

# SEG Silicone Edge Graphics

High resolution dye sublimated fabric graphics with a thin silicone perimeter sewn on, that when fitted into the recessed groove of the Charisma aluminum frame, results in a compelling attractive drum tight fit.

## Fabric Frames - the *perfect* display panel.

- One that is upscale and luxurious but still cost effective
- One where graphic changes are fast and easy
- One with texture that is non-reflective and sound absorbing
- One that is frameless with no visible sew lines
- One that packs, ships and distributes in a tube, yet can fill a wall
- One with the lowest shipping cost per square foot of graphic
- One that provides not just graphics, but great ambiance

## Dye Sublimated Printing

Dye Sub Printing on fabric offers a richness and intensity of both color & texture. When assembled to our frames, the result is magnificent.

### STUNNING VISUAL IMPACT

Available one or two sided, can be made to any size.

Luxurious appearance, *affordable* cost.

### Infinite Applications

Tradeshows, expositions & events  
Airports, bus & train terminals  
Retail store windows  
Retail interiors, P.O.S. applications

Office, meeting, room interiors  
Space/room dividers  
Hotels and hospitality settings  
Museum installations



## Stunning visual effects for any environment with a museum box look.



### Commercial

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Great for small, large or huge murals.  
No visible sew lines, frameless look.

Good for small offices or large facilities.  
Eye catching appeal.

### Retail

Extremely easy for associates to change  
out the graphics for new promotions.

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Versatile enough to support, brand messages  
tastefully, with impact.



### Tradeshows and Events

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Fast set up & take down, low transportation costs.  
Terrific aesthetics and very impactful.

Next tradeshow promotion is just a simple  
graphic change away.

## Retail Environments







## Store Windows

Use to build attention getting displays.  
Frames can be any size and the non reflective  
textured fabric face is a tasteful compliment.  
Charisma Fabric Frames can be wall mounted,  
ceiling hung or be free-standing on the floor.

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S I M P L E   E L E G A N C E !

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Available one or two sided, can be made to any size.

## Retail Interiors

An eye catching and cost effective way of creating  
the right environment for your brand promotion.

Create the look you want this season  
and know next seasons look requires just a simple,  
easy graphic change out.



## Commercial, Corporate, and Facility Environments



### Create the Right Ambiance

Museum box look

Textured graphics

Noise & sound absorbing

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DESIGN FLEXIBILITY WAS NEVER SO  
EASY AND COST EFFECTIVE!

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## Decorative Interiors

Stunning visual impact

Communicative, informative

Units packs & ships in a tube

LUXURIOUS APPEARANCE  
AT AN AFFORDABLE COST



# Commercial, Corporate, and Facility Environments

## Graphic Wall Room Dividers

Great design versatility

Easy graphic change outs

Ambient noise reducers

ULTRA EASY TO SET UP,  
COMPELLINGLY ATTRACTIVE



## Versatile Graphic Solutions

Theaters

Lobbies

Showrooms

Offices

Restaurants

Meeting Rooms

CHANGE THE LOOK ACCORDING TO  
THE SEASON, EVENT OR PROMOTION.





WE CAN ASSIST YOU WITH DESIGN OF YOUR NEXT TRADESHOW BOOTH.



Two sided units double the viewable areas, thus very cost effective.

SET UP / TAKEDOWN IS EASY & FAST

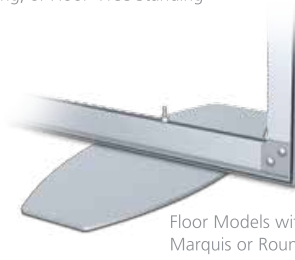
Transportation and drayage costs are kept to a minimum.

Hardware can be used repeatedly with new graphics to ensure your presentations stay fresh & exciting.



# Fabric Frame Nuts & Bolts

MOUNTING OPTIONS: Wall Mount, Ceiling Hung, or Floor- Free Standing

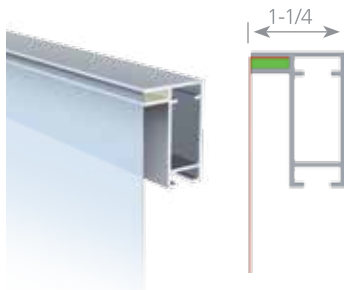


Floor Models with Marquis or Round Bases.

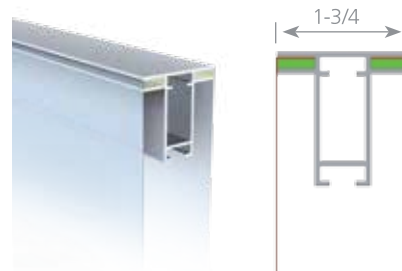
STRONG, STEEL CORNER BRACKETS



SINGLE SIDED



DOUBLE SIDED



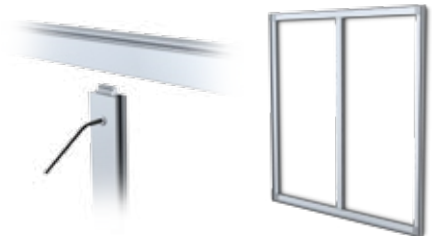
DISTORTION CONTROL BRACKET



These brackets may reduce or eliminate the need for spanner support bars. Good only for single sided Charisma wall mount frames.

**XSDCB**

SPANNER SUPPORT BARS



Spans greater than 48 require Spanner Support Bars, unless they are wall mounted. Quick connect hardware included each end.

To ensure strength & stability, the wall thicknesses of our profiles are particularly substantial.

The Silicone strip (green) gets stitched to the graphic perimeter (red) and inserted into the channel for a drum tight fit.

Standard Sizes

Specify: Frame Kit Mounting

FRAMES CAN BE MADE TO ANY SIZE

Please contact us for prompt quotation.

Single Sided	Double Sided	Size	Single Sided	Double Sided	Size
<b>XSM23A</b>	<b>XSM23B</b>	24 x 36	<b>XSM56A</b>	<b>XSM56B</b>	60 x 72
<b>XSM24A</b>	<b>XSM24B</b>	24 x 48	<b>XSM58A</b>	<b>XSM58B</b>	60 x 96
<b>XSM34A</b>	<b>XSM34B</b>	36 x 48	<b>XSM66A</b>	<b>XSM66B</b>	72 x 72
<b>XSM35A</b>	<b>XSM35B</b>	36 x 60	<b>XSM68A</b>	<b>XSM68B</b>	72 x 96
<b>XSM36A</b>	<b>XSM36B</b>	36 x 72	<b>XSM610A</b>	<b>XSM610B</b>	72 x 120
<b>XSM45A</b>	<b>XSM45B</b>	48 x 60	<b>XSM88A</b>	<b>XSM88B</b>	96 x 96
<b>XSM46A</b>	<b>XSM46B</b>	48 x 72	<b>XSM810A</b>	<b>XSM810B</b>	96 x 120
<b>XSM48A</b>	<b>XSM48B</b>	48 x 96	<b>XSM1010A</b>	<b>XSM1010B</b>	120 x 120

Mounting Options

**-WC** Wall or Ceiling  
**-FL** Floor Standing

Wall or Ceiling Mount\*

**-WM** Wall Mount  
**-CP** Ceiling Vertical  
**-CL** Ceiling Horizontal

\*Does not affect price

Floor Mount\*

**-FPMB** Floor Vertical, Marquis Base  
**-FLMB** Floor Horizontal, Marquis Base  
**-FPRD** Floor Vertical, Round Base  
**-FLRD** Floor Horizontal, Round Base

\*Does not affect price

Spanner Support Bars

<b>XSB2</b>	24
<b>XSB3</b>	36
<b>XSB4</b>	48
<b>XSB5</b>	60
<b>XSB6</b>	72
<b>XSB8</b>	96
<b>XSB10</b>	120

# Fabric Frame Nuts & Bolts

## LINKING CONNECTORS



Sometimes for long custom frames, in-line linking connectors are required. Offered on a project basis.

## FLOOR MODEL BASE OPTIONS

Bases attach to frame with elastic stop nut.



Marquise bases,  
18 x 8.75



11 Round bases.  
Use when only a small  
base is best.

## ACCESSORIES



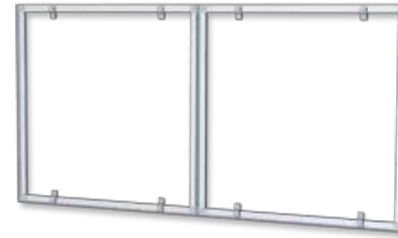
Silicone strips not included with frame kits, Sold separately.  
200 rolls - **XSSL200**

### Accessories

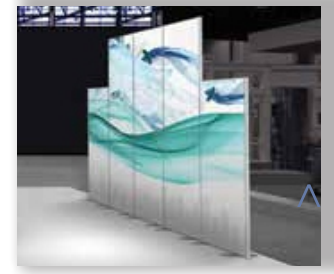
<b>XSSL200</b>	200 roll of silicone strip
<b>XSQK-0</b>	24 x 24 frame only
<b>XSQK-1</b>	24 x 24 frame with graphic

## PANEL ASSEMBLIES

Side by side continuous walls, Tees, Angles & other structural configurations are offered on a project basis.



Side by side walls have drilled holes & simple screws & nuts.



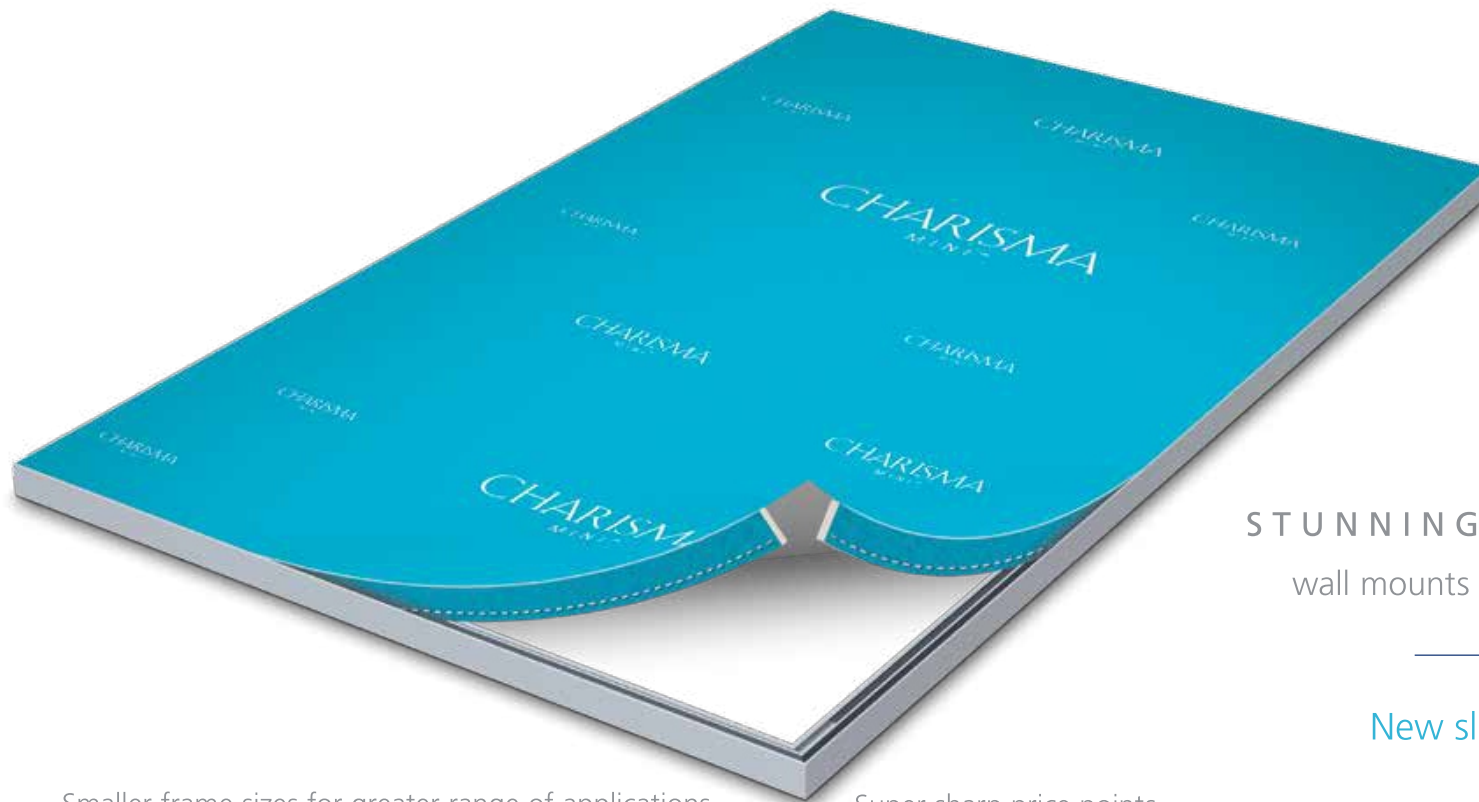
Brackets are  
heavy gauge steel.



For Tees, Angles, etc., we typically use heavy gauge steel brackets with simple connecting hardware.



# New Slim profile SEG Frames for Wall Mounting



The perfect display panel  
Luxurious appearances  
Affordable cost

STUNNING VISUAL IMPACT  
wall mounts vertically or horizontally

New slim profile frames

Smaller frame sizes for greater range of applications  
Graphic changes are fast and easy  
Frameless graphics with no visible sew lines  
Wall hangers provided

Super sharp price points  
Fabric graphics provide luxurious look and feel  
Provides not just graphics, but great ambiance  
Handsome Satin silver finish

ATTRACTIVE - STRONG - AFFORDABLE EXTREMELY QUICK & EASY GRAPHIC CHANGEOUTS

# New Slim profile SEG Frames for Wall Mounting

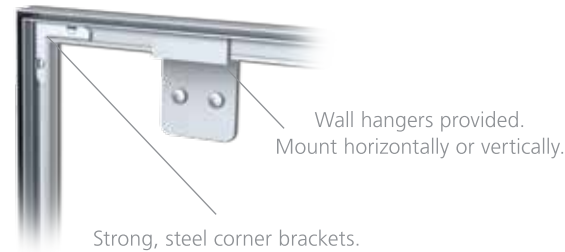
## Infinite Wall Mount Applications

FRAMES SIZES CAN BE CUSTOMIZED  
 Please contact our friendly sales staff for prompt quotation.

Tradeshows, expositions & events  
 Airports, bus & train terminals  
 Retail interiors, P.O.S. applications

Office, meeting, room interiors  
 Hotels and hospitality settings  
 Museum installations

Model	Size
<b>XSM1</b>	8-1/2 x 11
<b>XSM2</b>	11 x 14
<b>XSM3</b>	11 x 17
<b>XSM4</b>	14 x 22
<b>XSM5</b>	18 x 24
<b>XSM6</b>	22 x 28
<b>XSM7</b>	24 x 36
<b>XSM8</b>	30 x 40
<b>XSM9</b>	36 x 48



New slim profile frames



The Silicone strip gets stitched to the graphic perimeter and inserted into the channel for a drum tight fit.



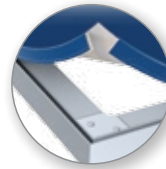
## SEG FABRIC FRAMES GRAPHIC INSTALLATION GUIDELINES

*When inserting silicone into frame groove, you must place the edging AND the fabric into the groove.*

- 1 Start by inserting one corner in and then the opposite diagonal corner. Then the next corner followed by the last diagonal corner.
- 2 THEN WORK FROM THE MIDDLE ON EACH SIDE OUT TO THE ENDS. This will result in a perfect fit.

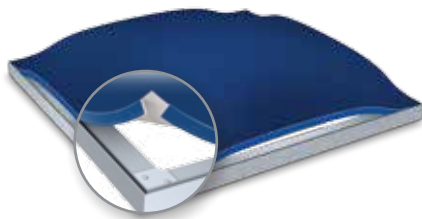
As long as you follow the above precisely, the fabric graphics will always be taut. We do rollout after rollout with 100% success.  
If the instructions are not followed precisely the graphic will not fit properly.

CORRECT



Silicone edging AND fabric gets slipped into recessed frame groove.

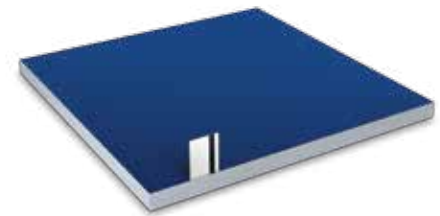
- 1 Insert edging AND fabric into one corner, then the opposite diagonal corner. Repeat on the opposite corners, to form an X.



- 2 The graphic will be taut at this point. Push in the middles of each side, working your way toward the corners.



- 3 If necessary push in the corners and/or sides with a credit card. Fabric will be taut and ready for displaying.



### GRAPHIC SIZE

Measure graphic size from outer edge of SEG frame channel to opposite outer edge. Prepare artwork the same size, add 3/4 bleeds to each side.



### GRAPHIC REMOVAL

To remove the graphic from the frame, locate the fabric pull tab. Gently pull up on the tab to remove the graphic.

