

**CLEVER
FRAME[®]
MODULAR
SALES
SUPPORT
ARCHITEC-
TURE**

 **DESIGN
YOUR
CLEVER FRAME[®]**

CLEVER FRAME® MODULAR SALES SUPPORT ARCHITEC- TURE

We are delighted that you have reached for the Clever Frame® Stands catalog. You are surely familiar with the modular system of reusable aluminum frames, which gives you the possibility to create hundreds of configurations serving dozens of functions. Perhaps you are still pondering over possible shapes that your stands might take. There is a general concept in your mind but you lack details.

This is why we have prepared the following brochure. Here you will find ready-to-build ideas prepared for you – stands of all types, from small ones up to those of spectacular sizes. To choose the right solution, you only need to know the number of frames and size of the space that is at your disposal.

If there are answers you are still missing - we are at your service. We serve with advice and experience as we believe that the way you present your product or service is one of the most important elements of a successful sales process.

Clever Frame® Team.

CLEVER FRAME® STANDS

SMALL CONSTRUCTIONS

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PROMO 1

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HOW TO USE THIS CATALOG?

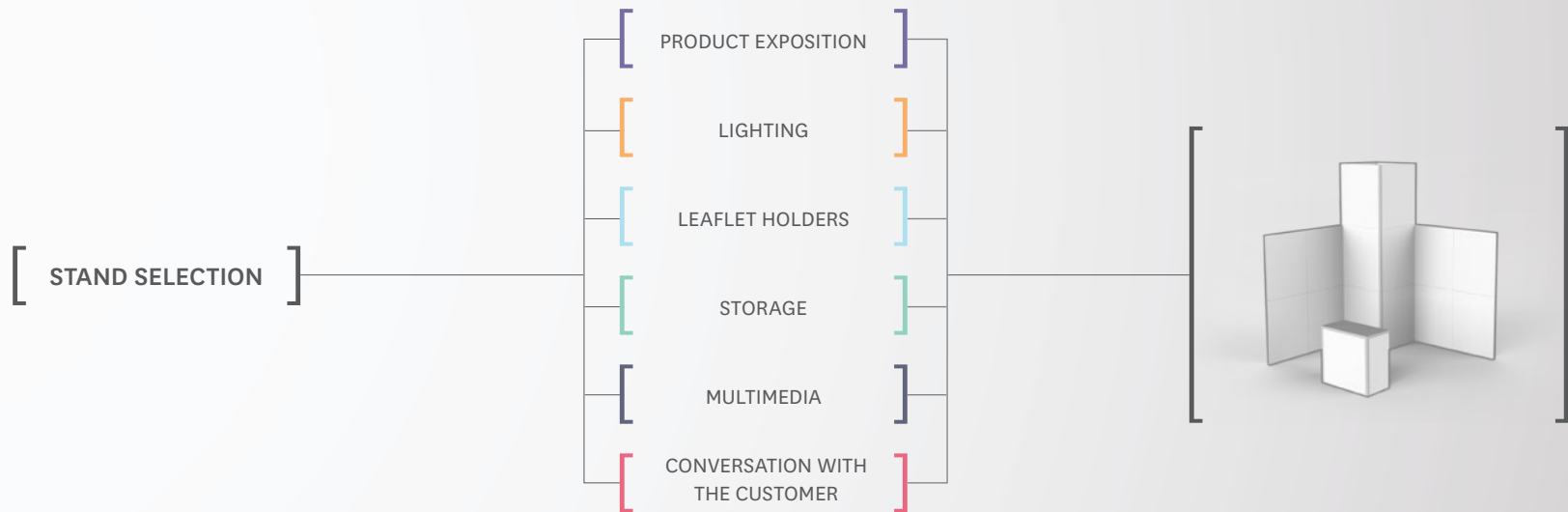
1. SELECT A STAND

5-87

2. SELECT ADDITIONAL ELEMENTS

92-100

3. YOUR CLEVER FRAME®!



— Types of stand: C-shape/ L-shape/ wall/ island

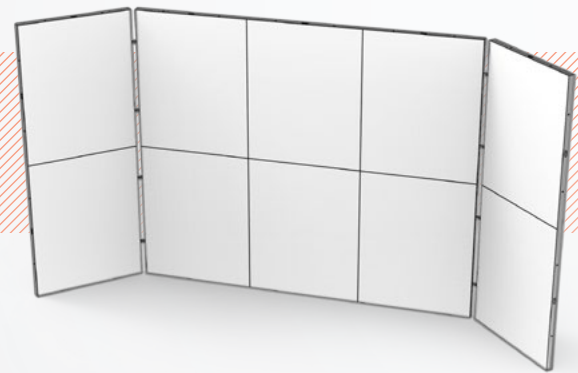
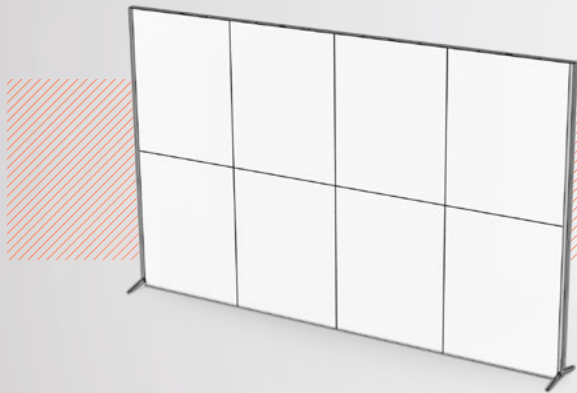
m² — Stand's metric

— Number of used frames

EVENT WALLS

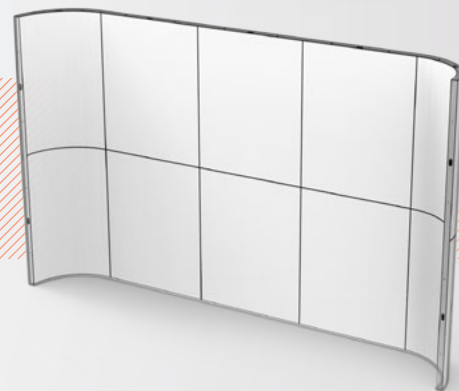
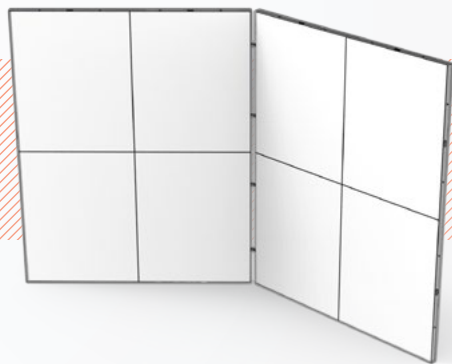
W.1 

W.2 



W.3 

W.4 



12: FRAMES

12 of our frames allow creating tens of configurations. Below you will find those, which are recognized by our customers as most functional and have been used most often. To this set we have added a series of our proposals. Let yourself be inspired!





12.1

6 m²



12.2

6 m²



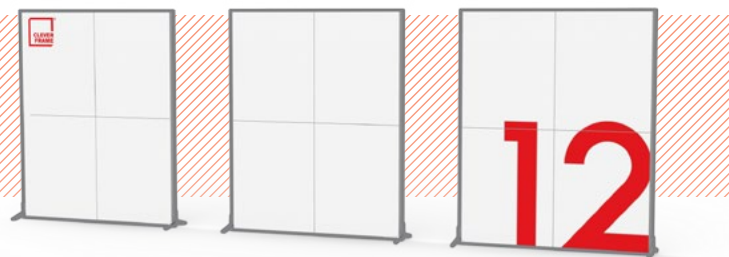
12.3

6 m²



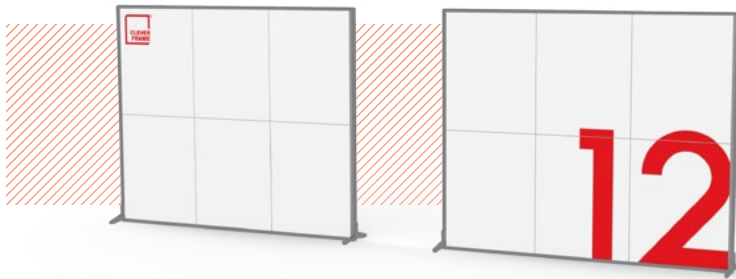
12.4

7 m²



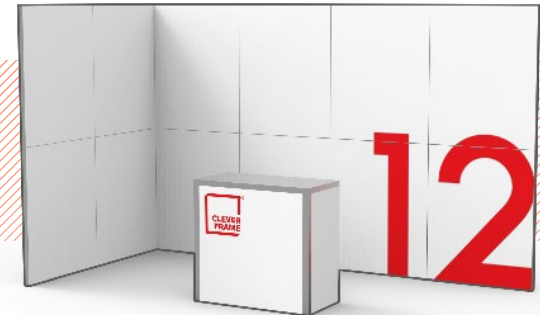
12.5

7 m²



12.6

8 m²



12.7

10 m²



12.8

10 m²



12.9

12 m²



12.10

12 m²



12.11

12 m²



12.12

12 m²



12.13

12 m²



12.14

12 m²



12.15

12 m²



12.16

12 m²



12: CURVED FRAMES

If you're missing soft lines in your architecture, simply use the curved frames. Thanks to these solutions the range of available possibilities grows rapidly. See it for yourself ■





CLEVER
FRAME

12

12.1R 6 m²



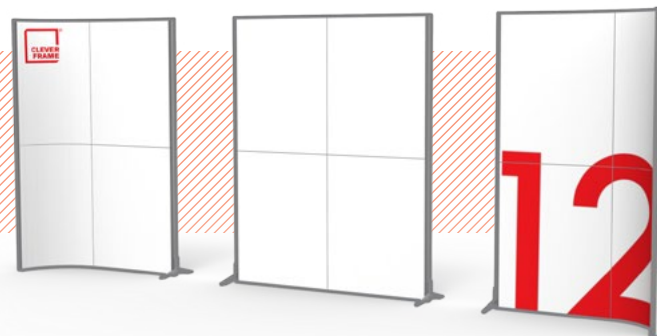
12.2R 6 m²



12.3R 6 m²



12.4R 7 m²



12.5R  7 m²



12.6R  8 m²



12.7R  8 m²



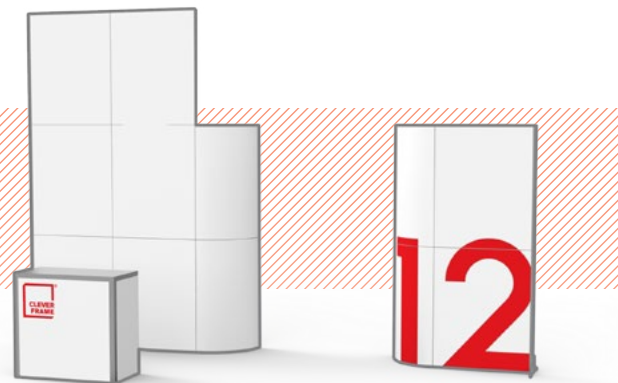
12.8R  8 m²



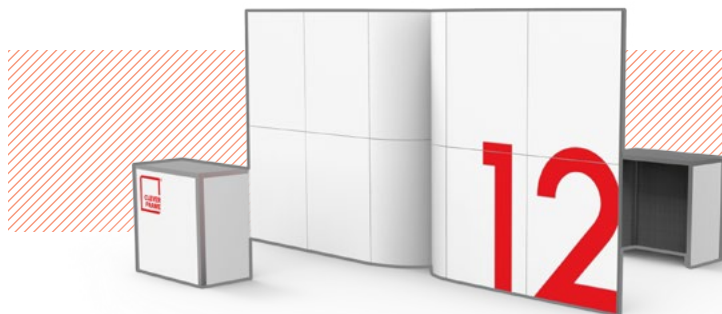
12.9R 10 m²



12.10R 10 m²



12.11R 10 m²



12.12R 12 m²



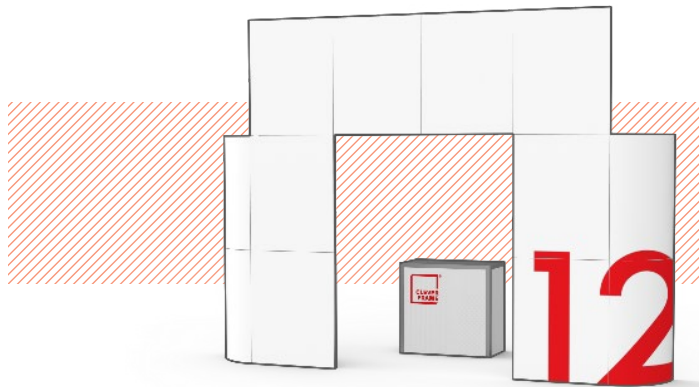
12.13R  12 m²



12.14R  12 m²



12.15R  12 m²

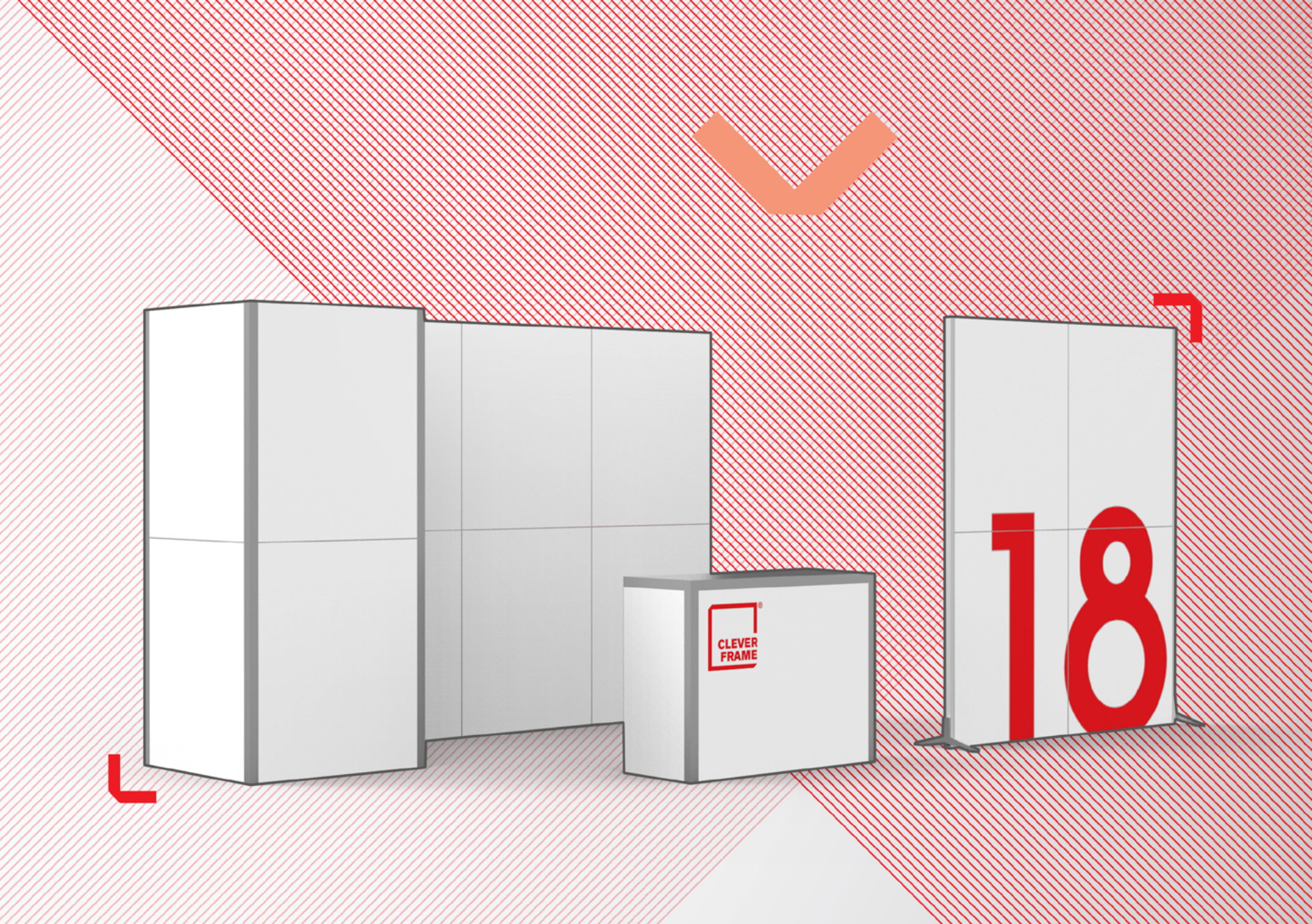


12.16R  16 m²



18: FRAMES

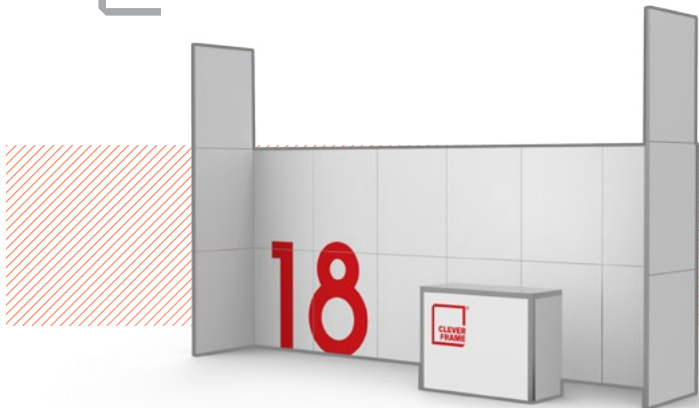
18 frames add the possibility to create even larger number of configurations. This amount is sufficient to create constructions for both events and trade shows. You can also divide it into several smaller objects. Let new, much bigger possibilities open up to you ■



18

18.1

6 m²



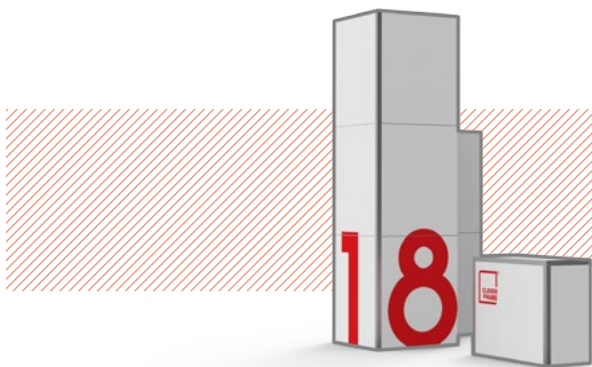
18.2

6 m²



18.3

8 m²



18.4

8 m²



18.5

8 m²



18.6

8 m²



18.7

8 m²



18.8

9 m²



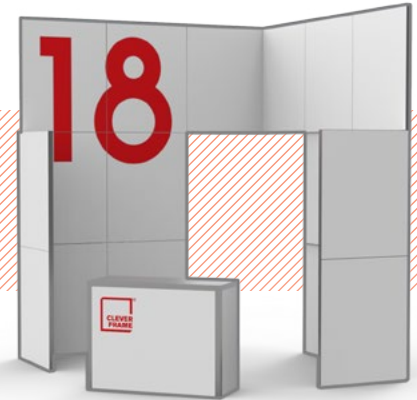
18.9

9 m²



18.10

9 m²



18.11

9 m²



18.12

9 m²



18.13

9 m²



18.14

9 m²



18.15

9 m²



18.16

10 m²



18.17

10 m²



18.18

10 m²



18.19

12 m²



18.20

12 m²



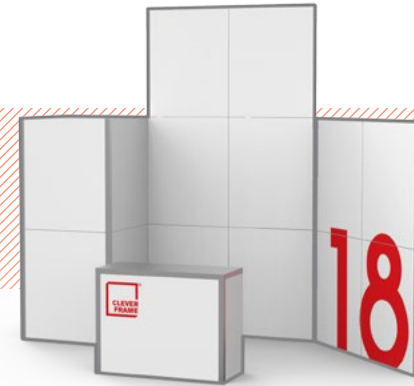
18.21

■ 12 m²



18.22

■ 12 m²



18.23

■ 15 m²

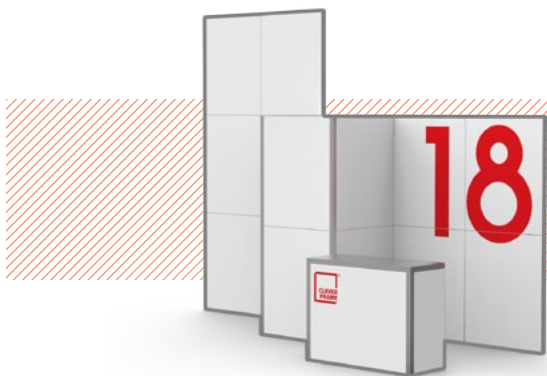


18.24

■ 15 m²



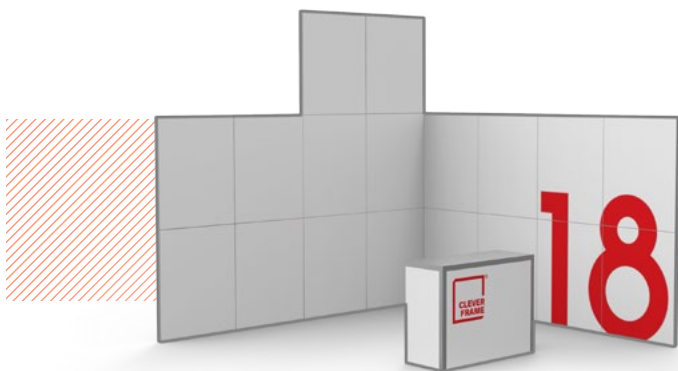
18.25 15 m²



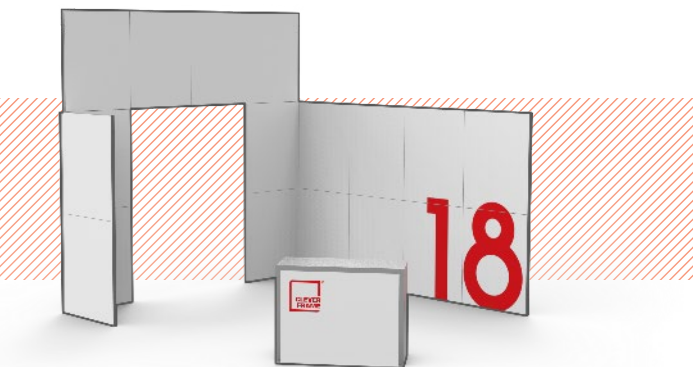
18.26 16 m²



18.27 16 m²



18.28 16 m²



18.29  16 m²



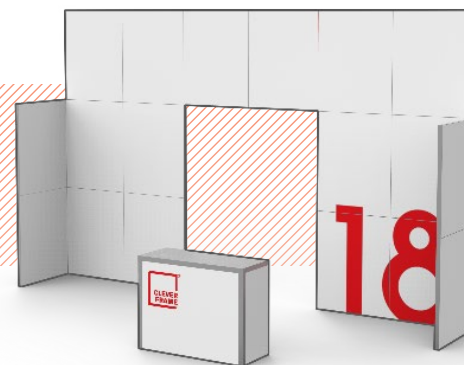
18.30  16 m²



18.31  16 m²



18.32  18 m²



18.33

18 m²



18.34

18 m²



18.35

18 m²



18.36

20 m²



18.37

21 m²



18.38

22 m²



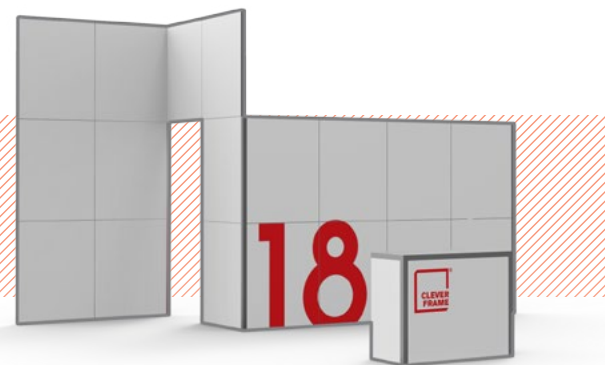
18.39

32 m²



18.40

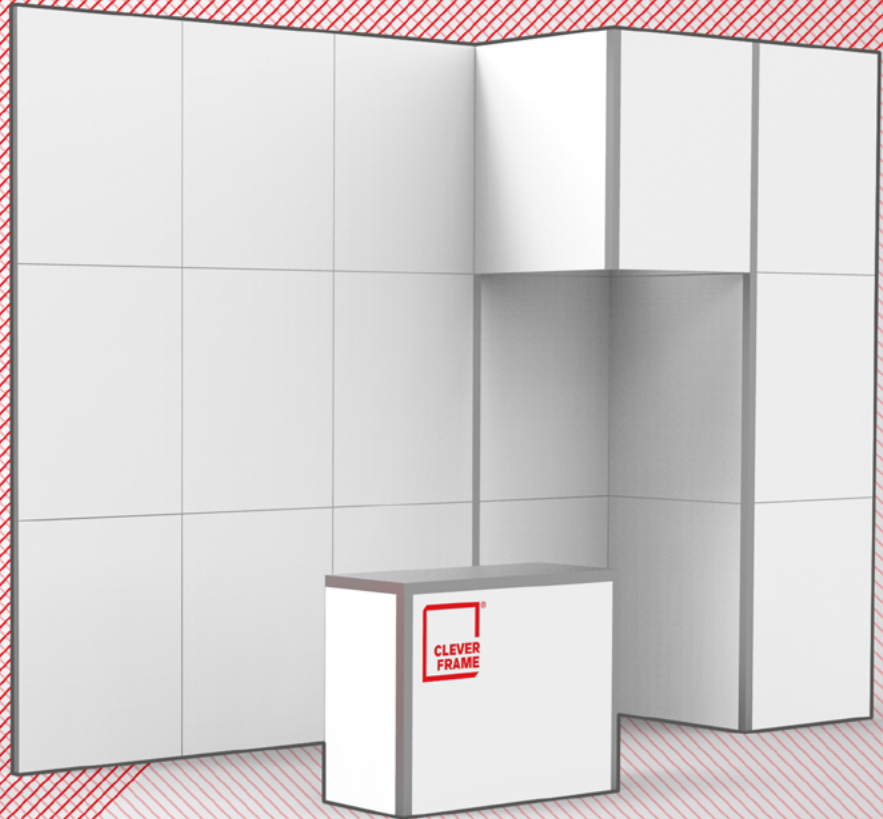
42 m²



24: FRAMES

On the following pages you will find over sixty out of more than a hundred of possible promotional constructions, which can be built out of the 24 Clever Frame® set. With their help, you will easily build nearly every imaginable fair stand ■





24.1

10 m²



24.2

12 m²



24.3

12 m²



24.4

12 m²



24.5

12 m²



24.6

12 m²



24.7

12 m²



24.8

12 m²



24.9

15 m²



24.10

15 m²



24.11

15 m²



24.12

15 m²



24.13  15 m²



24.14  15 m²



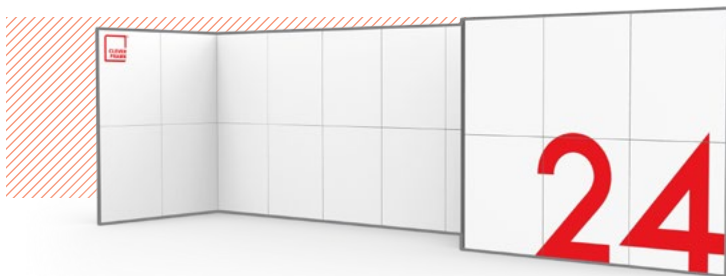
24.15  15 m²



24.16  15 m²



24.17 16 m²



24.18 16 m²



24.19 16 m²



24.20 16 m²



24.21  16 m²



24.22  18 m²



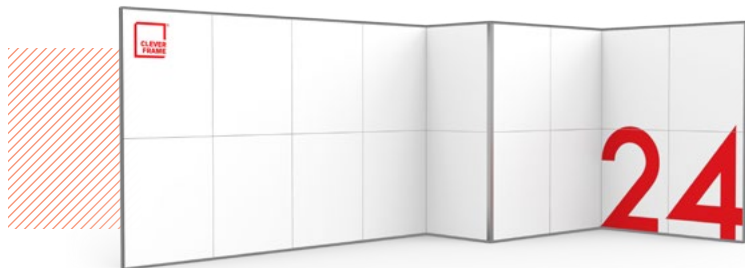
24.23  18 m²



24.24  18 m²



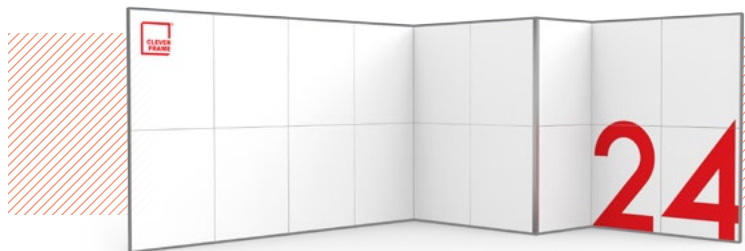
24.25 18 m²



24.26 20 m²



24.27 20 m²



24.28 20 m²



24.29 

24.30 



24.31 

24.32 



24.33 20 m²



24.34 21 m²



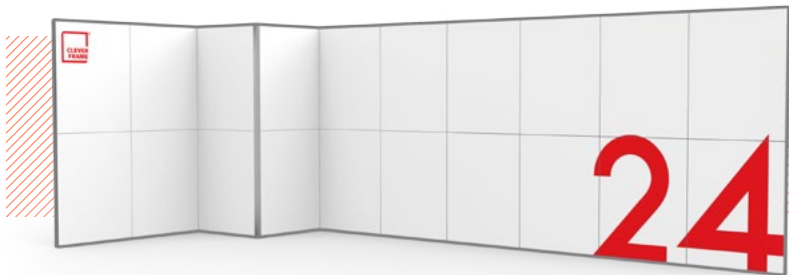
24.35 21 m²



24.36 21 m²



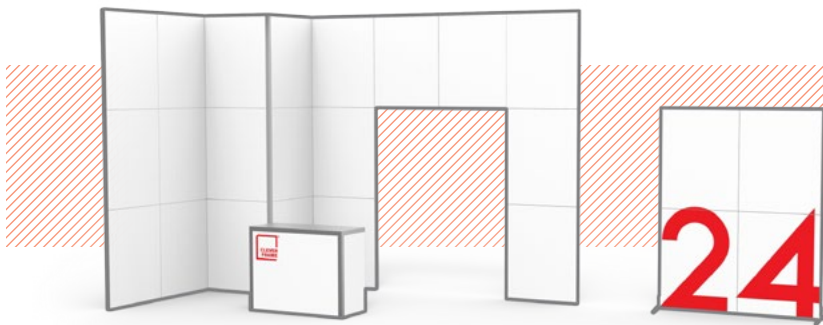
24.37  21 m²



24.38  22 m²



24.39  24 m²

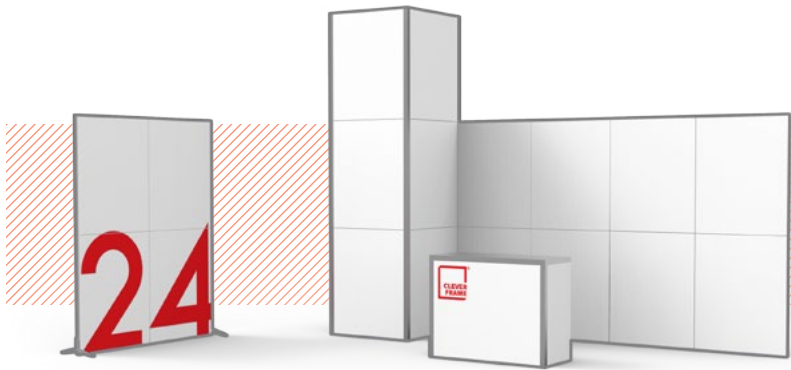


24.40  24 m²



24.41

24 m²



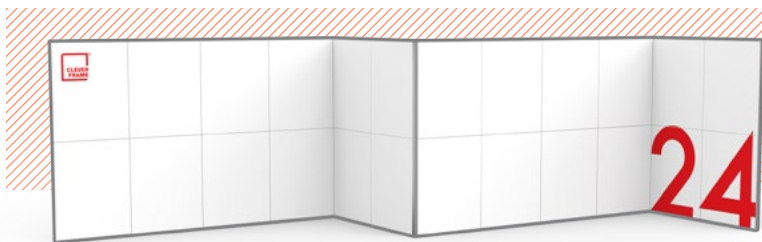
24.42

24 m²



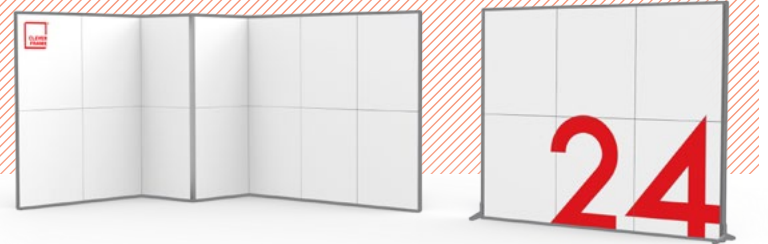
24.43

24 m²



24.44

24 m²



24.45  24 m²

24.46  24 m²



24.47  24 m²

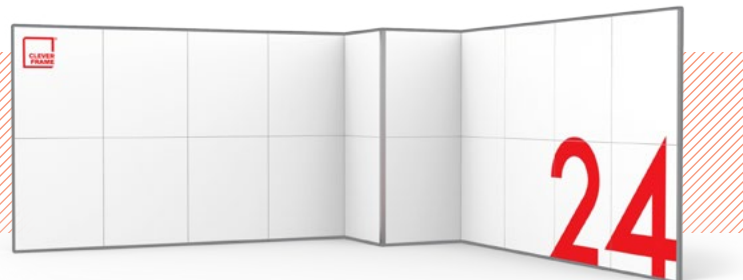
24.48  25 m²



24.49  25 m²



24.50  25 m²



24.51  27 m²



24.52  28 m²



24.53 28 m²

24.54 30 m²



24.55 36 m²

24.56 36 m²



24.57  36 m²



24.58  36 m²



24.59  36 m²



24.60  36 m²

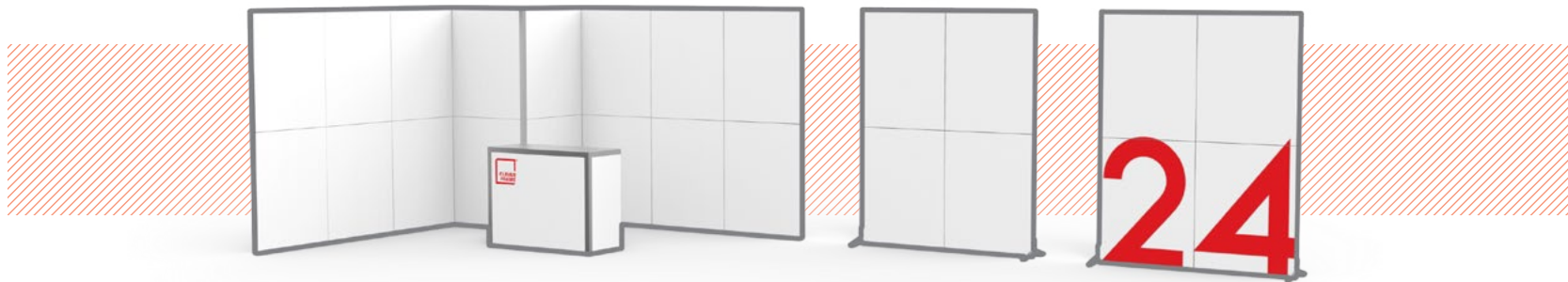


24.61 40 m²

24.62 42 m²



24.63 60 m²



24: HORIZONTAL FRAMES

Our frames can be also aligned horizontally. Thereby the height of your stand will be reduced for the benefit of its broadening. Allow us to inspire you with the following propositions to use the system in even more creative ways ■

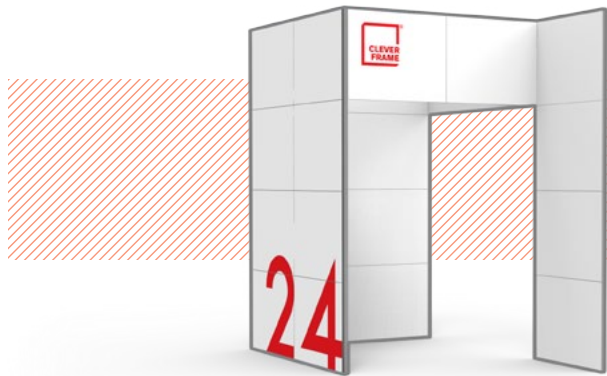




CLEVER
FRAME

24

24.1H  10 m²



24.2H  13 m²



24.3H  13 m²



24.4H  14 m²



24.5H 14 m²



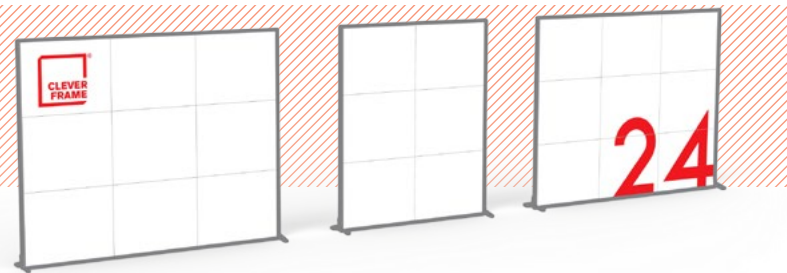
24.6H 15 m²



24.7H 15 m²



24.8H 16 m²



24.9H 16 m²



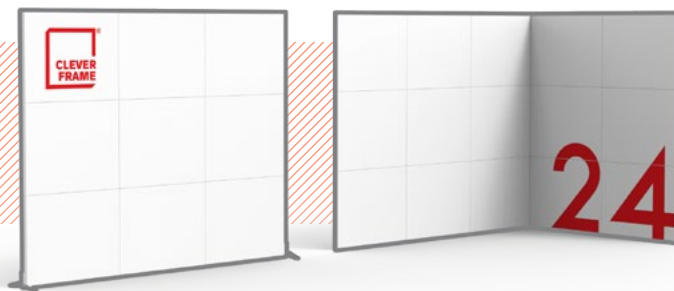
24.10H 19 m²



24.11H 19 m²



24.12H 22 m²



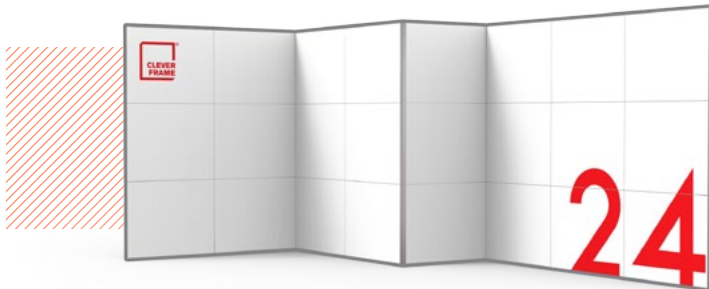
24.13H  22 m²

24.14H  22 m²

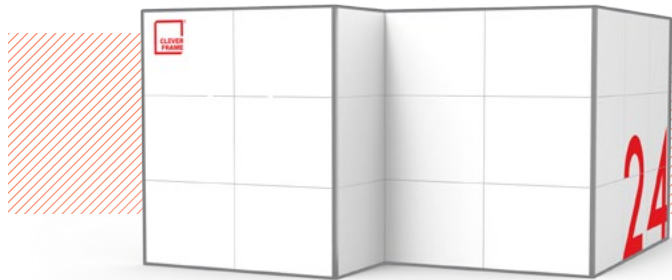


24.15H  24 m²

24.16H  25 m²



24.17H  25 m²



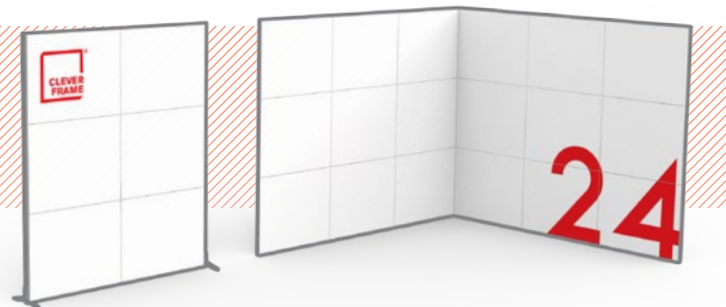
24.18H  25 m²



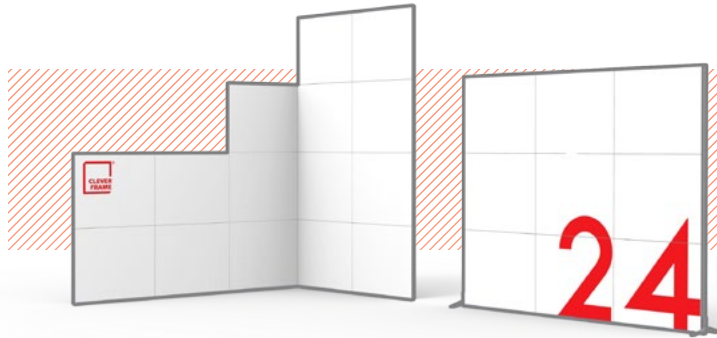
24.19H  27 m²



24.20H  28 m²



24.21H  28 m²



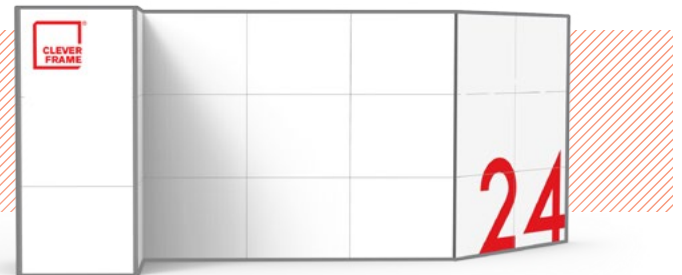
24.22H  29 m²



24.23H  33 m²



24.24H  35 m²

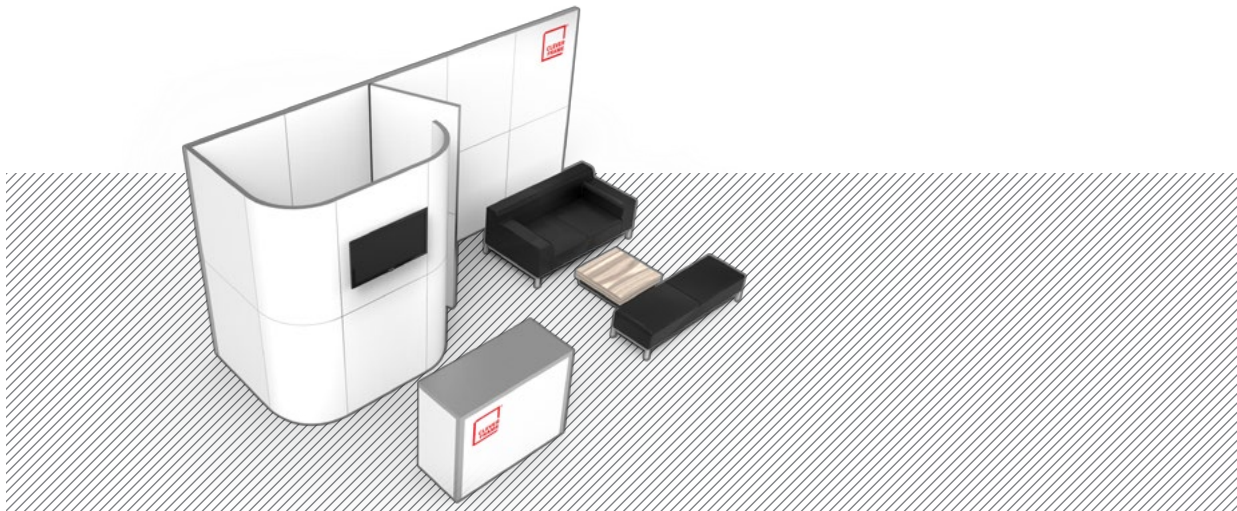


30: SQUARE METERS

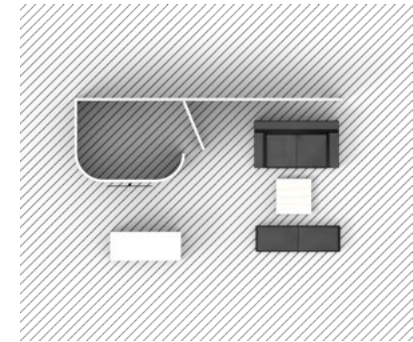
A few further propositions are mostly fair stands designed for particular space. In this case it's 30 square meters. Allow us to inspire you ■



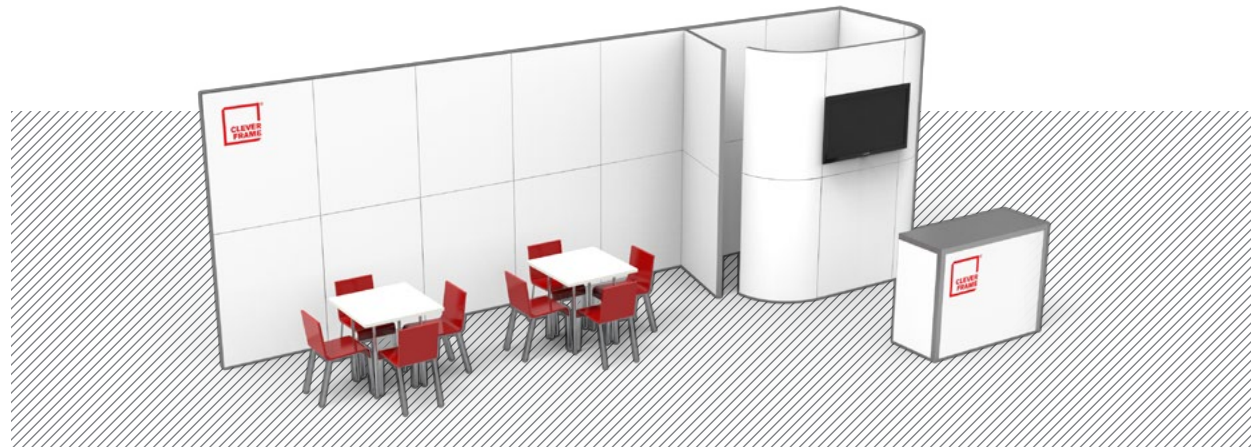
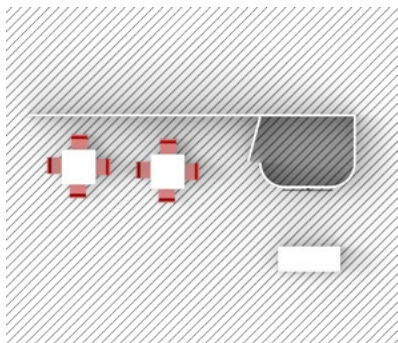




30M.1

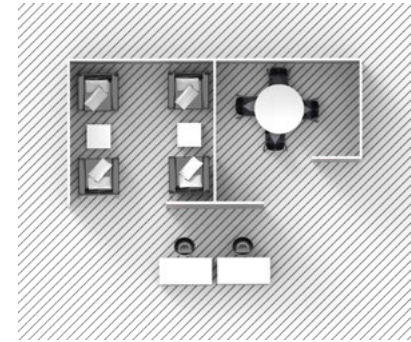


30M.2

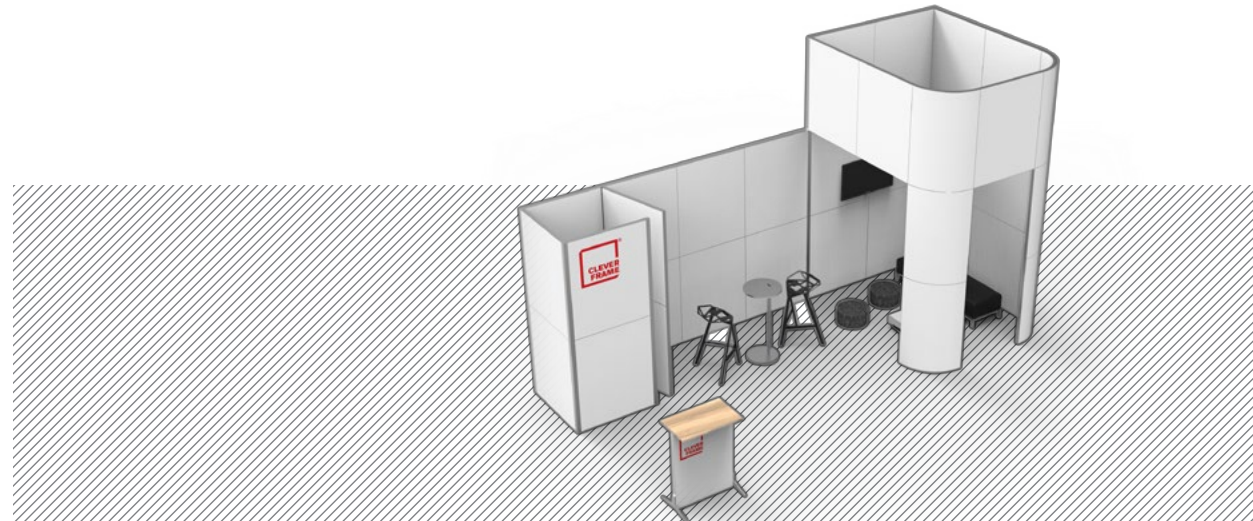
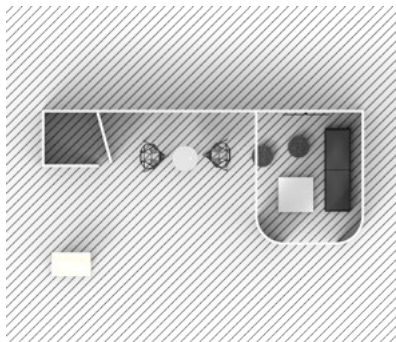




30M.3

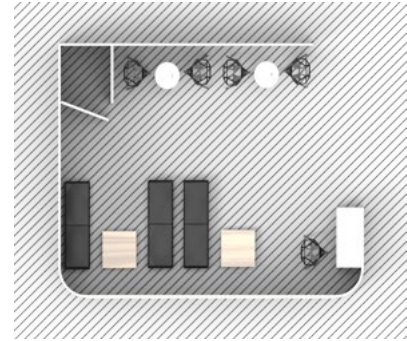


30M.4

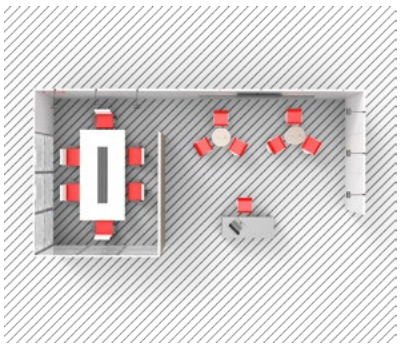




30M.5

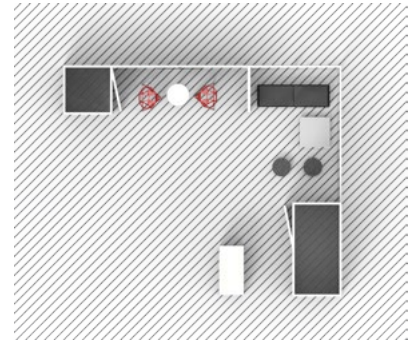


30M.6

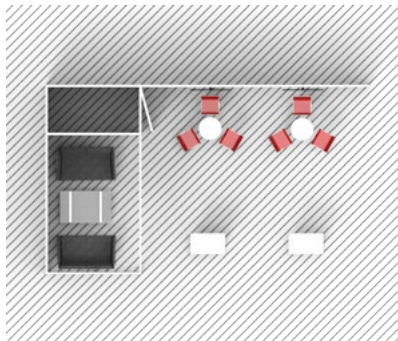


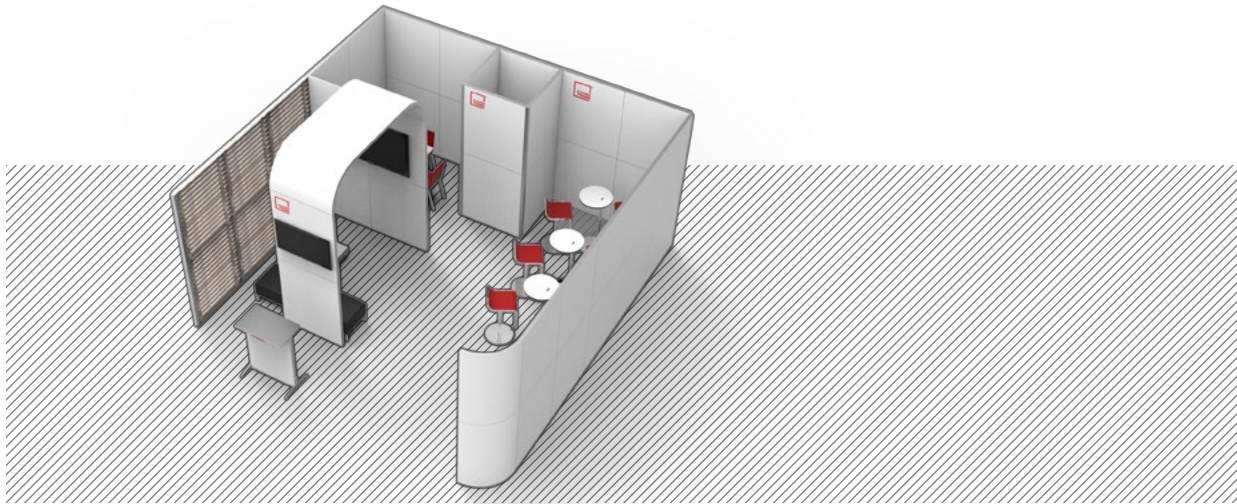


30M.7

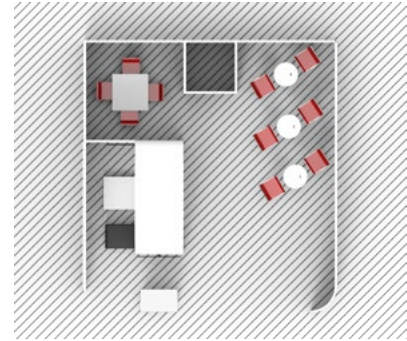


30M.8

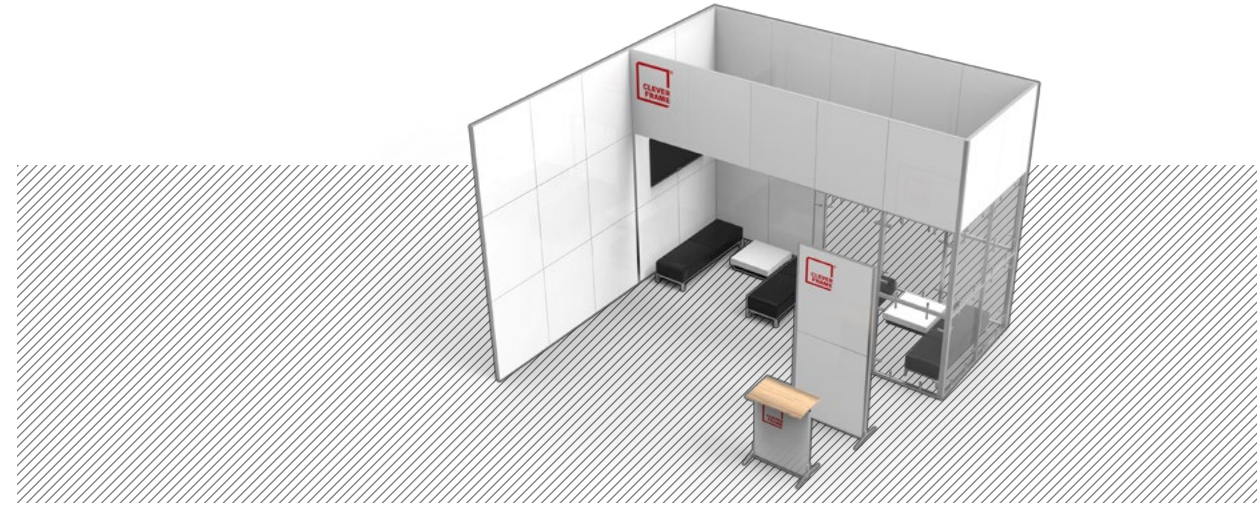
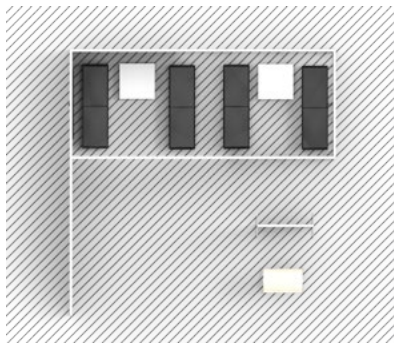




30M.9

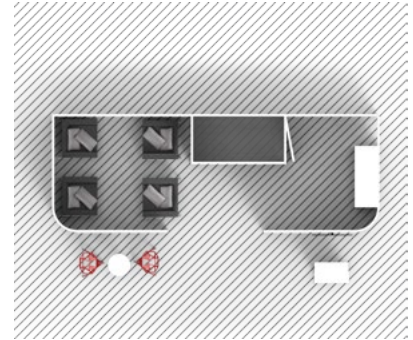


30M.10

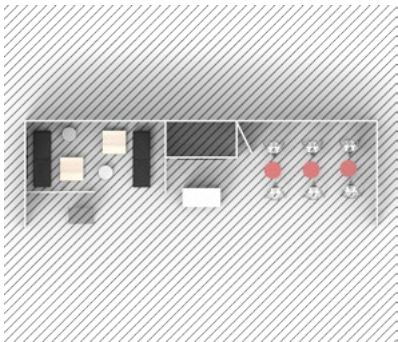




30M.11



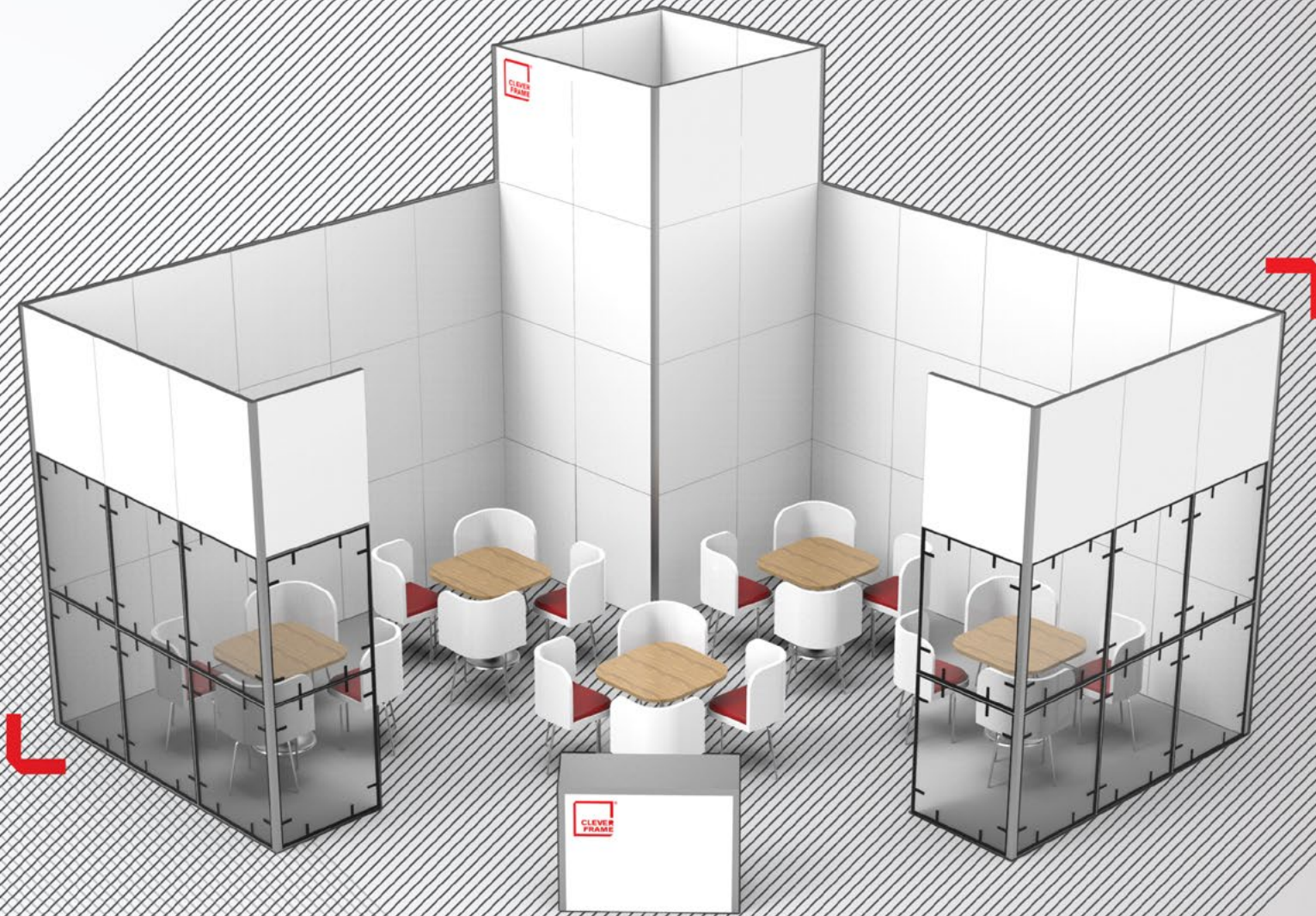
30M.12



50: SQUARE METERS

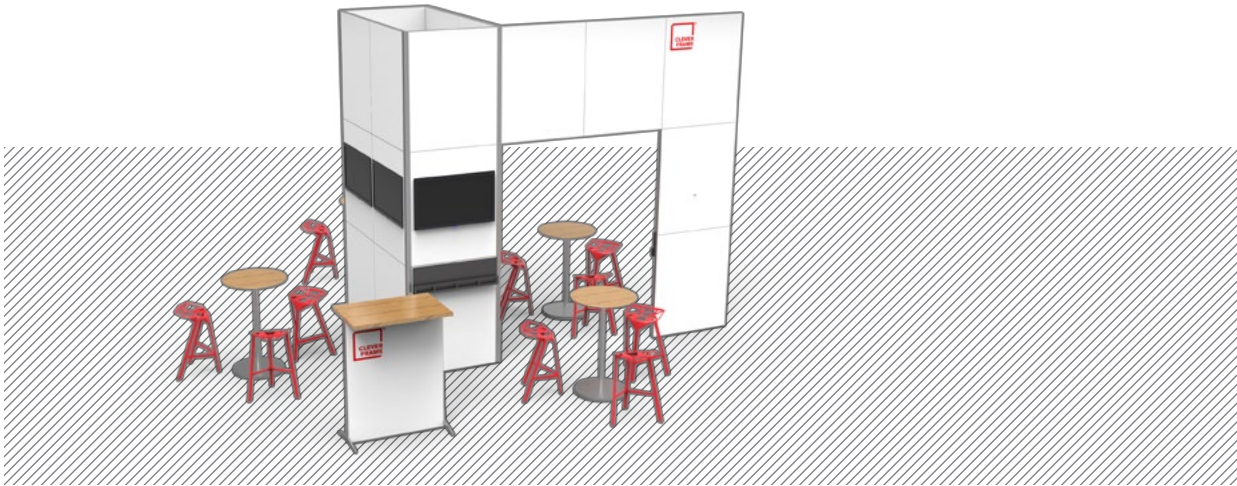
If you need to manage around 50 square meters of space, you might find the following projects useful. We have the pleasure to present to you the most popular and impressive solutions designed for this specific area ■



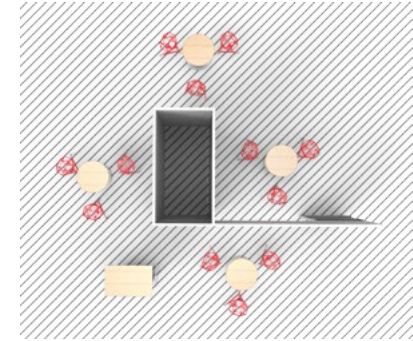


CLEVER
FRAME

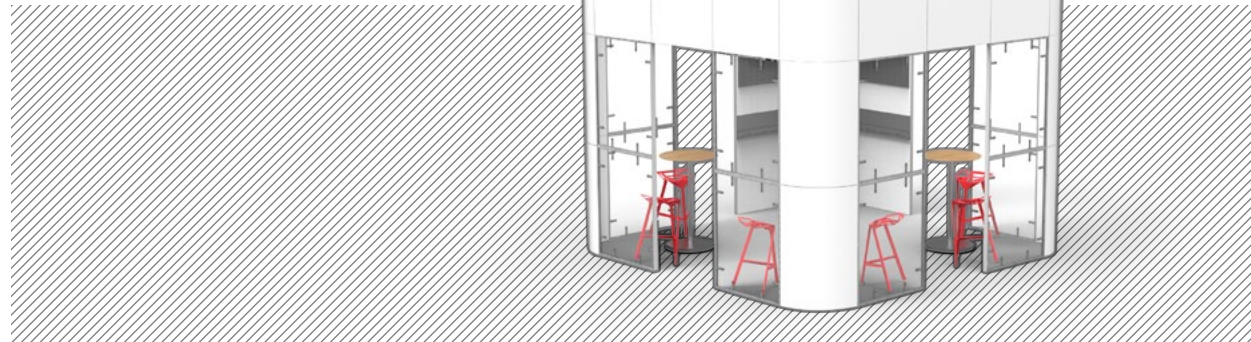
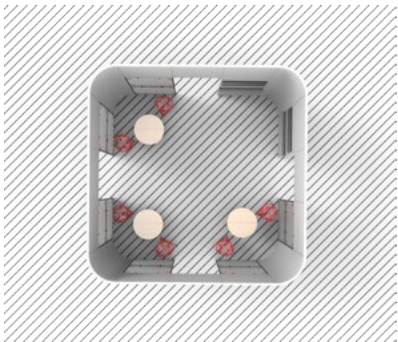
CLEVER
FRAME

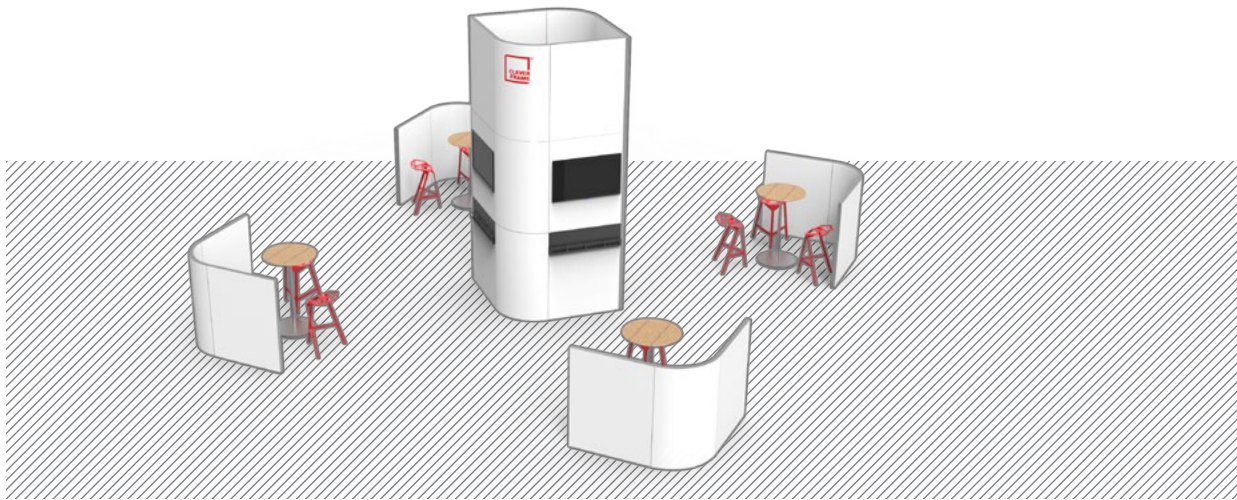


50M.1

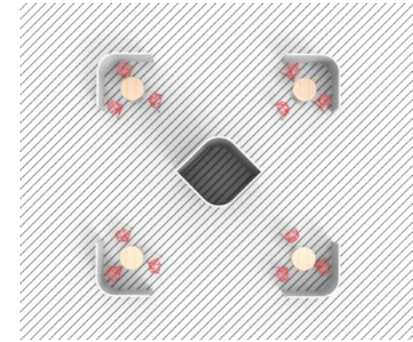


50M.2

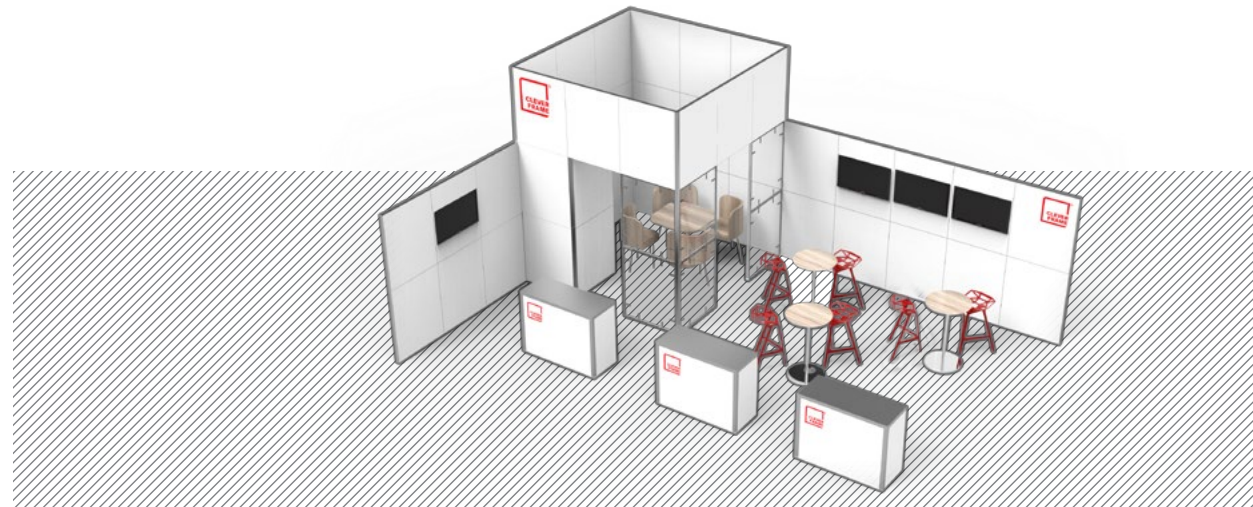
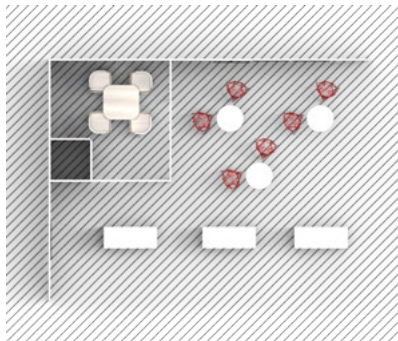




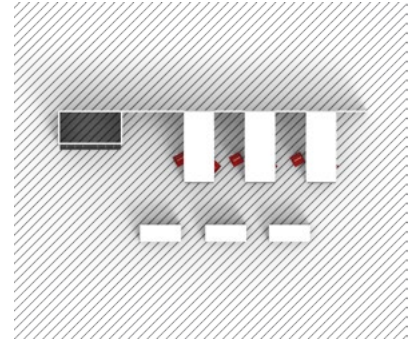
50M.3



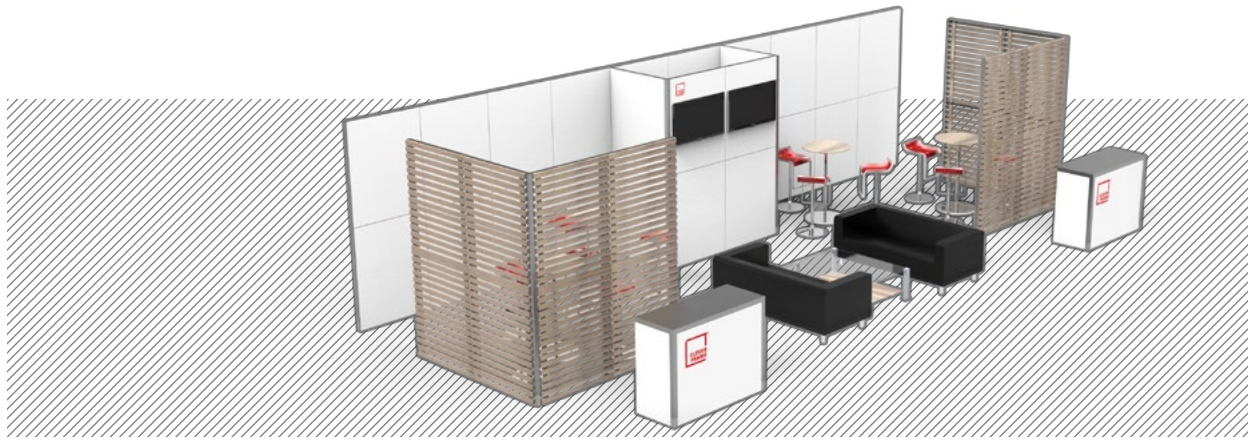
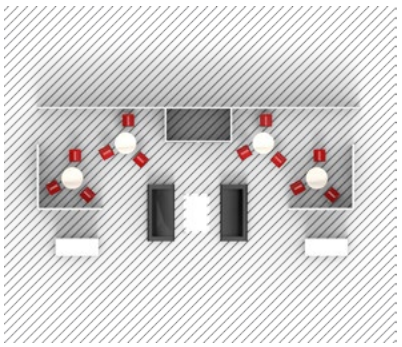
50M.4



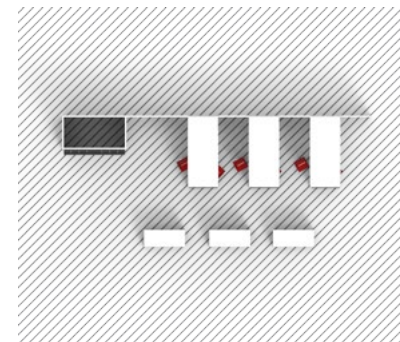
50M.5



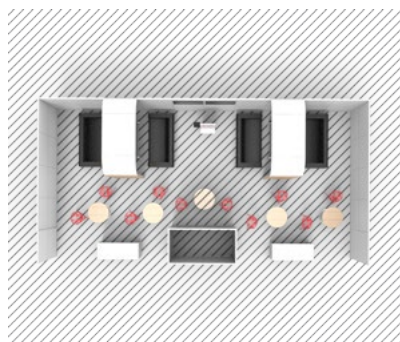
50M.6



50M.7

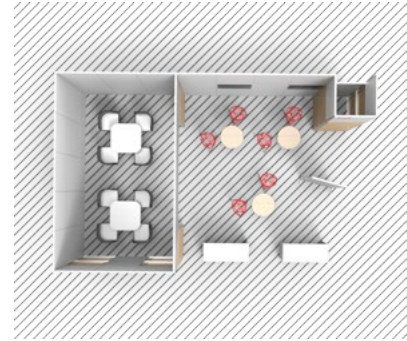


50M.8

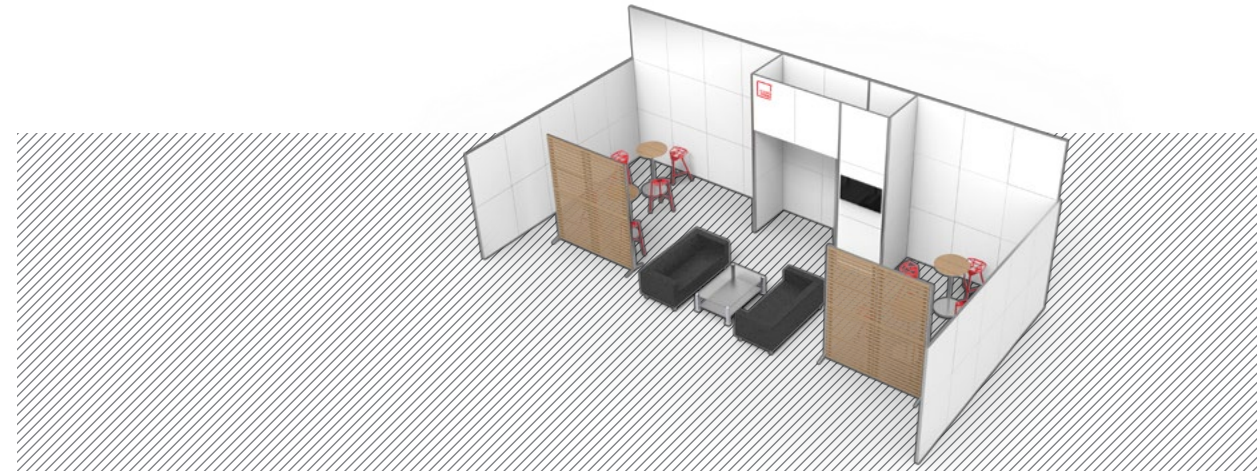
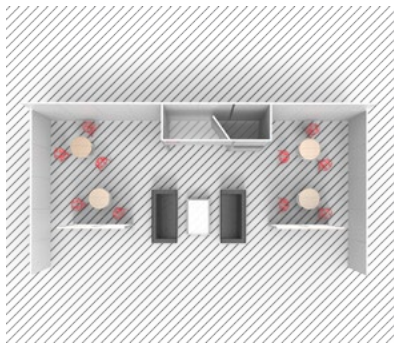




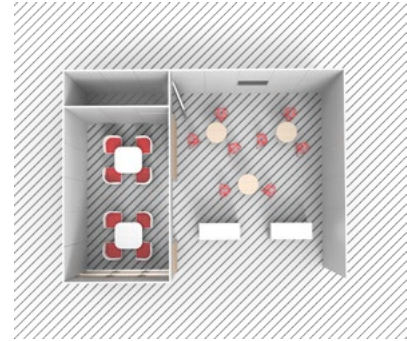
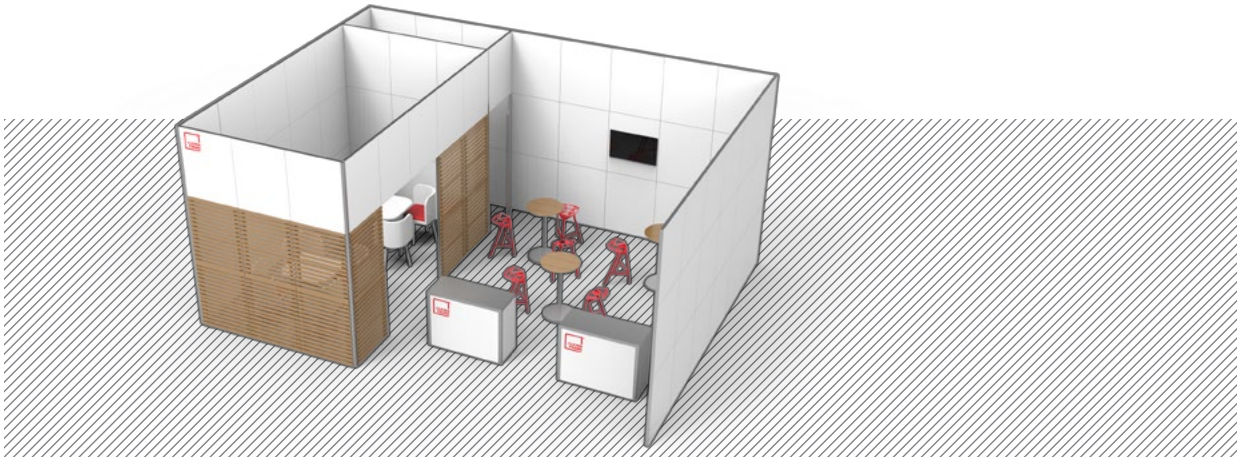
50M.9



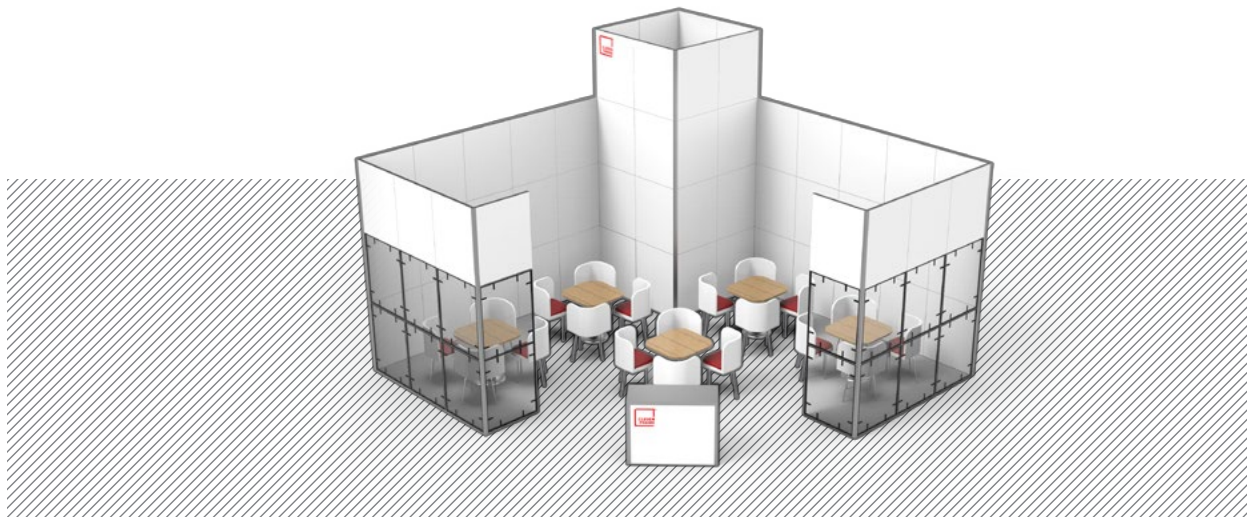
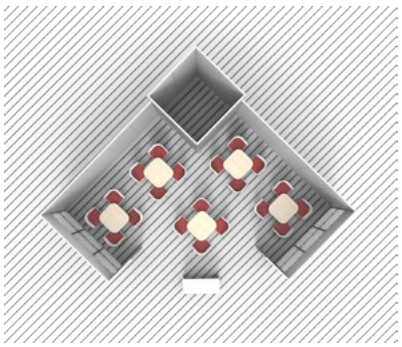
50M.10



50M.11



50M.12



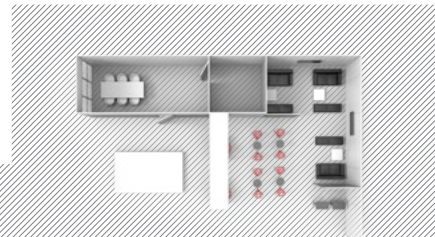
150: SQUARE METERS

Spectacular, nearly 150 square meters fair stands, can be created out of Clever Frame® as easily as any other stand. By means of the following examples we aim to inspire you to build attractive stands which one cannot fail to notice ■





150M.1   120



150M.2   222



PROMO 1

Small promotion stands are some of the most frequently used during daily product exposition. You can use them effortlessly at your sales point as well as outside of it ■





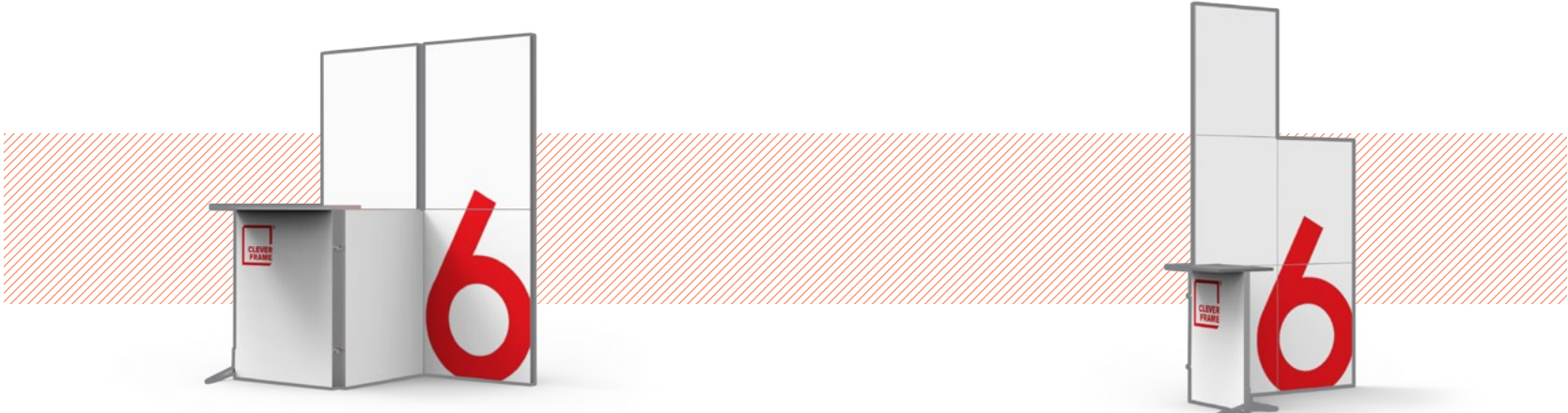
6.1

6.2



6.3

6.4



6.5

6.6



6.7

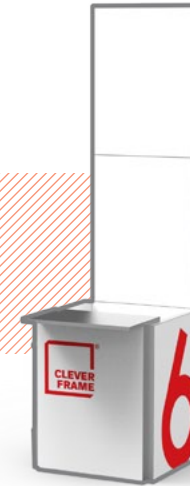
6.8



6.9



6.10



6.11



6.12



6.13



6.14



6.15



6.16



6.17



6.18



6.19



6.20



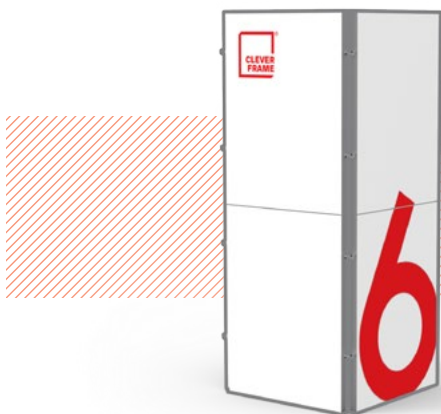
6.21



6.22



6.23



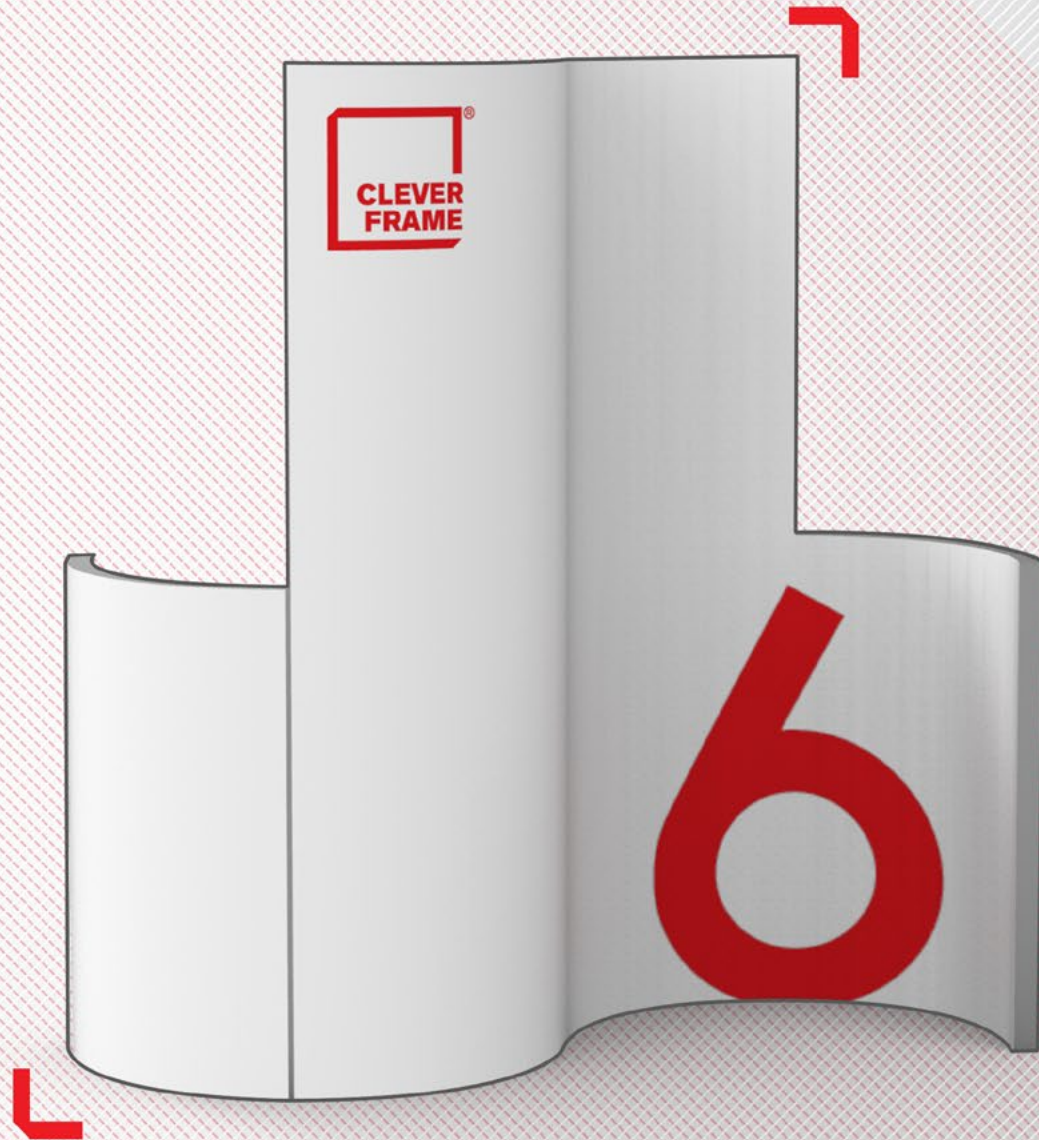
6.24



PROMO 1 R

The ideas previously presented to you, might be entirely reshaped by means of special curved frames. Look how easily could you transform the look of your stand ■

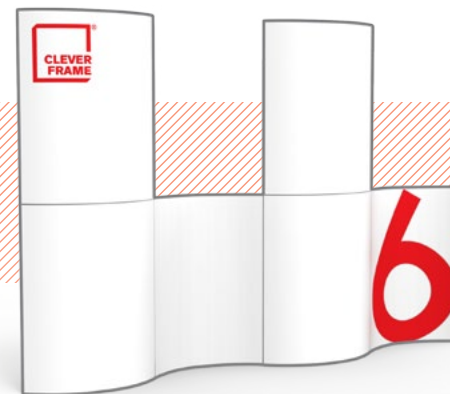




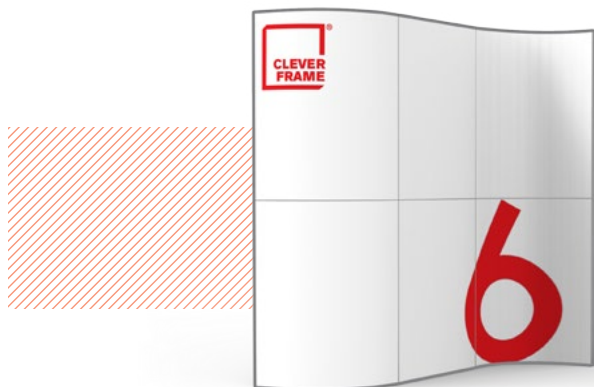
6.1R



6.2R



6.3R



6.4R



6.5R



6.6R



6.7R



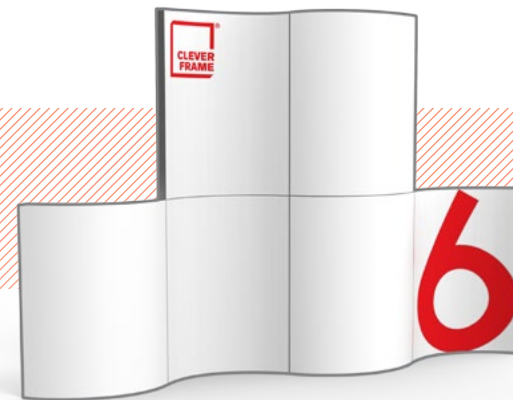
6.8R



6.9R



6.10R



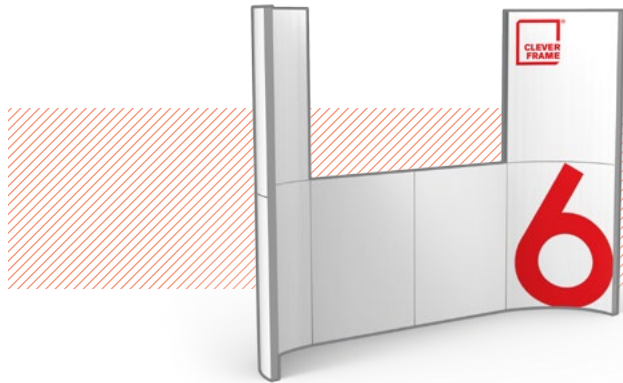
6.11R



6.12R



6.13R



6.14R



6.15R



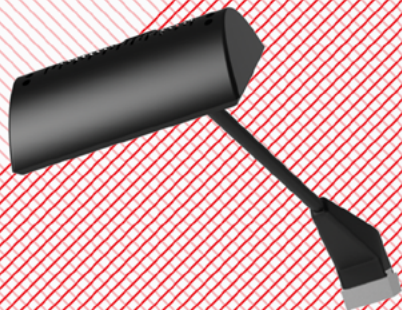
6.16R





ADDITIONAL ELEMENTS

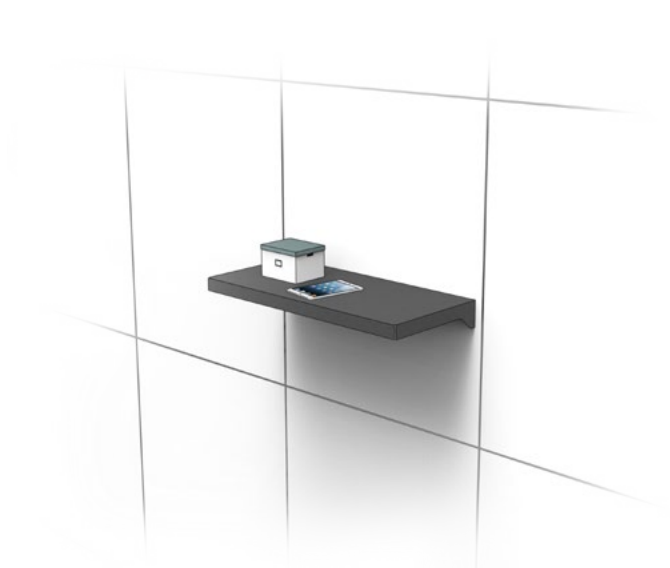
A promotional stand is not only forms. Certainly you require it to serve particular functions. Beneath you will find various solutions, which can be used with your Clever Frame® stands ■





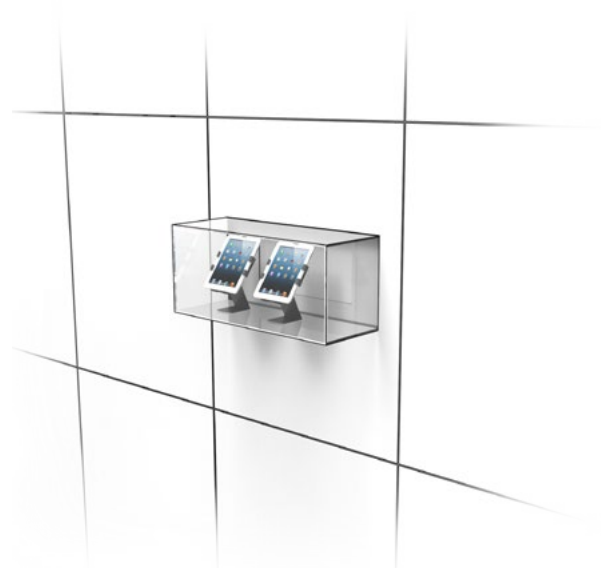
PRODUCT EXPOSITION

1



BENT ALUMINUM **SHELF** 75/100 CM

2

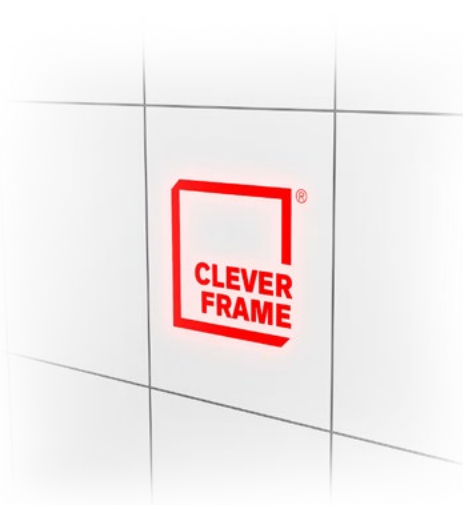


CABINET



LIGHTING

1



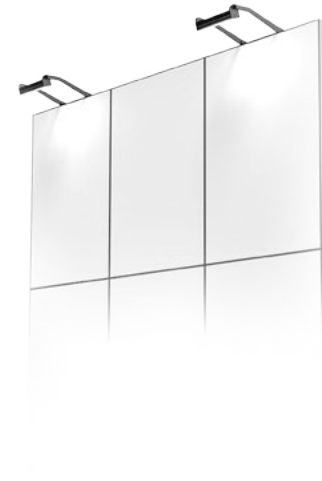
BACKLIT PANEL

2



HALOGEN LAMP

3



LED LAMP



LEAFLETS

1



**STRAIGHT LEAFLET HOLDER FOR
THE TECHNICAL FRAME**

2



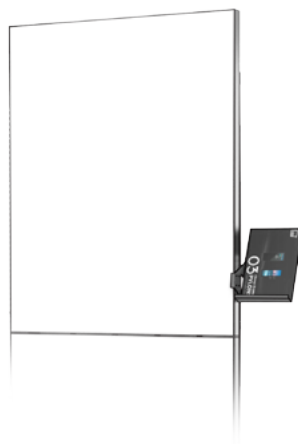
**SLANTING LEAFLET HOLDER FOR
THE TECHNICAL FRAME**

3



INTERNAL **LEAFLET HOLDER**
FOR THE PYLON

4



LEAFLET HOLDER

5

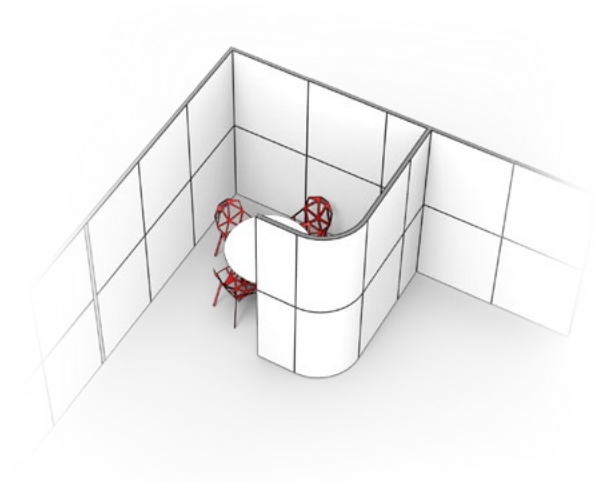


LEAFLET HOLDER FOR THE LATERAL
SUPPORT PROFILE



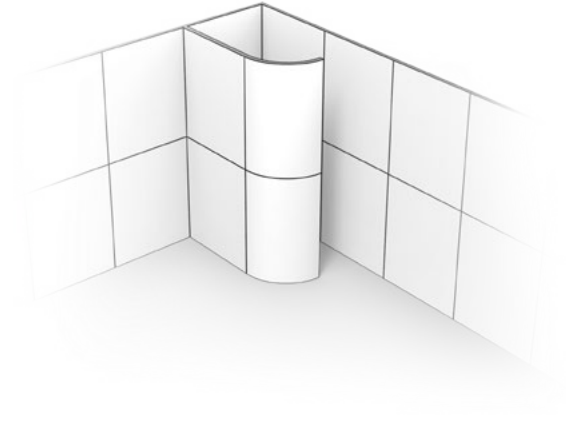
STORAGE

1



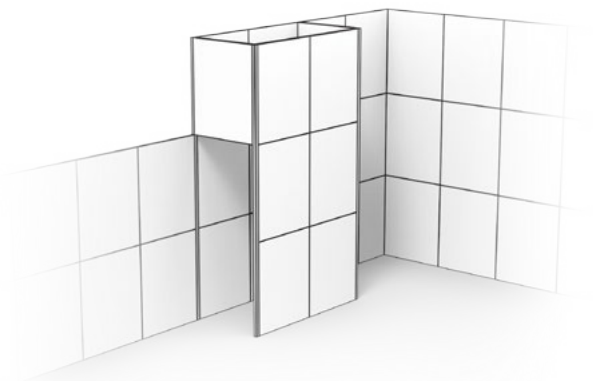
**SPACE FOR A CONVERSATION
WITH THE CUSTOMER**

2



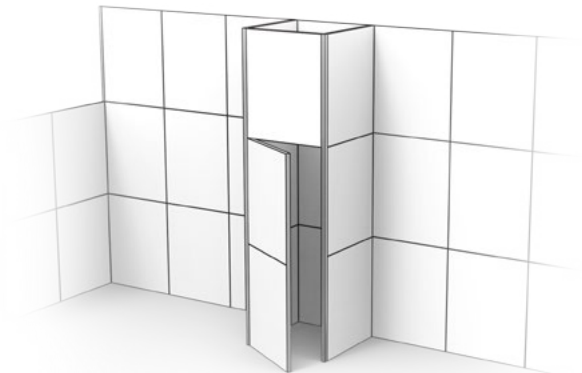
SMALL STORAGE

3



OPEN STORAGE SPACE

4



CLOSED STORAGE



MULTIMEDIA

1



TABLET HOLDER

2



MULTIMEDIA PYLON

3



**TV MOUNTED BETWEEN
TWO FRAMES**

4



TV HOLDER



CONVERSATION WITH THE CUSTOMER

1



PROMO 1 TABLE

2



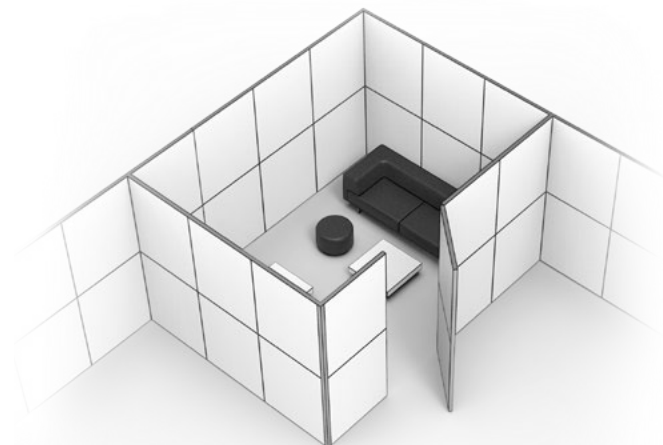
COUNTER 110/130

3



SEPARATED SPACE FOR CONVERSATIONS
WITH THE CUSTOMERS

4



CLOSED ROOM FOR CONVERSATIONS
WITH THE CUSTOMERS

