



# A World Class Program of Portable Display & Exhibition systems



TRADESHOW  
ROADSHOW  
RETAIL



# “Speak Out”

The marketing and sales activities of Mark Bric Display are aimed at being as client oriented as possible. Our company slogan, **“Speak Out”**, summarizes what we stand for: Tell us what you need and we will help you in getting your message across. Ultimately, our goal is to help you stand out from the crowd and to grow your business.

And not only that. **“Speak Out”**, also conveys another message: We want you to **“Speak Out”** to us when you need new products, when you have new ideas and certainly if anything goes wrong with a project involving Mark Bric Display products. This will enable us to better understand what you need and to be able to serve you even better in the future.



# Content

## Tradeshow



### MODULAR EXHIBITION SYSTEMS

ISOframe .....	8	EGO Exhibit .....	28
ISOframe Wave .....	10	Flexiframe .....	32
ISOframe Fabric .....	16	Flexiframe LinkUp .....	34
ISOframe Fabric Light box .....	20	Flexiframe ShowUp .....	35
ISOframe Exhibit .....	22		
ISOframe accessories .....	24		

## Roadshow



### PORTABLE DISPLAYS

Banner Stands .....	38	ISOframe Ripple .....	52
BannerUp Plus .....	40	SnapUp "Elegance" .....	54
BannerUp Cabrio .....	44	SnapUp "Classic" .....	56
MultiMaster .....	46	SnapUp "Stretch" .....	58
Impression .....	48	Flexiframe backwall kits .....	60
ISOframe Fabric Stands.....	49	Desks and counters .....	64
Exhibit Backwalls .....	50	SwingUp literature rack .....	72

## Retail



### FRAMES, RAILS & SIGN HOLDERS

Flexiframe poster frames .....	76
Flexiframe sign & poster stands .....	78
ISOframe Fabric Wall Frame .....	80
Snappy Frame .....	81
Banner suspension rails .....	82

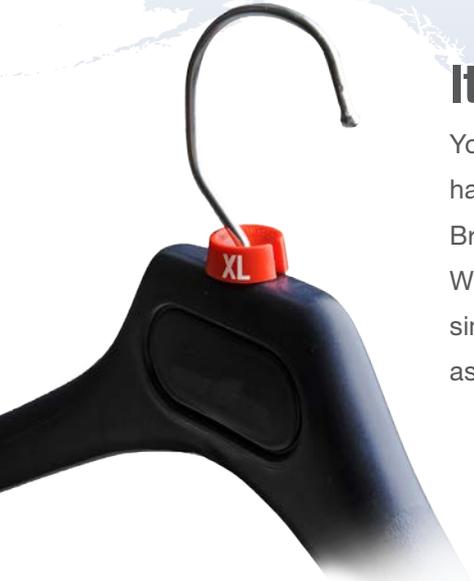


Confidence in Mark Bric

# “Design & Quality of Sweden”

## It all started in 1971

You have probably seen the size indicators on hangers in clothing shops. They are also Mark Bric products, used in millions all over the world. When they appeared in 1971, they radically simplified the handling of clothes, both for shop assistants and customers.



## On time service

Delivery on time and a world-wide service level second to none are top priorities and integrated parts of our company policy. In an industry with constant deadlines you need a partner who you can rely on and who is there for you if something should go wrong – wherever in the world you find yourself.



## A full range of display and exhibition products

In 1985 Mark Bric introduced Flexiframe, a light weight, inexpensive, and extremely versatile frame and display system. This was the start of Mark Bric Display, a new line of business within the Mark Bric group. Mark Bric Display has year-by-year developed a complete programme of easy-to-use, reliable and economically priced display and exhibition products for the Retail, Roadshow and Tradeshow arenas worldwide.



# “A Family of Dependable Displays™”

# “The Mark Bric Family™”

Mark Bric products are available worldwide through a network of stock-keeping distributors and dealers, the “Mark Bric Family” – all well informed and trained on the Mark Bric product range. This gives you an assurance of excellent service at exhibitions all around the world.

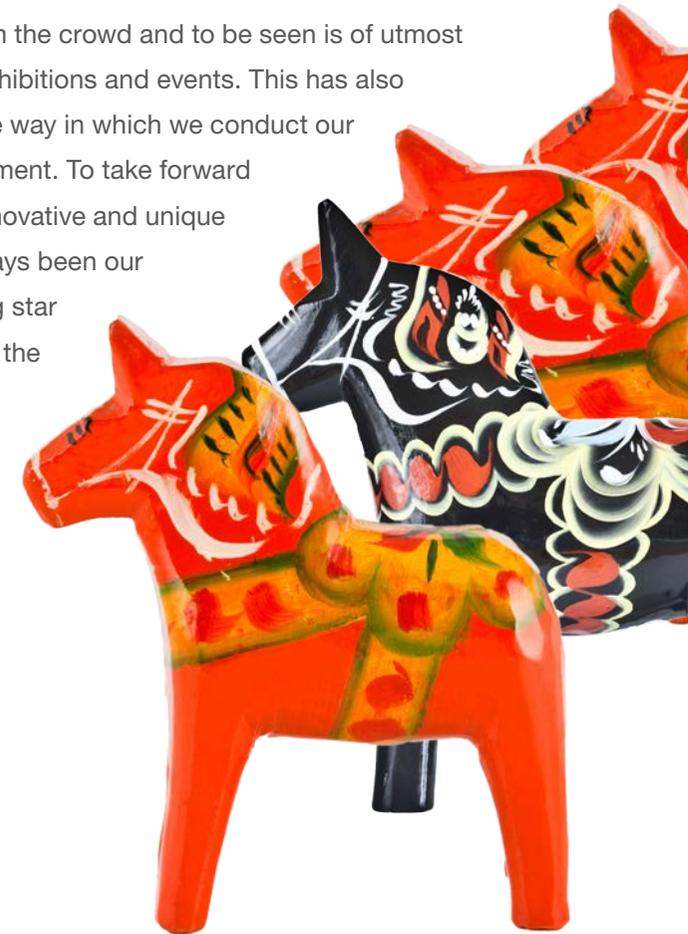


## Our quality – Your guarantee

Mark Bric products are manufactured with the highest standard of workmanship and made of the best quality materials available. All products are constantly subjected to demanding quality control, well tested on the market and designed to provide years of trouble-free use. Top quality – no compromises!

## Dare to be different

To stand out from the crowd and to be seen is of utmost importance at exhibitions and events. This has also characterized the way in which we conduct our product development. To take forward products with innovative and unique features has always been our pride and guiding star since the start of the company.



*At the world expo in New York in 1939 the Dalecarlia horse was presented as a symbol of Sweden. Today it is the most common souvenir purchased by tourists visiting the country.*

# Tradeshow

The background of the entire page is a solid orange color. Overlaid on this background are several dark orange silhouettes. At the top, there are large, rounded rectangular shapes representing booth structures. In the lower half, there are silhouettes of people in business attire. Some are standing and talking, while others are walking. The silhouettes are semi-transparent, allowing the orange background to show through.

## MODULAR EXHIBITION SYSTEMS

Whether you're planning your first regional trade show or exhibition, or working on your 25th big international event in Las Vegas, New York, London, Moscow, Bangkok, or Beijing, Mark Bric has the systems you'll need for all of your exhibition needs.

From the simple to the sublime, we can help you identify the system best suited for your space, your preferences, and your budget. Look no further! Let us help you work through the myriad choices facing you in this important investment decision.



# ISOframe® – Intelligent Exhibiting™

For large custom modular stands or for self-build portable systems, the unique Mark Bric ISOframe exhibition system is the intelligent choice. The ISOframe structure can be assembled quickly, thanks to the tool-free FASTclamp connector, and can be clad in any number of rigid, semi-rigid or flexible graphic panels. No specialist trades are required during set-up. This coupled with reduced storage and transportation costs, not to mention the re-usability of the system, means exhibiting becomes a lot more cost effective with ISOframe.

**Read more – [www.isoframe.com](http://www.isoframe.com)**

*Worldwide patents*



Use as a basic display wall, add more modules and build a complete exhibition stand. ISOframe Wave is the first fully flexible display & exhibition system and will adapt to any size and shape of stand. Extremely user-friendly and easily transported by car makes it ideal for the self-build exhibitor.

- ✓ **Self-build**
- ✓ **Portable**
- ✓ **Modular**



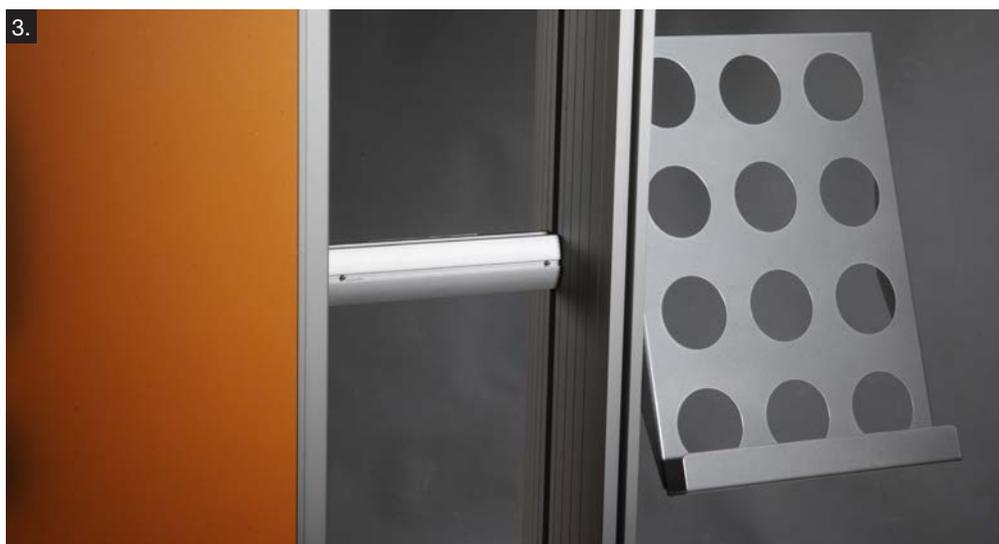
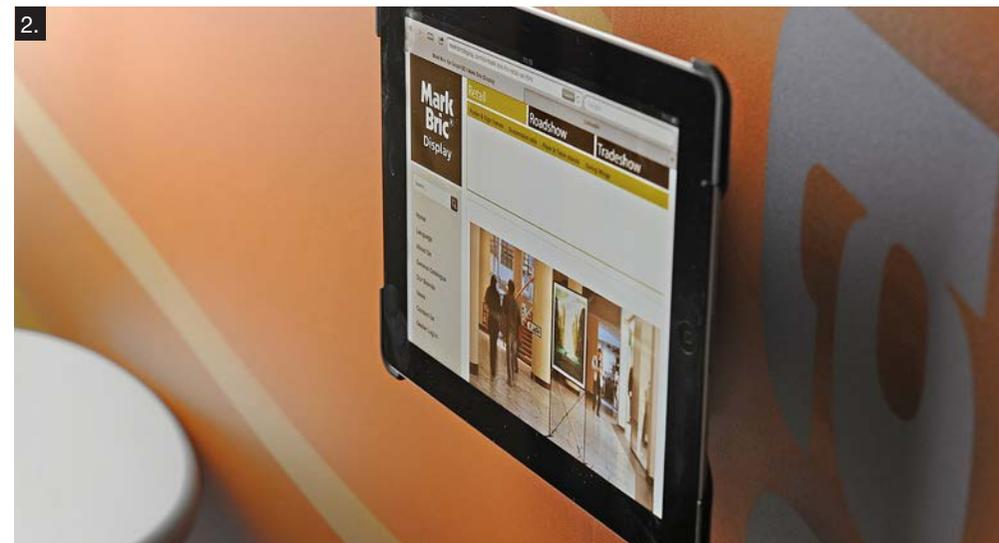
- ✓ **Self-build**
- ✓ **Economical**
- ✓ **Portable**

The ISOframe Fabric self-build exhibition stand is our most portable yet, the tension fabric making it possible to pack away the graphics in the smallest of spaces. An ideal and highly economical shell scheme stand alternative with added personality.



- ✓ **Custom-build**
- ✓ **Professional**

ISOframe Exhibit is ideal for larger custom built and professionally installed exhibition stands. Beautiful curves or perfect straight lines can be achieved with any display and the hidden framework creates a unique customised design.



1. The flexible Wave link is a strong aluminium structure which enables you to instantly shape your display as desired. Reshape the link as needed, from straight to half-circle, in either direction.

2. A full range of useful ISOframe accessories is available and can be easily attached to the system – holders for monitors and iPads, spotlights, literature holders etc.

3. The design of ISOframe delivers the utmost in functionality, attractive looks, quality finish and close attention to the smallest detail.

4. All ISOframe models incorporate our patented and tool-free FASTclamp connector – no more struggle with nuts and bolts used on other systems.



# The world's first fully flexible portable display & exhibition system

- ✓ **Self-build**
- ✓ **Portable**
- ✓ **Modular**



**Use as a basic display wall... add more modules... and build a complete exhibition stand.**

ISOframe Wave is ideal for small and medium sized exhibition stands where total flexibility is paramount. The different display modules give you all the functions and applications needed to set-up a fully equipped stand. Flex the entire Wave wall into the shape you need at each venue, extend or reduce as required - all thanks to the unique and patented Flexi-Wave Link.

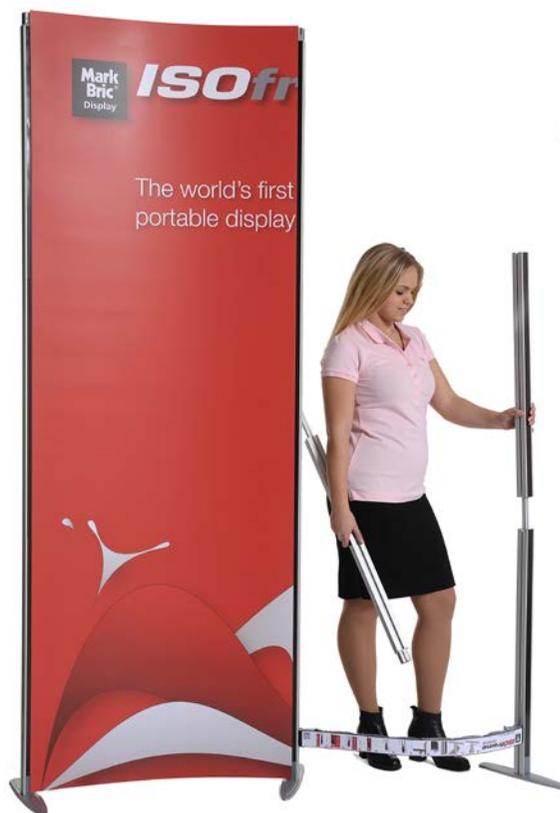
# Choose from a wide range of display modules to build a complete stand

All modules are sold in kit form (Starters and Extensions) and standardised at 800 mm / 31.5" width, except the graphic wing modules which are available in 400 and 200 mm width. Choose Midi 229 cm / 90.2" or Maxi 249 cm / 98" height – custom heights on request.

## Premium Modules



The ISOframe premium modules incorporate our patented tool-free FASTclamp connector. This is used to attach table modules, shelves, media screens, doors, feet etc. quickly to the Wave system. Here are some examples of premium modules:



## Flexi-Wave Link Module

The Wave link is the heart of the system and can flex up to 180 degrees each way in the horizontal position, yet the structure remains unbelievably strong and stable.



Merchandising table module with slatwall panel



Merchandising table module with extra shelving



Table module with media screen



Showcase module with slatwall panels



Graphic wing



Ceiling section



Storage room with lockable door



# Self-build a complete exhibition stand

Stunning looks, infinite flexibility and extremely user-friendly - ISOframe offers a revolutionary new way to build stands and to take part in exhibitions and events. The highly functional display modules can be combined in innumerable ways to fulfil most needs and requirements for an up-to-date exhibition stand. Here are some examples of attractive ISOframe stands.



6x9 metre (20'x30') stand. Including 4 tower modules, central storage room with lockable door and two curved ISObar reception counters.



3x3 metre (10'x10') stand. Including keyboard table with media screen and a 400 mm (15.75") wide graphic wing on each side for displaying the web-address.



4x8 metre (13'x26') stand. Large conference room with lockable door. 4 semi-circular table modules and one show-case. 5-section curved ISObar reception counter in the front.



3x6 metre (10'x20') stand. Incl. keyboard table with media screen, oval post end with literature holders, corner storage room with lockable door, showcase with slatwall panels and shelving. The straight wall on the right side is ISOframe Fabric (see page 16-17) – ideal to combine with ISOframe Wave.



2x6 metre (6.5'x20') stand. 4 keyboard tables, 2 large media screens and plenty of extra shelving. One ISObar reception counter in the front.

## Shape your display as desired

These are alternative ISOframe Wave layouts showing different shapes of a 6-section display wall. The world's first fully flexible display & exhibition system.



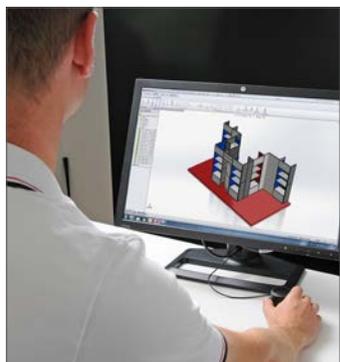
## Compact and portable

ISOframe Wave is extremely portable and easily transported by car - ideal for the self-build exhibitor.



## Design your own stand

Our superb free online 3D-design software allows users to design their own Wave stand with all modules and features; tables, media screens, doors, shelving and much more.



## Easy mounting in a few steps



Tecofi'φ Rotative Industrielle - Industrial Valves

Tecofi, spécialiste en valves pour Biogaz

Valves for Biogas

tecofi.fr

Tecofi'φ VALVE DESIGNER - FRANCE

Vannes à guillotine

Vannes à guillotine

Vanne à papillon - VPN

Vannes à papillon

Gate valves

Gate valves

Butterfly valve - VPN

Butterfly valves



DN: 15 à 100 PN: 10 à 16 bar



TECLARGE DN: 200 à 1000 PN: 10-16-100-1600



TECLARGE

TECWAT



TECLON



TECSIP

Tecofi'φ VALVE DESIGNER - FRANCE

Compensateurs - flexibles

Expansion joints - Hose



Compensateurs élastomère (EPDM, NBR...) Rubber expansion joints (EPDM, NBR...)



Compensateurs métalliques (Acier, Inox) Metallic expansion joints (Steel, Stainless steel...)

Flexibles pour génie climatique et industries Heat pipes for HVAC and industries

www.tecofi.fr

Clapets - Filtres

Valves - Strainers



Métallic Ball check valve

CBL - Clapet à boule Ball check valve

CP - Clapet papillon à contre poids | Tilting type check valve



CB - CA Clapet à battant, axial

Clapet à battant, axial

F - Filtre (fonte, acier, inox) Strainer (cast iron, steel, stainless steel)



www.tecofi.fr

www.tecofi.fr





# The ultimate tension self-build fabric system

Ideal for larger shell scheme or freestanding stands, our silicone-edged tension fabric system is extremely portable and lightweight. The unique and patented FASTclamps make the assembly of the frames tool-free and much quicker than traditional fabric frames using screws and allen keys. Ceiling sections, door modules, literature holders, media screens etc. are available to personalize your design and increase functionality. Self-build ISOframe Fabric gives you a shell scheme exhibition stand with added personality.

- ✓ **Self-build**
- ✓ **Economical**
- ✓ **Portable**



## Self-build a complete exhibition stand

Highly attractive, user-friendly and economically priced - ISOframe Fabric offers new possibilities to self-build stands and to take part in exhibitions and events. Here are some examples of attractive ISOframe Fabric stands.



3x6 metre (10'x20') stand. Including media screen, corner storage room with lockable door, wire literature holders and an ISOframe counter.



3x6 metre (10'x20') stand with two corner towers connected with three headers to the Fabric back-wall. Media screens ideally placed on the towers.



3x4 metre (10'x13') stand with front header. Including media screen, wire literature holders and an ISObar counter.



3x8 metre (10'x26') stand with media screens and a 3-section ISObar reception counter in the front.



*Connect and lock the corners*



*Join and lock the straight profiles*



*Connect the twist-in foot*

## Easy mounting in a few steps

Our unique and patented FASTclamps make the assembly of the frames tool-free and much quicker and easier than traditional fabric frames using screws and allen keys. The tension fabric easily attaches to the system with silicone (pvc) edging which wraps into a channel in the framework.

## Accessories and features

The ISOframe Fabric accessories and features further raises the impact of your exhibition stand. Here are some examples.

### Transport cases



The fabric makes it possible to pack away the graphics in the smallest of spaces and the framework reduces down to easily fit in a car.

### Connect the frames



Elegantly curved aluminium end profiles connects the frames in 90° degree angle

### Storage room



Add some extra frames and a door module to create a lockable storage area in the stand.

### Shell scheme stand



Three ISOframe Fabric frames and a fascia (front header) gives you the perfect structure for attaching your graphic prints.

### Spotlights



Well designed LED spots are available for further highlighting of your graphic panels.



Wire literature holders are available for displaying your leaflets and brochures.

## Shine with a backlit display

Light boxes are the newest addition to the ISOframe Family and will turn your regular graphics into beautiful and eye-catching displays with rich and vibrant colours.

A backlit display will help you to stand out and be much more visible in public places and exhibition halls. Our ISOframe light boxes take fabric prints and are equipped with strong LED lights on the inside – the effect is amazing!

The light boxes are designed for flat packed shipment and are easily assembled at the place of use.



**Adding an ISOframe light box to your exhibition stand really makes a difference**



**Use single- or double-sided**

Since all the LED lights are mounted side-wise in the box you can use fabric graphics on both sides.



**Assemble with ease**

We normally deliver the profiles in 1 meter lengths with screw joining brackets for a quick and easy assembly of the light box. Twist-lock screws for the LED bars.

**Freestanding displays**

Apart from building the light boxes into an exhibition stand we also offer stable and robust feet to be used on freestanding displays.



# Ideal for larger custom built and professionally installed exhibition stands

If you want a custom built exhibition stand and need it to be strong, reusable and re-shapeable for multiple events, then ISOframe Exhibit is your perfect choice. The system is extremely versatile to fulfil a large variety of different design needs and shapes. Choose ISOframe Exhibit for the larger exhibit areas when a unique customised design and maximum impact is desired.

- ✓ **Custom-build**
- ✓ **Professional**



**Extremely cost effective**  
 Reduced storage and transportation costs, not to mention the re-usability of the system, means exhibiting becomes a lot more cost effective with ISOframe.



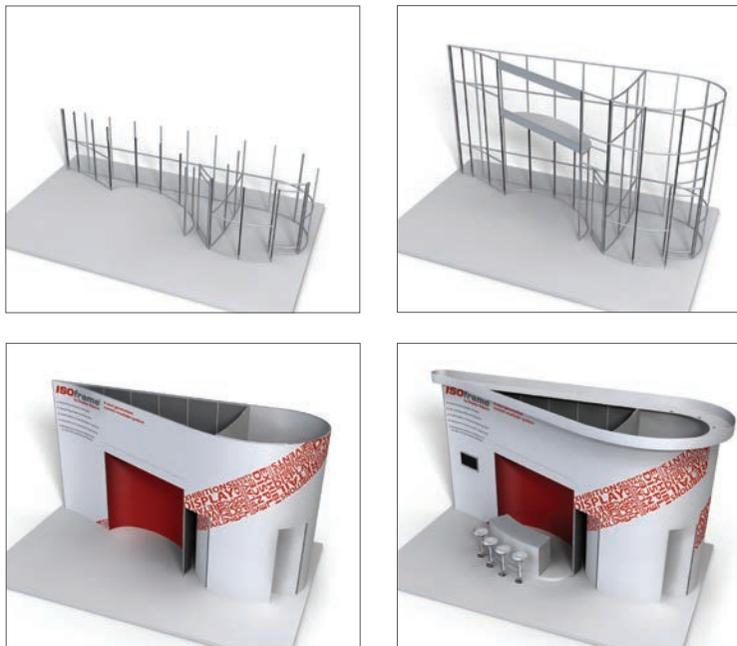
## Use single- or double-sided

An Exhibit wall looks fantastic when clad with graphic panels on both sides. The unit is extremely slim (40 mm / 1.5 ") and the aluminium corner trims further enhance the impression.



## Professionally installed

ISOframe Exhibit is designed to be professionally installed. The hidden aluminium framework is clad with seamless high impact semi-rigid graphics.



## Sold in component form

ISOframe Exhibit uses fixed horizontal beams in different shapes: 5°, 10°, 15°, 22,5°, 30°, 45°, 60°, 90° and straight, as well as vertical posts in different lengths to create the desired design and height of the stand.



# Accessories

ISOframe offers a full range of attractive and useful accessories to raise the impact of your presentation. All items are easily assembled and attached to the system.



## LED spotlights

Our well designed LED spotlights are available for an increased visibility of your graphic panels. Equipped with easy-fit connectors to the system. 12V / 18W incl. transformer.



## Lockable door

Most trade show stands need some kind of storage area/room for samples, brochures, refreshments etc. The lockable ISOframe door makes this possible.



## Slatwall shelving system

Add a slatwall panel to an existing wall and add shelving and brochure pockets as desired. Generally used in conjunction with an attached table for added stability.



## Visual display monitors

Attract more attention to your stand by adding video presentations, slide shows etc. Holders for different kinds of screens and tablets (iPad) are part of the ISOframe accessory programme.



### Carrying bags on wheels and graphic cases

A large selection of bags, cases and graphic tubes is included in the ISO-frame program and makes the system extremely portable.



### Reception counters

The Mark Bric ISOframe program also includes a modular system of large reception counters (ISObar), which can be individually designed to fit any reception area or trade show stand. See more on pages 65 and 70-71.



### Oval post

For maximum stability at the ends add our attractive oval posts to the Wave system. An ideal place for the literature holders and media screens.



Alere™

Alere™



Alere

Vår kunnskap - din trygghet

Vår kunnskap - din trygghet

Alere Afinion™

Alere Afinion™ er et nytt og effektivt produkt som gir rask og pålitelig diagnostikk av blodkjemiske verdier. Det er ideelt for bruk i små og mellomstore laboratorier.

Alere

Labculture

Alere

Verdiskapende  
lukter  
nester





# EGO Exhibit™

EGO is a top-of-the-line exhibition system and brings to the market its own unique language offering much more room for creativity and customized designs compared to the traditional and more limited stand building systems.

*Patent Pending*



1. EGO Tower (T4) 560 cm (18.5 ft.) height
2. EGO Tower (T1) 450 cm (14.75) ft. height
3. EGO Double sided backwall
4. EGO Reception counters
5. Media screen

Read more [www.ego-exhibit.com](http://www.ego-exhibit.com)

EGO is like LEGO® in many ways. There are an endless number of shapes and sizes to fit individuals with different desires and technical abilities.



The tool-free assembly is amazingly quick and easy using only three basic components; Junction, rod and wing.



EGO is a most distinguished graphic panel system with variable size and shape being the keys to creating a superior visual impact.

# Ego towers make a real difference

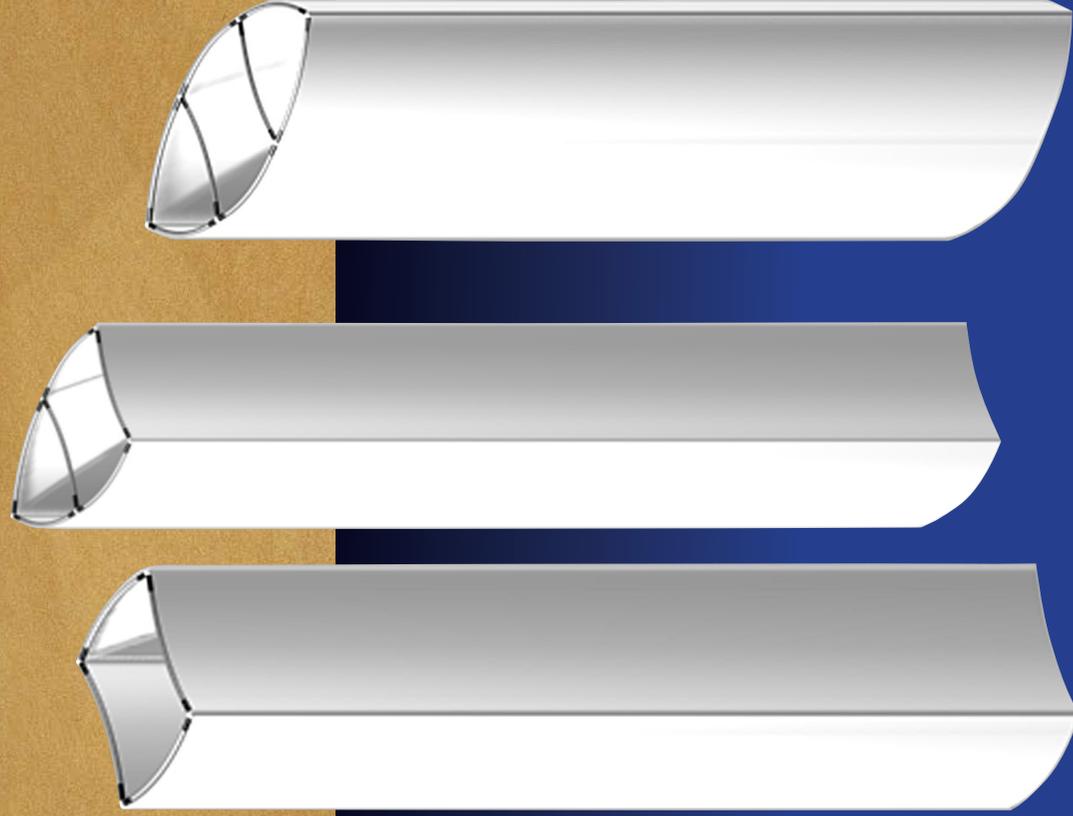
The EGO towers enable you to make a real impression at the show – to be different and stand out from the other exhibitors.





### Perfect eye-catchers

The attractively curved EGO tower units, available in many different shapes and up to a height of 5,6 metres (18,5 ft.) are perfect eye-catchers in the exhibition hall.



T7

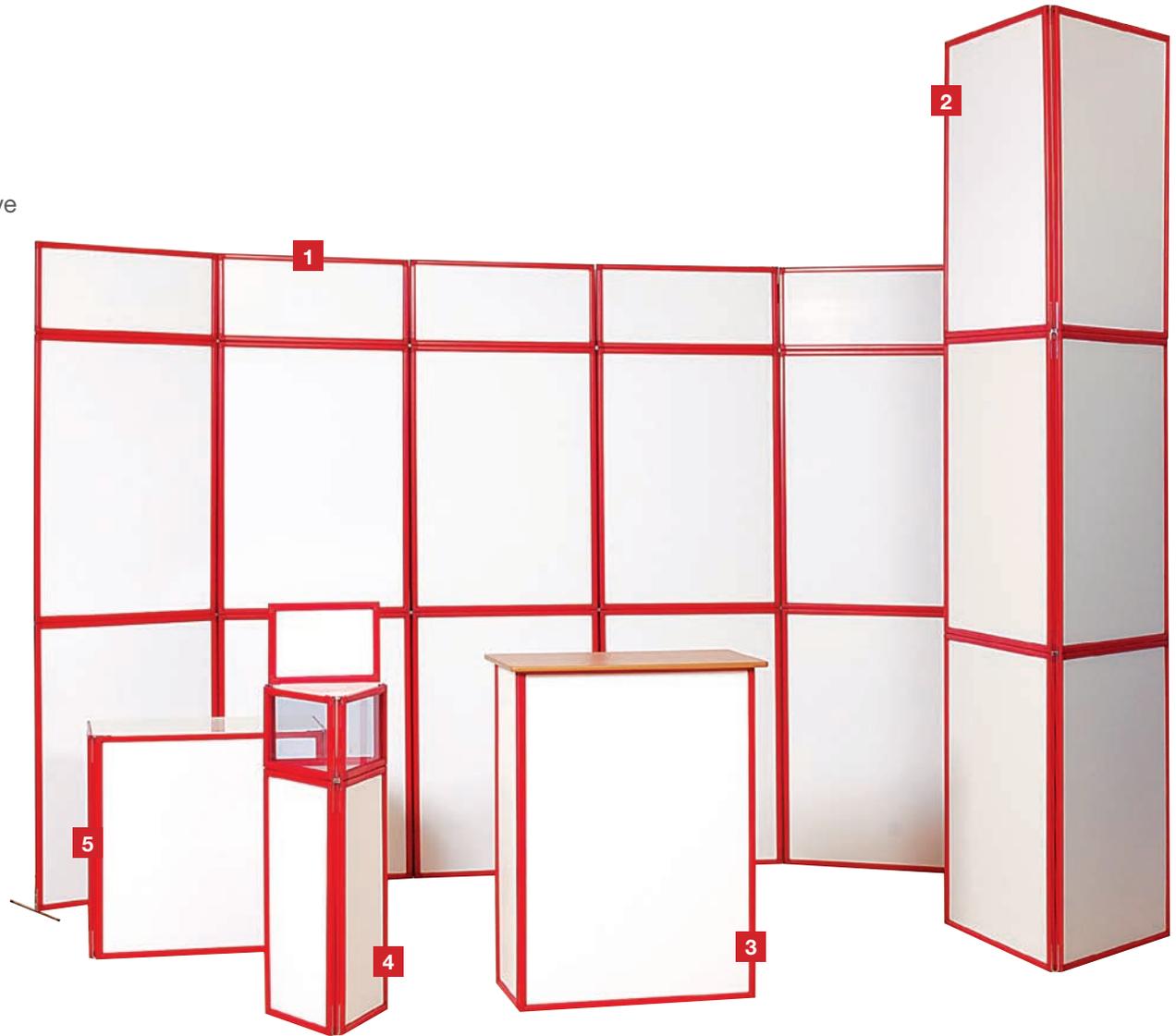
T2

T4

# Flexiframe®

## More show for less money!

Maybe your budget is really tight for your next exhibition or event? You just need an easy-to-use, attractive and reliable display system to do the job. Flexiframe may be the alternative for you.



*The system is extremely well tested and has been on the market for over 25 years, familiar to thousands of users world wide. Flexiframe is still a unique system – smart and simple – and very economically priced.*

1. Basic 10 backwall with headers
2. Square tower, 3 m / 10 ft. height
3. Demonstration counter
4. Business Card Collector
5. Rectangular table



# Choose between the LinkUp™ and the ShowUp™ model

Both models are extremely user-friendly (tool-free) and can be changed and added to at a later stage.



## Flexiframe LinkUp™ model

Flexiframe LinkUp is based on the principle of individual frames which are easily joined together, horizontally and vertically, with metal connectors. Based on this principle, it is then easy to build standard exhibition units such as backwalls, tables, counters, towers, crosses etc. For frame colours see page 77.

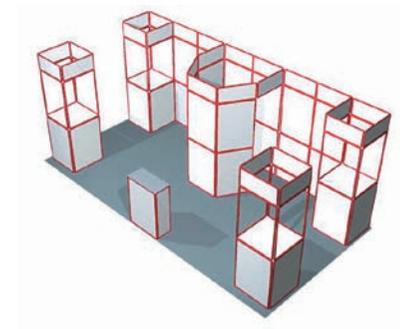
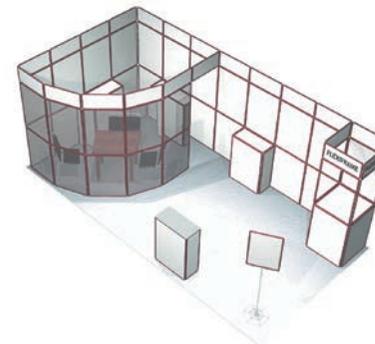
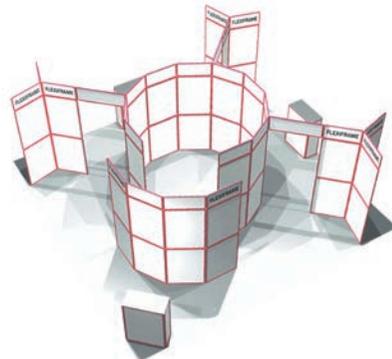
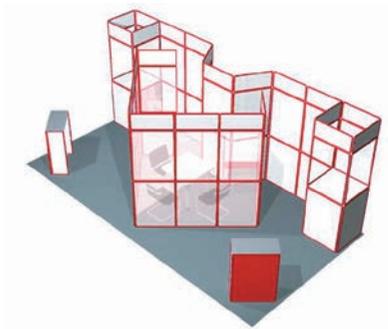


*Round bases are available for the free-standing backwall units to give maximum stability.*



## Flexiframe ShowUp™ model

Flexiframe ShowUp uses instead poles and clips to join the frames. It simplifies the building and increases the stability and is therefore suitable for larger trade show stands. The poles come in 3 lengths (100 cm/39.4", 41 cm/16.1", 30 cm/11.8") and can be joined vertically with an inner screw. The poles and clips are available in blue and black colour.

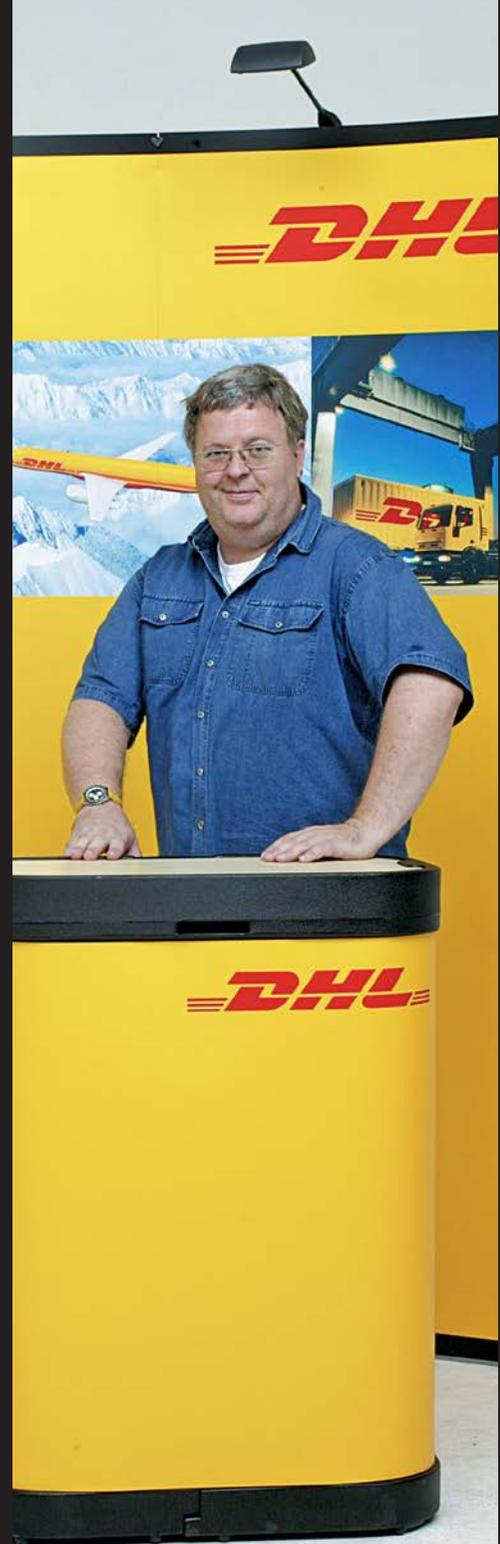


# Roadshow

## PORTABLE DISPLAYS

Are you one of today's many "Road Warriors" for whom the car, train or aircraft is a big part of your workday and a hotel room is often where you spend the night? Whether you're looking for a quick and easy portable display that can go with you everywhere and be used in small offices or conference rooms, or maybe a slightly more elaborate arrangement suitable for larger venues, whenever you need to 'take your show on the road', Mark Bric is ready to help.





# Banner Stands

Today banner stands are the most commonly used portable display products for roadshows and other exhibitions and events. We offer two types: Retractable banner stands (roll-ups) and tension banner stands.

With a “roll-up” the graphic banner is well protected in a metal cassette during storage and transport. At the exhibition – just pull the banner up – and be seen. A top quality Mark Bric roll-up manages thousands of pull-ups and everyday use for many years.

A “tension banner stand” is more slim and light weight compared to a “roll-up”, as well as being the low budget alternative. However, you need to be a bit more careful in handling your graphic banners and therefore a tension banner stand is often preferred for more semi-permanent use.



## BannerUp Plus

***The premier, top quality retractable banner stand on the market.***

Outstanding finish, durability and quality. Available in 7 different widths and up to 3 metres /10ft in height. Install or change banners in seconds with our patented Banner Quick Change System. Almost 200,000 units sold!



## BannerUp Cabrio

***The first roll-up specifically designed for branding.***

Change the style and colour of the cassette with the unique interchangeable logo plates. Equipped with our patented Banner Quick Change System as well. Available in 88 cm/3 ft. width.





### ISOframe Fabric Stand

*A most elegant stand for multiple sizes*

Our Fabric Single Frame Stand is ideal for large free-standing single exhibits. It can be equipped with graphics on both sides and has an arched feet alternative for extra stability.



### MultiMaster

*A multi-purpose tension banner stand*

Full flexibility in width and up to 3 metres/10 ft in height. Use individually or join together side-by-side for extra wide graphics. Tripod base for excellent stability.



### Impression

*Our design banner stand – it can't be easier*

A most elegant tension banner stand with focus on simplicity both in design and handling. The graphic banner is in absolute focus.





# BannerUp<sup>®</sup> Plus

## The premier, top quality retractable banner stand on the market

Thousands of satisfied users around the world consider this to be the premier, top-quality retractable banner stand (rollup) on the market. Equipped with a unique and patented banner change system, enabling you to replace graphics in no time. Choose from two colours, different sizes, single or double sided units and an outstanding selection of accessories.

### Standard sizes (w x h)

- 25 x 48 cm / 10" x 19"
- 60 x 186 cm / 2 ft. x 83"
- 88 x 212 cm / 3 ft. x 83"
- 100 x 212 cm / 1 m x 83"
- 120 x 212 cm / 4 ft. x 83"
- 150 x 212 cm / 5 ft. x 83"
- 240 x 212 cm / 7.9 ft. x 83"

The 120 cm/4 ft. and 150 cm/5 ft. models are available in "Big Plus" height of 3 metres/10 ft. as well.



BannerUp Plus is produced in high finish aluminium and equipped with hideaway swivel-feet for increased stability if needed. The visible front rim of the cassette is only 40 mm/1.5" high, focusing full attention on the banner.





### Built to last

The heavy duty cassette protects the banner and the rewind mechanism against shocks and other damages - extra thick 1,8 mm / 0.070" aluminium makes it the toughest unit on the market. Two colours available.



### Easy banner change

This invention by Mark Bric enables you to repeatedly use different banners in the same cassette. Just slide the old banner out of the cassette and replace it with a new one.

EUR patent no. 1285421. U.S. patent no. 7,040,372.  
China patent no. ZL00819992.2



# BannerUp® Plus

## Accessories and features



### “Flight case”

An extremely strong hard-shell moulded case for the 88 cm/3 ft. units. Equipped with top quality metal locks. Designed to be pulled along on built-in wheels, carried in hand with the comfort grip handle or over the shoulder with the accessory shoulder strap.



### Messages in two directions

Double the effect of your advertising message by choosing a double sided BannerUp Plus unit. Available in 88 cm /3 ft. width and delivered with a padded carrying bag on wheels for ultimate portability.



### More attention with light

Well designed halogen spotlights and LED spotlights are available. Both models mount with easy-fit connectors to the top rail of the stand.



### Connected units

BannerUp is ideal to connect side-by-side to achieve a full size backwall. Thanks to the unique design of BannerUp, the gap between the separate banners is kept at a minimum.



# BannerUp Cabrio®

## The first roll-up specifically designed for branding

Completely customize your next banner display with BannerUp Cabrio, a unique new invention from Mark Bric Display. Cabrio is the first retractable banner stand with interchangeable logo plates.

Quickly and easily change the style and color of your cassette to exactly match your banner graphics, or enhance your brand identity with custom-printed plates.

Standard size (w x h): 88 cm x 212 cm / 3 ft. x 82"



# Option for total identity

## Changing the graphics

A patented quick change system for the graphic banners.



## Changing the logo plates

Interchangeable plates. Choose different colours, add your logo etc.



## Customised model

Start with our standard logo plates and fully customise the Cabrio. Add decals or full vinyl wrap to the plates for a totally unique Cabrio effect.



## Classic model

Add any of our standard logo plates to give the Cabrio a mainstream, classic appearance.

Anodised aluminium



Black



White



Red perforated



Wood



Gold



EUR patent no. 1285421. U.S. patent no. 7,040,372.  
China patent no. ZL00819992.2, EUR Design patent 001136386,  
US patent D616,034



TENSION BANNER STANDS

# Multimaster™

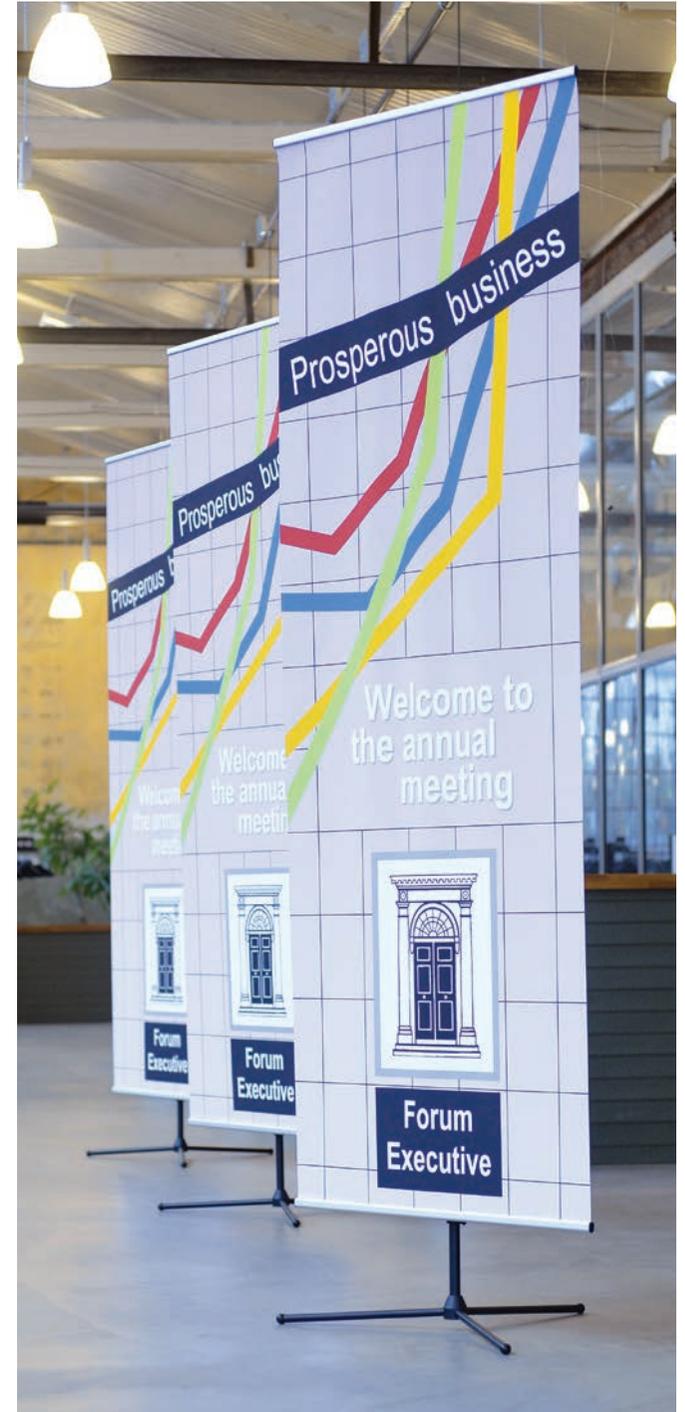
## One stand – mastering multiple challenges!

This multi-purpose banner stand masters perfectly all large format graphics thanks to its telescopic pole, which is adjustable up to 3 metres/10 ft. height.

Multiple stands can be used side by side to hold extra wide graphics as well. Thanks to its tripod base the stand has excellent stability and the message can be lifted from the floor for perfect visibility.



Choose between two colours for the stand: Anodised silver grey colour or a scratch-resistant matte black finish.





TENSION BANNER STANDS

# Impression™

## Focusing on design and quick set-up

A most elegant tension banner stand with focus on outstanding design and the use of top quality materials in all details. No small components to break or misplace. Quick and easy set-up and take down.



Impression<sup>1</sup>



Impression<sup>3</sup>

## Two models are available.

The elegant Impression<sup>1</sup> with a heavy stainless base for maximum stability and with a standard width of 88 cm/3 ft. and a height of 210 cm/82.6". Alternatively choose the economical Impression<sup>3</sup> model with full flexibility in width and two heights to choose from, 170 cm/66.9" and 210 cm/82.6".



Mark Bric Display **Impression™**  
A Family of Dependable Displays

Thousands of satisfied users around the world consider Impression to be the premier, top quality retractable banner stand on the market. This patented product was developed by Mark Bric in and is the ultimate portable display product for quick presentations and sales people on the road – just pull and be seen!

*What do you need? Speak Out!*

# ISOframe<sup>®</sup> Fabric Stands

## A most elegant stand with full flexibility in size

Our Fabric Single Frame Stand is ideal for large free-standing single exhibits. It can be equipped with graphics on both sides and has an alternative of arched feet for extra stability. Stands can be cut to any size on order – fully customized!



Order the frames with our patented and tool-free FASTclamp connectors, or choose a traditional screw solution for mounting the frames.



# Exhibit Backwalls

Different kinds of backwalls are very often needed during exhibitions, events, seminars, press conferences sales presentations etc. We offer three types of portable backwalls: ISOframe Ripple, SnapUp (pop-up) and Flexiframe.

For an incredibly lightweight and flexible display solution that is compact, easy to assemble, transport and re-use, ISOframe Ripple is the perfect choice. The Ripple wall can be flexed into almost any shape to suit your needs.

The SnapUp systems allow for the fastest and most elegant way of exposing seamless large format graphics. Text and graphics are totally uninterrupted and will attract full attention. The SnapUp product line is based on the pop-up principle, and three easy-to-use models are available in the Mark Bric programme: "Elegance", "Classic" and "Stretch".

The unique and modular Flexiframe backwalls are based on single frames which are easily joined together with metal connectors. Smart and simple – and very economically priced.



## ISOframe Ripple

***A link between a banner stand and a pop-up!***

Ripple is our new "game-changing" ultra-light-weight flexible display system and part of the ISOframe product family. The graphic panels can either be attached to a banner stand or used as a flexible link graphic, creating a clean seamless and contemporary exhibit backwall.



## SnapUp "Elegance"

***A "pop-up" that doesn't look like a "pop-up"!***

Our premier pop-up system with a strong cross-braced construction is extremely stable and enables suspension of heavy media screens. Choose between flat ends with decorative corner trims, or use with traditional curved end panels. Tables can be connected to the system as well.





## SnapUp "Classic"

*A traditional and versatile pop-up system*

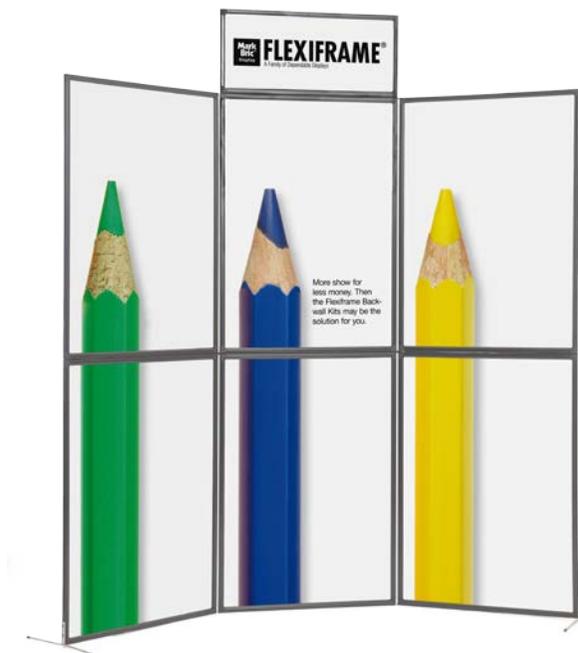
The "Classic" model is one of our most popular display units and very economically priced. The system is available in many different shapes and sizes. Circular tower units and S-shape (Big Wave) models are also available. Absence of cross-bracing enables inner shelving.



## SnapUp "Stretch"

*A display wall in less than a minute*

The graphic image is printed on a fabric material and is stretched out when the pop-up system is erected. It stays attached to the system during take down and storage as well. SnapUp "Stretch" is available in three different straight-wall sizes.



## Flexiframe backwall

*More show for less money*

The Flexiframe backwall kits are ideal where budgets are limited but professional appearance is still important. The Flexiframe system uses rigid panels as infill material which can be easily exchanged in no time. On the market for over 25 years and very well tested.





**ISOframe**  
ripple



## The ultra-lightweight linking banner stand system

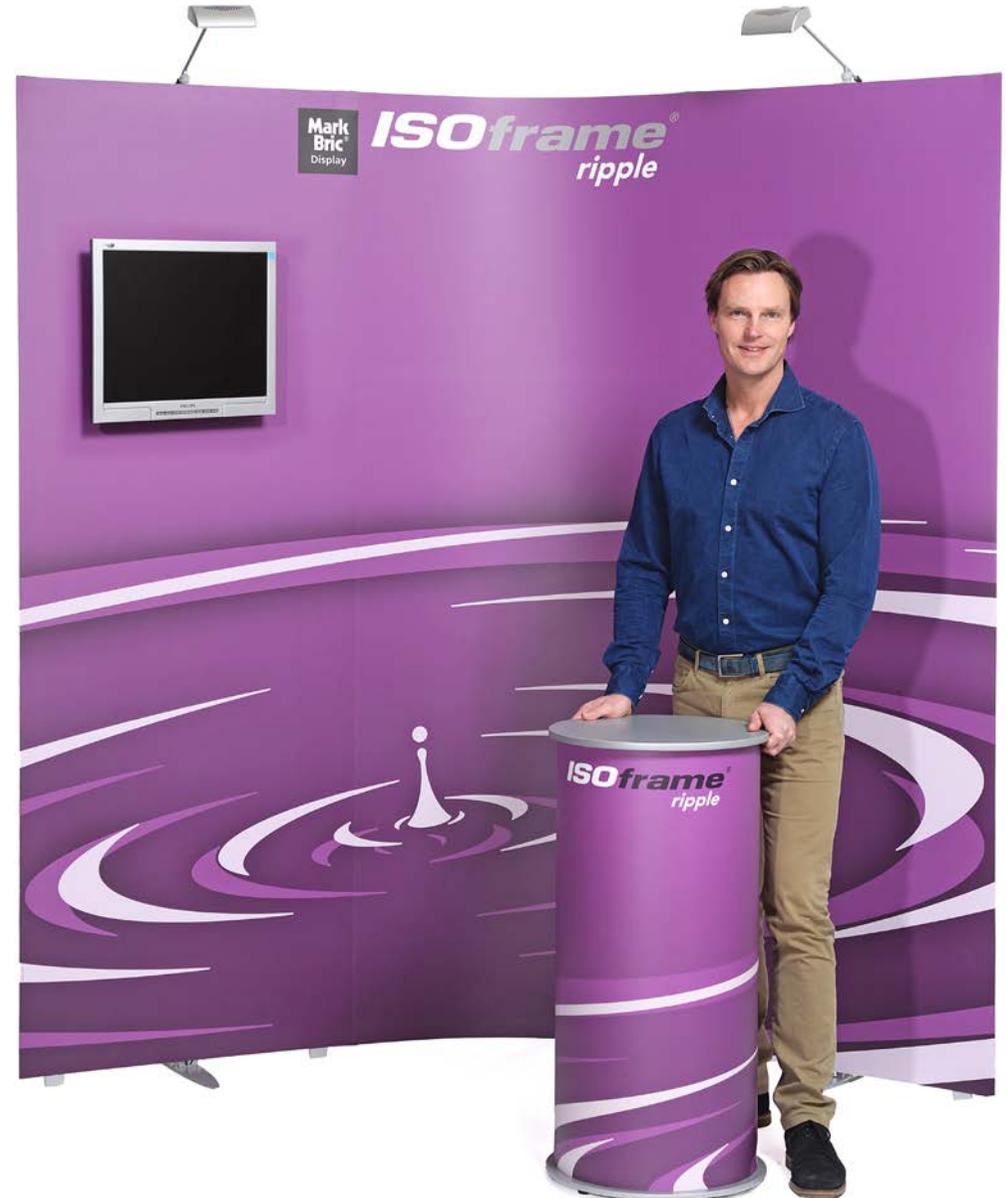
Flexible and extremely cost effective, the ISOframe Ripple will literally change the shape of your portable display experience. The graphic panels can either be attached to a banner stand or used as a flexible link graphic, creating a clean seamless and contemporary portable display wall that provides a strong visual impact.



The Ripple wall can be flexed into almost any shape you want and gives you maximum flexibility for reducing or enlarging the size of your display to suit your needs. Add or remove panels one-by-one as desired.

Media screen attachments, spotlights and a unique case/counter solution are available as accessories. Its ability to fit into the boot of a small car makes it ideal for flyaway events and exhibitions.

If simplicity, flexibility, speed of assembly and price competitiveness is what you want from a portable display system then the Ripple ticks all the boxes.





## Shape your display as desired

Alternative layouts with a 5-section Ripple display.



## Quality finish and unique solutions

As part of the ISOframe product family Ripple incorporates our patented tool-free FASTclamp connector.



## Carry bags and Case to counter conversions

Each banner stand section is delivered in a protective folding bag with pockets for the components. We also have a great selection of transport bags and cases which can serve perfectly as counter units as well. Just add a table top and wrap-around graphics.

## Accessories

Well designed LED spotlights as well as media screen holders are available for making your Ripple display wall even more eye-catching and functional.

## Easy and quick assembly





# SnapUp® “Elegance”

## A pop-up that doesn't look like a pop-up!

SnapUp “Elegance” is the next evolution in pop-up systems. Use it with curved ends like a traditional pop-up system, or choose flat ends with decorative corner trims similar to ISOframe, giving the system a more contemporary “non-pop-up” look.

Our top-of-the line Elegance display is self-locking and cross braced, which means that the graphics will always hang perfectly, despite the frequent challenge of uneven floors. This construction also makes the system extremely strong and stable and enables the suspension of heavy media screens, as well as table attachments.

The super slim frame of 190 mm/7.5” also looks great and saves stand space too.



## Elegance Exhibit Kit

Consisting of:

- 1 3x3 system
- 1 set corner trims
- 1 media screen holder
- 1 hard case / counter
- 1 wooden top for counter
- 2 LED spotlights

Total size: 219 (w) x 225 (h) x 50 (d) cm  
86.2 (w) x 88.6 (h) x 19.7 (d) inch



### Choose curved or flat ends



Curved ends



Flat ends with corner trims

### Top of the line features/accessories



Media screen holder



Corner trims



Table attachments

### Easy and quick assembly

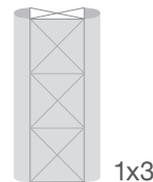


### Robust construction

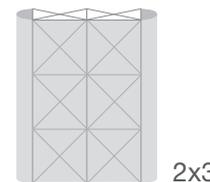


The SnapUp "Elegance" is available in curved and straight shape.

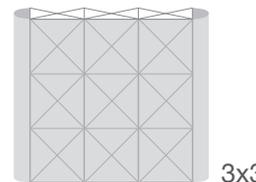
### 4 different standard sizes



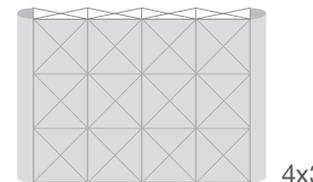
1x3



2x3



3x3



4x3



# SnapUp® “Classic”

## A traditional and versatile pop-up system

SnapUp Classic is a straight-forward, traditional pop-up system and at the same time, very economically priced.

Choose between many different sizes and shapes - curved, straight and cylindrical (tower) form. “Classic” is also available in an eye-catching serpentine design, the S-shape, and if desired, it can be delivered for double-sided use as well.

Absence of the cross-bracing allows for deep display shelving in a show-case fashion. In other words, the “Classic” offers an outstanding versatility to fit all types of display requirements.



## Classic Exhibit Kit

Consisting of:  
 1 3x3 system  
 1 budget case/counter  
 1 wooden top for counter

Total size:  
 255 (w) x 223 (h) x 72 (d) cm  
 100.4 (w) x 87.6 (h) x 28.3 (d) inch



## Product presentation showcase



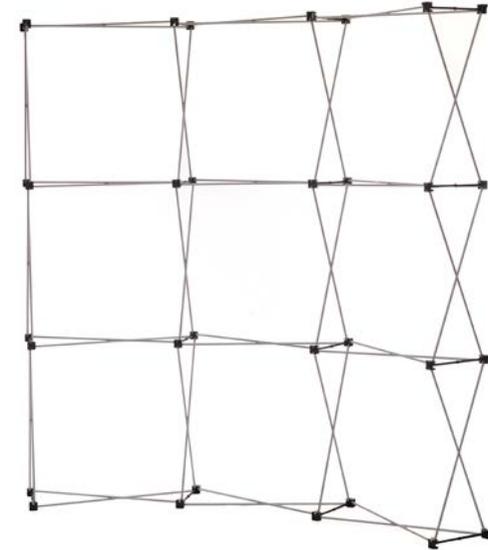
*Built-in showcases with wooden shelves give excellent possibilities for product presentations.*

## The eye-catching S-shape



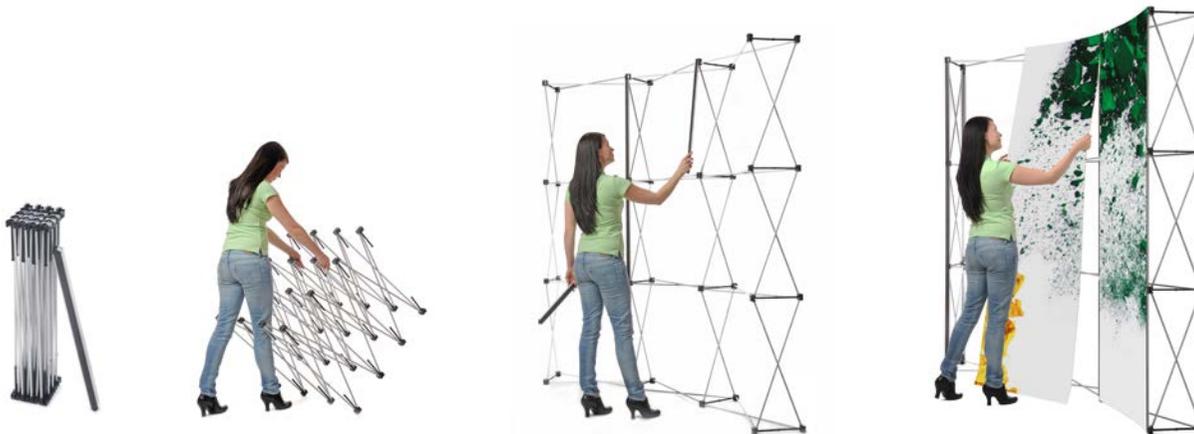
*Stand out from the crowd by choosing the "Classic" with a serpentine design. Perfect symmetry when used as a dividing wall with double sided graphic panels.*

## Economic construction

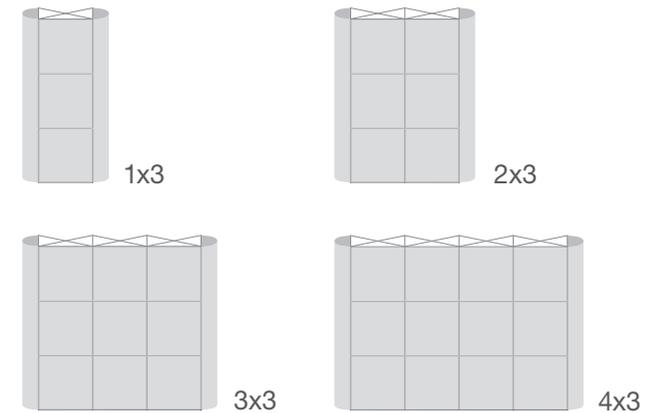


*The SnapUp "Classic" is available in curved, straight as well as cylindrical shape.*

## Quick and easy mounting



## 4 different standard sizes





POP-UP WALLS

# SnapUp<sup>®</sup> “Stretch”

## A display wall in less than a minute!

The SnapUp Stretch offers the quickest and easiest way to set up and display a seamless large format graphic print. Ideal to use at short-term events and exhibitions, when time is a decisive factor.

The graphic image is printed on a stretch fabric material and then attached to the system with velcro tape. In erecting the system, the fabric is automatically stretched out and a smooth surface is achieved.

The printed fabric remains on the system also during take-down and storage. It can't be quicker and easier!



## Reliable construction



12 mm/0.5" square aluminum tubes and the click-in locking pins give an outstanding rigidity to the system.

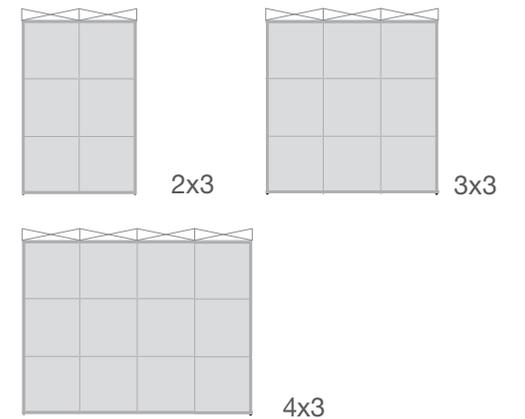


The all-around velcro tape ensures a perfect stretch of the fabric print.

## Complete in less than a minute



## 3 different standard sizes



# Flexiframe<sup>®</sup> Backwall Kits

## More show for less money

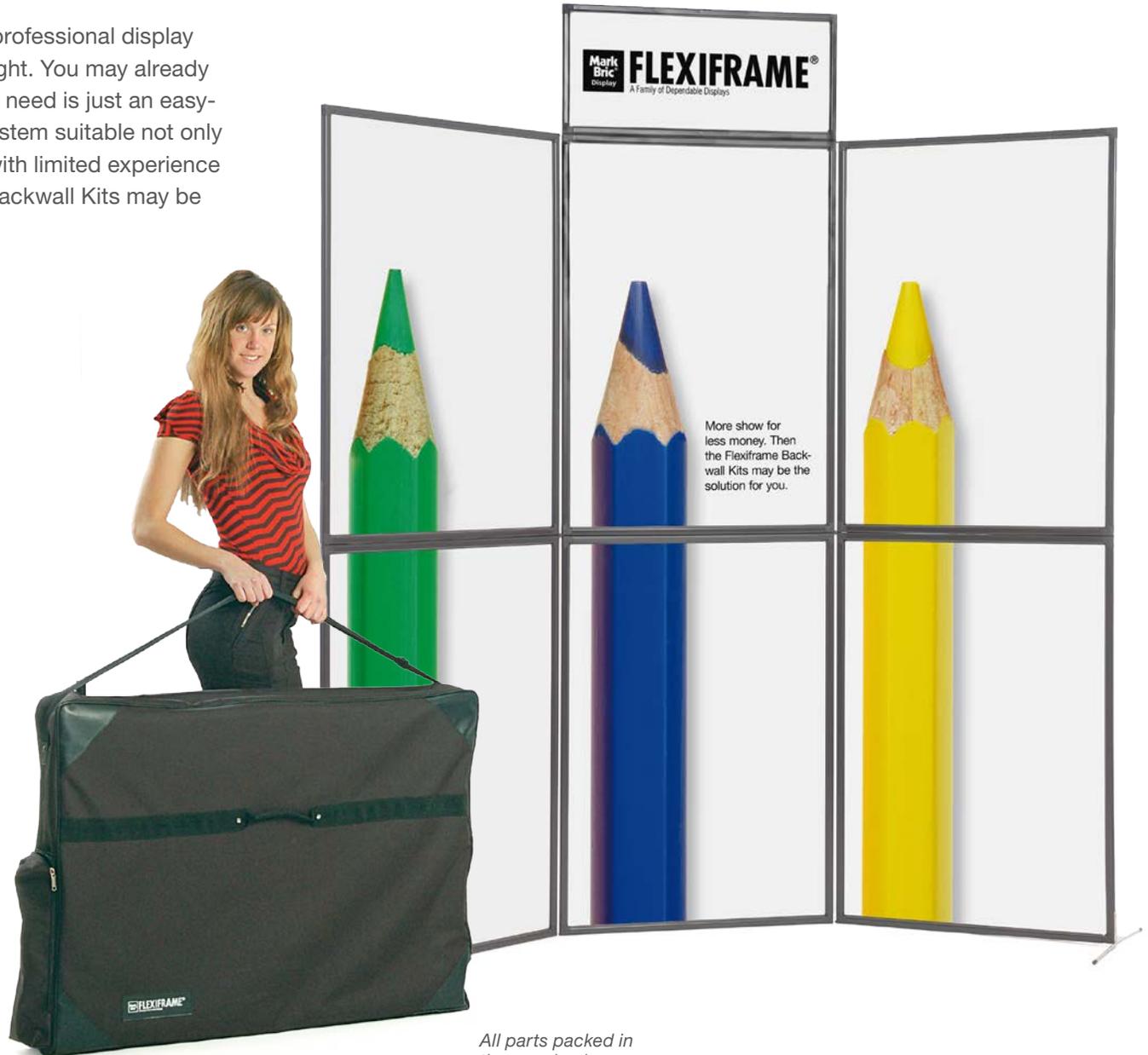
You know that you need the look and functionality of a professional display for your next presentation, but budget constraints are tight. You may already have posters or prints, which you wish to use. What you need is just an easy-to-use, attractive and reliable system to do the job. A system suitable not only for professionals, but even more for the “regular” user with limited experience and time in arranging exhibitions. Then the Flexiframe Backwall Kits may be the solution for you.



The Flexiframe system uses rigid panels as infill material which can be easily exchanged in no time.



Quick and easy to assemble.



More show for less money. Then the Flexiframe Backwall Kits may be the solution for you.

All parts packed in the carrying bag.

### 6+1 Exhibit Kit

- Consisting of:
- 6 frames 70x100 cm
- 1 header frame 70x30 cm
- 1 carrying bag

Total size: 219 (w) x 239 (h) cm  
89.2 (w) x 94.1 (h) inch



## 8+4 Exhibit Kit

Consisting of:

- 8 frames 70x100 cm
- 4 header frames 70x30 cm
- 4 Halogen spotlights, 50W
- 2 Brochure pockets, A4
- 1 carrying bag for frames
- 1 accessory bag

Total size: 292 (w) x 239 (h) cm  
115 (w) x 94.1 (h) inch

*Possibility to upgrade with LED spotlights and hard transport case on wheels.*



*No other display systems offer such a wide colour range as Flexiframe. It gives you an outstanding possibility to match the colour of the system with your graphic panels. For all frame colours, see page 77.*





# Desks and counters

Reception desks and counters are a most vital part at any trade show, exhibition, event and product demonstration. The Mark Bric counter units offer absolute top quality and perfect stability to serve you during many years. Most of them offer plenty of inner shelving as well.



## SnapUp Reception Desks

*Receive your customers in style*

Built on the pop-up structure with rollable wrap-around graphics the SnapUp counters have excellent stability and are extremely quick and easy to assemble.



## SnapUp Mini Counter

*Receive your customers in style*

The Mini-counter is a smaller unit compared to our SnapUp Reception Desks, but still big enough as a meeting point or for a demonstration. The Mini-counter is built on a pop-up structure as well.



## Case/Counter Conversions

*A clever and simple solution*

Our transport cases on wheels also serve perfectly as counter units. Just add a table top and wrap-around graphics.





### Flexiframe Demo-Desk

*A low price alternative for rigid panels*

The Flexiframe foldable counter uses easily changeable rigid panels instead of wrap-around graphics. Excellent stability and plenty of inner shelving.



### ISOframe Counters

*Stylish and modular counter units*

The elegant and cost effective ISOframe counters are very robust and easy to assemble with wrap-around graphics. Available in different shapes.



### ISObar

*A modular system of large reception counters*

ISObar can be expanded and reduced to suit any stand size, with minimal framework. ISObar is the perfect solution for larger counters and bar areas.



# SnapUp Reception Counters

## Receive your customers in style

A full size counter unit with plenty of space to receive your customers at trade shows, at events etc. Built on the pop-up structure with rollable wrap-around graphics the SnapUp counters have excellent stability. Available in two sizes – Maxi and Midi – and with the wooden top in “honey-oak” or “gloss black”.



Carrying bag on wheels included



Plenty of storage space on the inner shelving.



The wooden top shelf and the inner shelving are available in two colours: “Honey-oak” or “gloss black”.

## Easy mounting in a few steps



# SnapUp Mini Counter

## A perfect meeting point

The Mini-counter is a smaller unit compared to our reception desk, but still big enough as a meeting point or for a demonstration. It is based on a pop-up structure with a rollable wrap-around graphic.



Practical storage space on the inner shelving.



The mini-counter is a lightweight product and can easily be transported in our convenient shoulder bag.



The wooden top shelf and the inner shelving are available in two colours: "Honey-oak" or "gloss black".



# Case/Counter Conversions

## A clever and simple solution

Our hard cases on wheels, used to transport our SnapUp backwalls, also serve perfectly as counter units. Adding a wooden top and a rollable wrap-around graphic transforms the case into a counter.



Please note: The case/counter conversion unit does not have any inner shelving.



# ISOframe Counters

## Stylish and modular counter units

The elegant ISOframe counters are very robust and easy to assemble, using our unique FASTclamp tool-less connector. Available as standard in circular and rectangular shape – special sizes and shapes may also be ordered. Rollable graphics are attached magnetically to the counter. Use the counter totally “closed”, or open up the reverse side for internal shelving.



## Easy mounting in a few steps



# Flexiframe Demo-Desk

## A low price alternative with many advantages

The Flexiframe foldable counter uses easily exchangeable rigid panels instead of rollable wrap-around graphics and has excellent stability. Three inner shelves and a top in wood or aluminium.



Four choices for the top: Aluminum in black or grey, alternatively wooden top in black or honey-oak.



The Flexiframe counter is delivered in a cardboard box with handle. A padded carrying bag with inner pockets for all shelving can be purchased extra.

## Easy mounting in a few steps



# ISObar

## A modular system of large reception counters

The Mark Bric ISOframe program includes a modular system of large reception counters (ISObar), which can be individually designed to fit any reception area or trade show stand. Create stunning curved or straight units or customize your counter by combining different counter sections into a unique shape.

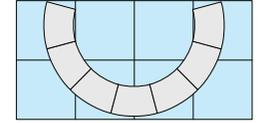
The wooden tops, bases and inner shelving are in an attractive grey finish.

All of our reception counters offer a stylish solution at a reasonable price, with no compromise on quality.



*A curved 7-section customized counter unit.*

*Approx. size: 3m (w) x 2m (d)  
/ 118" (w) x 78" (d)*



### FASTclamp

The ISOframe counters have an easy and tool-free assembly thanks to our unique and patented FASTclamp connector.

## Attractive and practical features



### Double sided graphics

The counter units can be equipped with graphic panels on both sides if needed.



### Even more attractive with light

Increase visibility of your graphic message with our decorative downlight LED-strips. Easily mounted (with tape) in a special light track under the table top.



### Useful inner shelving

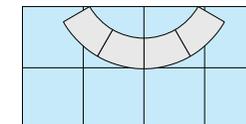
The standard counter units include one inner shelf for each section. More shelves can be added and purchased extra.

## Easy mounting in a few steps

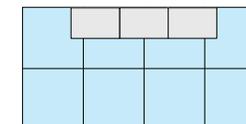


## Choose a straight, curved or customized unit

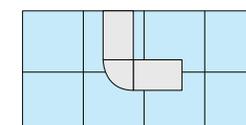
3-, 4- and 5- section counter units (straight or 30-degree curve) are the most common units. Extend or reduce with the number of sections you need. 12 curved sections (30 degree) make a full circle. Always delivered complete with framework, top shelves and 1 inner shelf/section.



A curved 4-section standard counter unit.  
Approx. size: 2,7m (w) x 1,1m (d) / 106" (w) x 43" (d)



A straight 3-section standard counter unit.  
Approx. size: 2,4m (w) x 0,5m (d) / 94" (w) x 20" (d)



A 3-section counter unit with a 90° corner module.  
Approx. size: 1,3m (w) x 1,3m (d) / 52" (w) x 52" (d)



# SwingUp™

## Offer your printed material in an organised way

Just unpack, pull up and the SwingUp literature rack is ready. The high-tech and timeless design, combined with top quality and durability guarantees many years of daily use.

- Extremely user-friendly
- Secure double-locking set-up
- Superb durability



The literature rack is available in matte black and silver grey colour.



Elegant and functional design



Extra foot support for outstanding stability





VI FÖRESLÅR  
DELAT ANSVAR FRÅN  
OCH MED MU.

# Retail

## FRAMES, RAILS & SIGN HOLDERS

Whether you need promotional/informational posters, signs and banners for your shop, bank, business, museum or government office lobby, basically any public place where you have the opportunity and the need to communicate with your audience, Mark Bric has the product line, the global presence and the experience to help you Speak Out.





# Flexiframe®

## All sizes, all shapes, all colours

Flexiframe, our very first display product, is a modular framing system which highly simplifies the handling of posters and prints for shops, malls, banks, hotels, restaurants, public offices etc.

As the brand name indicates, by using different sizes, colours, shapes and combinations of frames, the display possibilities are endless. The frames can be used single or double sided and a large selection of mounting and suspension brackets as well as table and floor stands are available.



## 16 standard colours to choose from...

	White (51)		Grey metallic (59)
	Grey (52)		Yellow (60)
	Red (53)		Teal (61)
	Blue (54)		Burgundy (62)
	Black (55)		Purple (63)
	Brown (56)		Hunter green (64)
	Green (57)		Orange (65)
	Beige (58)		Clear blue (65)

Special colours produced to order.

## Cut your own profiles

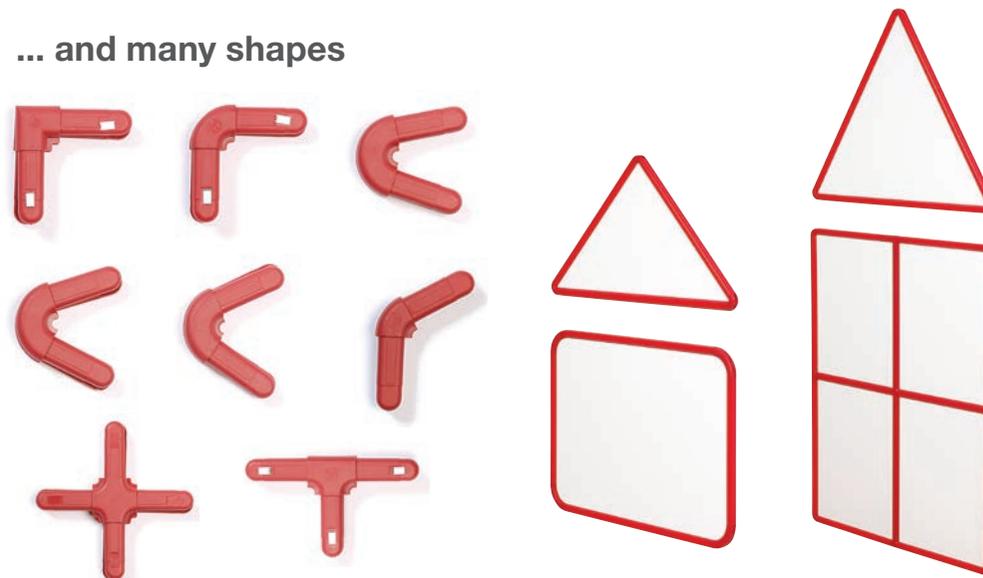


For the DIY frame builder Flexiframe can be delivered as profile lengths and corner pieces.



There is also a possibility of joining the frames with the help of our unique connector brackets to build many kinds of useful exhibits and POP-units.

## ... and many shapes



## Swing Wing

The Swing Wing units are another Flexiframe application and offer plenty of information in a limited space.

# Flexiframe®

The versatile Flexiframe floor & table stands meet a great variety of exposure needs and help you in arranging your promotional material in an effective and winning way. The stands are designed to take frames of different sizes and colours. All frames can be used with single- or double sided messages to suit the location and the stream and movement of the people passing by.

On these two pages are some examples of our most popular stands.  
For a complete selection – visit our website at [www.markbricdisplay.com](http://www.markbricdisplay.com)



## Table Stand

Ideal for displaying messages on counters, desks etc. Two metal supports are simply slid on to a Flexiframe single frame.



## Frame support

It can't be easier and more economical! Just add one frame support on each side of a Flexiframe - in any size - and you have an excellent indoor floor stand.



## Budget Stand

Our most popular floor stand for smaller frames (less than 70x30 cm / 28x12") as well as arrow frames. Ideal for directional signage!



### Prestige

Double pole stand with heavy base for excellent stability. Available for frames in size 50x70 cm / 22x28"



### SoftLine

Part of our designer stand series. Elegantly rounded feet and available in grey or black. For frames 70x100 cm / 30x40", 24x36" or 22x28".



### X-Stand

Part of our designer stand series. Thanks to the cross design, the stand has a flexible format and any frame in width between 50 and 76 cm / 22" and 30" can be used. Available in grey or black.

# ISOframe<sup>®</sup> Fabric Wall Frames



## ISOframe Fabric Wall Frame

An aluminium wall mount frame for fabric prints. The profile is only 20 mm / 0.79" wide and for single sided use only. Frames can be cut to any size on order – fully customized!

The tension fabric easily attaches to the system with silicone (pvc) edging which wraps into a channel in the framework.

Since wall frames are normally for more permanent use we recommend our economical screw solution, instead of our unique and tool-less FASTclamp connector, to assemble the frame.

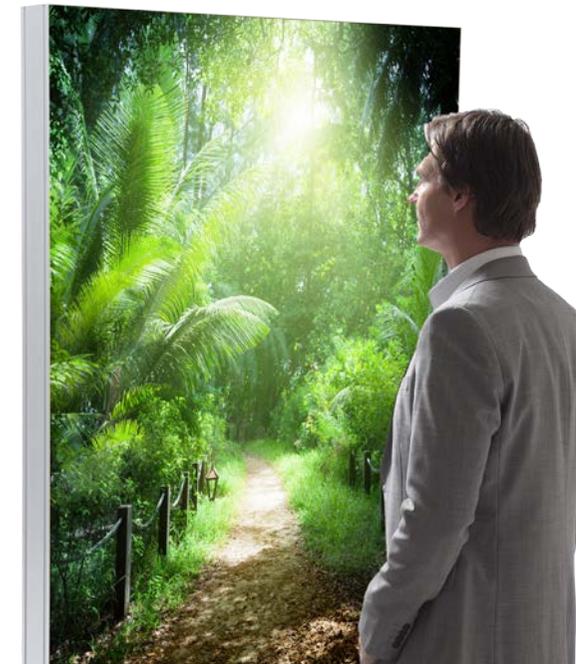


*Order the frames with a traditional screw solution, or choose our patented and tool-free FASTclamp connectors.*

## ISOframe Fabric Light Box

Our new ISOframe light boxes for fabric prints and with strong LED lights on the inside can be used for wall mounting and suspension, as well as placement on the floor with our stable feet.

Graphics can be attached on both sides if desired. An ISOframe backlit display adds that extra shine to your colourful graphics!



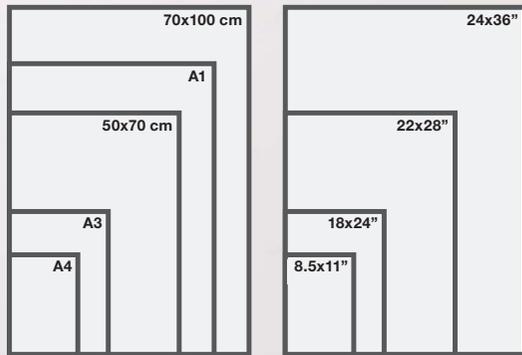
*Light boxes are delivered with a screw solution only.*

# SnappyFrame™

## Snap your posters in place!

The attractive Mark Bric Snappy Frames will display your posters and prints to maximum effect. Elegant aluminium profiles, with the traditional front loading snap function, make up the frame. Changing of posters is completed within seconds.

Just snap your posters in place and start selling!



Standard sizes



The frame is equipped with a back panel in durable weatherproof plastic and an anti-reflex (non-glare) front protection plastic sheet to hold the poster in place.



# BannerRail®

## Smart and easy suspension of graphic banners!

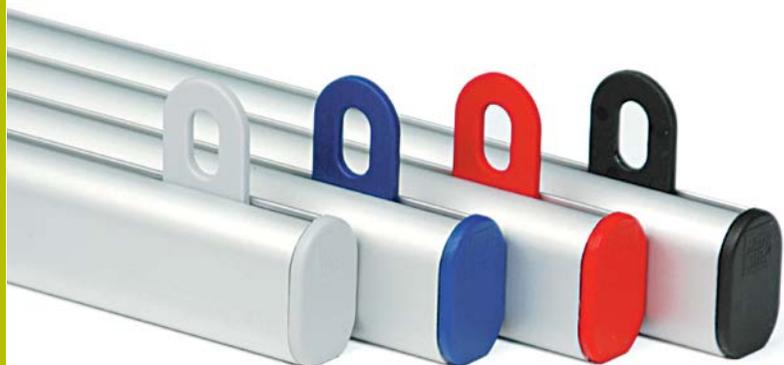
Banner rails provide an attractive and cost effective way to suspend banners and posters in shop windows, malls, banks, travel agencies etc. - wherever people are passing by. Mark Bric offers three excellent alternatives for different needs and requirements.



Three different models: Aluminium slide-in rail, Aluminium snap rail and Plastic slide-in rail. The aluminium rails have a 10 year warranty, the plastic rail a 1 year warranty.



Snap open and load your banner.



Attach rails to both top and bottom of the banner for maximum impact/stretch.



The BannerRail snap profile can be used perfectly in combination with our MultiMaster banner stand, as well as our Impression 3 stand - see page 48.





# Speak Out!

Welcome to MarkBric.  
Choose a product range that suits your needs.

SKIP INTRO

**Retail**  
FRAMES, RAILS & SIGN HOLDERS



**Roadshow**  
PORTABLE DISPLAYS



**Tradeshow**  
MODULAR TRADESHOW SYSTEMS



Visit [www.markbricdisplay.com](http://www.markbricdisplay.com)  
for complete information on the  
Mark Bric product range



## OUR QUALITY – YOUR GUARANTEE

All Mark Bric products are manufactured with the highest standard of workmanship and the best quality of materials available. All products are constantly subjected to demanding quality control, well tested on the market and designed to provide years of trouble-free use. Top quality – no compromises!!

**Mark Bric Display AB**, Källbäckstrydsgatan 4, S-507 42 Borås, Sweden  
Phone +46 33 480 460, Fax +46 33 480 470, E-mail: [display@markbric.se](mailto:display@markbric.se)

**Mark Bric Display Corp.** 4740 Chudoba Parkway, Prince George, VA 23875, U.S.A.  
Tel. 800.742.6275 Fax 800.565.9506 E-mail: [markbric@markbric.com](mailto:markbric@markbric.com)

**ISOframe**  
A Family of Dependable Displays

The world's first fully flexible display & exhibition system

**ISOframe wave**

- ✓ Self-Build
- ✓ Portable
- ✓ Modular

10 YEARS

Use as a basic display wall...  
add more modules...  
and build a complete exhibition stand.

EXPLORE THE OTHER ISOFRAME PRODUCT GROUPS:

Visit [www.isoframe.com](http://www.isoframe.com)  
for complete information on the  
ISOframe system

## Our brands



© Mark Bric Display AB, 2015. All rights reserved 9416 / 2015.06.01  
Mark Bric Display is a registered trademark by Mark Bric Display AB.  
ISOframe is a registered trademark by Display Makers UK Limited.  
Patents pending and patents granted worldwide.

