

THE
LITTLE
BLACK
BOOK OF
FABRIC
FRAMES



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

Everything starts with a conversation



**GLOBAL SHOP
BOOTH
EXPLAINED**

4



**WHO IS
SEG
SYSTEMS**

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**GO BIG
WITH FABRIC
FRAMES**

12



**NON - LIT
FRAMES**

14



**FIXTURES &
MERCHANDISING**

24



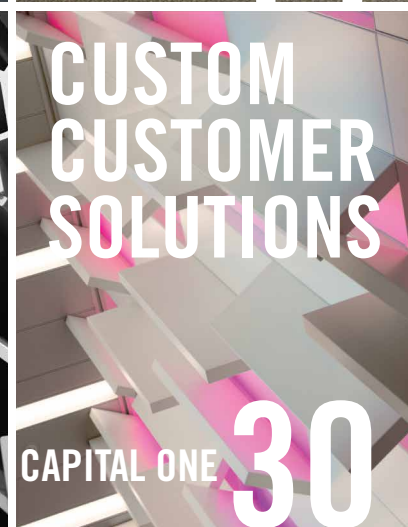
**MORE THAN
A FRAME**

26



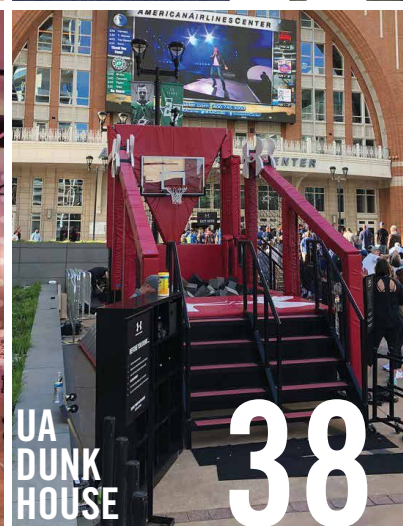
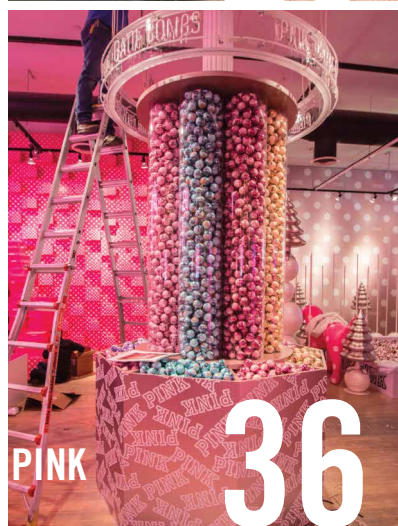
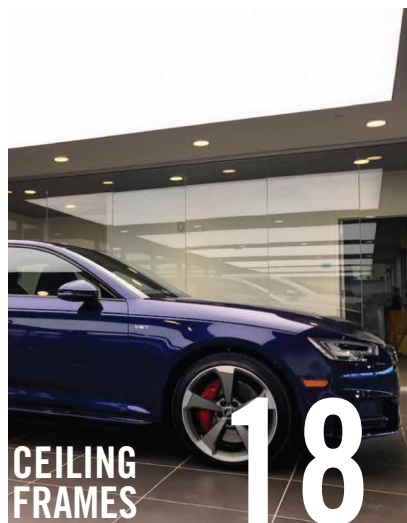
**CUSTOM
EXTRUDED
FRAMES**

28



CAPITAL ONE

30





GLOBALSHOP2018



- 1 Booth structure is built from 8" heavy duty extrusion.
- 2 Acrylic backlit laminated logos with SEG LGP panels.

INSIDE LEFT

- 1 Freestanding merchandising wall built from SEG fabric perimeter wall extrusion with integrated standards.
- 2 Backlit SEG perimeter LED wall with shelving.
- 3 Custom towel bar with product mounts.
- 4 Evenly lit white backlit perimeter wall.
- 5 Inside/outside fabric standard engaged header.
- 6 3" lightbox standard engaged endcap.
- 7 Custom product brackets.
- 8 Shelving with lighting.
- 9 Hinged overhead frame concealing overstock.

INSIDE RIGHT

- 10 Storage cabinets with lockable sliding doors.
- 11 Black slatwall.
- 12 Flanking perimeter lit 4.5" lightboxes.
- 13 Slatwall engaged SEG frames.
- 14 Inside/outside backlit SEG header.
- 15 SEG 2" Reveal wall mounted frame.
- 16 Large SEG 1" frame graphic header.
- 17 SEG Lollipop freestander.

INSIDE FRONT ENTRY



●	NON - LIT	●	BACKLIT	●	MILLWORK	●	CUSTOM SHAPES
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TOP RIGHT

- 1 4.75" freestanding perimeter lit lightbox.
- 2 Acrylic cubes with vinyl texturing.
- 3 Painted logo cutout sleeve.

BOTTOM LEFT

- 4 Aluminum tube window frame.
- 5 Reverse loaded SEG AC BAR lightbox.
- 6 Backlit inside/outside arch with SEG narrow light bars.

SEATING

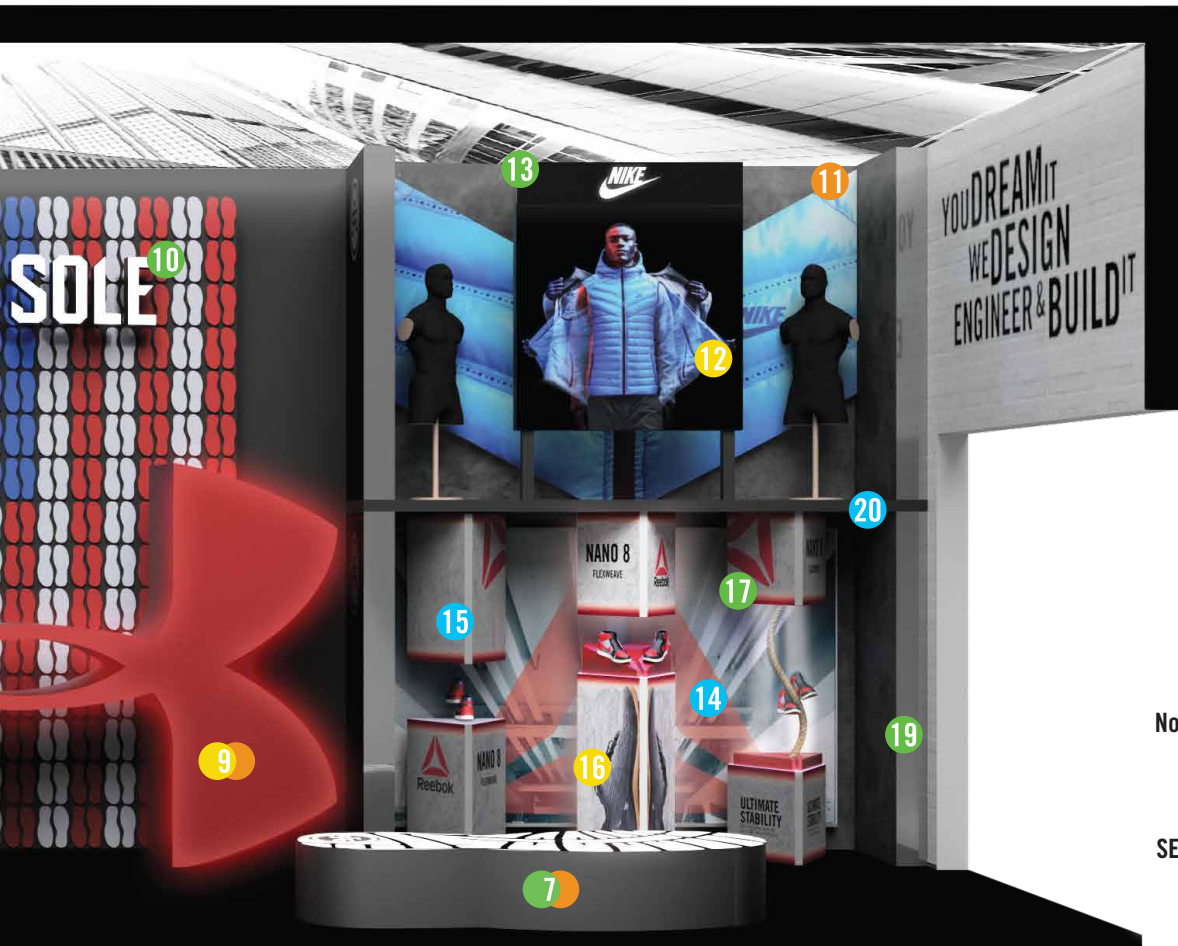
- 7 Big shoe millwork seating wrapped in curved SEG fabric frames.

FEATURE WALL

This feature consists of five window displays that showcase our disciplines and capabilities and boast our lighting technology solutions.

- NON - LIT
- BACKLIT
- MILLWORK
- CUSTOM SHAPES





CENTER

CNC milled HDU shoe soles 8

Aluminum 3D UA logo with SEG fabric and addressable LEDs. 9

Painted HDU suspended letters. 10

TOP RIGHT

Custom V-shaped wall mounted frame. 11

Digital tile lightbox on 3" SEG posts. 12

Die cut logo lightbox header. 13

BOTTOM RIGHT

Suspended SEG Banner Rail. 14

Non-lit pylon pedestal. 15

Backlit pylon pedestal. 16

Non-lit pylon pedestals with rotating rope product glorifier. 17

STRUCTURE

SEG 8" non-lit inside/outside corner window vignette structures. 19

Reinforced laminated shelves. 20




VIDEO TOUR

SEARCH Globalshop 2018



EVERYTHING





YOU DREAM it, we DESIGN,

ENGINEER and BUILD it

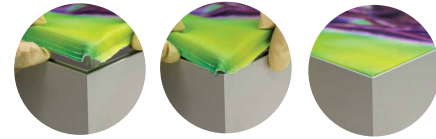
WHO
ARE
WE?



SEG Systems is a full service, premier lightbox and display manufacturer located in Charlotte, NC. We are continuously innovating and finding ways to integrate our SEG frames and technology into custom cabinets and fixtures, thus generating merchandising solutions for our clients. We take great pride in partnering with our customers and becoming an extension of their teams, working alongside them either behind the scenes or as subject matter experts when needed. Our main objective is to remain on the cutting edge of technology and to be constantly seeking the next solution. We proudly offer domestic fabrication all while maintaining environmentally sustainable practices and materials. “You dream it, we design, engineer and build it”. Let SEG show you how our team can be your solution!

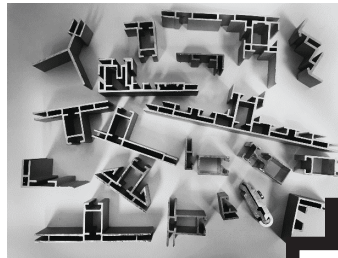


FULL SERVICE FRAME AND DISPLAY MANUFACTURER



SEG (Silicone Edge Graphic) is a high-resolution dye-sublimated fabric graphic finished with a thin silicone strip, inserted into our aluminum frames. The fabric becomes taught like a drum when installed in the frame, resulting in a lightweight, compact shipment that an associate can easily assemble to create large seamless anti-glare graphics.

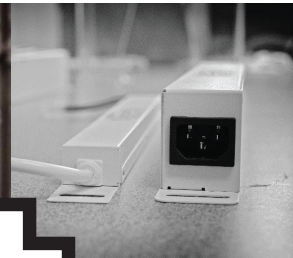
We have a variety of options to suit a customer's precise needs.



**9 BACKLIT
EXTRUSIONS**



**11 LED
SOLUTIONS**



**5 POWER
SUPPLIES**



43 SEG Frame Profiles Stocked

Custom Extrusion Manufacturing



SEG FRAMES





A

GO BIG

A. One of the largest lightbox displays in the USA spanning 70' x 20' wrapping the front window with lit 3D letters.

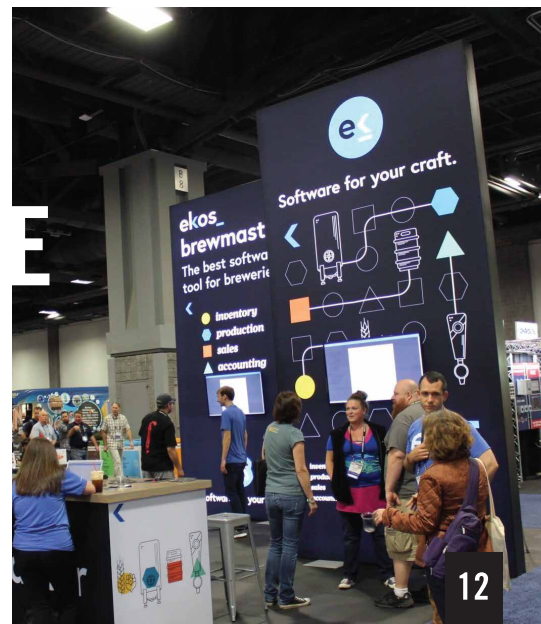
B. Lightbox arches built with 8" double sided extrusion to include built in standards creating a flexible merchandise display.

C. This shop in shop was built using multiple extrusions, some single sided fabric, doubled sided fabric and rigid.

D. Freestanding maze of lightboxes with glass shelving for product display.



E. Towering above the rest with this impactful lightbox display.





A. Backdrop non-lit graphic highlighted by flanking lightbox and spotlights.

B. Integrate graphics with product by leaning 1.5" SEG frames on shelves.

C. Custom built aluminum end cap surround with SEG fabric frame.

D. SEG shoe riser with screen printed logo.

E. Wood wrap adds an organic element to SEG frames with additional product mounting pegs.

F. Large fabric graphic hiding unsightly TV cables.

G. Custom steel fixtures housing an SEG frame and product glorifying shelves.

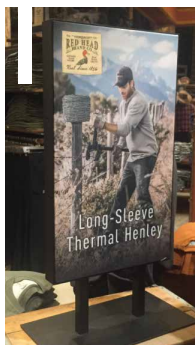
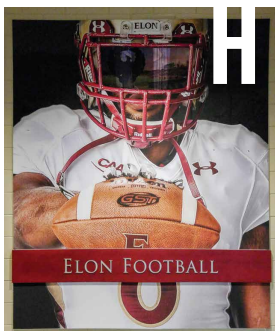
H. Simply layer non-lit frames for added dimension.

I. Telescoping riser frame on small table top display.

J. Curved frame following the curvature of the wall.

K. Partition a space with 3" SEG frames.







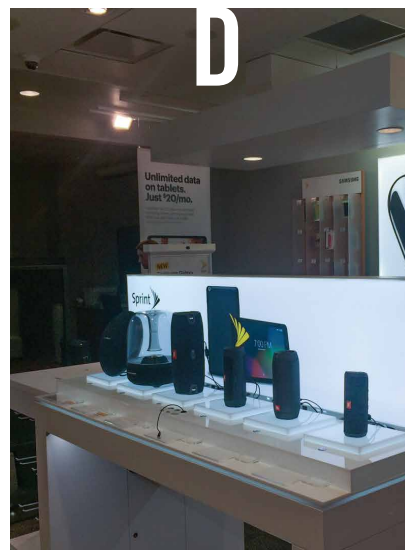
A



B



C



D

A. Collage of lightboxes create an industrial feeling space.

B. RGBW programmable lightboxes change colors and add motion to an otherwise static display. Integrated lit shelving highlights product within each unit.

C. Lightbox wall constructed with doors separating two spaces.

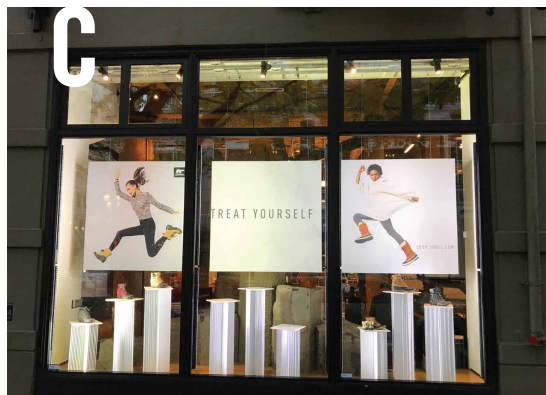
D. Lightboxes are not just for walls, but can be fit to existing fixtures to illuminate products.

E. A variety of lightboxes in different shapes and sizes: suspended, freestanding and retro-fitted all in one storefront.



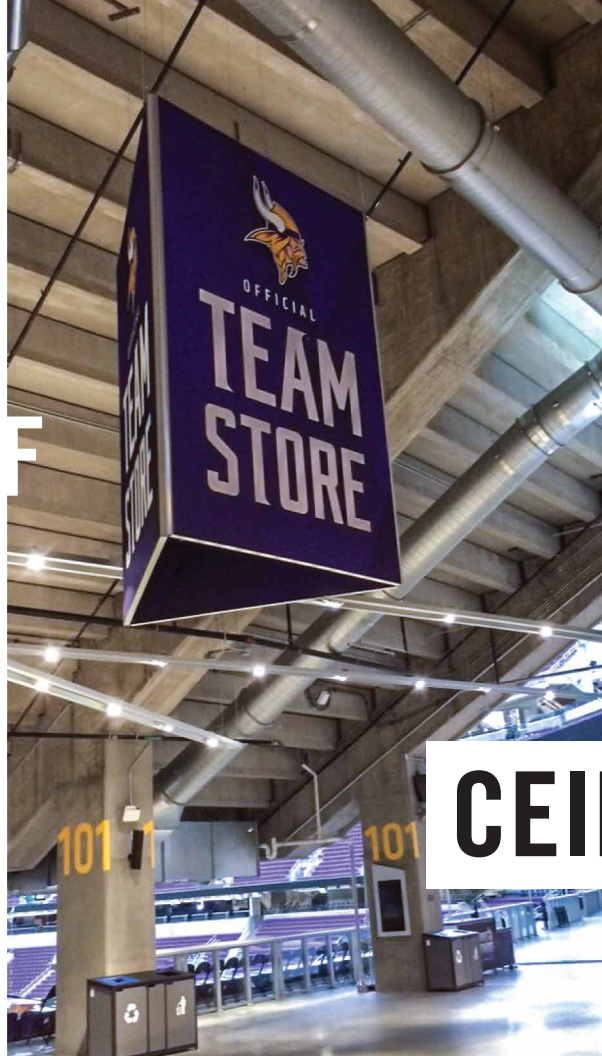
BACKLIT







- A.** Suspended backlit discs with powerful front firing LEDs.
- B.** Suspended curved frame with lit underside matching the desk mounted non-lit curved frame below.
- C.** Suspended window lightboxes.
- D.** Tiled non-lit fabric frames positioned around sprinklers and existing light fixtures.
- E.** 3 large non-lit suspended inside/outside corner cubes.
- F.** Get visibility at every angle with SEG's 3-sided pylon extrusion.
- G.** Gold anodized SEG lightbox suspended from pole.



CEILING

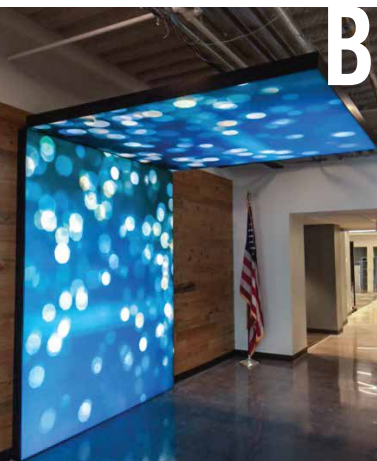


SEG CORNER

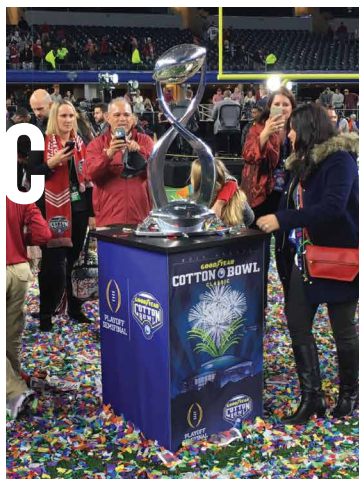
A



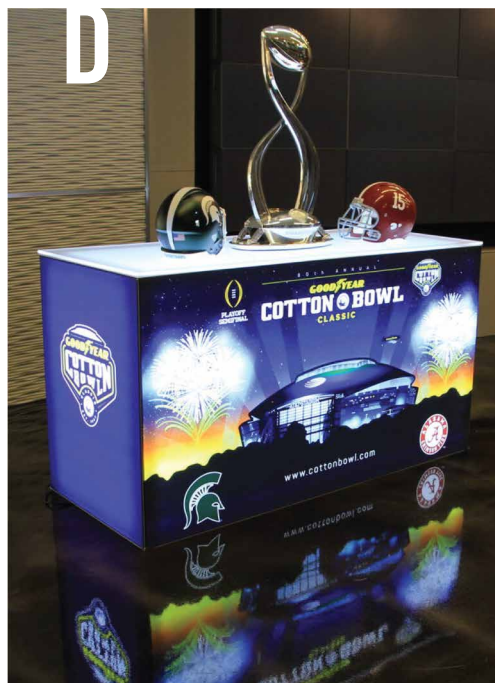
A. Suspended lightbox with seamless outside/inside corner graphics.



B



C



E
D



B. Wall meets ceiling corner with glowing surface. lightbox.

C. Non-lit counter with laminated top.

D. Backlit counter with glowing surface.

E. Fabric frame counter with secure display case top.

F. Inside/outside backlit header mounted above lightboxes. Below are two custom built display cases with tailor made product brackets accompanied by a carpet and hardwood floor demo station.

G. Create a shop in shop within your retail landscape using SEG extrusions mixed with custom shelving, lightboxes, monitors and custom printed flooring.





CUSTOM SHAPES

4

terarecon
Incredible things happen™

3

Visualization

1

5

2

Bistro RSNA
Your lunchtime, our passion

Overlay PACS Viewing

Universal Viewing

3D Print Packs

terarecon

A

A. Maximize your brand impact with lit graphics.

1. 3D lightbox logo
2. Curved backlit counters
3. Double sided lightbox atop millwork meeting stations
4. Impactful suspended lightbox
5. Angled freestanding lightbox walls create meeting space

B. Retrofit any opening with a custom built SEG frame.

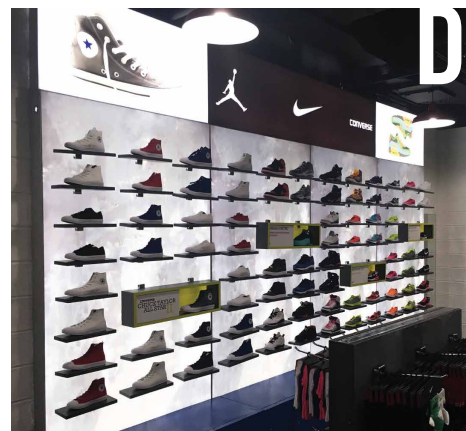
C. Freestanding angled non-lit fabric frames with steel bases.

D. Curved counted wrapped in SEG extrusion with tubular pillow-case freestanding structures behind.

E. Curved SEG frame to vignette custom engraved exhibit display.

F. Banner shaped custom SEG wall mounted frames.







A. Simple non-lit freestanding unit with clothing pegs mounted to both sides.

B. Nesting tables built from SEG extrusions and fabric graphics accompanied by SEG frames engaging into perimeter wall standards.

C. Millwork cabinetry with integrated lightboxes that highlight hat shelving.

D. Lightbox display with magnetic shoe shelves.

E. Sprinkle SEG frames in a busy slatwall display to create focal points.

F. Maximize branding with SEG frames mounted in between standards creating huge imagery while merchandising.

G. Create pop-up shops with our SEG frames and custom millwork displays. Integrate LEDs to highlight product.



**MERCHANDISING
FIXTURES**



MORE THAN A FRAME



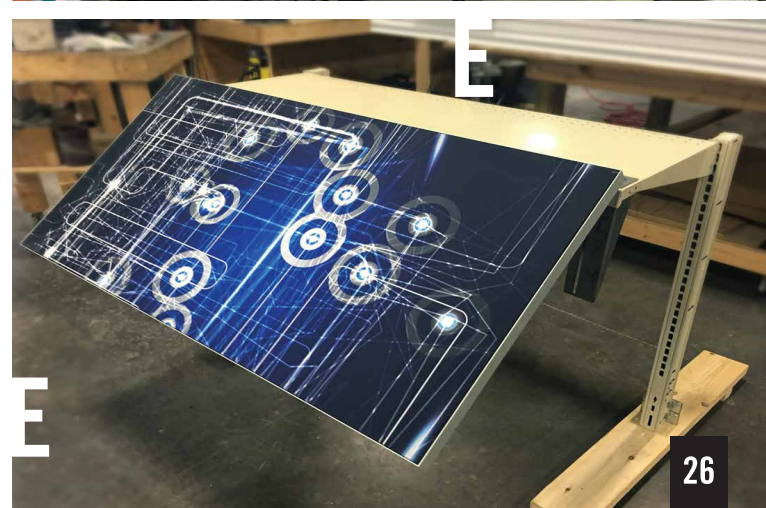
A. Create shadowless lightboxes while adding impactful 3D letters.

B. Rise above the rest with a double sided lightbox mounted on a steel base. Don't leave out the 3D element: check out this acrylic backboard with a custom-made aluminum hoop.

C. Slatwall mounted lightbox with custom-made magnetic hat mounts.

D. Conceal the overstock clutter and reveal your brand with SEG's flip frame system. Custom brackets are made to retrofit existing store fixtures.

E. SEG flip frame prototype and testing.





A
B

Custom extrusions can often be the perfect solution to a client's needs.

A-B. Reverse loaded graphic lightboxes ease the pain of swapping out graphics in tight spaced window displays.

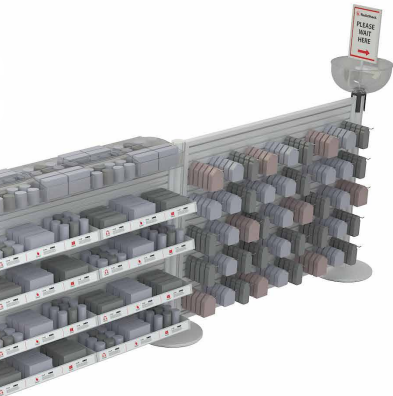
C. Maximize your branding opportunity with SEG crowd control barriers. Pick up those last minute impulse purchases by integrating our slatwall panels.

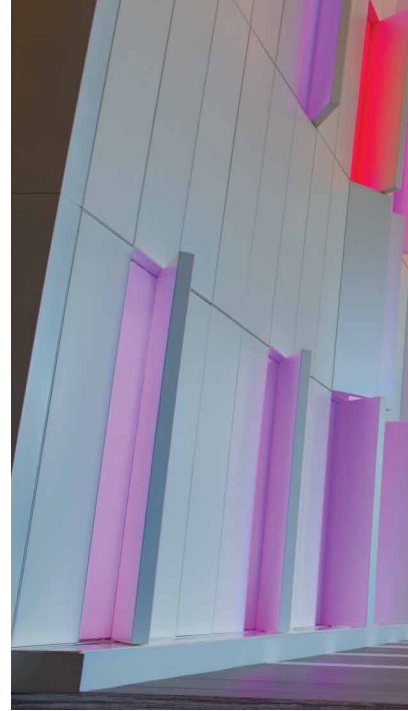
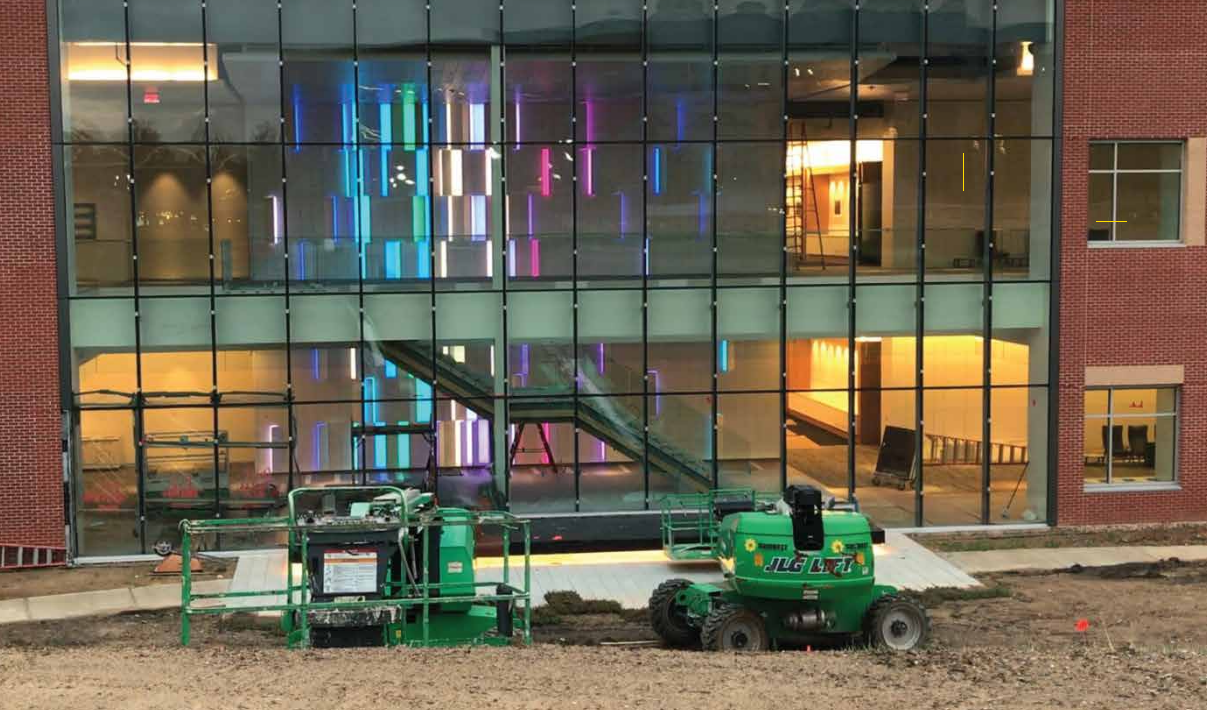
D. This simple shroud is made from SEG's snap cap extrusion creating a clean surround, focusing your attention on the lightbox and product inside.



C



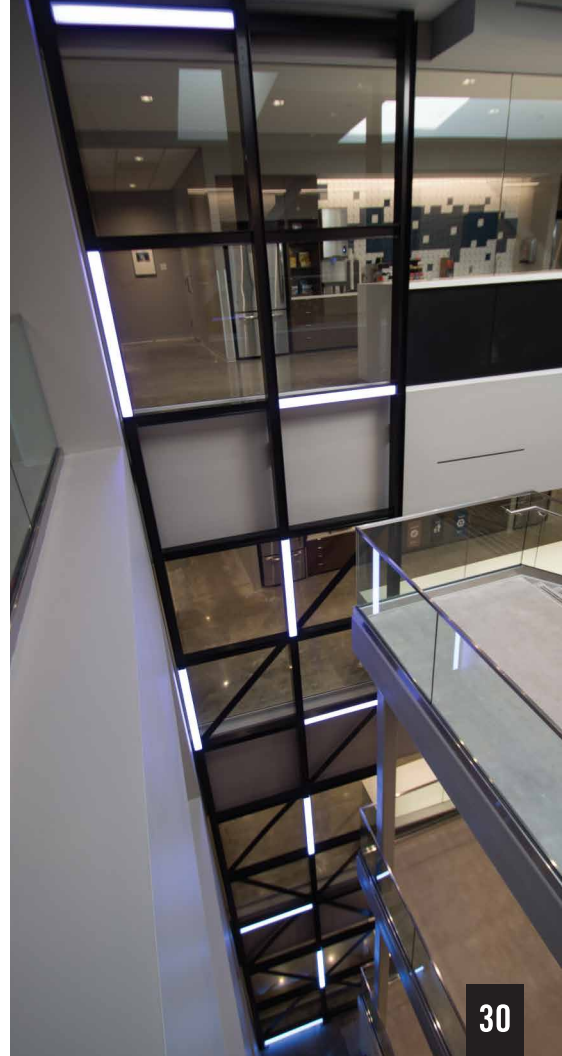
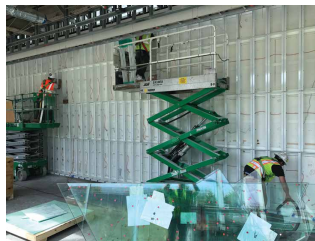
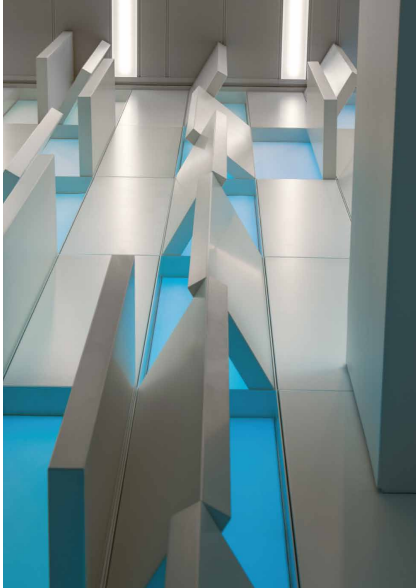
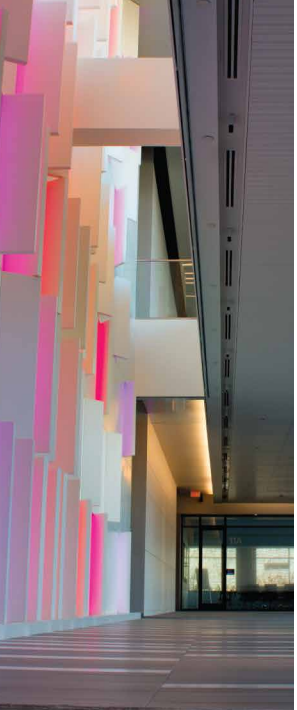




Feature Wall:

SEG worked with Gensler, a leading global architectural firm, and their client to create a stunning feature wall in their newly renovated corporate headquarters in Richmond, VA. From conceptual renderings to final installation, SEG seamlessly conquered every challenge. SEG Systems was chosen for this project because we could manage all aspects of this complicated system, whereas other providers were not all inclusive. We were a true one stop shop solution, thus streamlining communication and details. SEG provided innovative solutions from start to finish.

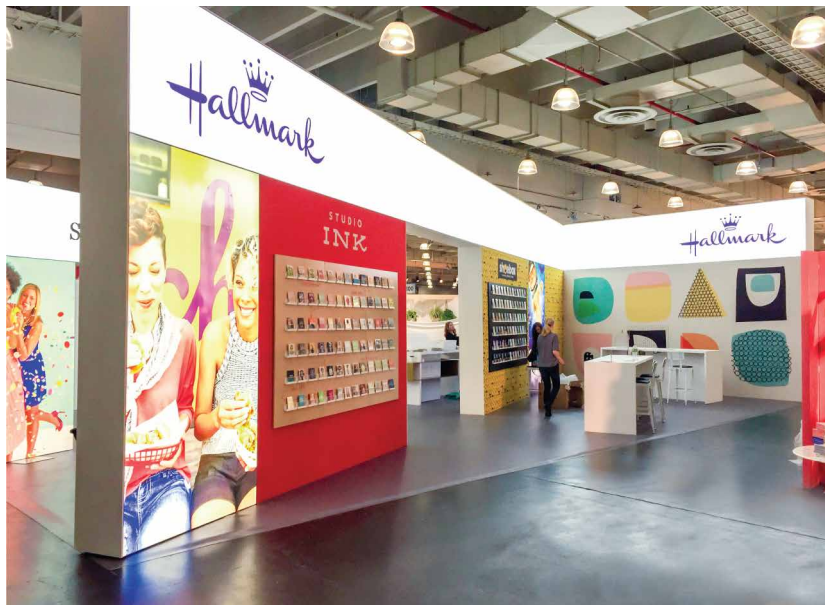
The design boasts a 2-story steel structure accompanied by integrated RGBW programmable light panels and elegant door panels that matched their interiors. Every facet of this project was choreographed to the taste of the client. What can SEG bring to life for you?

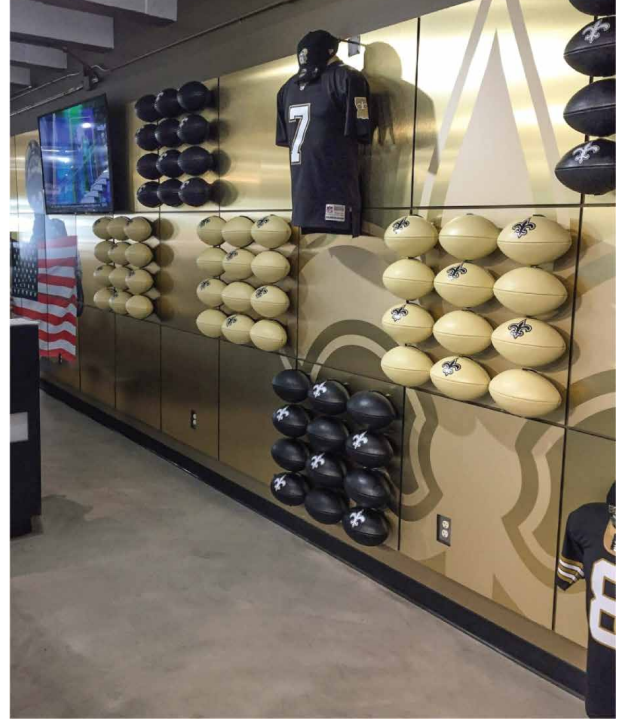


SEG was selected to partner with Custom Color & Hallmark to produce and install their 2017 stationery show booth.

The booth was 22' x 50' and boasted a central "L" shaped 52' long x 14' high freestanding wall that created a partition for the two brands showcased within the space. The attention to detail was evident throughout, from the custom card displays on each side, to the functional counters that were created for storage and seating, to the stunning and seamless backlit top of the structure - SEG offered custom, yet practical solutions throughout.

[illegible]





New Orleans Saints:

SEG was honored to partner with PBM Graphics and Fanatics to create a new look for the Saints' team store in the Mercedes-Benz Superdome. The feature wall with floating footballs and printed gold ACM panels were just the beginning of the transformation.

The entrance was highlighted by flawless backlit fabric columns that are programmed to dim and chase. The unsightly concrete columns throughout the space were transformed with fabric frames and graphics, instantly updating and refreshing the space, all while being integrated into the existing landscape. SEG was part of the scope from engineering to installation. How can SEG transform your next project?



VS PINK NYC HOLIDAY POP-UP



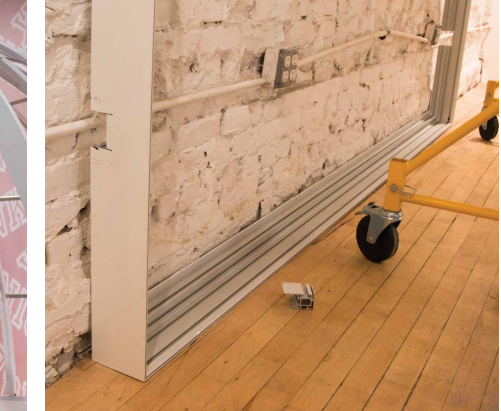
The Pink team enlisted SEG to help ideate, consult and bring to life it's first ever holiday pop up in the heart of New York City.

This one of a kind pop up space had two goals in mind - **FUN** and **HAPPINESS** for all visitors.

PINK Nation members had a free pass to come in for hot chocolate, tons of freebies, photo ops, and a chance at the PINK Wishing Wall where all players received a gift to take home!

The results - an hour plus wait in a line around the block to get inside from day 1 through day 10 and more people came through the space than we ever thought possible!

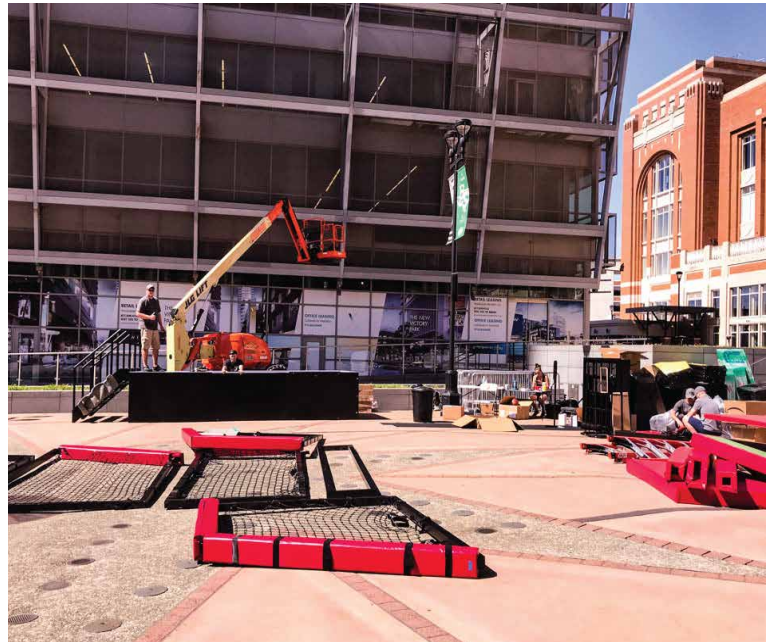


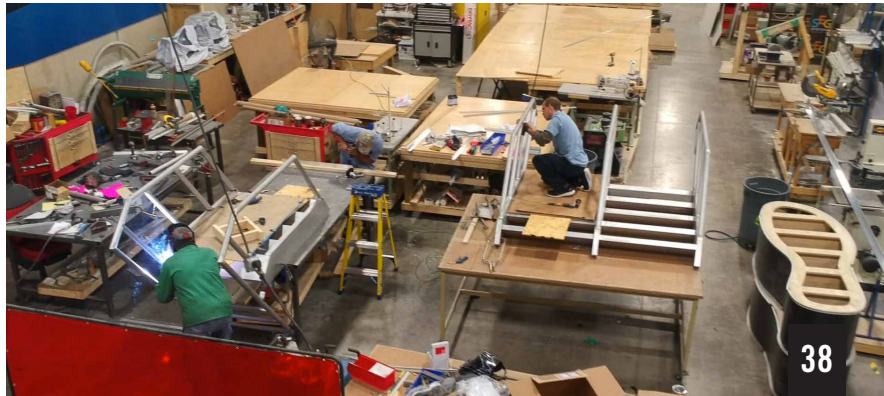


UA DUNK HOUSE

Under Armour enlisted SEG Services to design, engineer, and fabricate a one of a kind foam pit experience that travels to key Factory House Grand Openings in 2018! The Dunkhouse “pops up” at sporting events and other locations near the Factory House in weeks prior to the grand opening event. Drive to stores are given to all participants, encouraging them to visit the store for a chance to win various prizes + receive special discounts!

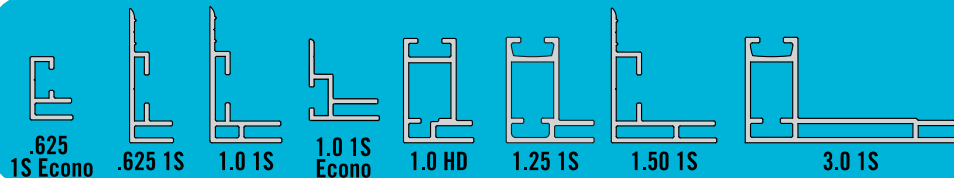
The Dunkhouse became so popular that it is now traveling to other UA activations nationwide!





SEG FRAMES

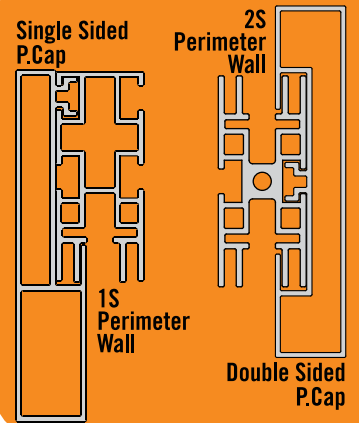
WALL MOUNTED



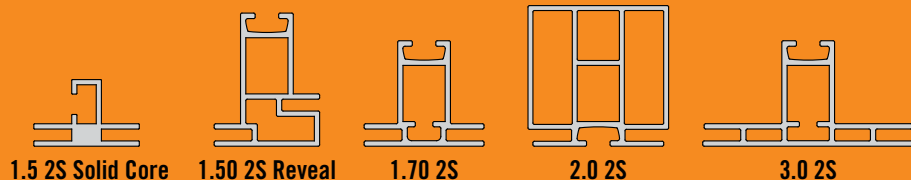
RETROFIT



PERIMETER WALL



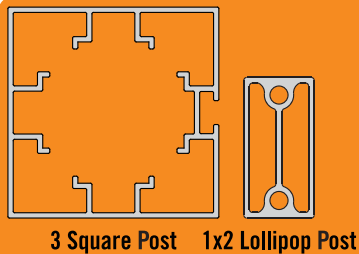
DOUBLE SIDED - FREESTANDING/SUSPENDED



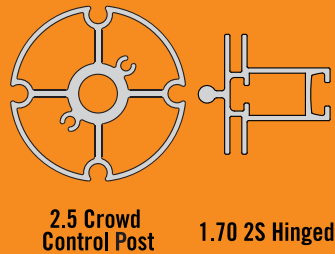
SEG/RIGID



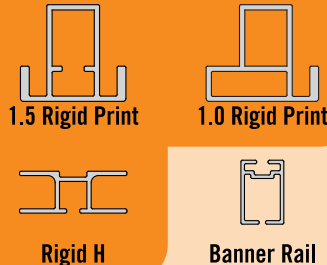
POST



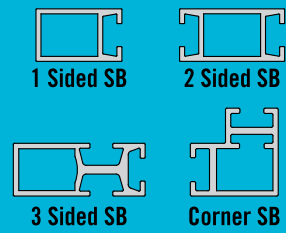
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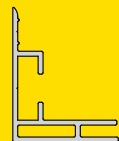
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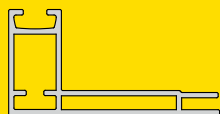
SUPPORT BARS



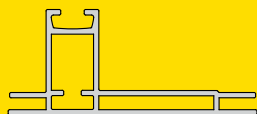
BACKLIT - 1 SIDED



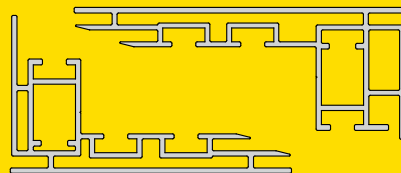
SEG 1.50 1S BL



SEG 3.0 1S BL



SEG 3.5 1S BL

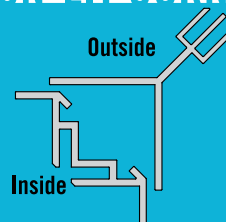


SEG 4.0 1S BL

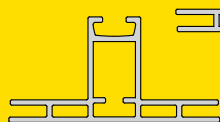


SEG 4.75 1S BL

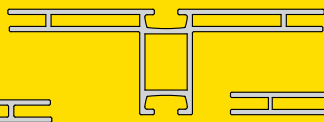
NON-LIT CORNER



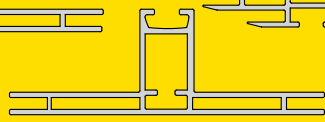
BACKLIT - 2 SIDED



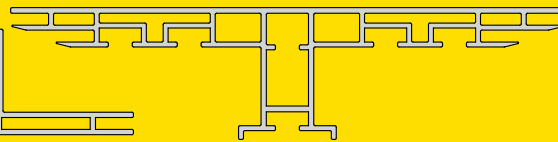
3.0 2S BL



4.5S BL T-SLOT

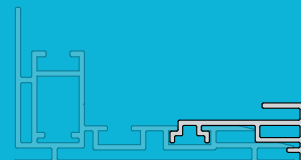


4.5S BL SMOOTH



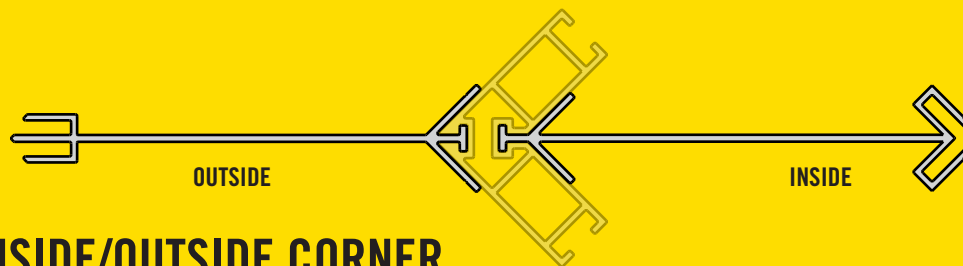
8.0 2S HD BL

REVERSE INSERT



Accepts 8" & 4.75" profiles

BACKLIT INSIDE/OUTSIDE CORNER



INSIDE/OUTSIDE CORNER

PYLON



Accepts 1.25" profile

**Need a custom
extrusion fast?
Just ask**



NON - LIT



BACK LIT



CUSTOM APPLICATIONS