

# BELLEX

To catch the eye • to hold the attention • to enhance the effect • to tease the curiosity  
► Let the graphic speak for itself and convey the message

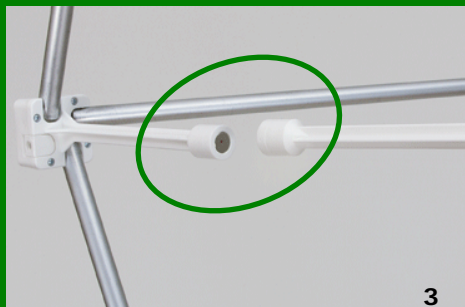
## Boost your sales with the most creative display solution!

A creative visual impact in just a few steps.

BELLEX Pop Up Fab-Wall offers endless possibilities of configurations thanks to 12 different shapes of frame and the possibility to attach graphics of all sizes on two levels of depth.

Nothing will restrict your imagination. Display your image and message differently and maximize their impact!

To top it all, the BELLEX Fab-Wall frame is user-friendly: a very light self-locking frame on which graphics can be changed within seconds.



1. The BELLEX Fab-Wall is a self-locking frame that pops up in seconds without connectors. Grasp the center hub and lift the frame open to shoulder height. Adjust the tension connectors to lock the duo.Xpressions frame into position.
2. The BELLEX Fab-Wall with the attached fabric fits in a compact bag or rotomoulded case.
3. The BELLEX Fab-Wall uses strong inside magnetic connectors that will lock the frame automatically within seconds.

4. All in one solution, the fabric skins are withheld on the frame thanks to studs that enable to attach the graphics on two levels: on the front or at the back of the frame. Now insert the O-rings, which maintain the graphics and prevent them from twisting when folded.
5. The BELLEX Fab-Wall features adjustable feet in case of uneven floor. The BELLEX expandable tube frame is made of high-grade aircraft aluminum alloy tubing with a unique weight-to-strength ratio for long-term durability.

## YOU DESERVE THE ORIGINAL !

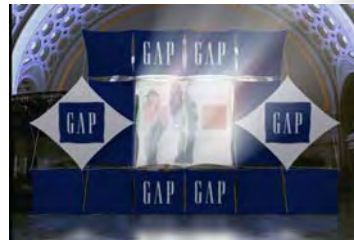
### Double effect: 3D and movement – the most creative solution!

With BELLEX Fab-Wall, innovation brings the creativity and efficiency of your message at its best:

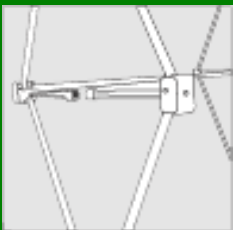
**3D effect:** create depth by withholding the graphics on the front or at the back of the frame.

**Movement effect:** give dynamism to your message thanks to the tension of the fabric skins (distortion on all four corners and focus area in the center).

BELLEX Fab-Wall is a portable visual solution that enhances your creativity and difference!



### Count on the BELLEX Pop Up Fab-Wall



Self-locking frame



Expand the frame




The skins are attached to the frame




Pop-up in a second

BELLEX Pop Up Fab-Wall						
Model ( standard)	Pyramid	2x2	3x1	3x2	3x3	3x4
Graphic attachment	Aluminum Studs and rubber O-ring					
Front fabric graphic height	2245 mm (88.45")	1580 mm (62.25")	2380 mm (93.8")			
Front fabric graphic width	3350 mm (132")	1580 mm (62.25")	790 mm (31.13")	1580 mm (62.25")	2380 mm (93.8")	3160 mm (124.5")
Weight	4kg (8.8lbs)	4kg (8.8lbs)	2kg (4.4lbs)	4 kg (8.8lbs)	5 kg (11lbs)	6 kg (13.2lbs)
Set-up time	20 seconds					
Change of graphics	Initial set-up: 2mn / Change of graphics: 20s					
Hardware material	Anodized aluminum and plastic injection					
Available configurations at Optima Graphics	9	8	8	15	11	13
Graphic material	Fabric graphic					
Packaging	BELLEX Fab-Wall padded bag or rotomoulded wheeled container					


## 12 EXCLUSIVE CONFIGURATIONS!

  
**3x1**  
 H 2380mm  
 W 790mm




  
**2x2**  
 H 1580 mm  
 W 1580 mm




  
**3x2**  
 H 2380 mm  
 W 1580mm

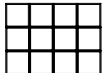


  
**3x3**  
 H 2380 mm  
 W 2380 mm




  
**3x4**  
 H 2380 mm  
 W 3160 mm



  
**4x4**  
 H 3160 mm  
 W 3160 mm



  
**Cross**  
 H 2270 mm  
 W 2270 mm



  
**Small Pyramid**  
 H 1700 mm  
 W 2270 mm



  
**Pyramid**  
 H 2245 mm  
 W 3350 mm

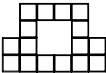


  
**Large Pyramid**  
 H 2820 mm  
 W 4470 mm



  
**Argyle**  
 H 2260 mm  
 W 3360 mm



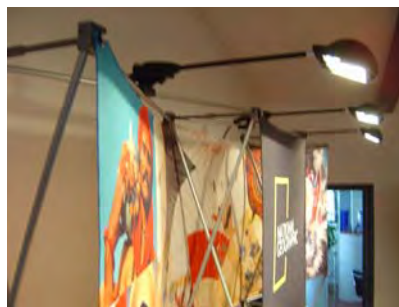
  
**Projector Frame**  
 H 3160 mm  
 W 4700 mm



## A WIDE RANGE OF ACCESSORIES



Shelf (available in black and white)



duo.light 150W



Stabilizing feet