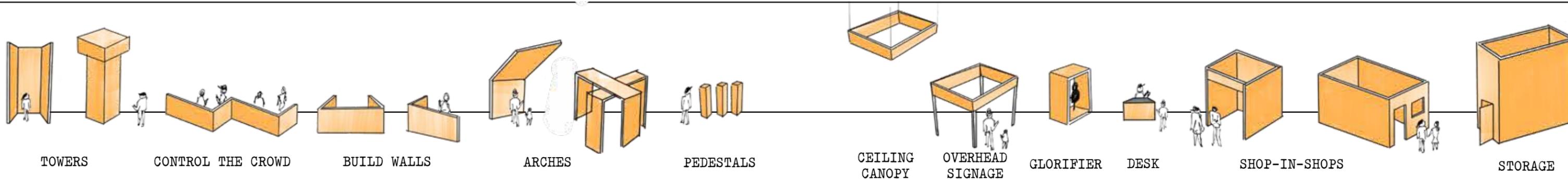
1.7" COUNTER WITH  
LAMINATE TOP

### BE THE BEST CORNER ON THE FIELD

Corner extrusions can be used to create walls and suspended signs, but try customizing them and creating tables and counters! Use these frames to show off your best assets. You know the best plays for your success, so let's sit down, draw out the diagrams, and make sure your team is equipped with the right tools to come in first.



# CORNER THE MARKET.



**“BEST BOOTH DESIGN”  
AT GLOBALSHOP 2018**

Maybe it was the trigon frames? Or maybe it was the giant Under Armour logo? Who knows. Dive into the fun details of our award winning booth on page 78.



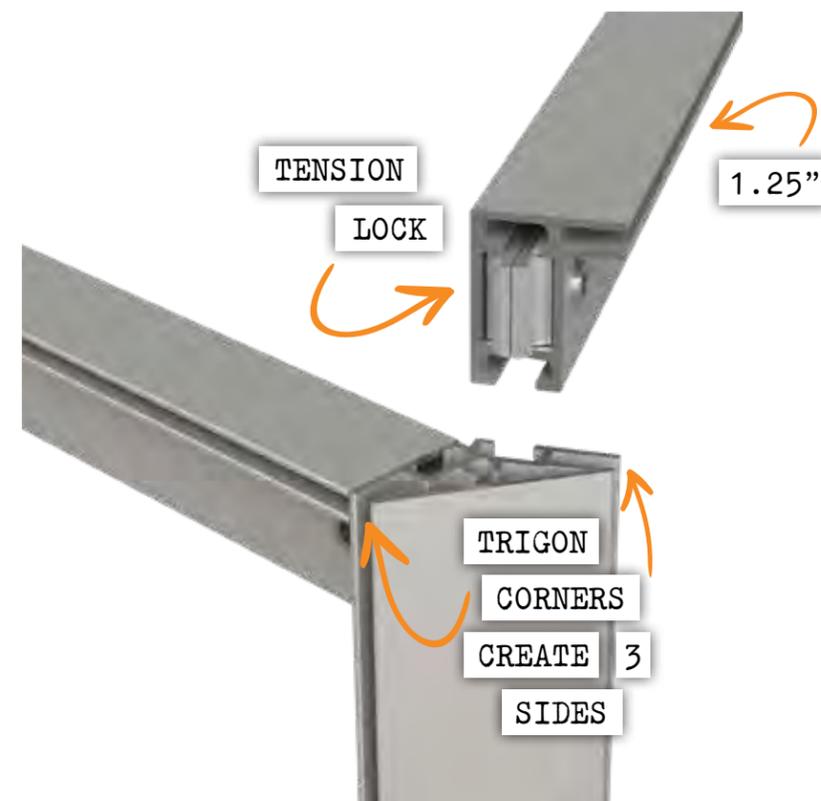
CEILING-MOUNTED

1.25" BACKLIT  
TRIGON FRAME

NON-LIT  
TRIGON  
FRAME

1.25" BACKLIT  
TRIGON  
PEDESTAL

# TRIGON

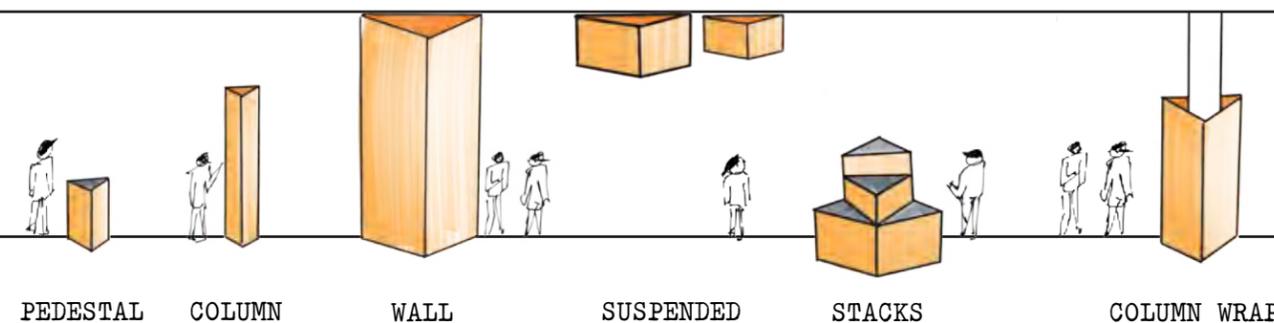


Frames on frames on frames. Literally. Three frames. Pile on the graphics with this **trigon** extrusion that takes a 2D frame to another dimension.

Like our corner frames, you can repeat graphics, mix 'em up, or create a seamless look with a wraparound graphic. Don't forget, lighting is always an option when it comes to creating a frame that works best for your brand.

Using a tension lock at every corner, SEG's trigon frames are strong enough to create a tabletop, but still light enough to mount to a wall or suspend from a ceiling. If three sides still aren't enough for you, just wait 'til you see what's next.

## SEE THINGS FROM A DIFFERENT ANGLE.





# CUBE



You've learned about the corner frame extrusion (well, hopefully. If you missed it, check out page 28.), and you know about the trigon frames (really? You missed that, too? Page 32.), but now it's time you know about the cube extrusion – SEG's latest and greatest technology.

Now that you're all studied up on two of our most unique frames, you'll understand why our product developer came up with the **cube** extrusion. The corner extrusion was created in order to make a seamless look for a four-sided frame, and the trigon extrusion was created for the same purpose, but three-sided. We had one, two, three, and four-sided, why not go for six? Yeah, yeah. We know we skipped five – we were feeling ambitious – but that doesn't mean it can't be done! Ask us about creating a custom extrusion to make any type of 3D shape!

So what's the difference between this extrusion and a corner extrusion? Two more sides – a top and a bottom. You can use the cube as a pedestal to highlight your products or as a suspended frame. Imagine this: suspending an SEG cube between two stories at a mall, office building, or trade show. When you advertise on all sides, there's no way for a customer to miss your graphics.

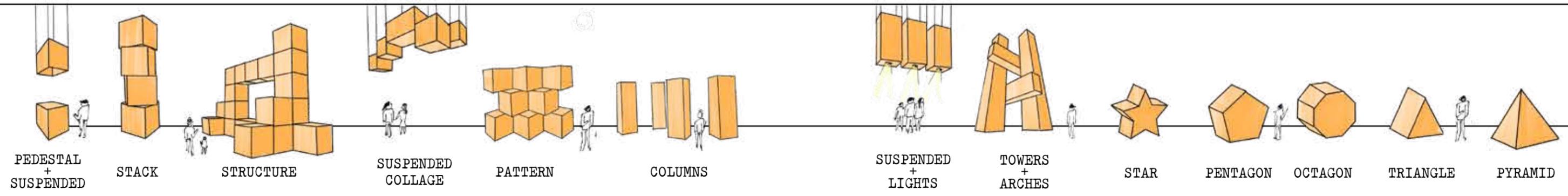


**THINK OUTSIDE THE BOX**  
 Turn your cube into a pedestal or side table with a piece of acrylic! Want to switch it up and create a suspended cube sign? Switching out graphics is a breeze and our suspended hardware is easy to install and adjust!



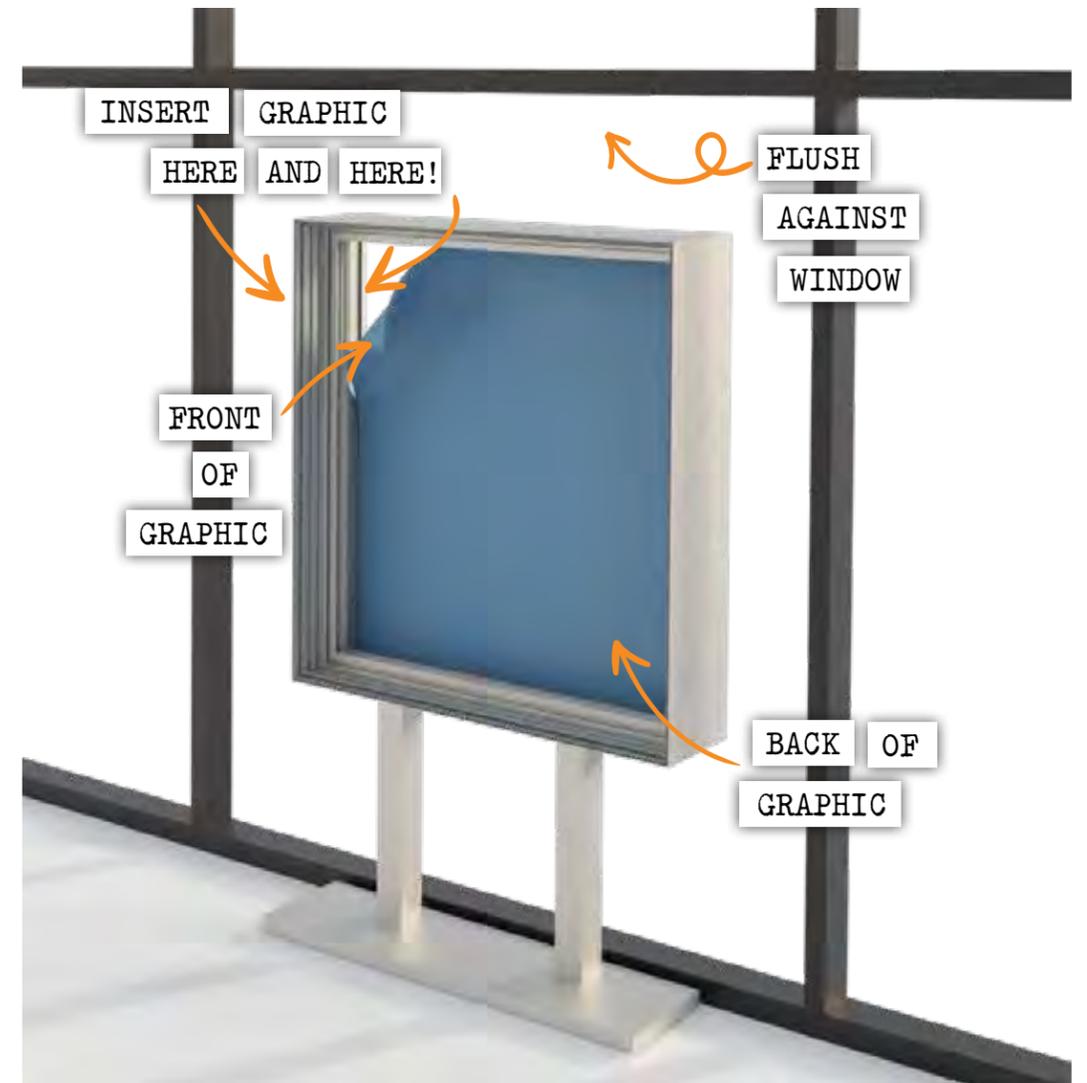
**SEE THE BIGGER PICTURE**  
 With a six-sided frame, your customers are sure to see a future with you. Six times the graphics and six times the inspiration.

# BOX OUT THE COMPETITION.



## FLUSH OR BUST

Just as flush as vinyl, but 100% less hassle. Plus, when it only takes a few minutes to update graphics with a reverse load extrusion, there is absolutely no excuse for slacking when it comes time to change graphics.



In a tight spot? Maximize your space while minimizing your pain. **Reverse-load** graphics help to get your graphics up close and personal with windows. Don't worry about having to pull a frame out, load it, put it back, check to see how it looks from outside, and repeat. We're exhausted just from writing that.

Simply insert the graphic you want to be flush with the window, then insert the graphic you want your customers inside to see. Double-sided graphics have never been easier.

# REVERSE-LOAD



## SHINE BRIGHT DAY OR NIGHT

Make sure to retain the attention of passers-by with flush window graphics. Keep them on their toes when you can change your look in a matter of minutes! Daytime or night – don't worry about boring the crowd.

# PUT YOUR THING DOWN, FLIP IT, & REVERSE IT.

### BOGO

Everyone loves a good deal, right? Check out this hybrid frame. It holds rigid graphics internally and holds an SEG print around the edge of the frame!

RIGID + FABRIC  
= 2.5" HYBRID



# RIGID



SEG may be in our name, but we're not always so loosey-goosey. We also offer extrusions that hold a **rigid** print inside the frame that slides in with ease.

Make it a wall-mounted frame that is one-sided or a freestanding frame that can be two-sided. While you're at it, why not make it a two-in-one frame that can fit a rigid or an SEG print? We like to call that a BOGO.

When you order a rigid frame and print from SEG Systems, you don't have to worry about bent corners or scratches. We can ship the frame pre-assembled with your graphic protected by cardboard. All you have to do when you receive it is remove the cardboard protector and set it up in your environment!



1.7"  
ACRYLIC FLOOR  
TO CEILING  
PANELS

**LET THEM TAKE A SELFIE**  
A rigid print doesn't have to be bland. Spice it up and make it an interactive selfie wall. Before you know it, you'll have an interactive room divider that is easy on the eyes.

# TAKE A STRETCH BREAK.



Shaklee  
**SHAKLEE 180**  
Take your shape in a whole new direction.  
Life Energizing Shake: One shake does it all  
Shaklee 180 Meal-in-a-Bar: A complete meal in your pocket  
Shaklee 180 Snack Bar: A sweet, guilt-free treat  
Shaklee 180 Energizing Tea: A natural energy lift  
Shaklee 180 Metabolic Boost: A boost powered by green tea to burn calories naturally.

**SHAKE IT UP**  
This rigid rack has an interchangeable rigid print so that you can display any product, anytime. Want to shake things up throughout the week? Simply swap out the rigid print and change up the merch!

**CLEANSE**  
Increase your energy and feel healthier in 7 days!  
Optiflora Probiotic Complex: Everyday support for digestive health!  
Alfalfa Complex: Daily natural nutrition  
Liver DTX Complex: Helps maintain healthy liver function  
Herb-Lax: For occasional irregularity.

**SAFE. PROVEN. GUARANTEED.**  
HEALTHPRINT  
Your personalized health builder

1.5"  
DOUBLE-SIDED RIGID  
SHELVING UNIT

# Synchronizing Stroke Care

## STACK THE LIGHTBOXES IN YOUR FAVOR

Viz.ai showed up to this trade show with a house full of aces - and in this case, the aces were SEG's structures. Custom desks and pedestals, a suspended fabric frame, towers, and a pop-up office were used to complete the look.

When you build a structure with SEG lightboxes, there are millions of options (no really – we're not exaggerating). Let's start with the simple stuff.

### Towers

The most simple structure we offer is a **tower**. With these freestanding frames, you can go two, three, or four-sided with our variety of extrusions. How tall are you willing to go? At SEG Systems, the sky is the limit (or the ceiling – whichever comes first).

### Counters

Desks and tables can either be created by using SEG frames and a **countertop** or with our CNC machine which allows us to create custom millwork in house! Are you looking for more of a permanent fixture, or one that is lightweight and easy to pack up when you hit the road for your next trade show or event?

### Arches

**Arches** may look crazy, but are simply a combination of freestanding frames. With pre-installed bracketry, all you have to do for installation is bolt the horizontal points of the frame together and slide in your SEG print.

### Pedestals

**Pedestals** are used to display your products and come in a slew of shapes, sizes, and materials. Want an SEG print? Want millwork? Acrylic? Steel? You name it, and we'll create it.

### Cubicles

SEG **cubicles** are an office favorite around here. Why use boring gray walls when you could change out graphics whenever you want? Cubicles made from our fabric frames are a cost-efficient solution for each employee to have a private place to work.

### Tubular

Last, but definitely not least, is a **tubular** system. This multi-functional frame can be used to build 2D and 3D signage, arches, or even custom creations such as a giant solo cup. Why do you need a giant solo cup? We don't ask, we just do.

**Warning: the following pages are about to give you some crazy, off-the-wall ideas for your next structure. Brace yourself.**

# STRUCTURES



1



2



3



4



5



6



7

- 1-2 / Towers
- 1, 3-4 / Counters
- 5-7 / Arches



8



9

8-9, 14 / Pedestals

10 / Cubicles

12-14 / Tubular



10



12



13



14

READY TO ROCK YOUR BRAND'S WORLD?  
 STILL NEED HELP DECIDING WHAT'S BEST?  
 GET IN TOUCH WITH OUR EXPERTS...  
 OUR TEAM IS READY WHEN YOU ARE.

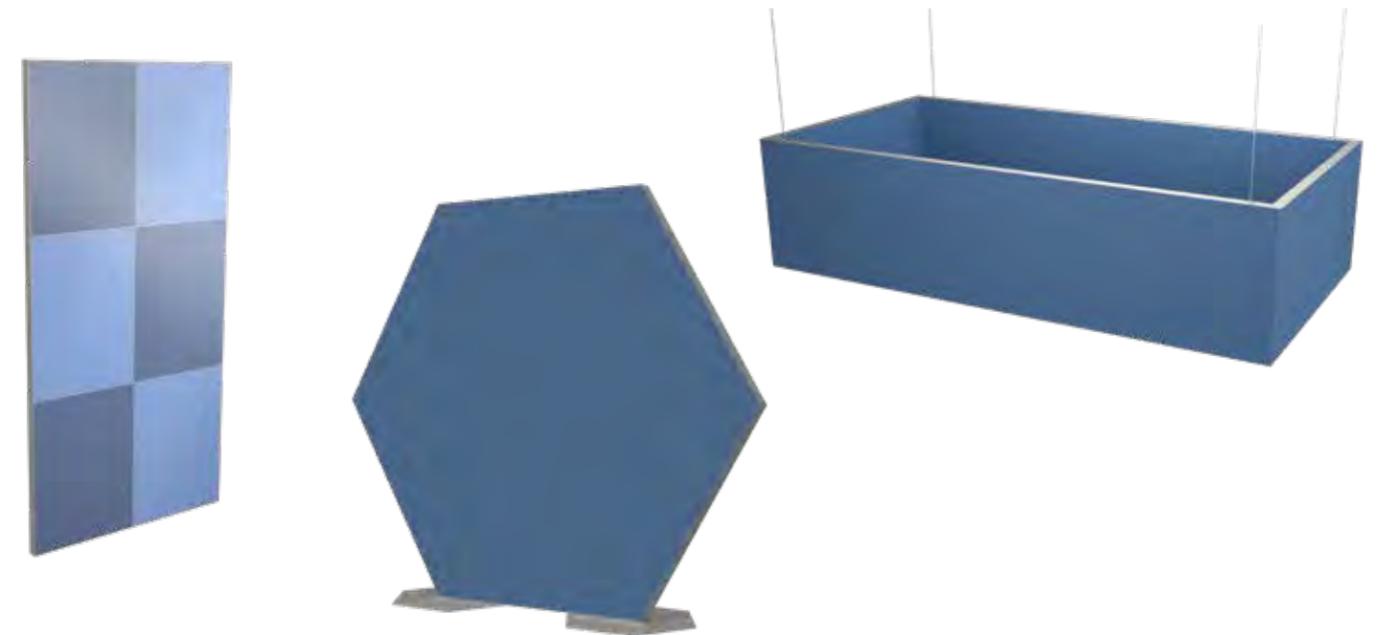
**704.579.5800**

IT ALL STARTS WITH A CONVERSATION.

## EXTRUSION DEPTH CHART

EXTRUSIONS	FABRIC	RIGID	WALL-MOUNTED	FREESTANDING	SUSPENDED	SINGLE-SIDED	DOUBLE-SIDED	CORNER	BACKLIT
0.625	●		●			●			
0.625 Econo	●		●			●			
1.0	●		●			●			
1.0 HD	●		●			●			
1.25	●		●	●	●	●		●	
1.28 Retro	●					●			
1.5 Hybrid	●	●		●			●		
1.5 Solid Core	●			●	●		●		
1.5 Reveal	●			●	●		●		
1.5 Rigid Single-Sided		●	●			●			
1.5 Rigid Double-Sided		●		●			●		
1.7	●			●	●		●	●	
2.0 Hybrid	●	●		●			●		
2.0 Reveal	●		●				●		
2.5 Hybrid	●	●	●	●			●		
3.0 Double-Sided	●			●	●		●	●	
1.5	●		●			●			●
3.0 Single-Sided	●		●			●			●
3.35	●		●			●			●
3.5	●		●	●	●	●			●
3.75	●			●	●		●		●
4.0	●		●	●	●	●			●
4.5	●			●	●		●	●	●
4.75 HD	●		●	●	●	●		●	●
8.0 HD	●			●	●		●	●	●
Trigon	●			●	●				●
Cube	●			●	●				●
SEG Snap!™	●		●			●			

WHICH OF THESE SPARKS YOUR INTEREST?  
**WALL-MOUNTED, FREESTANDING, OR SUSPENDED?**



ARE YOU LOOKING TO ADD LIGHTING TO YOUR FRAME?



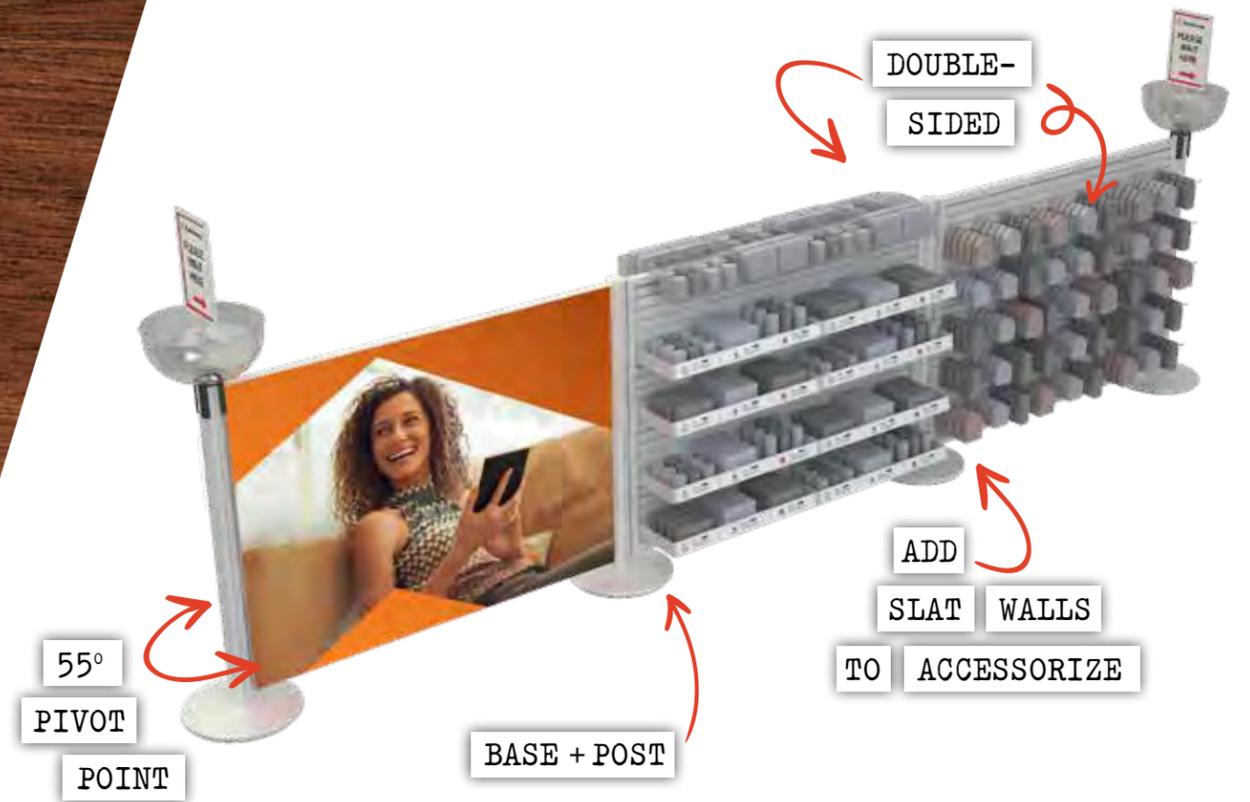
## LIGHTING

LIGHTING TYPE	PERIMETER	FRONT-FIRING	LIGHTS THAT FIT	1.5	3.0	3.5	4.0	4.5	4.75 HD	6.0	8.0 HD	TRIGON
Standard Perimeter	●		Standard Perimeter			●	●	●	●		●	
Blaze™ Lightbar	●		Blaze™ Lightbar				●		●	●	●	
Optix		●	Optix		●	●	●		●		●	●
4D Optixmax		●	4D Optixmax		●	●	●		●		●	●
LGP		●	LGP	●	●	●	●	●	●		●	
Mesh		●	Mesh				●		●		●	
RGBW		●	RGBW				●		●		●	



# RETAIL SYSTEMS

*Future*



When it comes to controlling a crowd, most barriers are unsightly - and typically don't work. Don't let your customers get lost. No one wants to wade through an environment lacking structure. Instead, guide them through custom **crowd control** barriers. With this technology, you can put graphics in places they have never been before.

Our crowd control barriers have 55° pivot points and four insertion points on each post that allow for flexibility when it comes time to lay them out, whether it be for a trade show, in a store, or at a game!

Have tall customers? Interested in gerbil racing? We're not here to judge. The aluminum base posts can be as tall as 8' or as short as 5" - see where the gerbil comment came from?

Want to do more than just promote your brand with SEG fabric? Accessorize your crowd control walls with slat walls that hold shelving, hooks, and racks to display merchandise for last minute purchases!

# CROWD CONTROL



SUSPENDED

TUBULAR FRAME

4.75"

FREESTANDING WALL

### RELAX

While you're focused on important aspects of your brand, crowd control barriers can help with the rest. Advertise on one side while maintaining a comfy environment inside! Let our crowd control units make sure your customers are where they need to be!



### KEEP 'EM MOVIN'

Crowd control barriers can be used to control the crowd (obviously) and keep people out (or in), or to direct the flow of traffic. Guide your customers through a virtual maze to make sure they see everything you want them to see.



## MERCHANDISE IN STYLE!

Don't miss out on last minute merchandising opportunities! Upfit Point of Sale lanes and capitalize on end-of-the-line purchases. The SEG crowd control system can be upfit with both fabric printed graphics and slat wall sections to allow for both merchandising and branding opportunities. Showcase your merchandise in memorable ways with any of our slatwall accessories such as U Bars, Shelves, Waterfalls and more!



## GO TO NEW HEIGHTS

With heights up to 8' tall, the SEG Crowd Control System can be utilized in any environment from retail spaces to corporate interiors and events. This technology even allows you to stack panels of different types to make the most of your space like below!

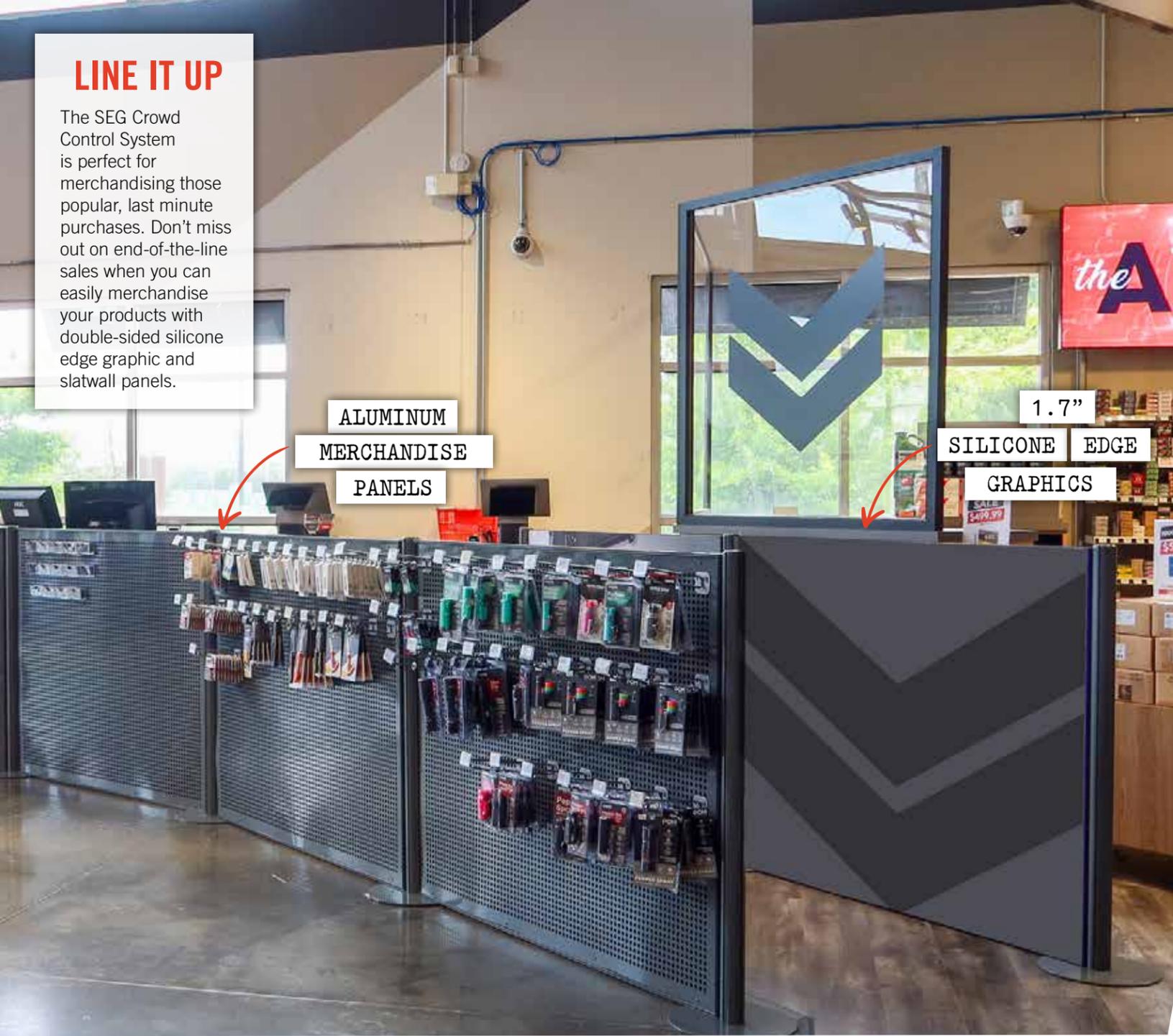


## SO MANY POSSIBILITIES



### LINE IT UP

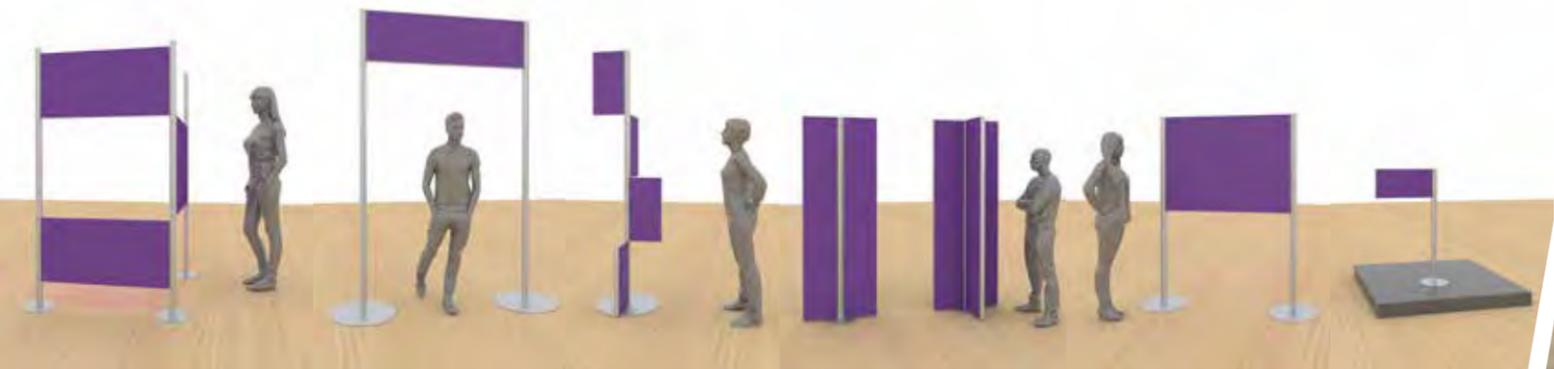
The SEG Crowd Control System is perfect for merchandising those popular, last minute purchases. Don't miss out on end-of-the-line sales when you can easily merchandise your products with double-sided silicone edge graphic and slatwall panels.



ALUMINUM  
MERCHANDISE  
PANELS

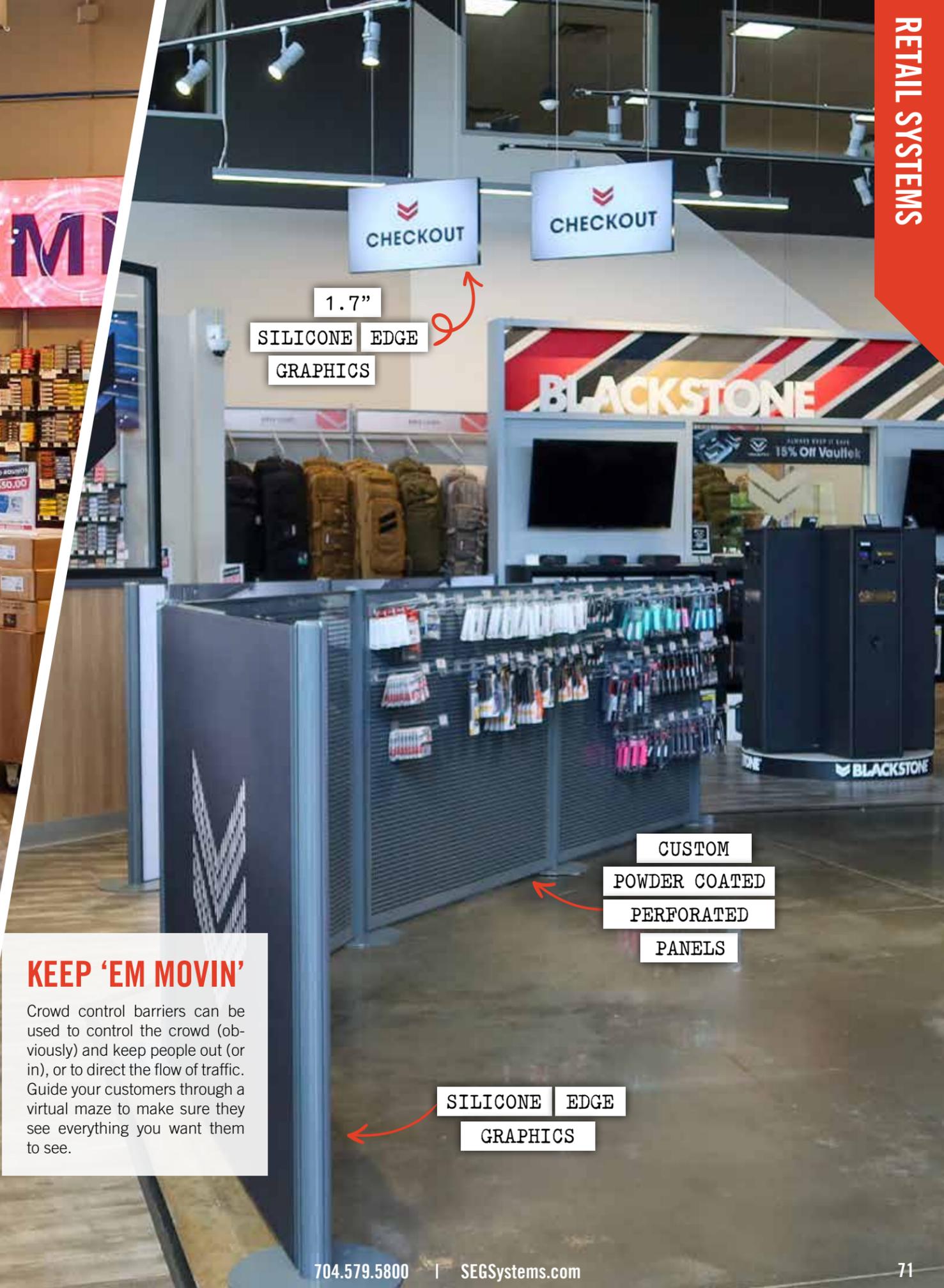
1.7"  
SILICONE EDGE  
GRAPHICS

### MIX IT UP WITH THE SEG CROWD CONTROL SYSTEM



### KEEP 'EM MOVIN'

Crowd control barriers can be used to control the crowd (obviously) and keep people out (or in), or to direct the flow of traffic. Guide your customers through a virtual maze to make sure they see everything you want them to see.



1.7"  
SILICONE EDGE  
GRAPHICS

CUSTOM  
POWDER COATED  
PERFORATED  
PANELS

SILICONE EDGE  
GRAPHICS

# WELCOME TO MODify.

The MODify™ retail display collection is a one-of-a-kind system that features SEG fabric graphics, modular frames & customizable accessories, which enable you to enhance brand messaging into retail environments with turnkey speed.



## WHAT'S SO GREAT ABOUT MODify?

### ULTIMATE FLEXIBILITY

#### SEG (SILICONE EDGE GRAPHICS)

SEG fabric graphics enable you to easily replace your graphics improving the longevity and lifetime value of your frames and fixtures.

#### QUICK SHIP

7 days for most displays!

#### EASY TO MODIFY

with graphics and accessories.

#### SIMPLE ASSEMBLY

Associate level install.



# MODify™

RETAIL MERCHANDISING SYSTEM

# IT'S NICE TO HAVE OPTIONS!

MODify™ display systems provide lifetime value with the flexibility to customize your frame color, accessories, and SEG graphics to keep your retail space current and relevant with the season.

## GRAPHICS

Vibrant, SEG fabric graphics offer the flexibility to incorporate any color, pattern, brand or message.



Easy fabric graphic install & changeout!

## COLORS

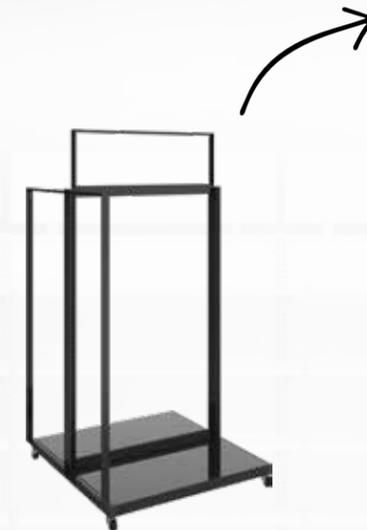
Frames are offered in your choice of color.



## ACCESSORIES

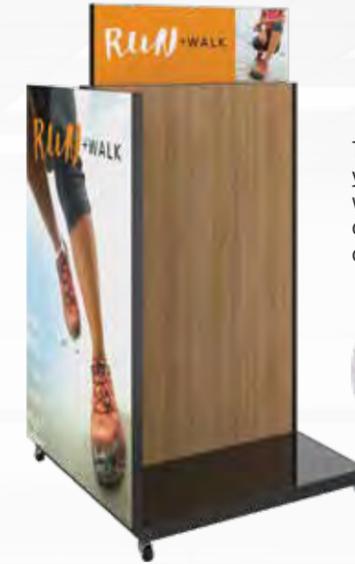
Shelves, waterfall and faceouts can be mixed and matched.

# IT'S AS EASY AS 1, 2, 3...



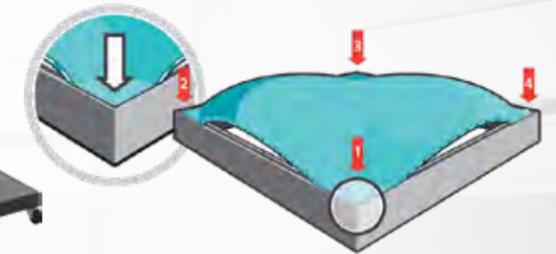
## 01 PICK YOUR BASE

Choose the kit you like & imagine the branding and messaging you can incorporate on the graphics! Choose from three color finishes for the kit – white, black or silver.



## 02 DESIGN YOUR GRAPHICS

The SEG fabric graphics allow you to incorporate any fabric color, texture (even woodgrain!) pattern, message or brand. Easily change for different messages and for the change of seasons!



## 03 MODIFY!

RINSE . WASH . REPEAT .

New season, new brand, new look? Print new graphics and add different accessories to support your merchandising needs.



## 03 ACCESSORIZE

Accessorize with shelves, hang bars, slatwall hooks, faceouts, waterfalls, towel bars and more. Mix and match and maximize value.



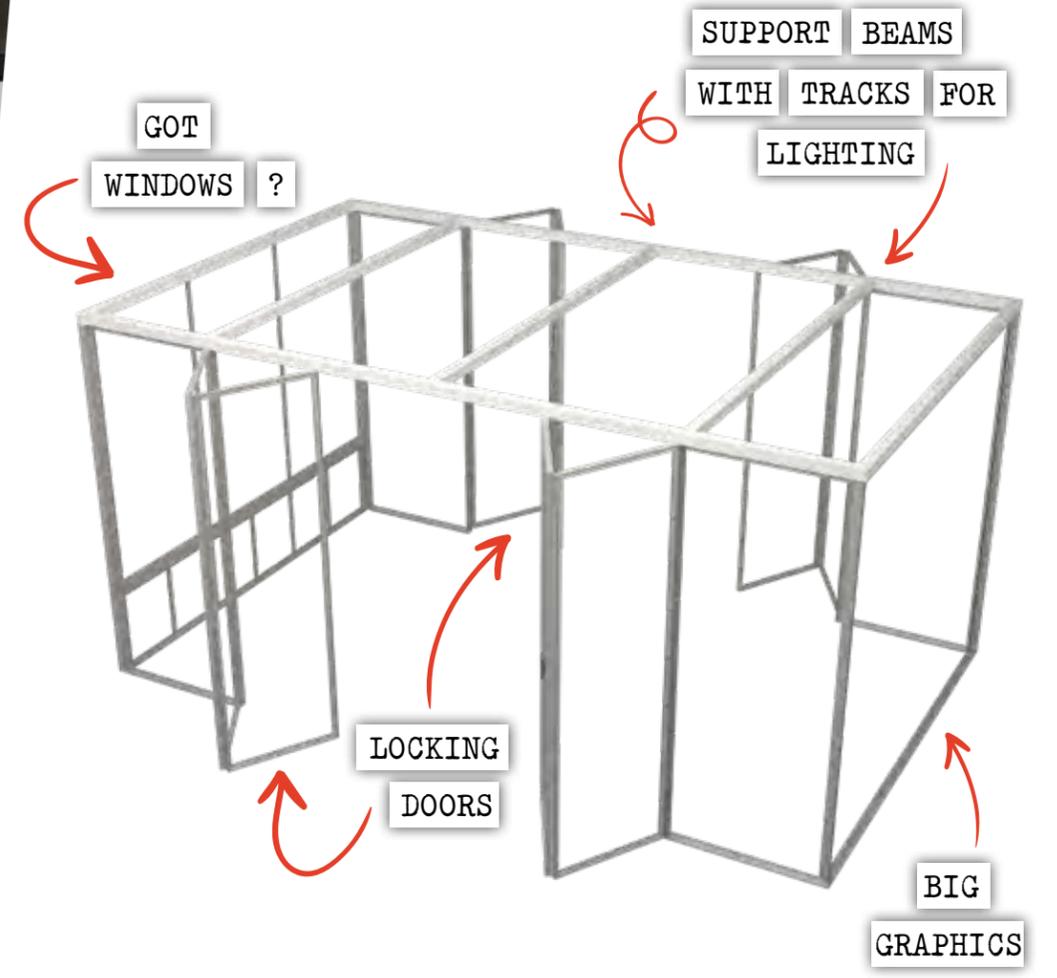
## 04 MERCHANDISE

Decorate with merchandise and start to sell!

QUICK SHIP & SIMPLE ASSEMBLY. ASSOCIATE LEVEL INSTALL.

MADE IN NORTH AMERICA

# SHOP IN- SHOP



**Shop-in-Shops** are the latest way to get your brand out there without owning a brick and mortar store. When a mall or large retail store allows you to use space to sell your products, make sure you take full advantage of the opportunity to grab your customers' attention and enhance their shopping experience. Here's a quick equation to help you better understand why creating the perfect Shop-in-Shop is important to your brand: Brand Awareness + Experiences = Sales = Brand Loyalty. Capiche?

With an SEG Systems Shop-in-Shop, you can build something as simple as a 10x5' space with a few freestanding frames, or as complex as a 10x20' with doors, windows, and graphics all around (left). Plus, fill your Shop-in-Shop with millwork, merchandising systems, and interactive features such as touchscreens or mounted TVs!

We've listed a few standard variations of Shop-in-Shops on page 69, but don't forget that custom is our middle name. Have it your way – we'd be pumped to come up with a custom-made Shop-in-Shop for your brand!

THE PLAN:



THE PLAN:



THE EXECUTION:



THE EXECUTION:



THE PLAN:



Standard isn't a word we use very often, but when it comes to Shop-in-Shops, we can offer you a custom design or you can choose to fill your space with a standard structure we offer. Create a combination of windows and graphics or design your own!

5'X10'



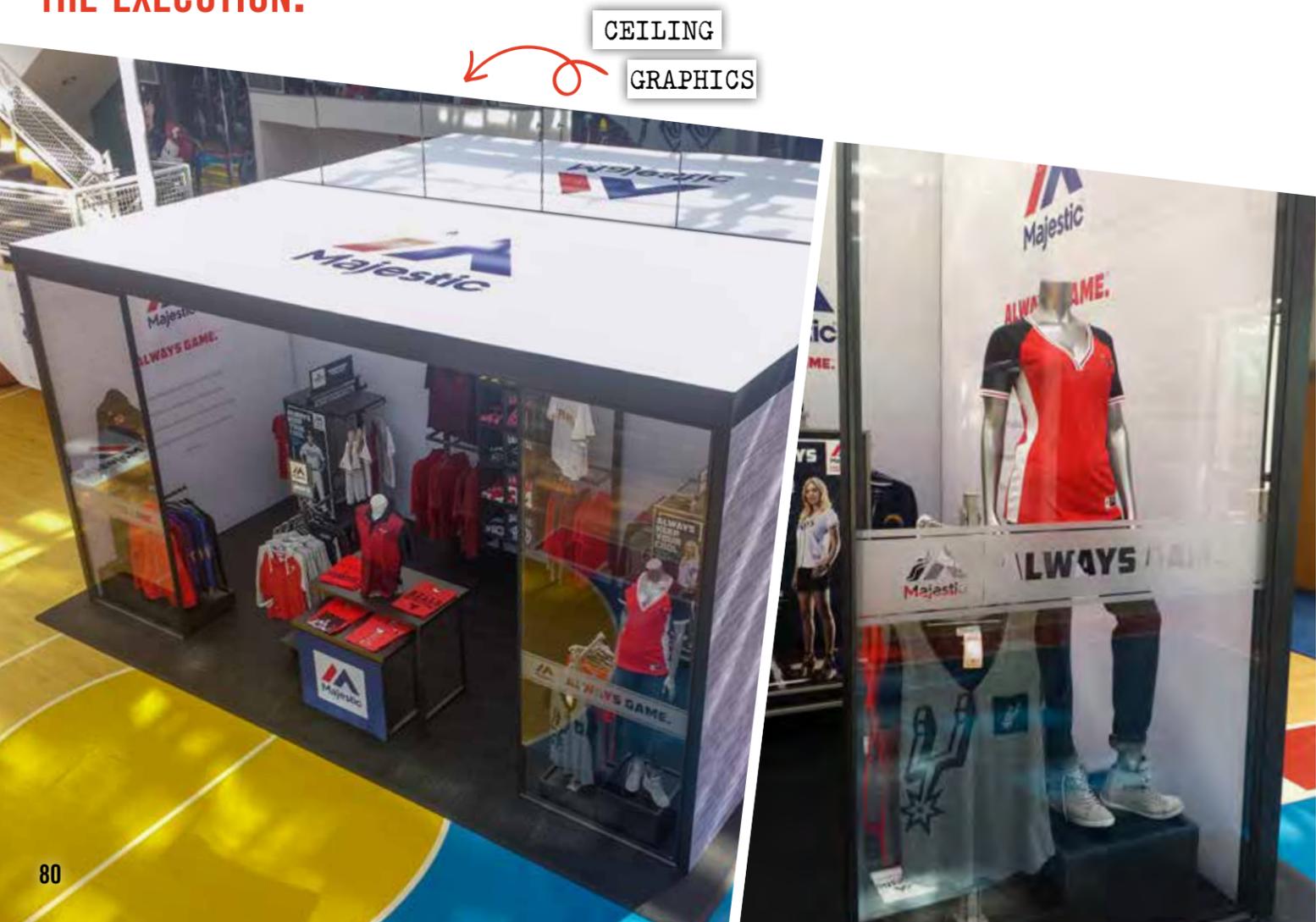
10'X10'



10'X20'



THE EXECUTION:



# ACCESSORIES



**FABRIC FRAME ACCESSORIES**

1



2



**JUST DO IT.**

4



3



5



6



7

**1 / Logo Sleeves**

Add a bit of dimension to your display with adjustable logo sleeves.

**2 / 3D Logos**

Looking for more dimension? We make 3D logos in house – lit or non-lit!

**3 / TV Mounts**

Flush mount a TV in a fabric frame to add some action to your stationary display.

**4 / Magnetic Mounts**

Get hip to this timely tip: Get your kicks on... these shoe mounts. Get it, kicks? Like shoes?

**5 / Shelves**

An internal support bar allows you to screw pegs into the fabric frame creating floating shelves.

**6 / Glorifiers**

Products deserve good lighting. Add a glorifier so that it gets just as much attention as the rest of your brand.

**7 / Faux Neon**

Adding faux neon will faux sho' take your display from lit to LIT.



### 1 / Slatwall Hat Trays

Display any size hat with these clear acrylic shelves. Mix and match to find your perfect fit!

### 2 / Slatwall Logo Plates

Rearranging and need to shout about your brand somewhere else? Take your logo to any slat wall you want.

### 3 / SEG Slatwall Shelves

Create a wall full of your products with fabric frames and smaller shelving. Showing off is easier than ever.

### 4 / Standard T-Shirt Displays

With a quick fold of a shirt, these acrylic t-shirt displays are a perfect way for customers to view your latest designs.

### 5 / Standard Shelves

Looking to catch someone's eye? Standard shelving allows you to create floating shelves on top of graphics!

### 6 / Standard Clothing Racks

Create a wall for displaying clothes with towel bars, waterfalls, and shelving. Reorganize whenever you want!

# CUSTOM

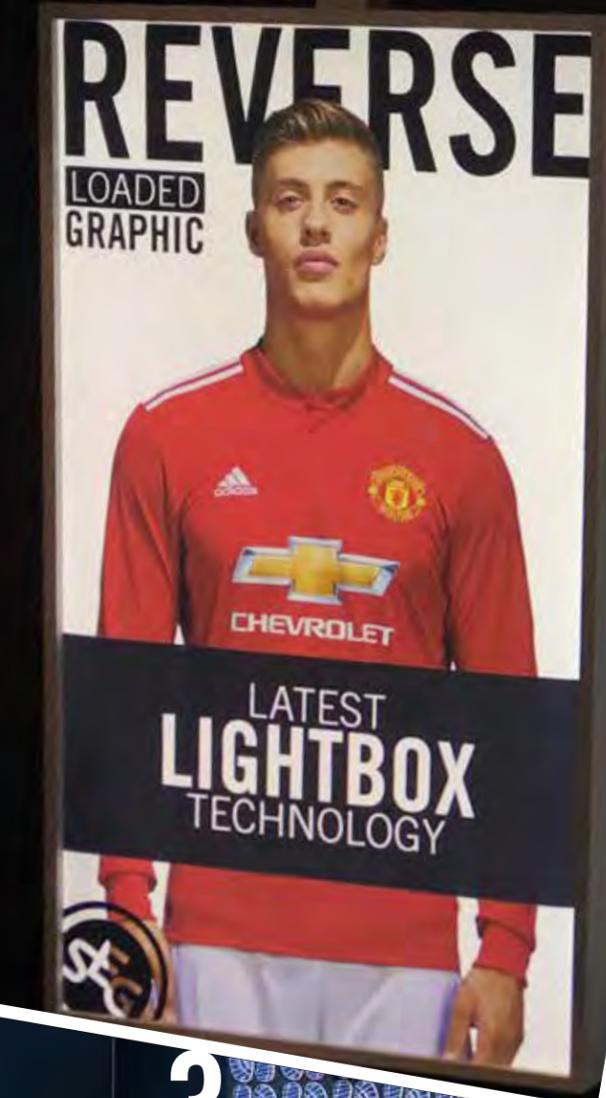




**I I D A**  
 INTERNATIONAL  
 INTERIOR DESIGN  
 ASSOCIATION

**GLOBALSHOP 2018: A WORLD OF CUSTOM POSSIBILITIES**

Each year, SEG Systems attends GlobalShop – the nation’s largest retail design industry trade show. With our custom capabilities, we were able to show off all sorts of designs starting with simple lightboxes and working our way up to life-sized 3D logos. In 2018, we brought home the Booth Design Award from the International Interior Design Association (IIDA). Check out some of the details in the coming pages and find more information on our website.



1



2



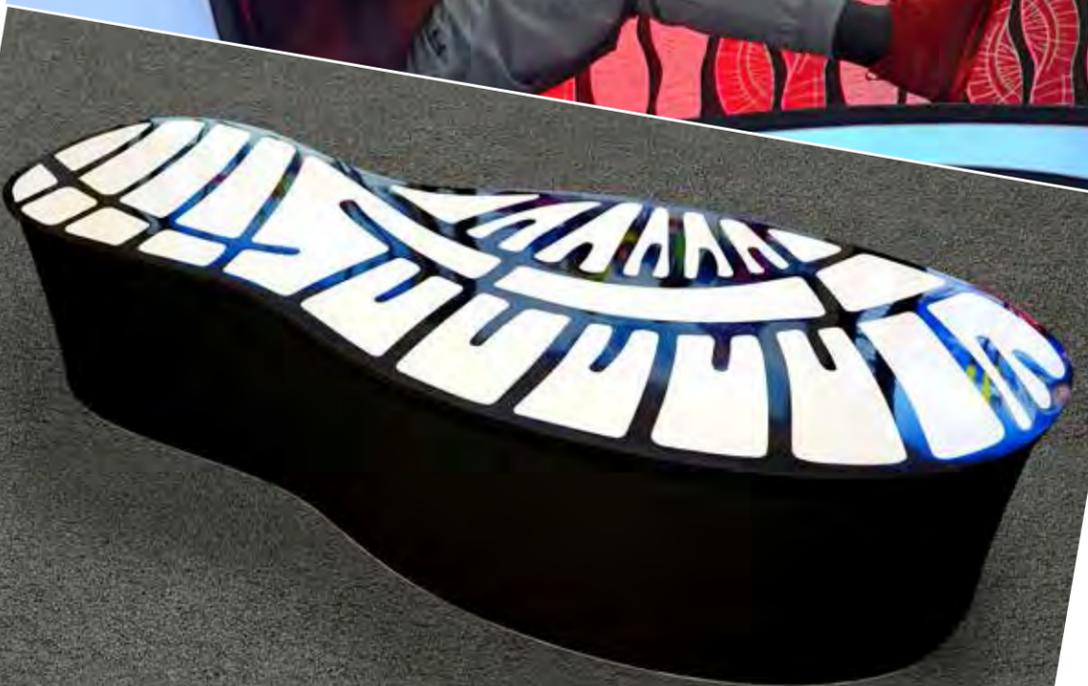
5



6



3



### 1 / Reverse-Load

Remember those reverse-load frames we were talking about on page 39? This is one of 'em!

### 2 / Spinning Display

Let customers take your product for a spin. This trigon pedestal takes displays to new heights!

### 3 / Supersized Logos

Believe it or not, this giant Under Armour logo is made with fabric. Ready to be supersized? Let's go.

### 4 / Shoe Bench

Storage in the shape of a shoe. But we can make any shape into storage that also doubles as seating!

### 5 / Got 3D Letters?

We do. Any size, any shape, lit or nonlit. Want a logo? Want a tagline? We've got you.

### 6 / Pedestals

Pedestals don't have to be so stiff and boring. These stacked boxes add another dimension to a display.



## DENTSPY SIRONA

Don't brush us off if you're looking for something different than silicone edge graphics. Fact of the matter is: we make displays. Fabric, acrylic, wood, glass – you name it, we'll make it.

We've got custom capabilities like millwork and display cases that include the latest integrated touchscreen technology and a variety of options for TV mounts!

### 1 / Integrated Touchscreen Technology

Help your customers really understand your products by making their experience a memorable hands-on one.

### 2 / TV Mounts

Welded framing for this project brought together all of the design elements and also doubled as TV mounts.

### 3 / Custom Millwork

With a CNC machine in house, we're all about the custom millwork. These glass display cases double as storage!

### 4 / Hidden Storage

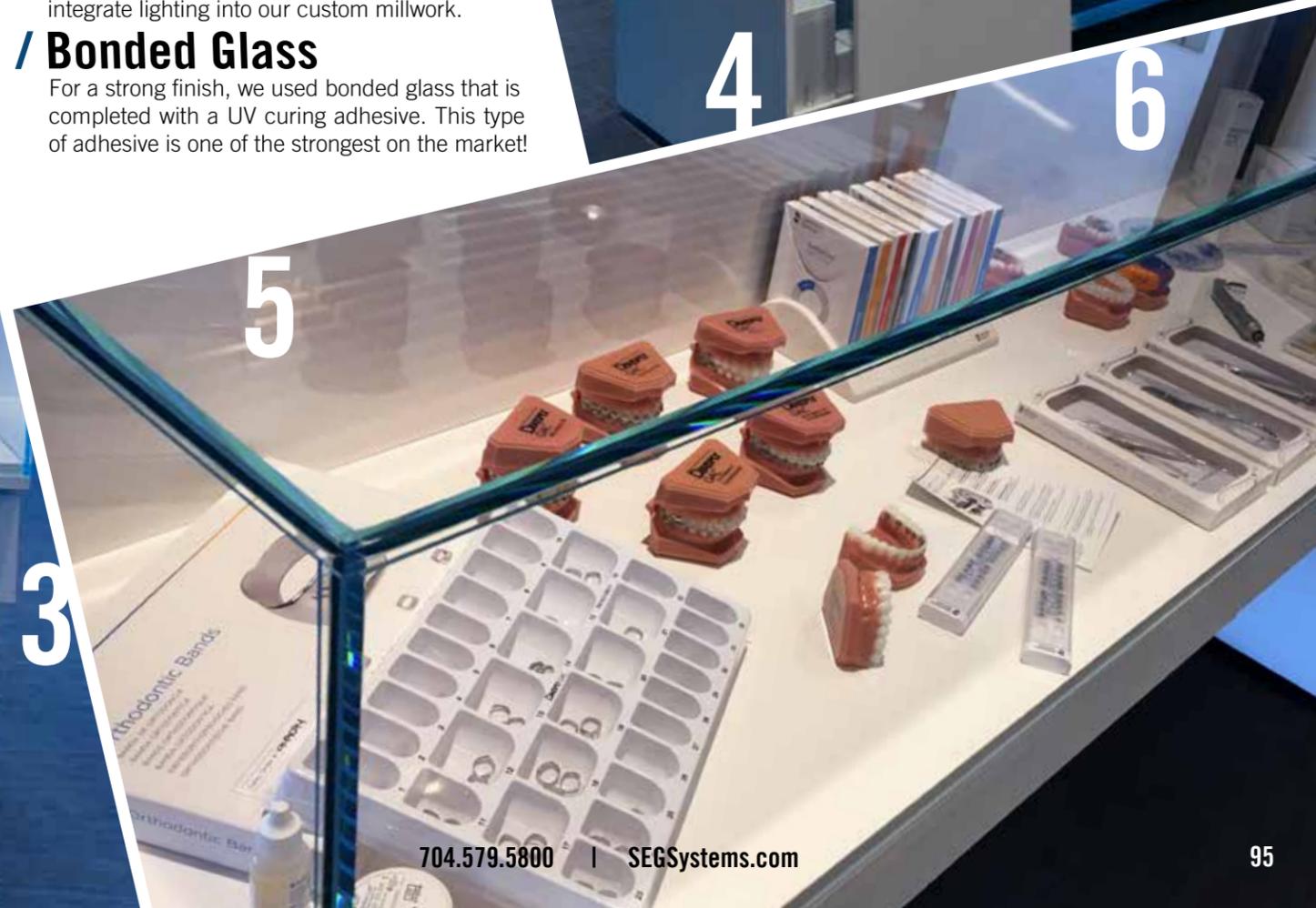
Speaking of storage, your customers won't even notice that the touchscreen columns were built to hold merchandise!

### 5 / Product Lighting

Lighting is our favorite. We love being able to highlight your products so that they stand out, and it's even more fun when we get to integrate lighting into our custom millwork.

### 6 / Bonded Glass

For a strong finish, we used bonded glass that is completed with a UV curing adhesive. This type of adhesive is one of the strongest on the market!



## 1 / Atrium Screen

Spanning over 50' in height, this custom aluminum accent wall holds RGBW LED light bars covered in acrylic.

## 2-4 / Programmable Light Show

This 31' tall, two-story wall holds a total of 328 steel substrate panels. Out of those 328, 90 panels were retro-fitted with white SEG fabric exposing programmable RGBW Mesh lighting behind individual aluminum doors set to 30, 60, and 90 degree angles. This statement piece is sure to wow anyone who walks by, no matter what level they're on.

1

2

3

4

# SIMPLE TO COMPLEX

So you've read the catalog. You've seen the simple stuff, you've seen the crazy custom stuff. But do you really understand what we do here at SEG Systems? Most of our projects' foundations are built from our very first creation: a **lightbox**, but that's far from all we offer. Let's break it down for you.

## CAPABILITIES

- Custom Fixtures & Displays
- 92 SEG Profiles Available
- 22 Lighting Solutions Stocked
- 1000+ Finishes & Custom Paint
- Metal Bending
- Millwork
- Sheet Metal
- Acrylic
- CNC Machining

## SERVICES

- Site Survey
- Production Design
- Engineering
- Prototyping
- Graphic Design
- Renderings
- Program Management
- Installation

## CERTIFICATIONS



# WHAT NOW?

Whether you're looking for a simple frame, a thousand simple frames, or a custom creation, SEG Systems has your back. **It all starts with a conversation.** You've got options. Pick one, two, three, or all of the below.

Dial our digits.

# 704.579.5800

Visit us on the world wide web.

# SEGSYSTEMS.COM

Shoot us an e-mail.

# INFO@SEGSYSTEMS.COM

Stay inspired.



**YOU DREAM IT  
WE DESIGN  
ENGINEER & BUILD IT**

704.579.5800

10701 Hambright Rd. Huntersville, NC 28216

[SEGSystems.com](http://SEGSystems.com)