

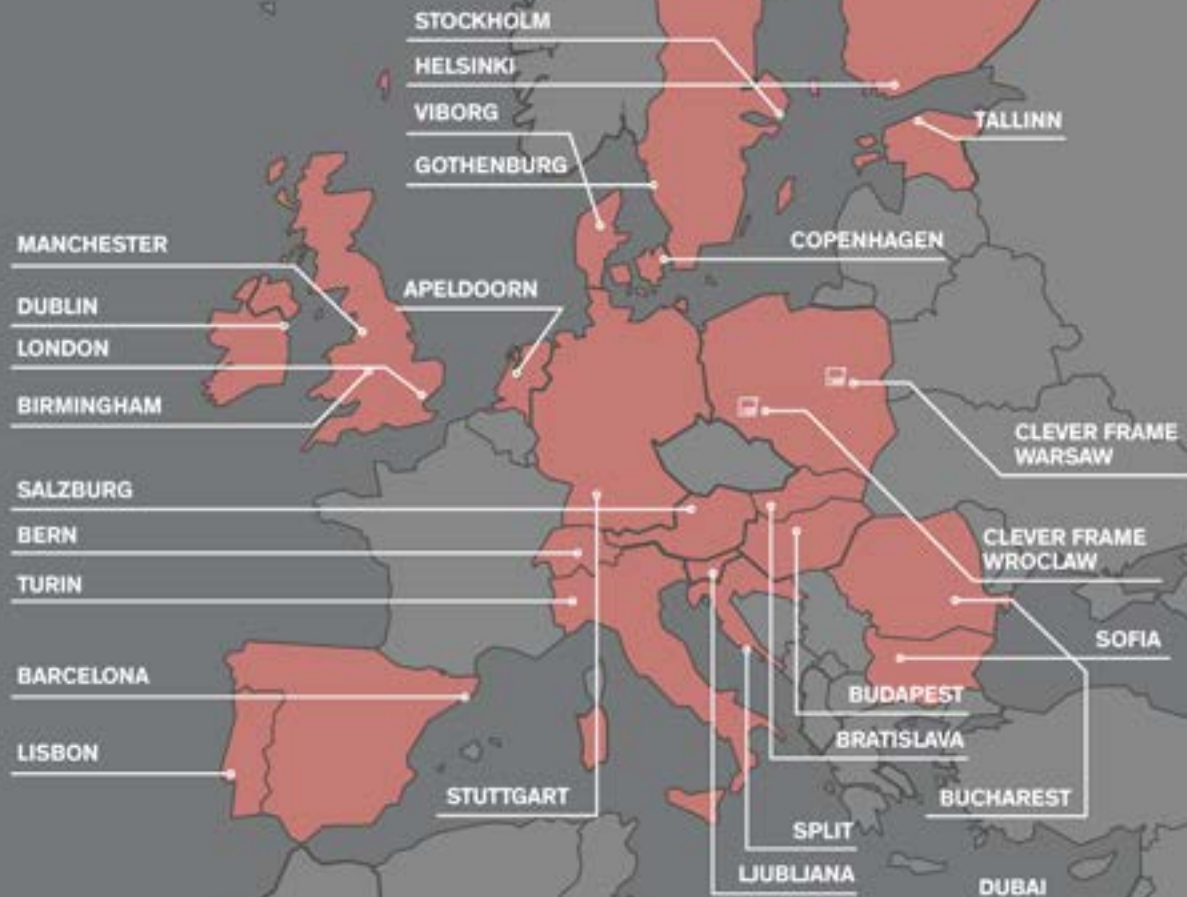
**CLEVER  
FRAME<sup>®</sup>**  
MODULAR  
SALES  
SUPPORT  
ARCHITEC-  
TURE



**CLEVER FRAME<sup>®</sup>**  
GUIDEBOOK

# CLEVER FRAME® WORLDWIDE

HUNDREDS OF PEOPLE WORKING  
FOR THE SUCCESS OF THOUSANDS  
OF CUSTOMERS.





## ALWAYS ONE STEP AHEAD

Our offer is distinguished by non-standard, patented solutions supervised by a team of specialists - experienced designers, technologists, managers and customer advisors. Over the past years we have worked out our own style and solutions that have had a significant impact on Polish and European exhibitions. Our market position has been strengthened not only by unique idea of modular stands but also by our own professional facilities - design studio and production warehouse, thanks to which we are able to create personalized business solutions.

Clever Frame® is a system tailored to your expectations. With our help you can create functional promotional stands that highlight professional image of your brand while decreasing marketing costs.

**Get to know our products. We will try to make you find what you are looking for.**

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[WWW.CLEVERFRAME.COM](http://WWW.CLEVERFRAME.COM)

## CLEVER FRAME® / VALUES



### **MODULAR SALES SUPPORT ARCHITECTURE**

These words define our mission. We deeply believe that the moment when the customer sees the final product for the first time is one of the most important stages of the entire sales process. This is when interest in the product is either generated or lost. We know how important the presentation of your product is. This is why it is our mission to help you create the most effective sales areas.

### **SALES SUPPORT**

The design of the customer sales point is among many factors which impact the customer's opinion of the product and finally their purchasing decision. That's why we focus all our efforts on making your spaces as presentable and effective as possible. Clever Frame® is the support for your sales.

### **MODULAR**

Modularity is the core idea of our products. It allows for easy assembly, transportation and most importantly the ability to change the shape and use the system multiple times in various configurations. This generates considerable savings because you do not have to spend money on single use solutions.

### **ARCHITECTURE**

A promotional, fair or event construction is not only a stand with a predefined shape, covered with an adequate layout. We understand it as architecture. It requires functionality, customer needs analysis and the right ergonomics. It has to attract attention and differ from its surroundings in an elegant way. Blurring the line between exhibiting and architecture is our next goal.

# WHAT IS CLEVER FRAME®?

SWISS KNIFE OF MARKETING

Clever Frame® is a system of reusable aluminum frames, which – just like building blocks – can be connected to each other in any configuration. Thanks to interchangeable graphic panels and many accessories you can build effective promotional points, event constructions or even large fair stands. All of that in a short time, with no tools and amazingly intuitively.

We would like to present you a system that has been created to save your money. See how easily you can use it in your marketing.



Time is money, and your system is ready to use within minutes. Save a lot with the only promotional solution you will ever need.



Simple solution for special tasks. Easy to transport, build and maintain, but extremely powerful with endless possibilities.



Clever Frame® is the key to all of your promotional activities. One system, tens of functions, hundreds of configurations.



Blazingly fast assembly and disassembly with no tools, technical knowledge or expensive mounting crews.



Blocks for grown-ups allow you to reuse, rebuild, rebrand and redesign your stand in many creative ways.



Feel safe with a solution widely used by the most demanding customers and our international customer support.



## HOW DOES **CLEVER FRAME**<sup>®</sup> WORK?

### **EASY TRANSPORTATION**

The light Clever Frame<sup>®</sup> system can be transported easily to the event venue on a special transport trolley.

### **NO TOOLS**

You can assemble the system - just like building blocks - fast and easy without any tools thanks to our special connectors.

### **GRAPHICS IN A FEW MOMENTS**

Each of the magnetic graphic panels can be placed in a frame in a matter of seconds. You can exchange any of them whenever you want.



EVENTS



SHOWROOMS



EXHIBITIONS STANDS



FAIR CONSTRUCTIONS



INFO POINTS



SHOP-IN-SHOP CONSTRUCTIONS



## MANY FUNCTIONS

Shape changing is not everything that Clever Frame® offers. Thanks to a wide range of accessories you can use the system for many marketing tasks such as

creating event walls, info points, sales points or fair constructions. Replacing graphic panels, adding shelves, TVs or decorative elements will completely change

the use of your stand. One tool, dozens of functions - this is a very important aspect affecting the size of your savings.



## EASY RECONFIGURATION

Just think how much you can save by using the same set multiple times. Moreover you can expand your Clever Frame® set whenever your

budget allows you to. Each time you can significantly broaden your marketing possibilities.

**6**  
FRAMES



**INFO-POINTS**  
25 CONFIGURATIONS

**12**  
FRAMES



**CONFERENCES / SHOP-IN-SHOP**  
80 CONFIGURATIONS

**24**  
FRAMES



**EVENTS / PROMOTIONS**  
100 CONFIGURATIONS

**36**  
FRAMES



**FAIRS**  
150 CONFIGURATIONS

## INFO POINTS

'The Clever Frame® System is intuitive and simple, and at the same time an effective solution. Ease of use and various possibilities of reconfiguration are additional advantages of the product.'

  
Villeroy & Boch  
1748



## PROMOTIONAL STANDS

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Mobile stands supplemented with accessories are perfect for promotion and ensure effective product exposition.

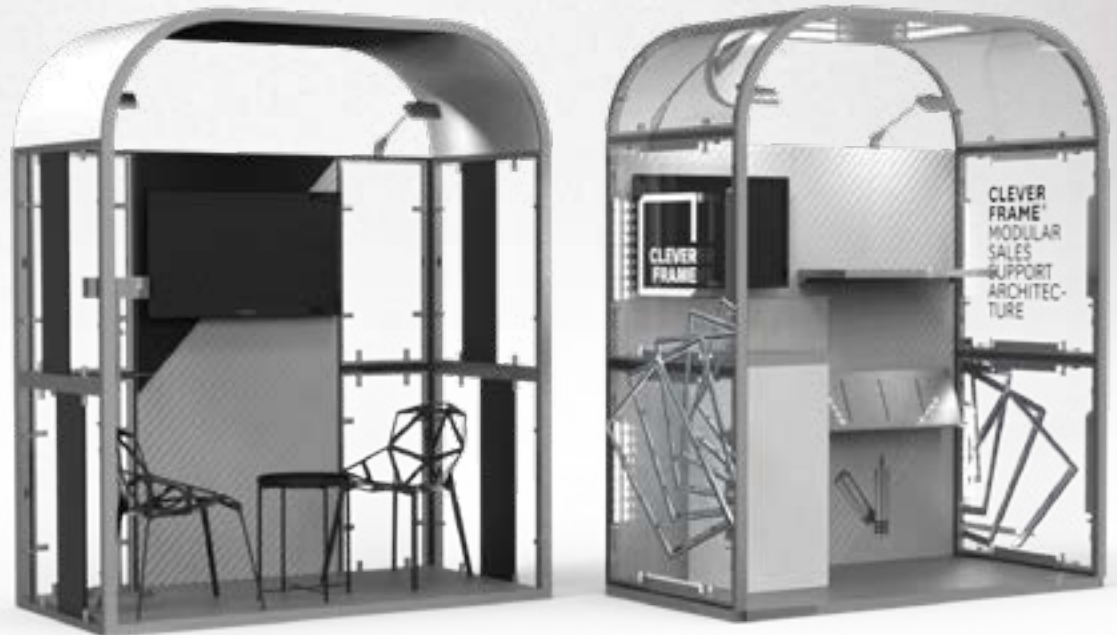


## SHOP-IN-SHOP

'Finding a tasteful and durable solution was very important for us. We use Clever Frame® at many events. I can confirm that the system generates considerable savings allowing us to avoid the unnecessary costs of disposable stands.'



Mercedes-Benz



## EVENT STANDS

“We highly recommend the Clever Frame® system as a professional solution which fulfills its function and allows to implement promotional tasks in an easy way. Certainly, the product meets expectations of companies in our industry’



**Canon**

## CONFERENCE STANDS

“The modular Clever Frame® promotional system is an innovative and aesthetically pleasing way of arranging your promotional space. It is a perfect promotional solution that we can recommend.”

**OLYMPUS**  
FOCUS ON LIFE



## FAIR STANDS

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Fair booths should be an excellent example of both professional construction and creative design. At Clever Frame® we create exhibition projects tailored to your brand and provide comprehensive marketing consulting.



## BARS AND EVENT COUNTERS

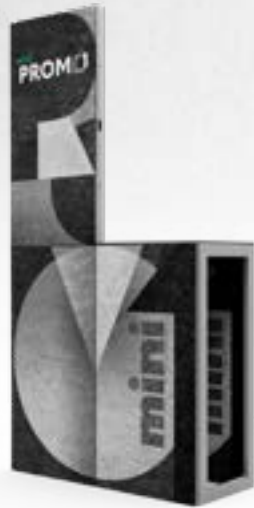
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Modular, portable and very quick to assemble bar counters with wide range of accessories are an irreplaceable solution during events, tastings or promotional campaigns.





Promo1 is an innovative, modular exhibition system, which gives you more than 20 different configurations to strengthen your marketing message. Promo 1 product family consist of three variants, each of which has a different size and set of accessories included. You will receive a number of elements in the Promo 1 set which can be assembled like building blocks. All of them fit in a single box.



mini  
**PROMO**



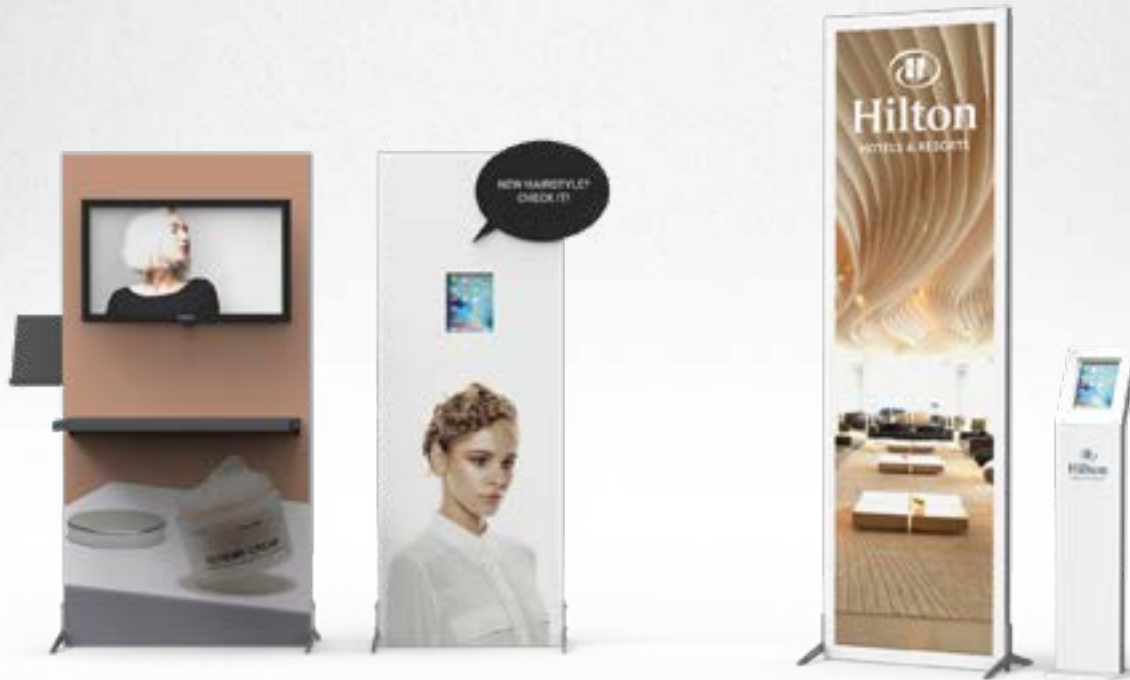
start  
**PROMO**



plus  
**PROMO**

# PYLONS

Pylons are an excellent business-card of the company and effectively support promotion of the product. They will perfectly work as displays or multimedia info points.



## DECO FRAME

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Designer system for decoration and division of sale spaces, e.g. fair stands or showrooms. Modern, three-dimensional form of the system gives a chance to create unique compositions.



## A-FRAME

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Frames with an irregular shape allow you to create original configurations. They provide optical lightness to the construction and are an interesting arrangement element. Can be used independently or as a supplement for the Clever Frame® system.



## 3D FRAME

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3d Frame is a sales supporting modular system which is used for effective product display. It allows for flexible creation of sales and presentational space and thanks to its minimalistic design it fits easily in places with different aesthetic and purpose.



## DISPLAY PLATFORMS

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An exhibition system for creating interesting layouts, strings and advertising islands. Modular platforms are successfully used in commercial spaces, in promotional activities outside stationary sales points or during events.



## X-CUBE SET

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“5 in 1” compact exhibition system that stands out with its timeless form and multitasking modular character. Set of five mobile cubes allows creating a variety of constructions which can be easily adapted to every occasion and interior.



# DISPLAY AND FUNCTIONALITY

CLEVER FRAME® ACCESSORIES



1. LEAFLET HOLDER



2. LEAFLET HOLDER FOR THE UPPER PROFILE



3. STRAIGHT LEAFLET HOLDER



3. SLANTING LEAFLET HOLDER



5. LEAFLET HOLDER FOR PYLONS



6. CLEVER FRAME COUNTERS



7. LED AND HALOGEN LAMP



8. DECO FRAME



9. BACKLIT GRAPHIC PANEL



10. DOOR





# MULTIMEDIA AND DECOR

CLEVER FRAME® ACCESSORIES

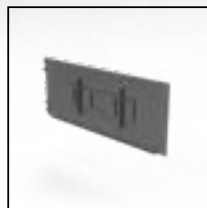


11. TV HOLDER

12. TABLET HOLDER

13. SHELF

14. A-FRAME  
SLANTING FRAME



15. TRANSPORT SYSTEM

16. WOODEN PANEL

17. PLEXI PANEL

18. LATERAL SUPPORTS

19. R-FRAME  
CURVED FRAME



# THEY TRUST US



## CLEVER FRAME® RECOMMENDATIONS



'Thanks to Clever Frame® system Nespresso takes participation in a much bigger number of promotional events without taking additional costs. This is the perfect solution for intensively promoting brands'



'The modular system for creating exhibition and promotional stands offered by CleverFrame® is a great solution. In addition - what in the case of luxury goods is extremely important - this system allows us to create the image of brands we have in our portfolio in a smart and uncompromising manner.'

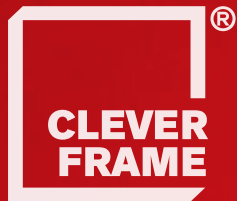


'The method of arranging space offered by Clever Frame® is innovative and well thought out. The system is commendable mainly because its usage is easy and intuitive, but also because the product is interesting and allows many possible ways of changing the configuration.'



'Changing the configuration of the Clever Frame® system is very intuitive and the assembly is very easy. We are certain that this product can be recommended to clients from a broad spectrum of industries.'

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