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For Immediate Release

SEG Systems Introduces Backlit Snap™: The First Outdoor LED Fabric Snap Frame Lightbox

Huntersville, NC – April 22, 2025 – SEG Systems®, a leading provider of innovative light boxes, frames and retail fixtures, proudly announces the launch of **Backlit Snap™**, the first outdoor LED fabric snap frame lightbox on the market. This groundbreaking product marks SEG Systems' expansion into the outdoor graphics space, bringing high impact, illuminated branding and advertising solutions to exterior environments.

Designed to withstand the elements while maintaining stunning visual appeal, **Backlit Snap™** is available in both front-firing and perimeter waterproof lighting configurations. Its sleek aluminum frame face not only enhances aesthetics but also protects graphic edges, ensuring durability and longevity in outdoor settings. The lightweight aluminum frame offers a significant advantage over standard heavy steel lightboxes.



Backlit Snap™ is the first outdoor LED fabric snap frame lightbox on the market.

*"With **Backlit Snap™**, we are redefining the possibilities for outdoor graphic displays," said Joe Mazza, VP of Sales at SEG Systems. "Our commitment to innovation has led us to develop a lightbox that combines brilliant illumination, durability, and ease of use, making it the ideal solution for businesses looking to elevate their outdoor branding."*

Whether used for retail storefronts, stadiums, transit stations, educational buildings or other high-traffic areas, **Backlit Snap™** delivers exceptional visibility and a premium look that stands out, day or night.

For more information about **Backlit Snap™** or to request a quote, visit www.segsystems.com/products/backlit-snap



About SEG Systems

SEG Systems is an industry leader in designing and manufacturing customized LED lightboxes, frames, and retail fixtures. Known for innovation, quality, and a customer-centric approach, SEG Systems continues to push the boundaries of visual display technology.

SEG Systems is a part of [Orbus® Visual Communications Group](#), a market-leading group of brands in North America that specialize in the manufacture of visual communications solutions for exhibits/live events, retail and interiors. Brands within the group include [Orbus®](#), [Fabric Images®](#), [Nimlok®](#), [SEG Systems®](#), [SEG Services®](#) and [CRĒO Industrial Arts](#).