

**be anything.**





*"Nothing is impossible,  
the word itself says I'm possible."*

*-Audrey Hepburn*



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## Authentic, open-minded and international

beMatrix is the one and only true heir of the original frame system with big holes, launched on the market in 1993.

As a manufacturer, supplying top quality products is a main priority for beMatrix. Since we produce the frame system in-house from A to Z, we are in control of every step in the production process. Apart from 3 manufacturing plants, beMatrix also has several service hubs across the globe, for rental, sales and technical support. We are always nearby, no matter where you are!

The exhibit building industry evolves constantly. That is why the beMatrix R&D team operates in close collaboration with customers and suppliers alike, to optimise existing products and to develop new solutions. In 2018, we invested in a new and fully automated machine park, further perfecting the way our frames are finished.





trix

trix

 beMatrix

Edwin Van der Vennet (CIO)  
& Stefaan Decroos (CEO)

# be anything

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## Endless options for exhibit builders and exhibitors

Assembling the beMatrix frame system is so much faster than assembling a traditional profile-based system. What's more, it is very low in weight and does not require any tools for assembly.

Thanks to the big holes, the frames can easily be connected to each other, in all directions, whereas the 62 mm matrix delivers the ultimate in modularity, with countless configuration options.

Panels, textiles or light walls are fixed onto the frames and not in between structures, rendering the frame nearly invisible. The result is an attractive and minimalist look allowing for maximum amplitude in visual communication.





*The beMatrix system is the ideal system for temporary constructions such as exhibits, displays, congress walls and all kinds of various use during events and pop-up stores.*

## Modularity and customisation in one

The beMatrix exhibit building system offers a plethora of creative finishing options. What's more, it also combines all the benefits of a modular system with the possibilities of made-to-measure solutions. Almost any kind of shape and construction is conceivable and can easily be created. In short: one single frame allows you to create a multitude of exhibit concepts.



# BODY

With the frame, **the 'body', you can create any shape imaginable, in any size, be it straight or curved.** Walls, floors and ceilings all blend together seamlessly. Moreover, the system is extremely sturdy, hence reusable countless times. Wear and tear won't affect the life span or functionalities, since the system can be easily hidden in the exhibit's set-up. The aluminium frame system is light in weight, hence very ergonomically user-friendly as well as eco-friendly: there is no longer any need for the exhibit builder to carry around heavy structures, whilst the transport weight and CO<sub>2</sub> emissions remain limited as well.

# + SKIN

With the infills, **the 'skin'**, you create the actual look of your exhibit, just the way you envisaged it. One single frame can be finished using both textile and panels on either side. **Panels** are attached using hook and look tape, **textiles** with a silicon edge. Our **'Seamless'** concept is one step up again, totally hiding the structure behind the skin, rendering any seams invisible. A first option is using textiles, with large fabrics stretched over several frames. **PANELskin™**, a seamless wall system in click laminate, is an alternative as an outside layer for your 'Seamless' finish.

Light and motion will definitely catch anyone's attention. beMatrix designed for that purpose lightboxes which can be used on their own or integrated in the frame system. Our **MOTIONskin®** adds a dynamic element to your exhibit, using a technology based on programmable LEDs to accentuate specific parts of an image.

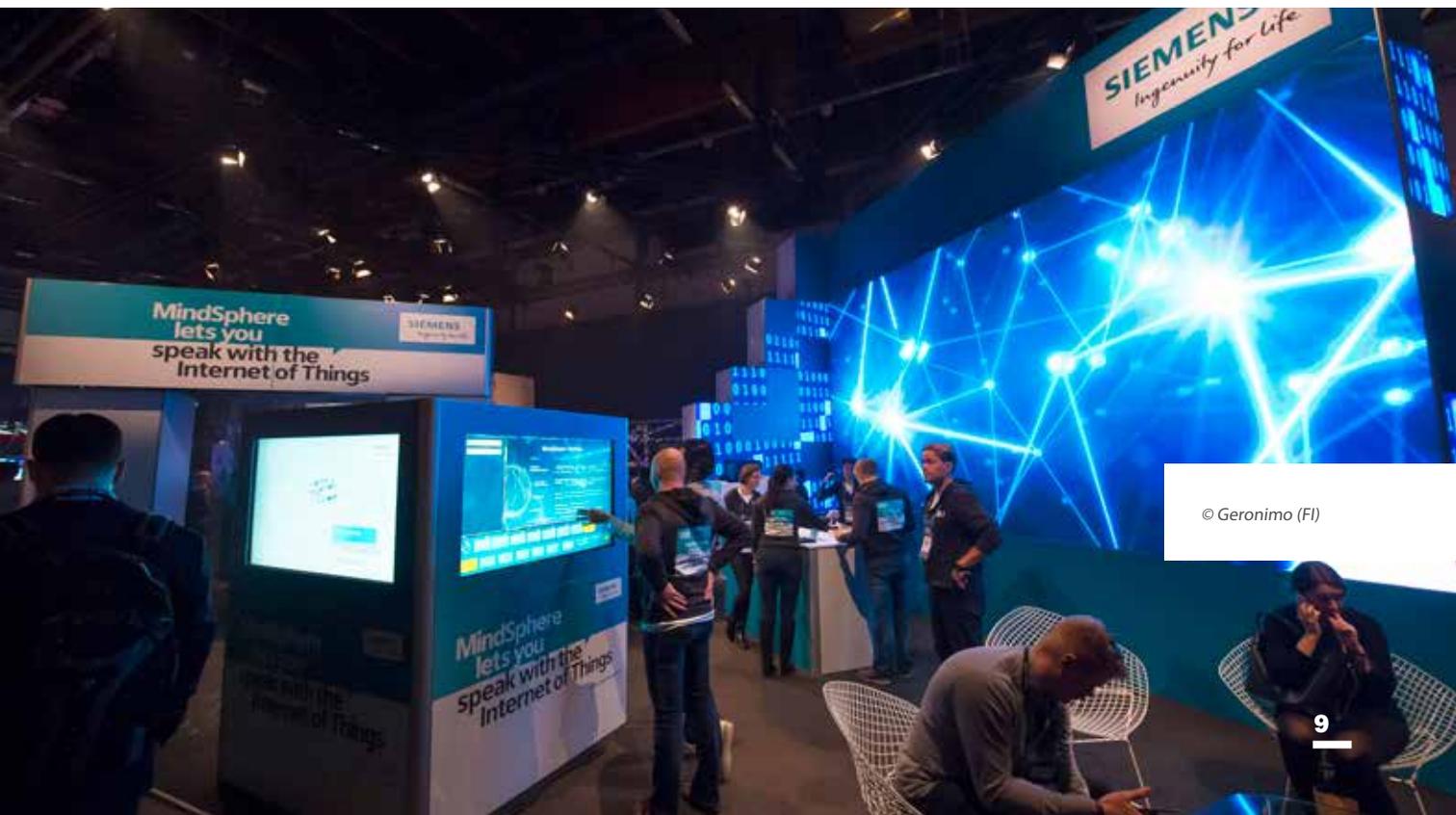
beMatrix also was the first to develop a method to integrate a LED wall into an existing modular frame system: **LEDskin®**, a top product in which frame and infill blend into a single digital communication solution for dynamic content. The beMatrix **LEDskin®** solution was awarded with several prestigious prizes:



reddot design award  
winner 2017



DESIGN  
AWARD  
2018



© Geronimo (FI)

# Sustainable



## beMatrix goes sustainable, all the way

At beMatrix, sustainability definitely is a main focus area. Be it when taking strategic decisions or whilst running everyday operations, we always remain mindful of our ecological, economical and social impact.

beMatrix made the first big step towards sustainability when launching the aluminium frame system with big holes in 1993. The typical features of this system are in full compliance with the 3 P's (People, Planet, Profit).



## LIGHTWEIGHT

One standard 922 x 2480 mm aluminium frame weighs 8.23 kg. This low weight is one of the reasons why our frames are regarded as very user-friendly. Another perk: the exhibit builder requires less personnel for assembly. Also during transport, the weight is kept low, with the obvious economic and environmental benefits.



© More Than Event (DK)

### LONG LIFE CYCLE

Our frames can be used up to 200 times, in all kinds of configurations. This long life cycle lowers our demand for raw materials and energy, since less new frames need to be manufactured.

### MODULAR

The beMatrix frame system allows a 360° configuration: the frames can be used for floors, ceilings and walls. Moreover, one group of frames can be used in different kinds of set-ups, so the exhibit builder has no need to acquire new frames every time. Still today, a large number of fair booths are constructed in wood, of which most end up in a rubbish container at the end of the event. The beMatrix frame system actually slows this waste from accruing.





© More Than Event (DK)

### LOW CARBON FOOTPRINT

At the start of 2018, beMatrix asked an external organisation to compare the level of CO<sub>2</sub> emissions of the beMatrix frame system and wooden constructions (calculated using the Bilan Carbone® method), including production, transport, deployment and end-of-life phase.

This study demonstrated that emissions when using a wooden construction are in fact almost twice the level of those of the aluminium frame system with a Forex infill. When only taking into account the aluminium frames without infill, it still is very clear the footprint of aluminium frames is significantly smaller than when wooden frames are used.



Download the sustainability report on [www.beMatrix.com/en/downloads/](http://www.beMatrix.com/en/downloads/)

## be different

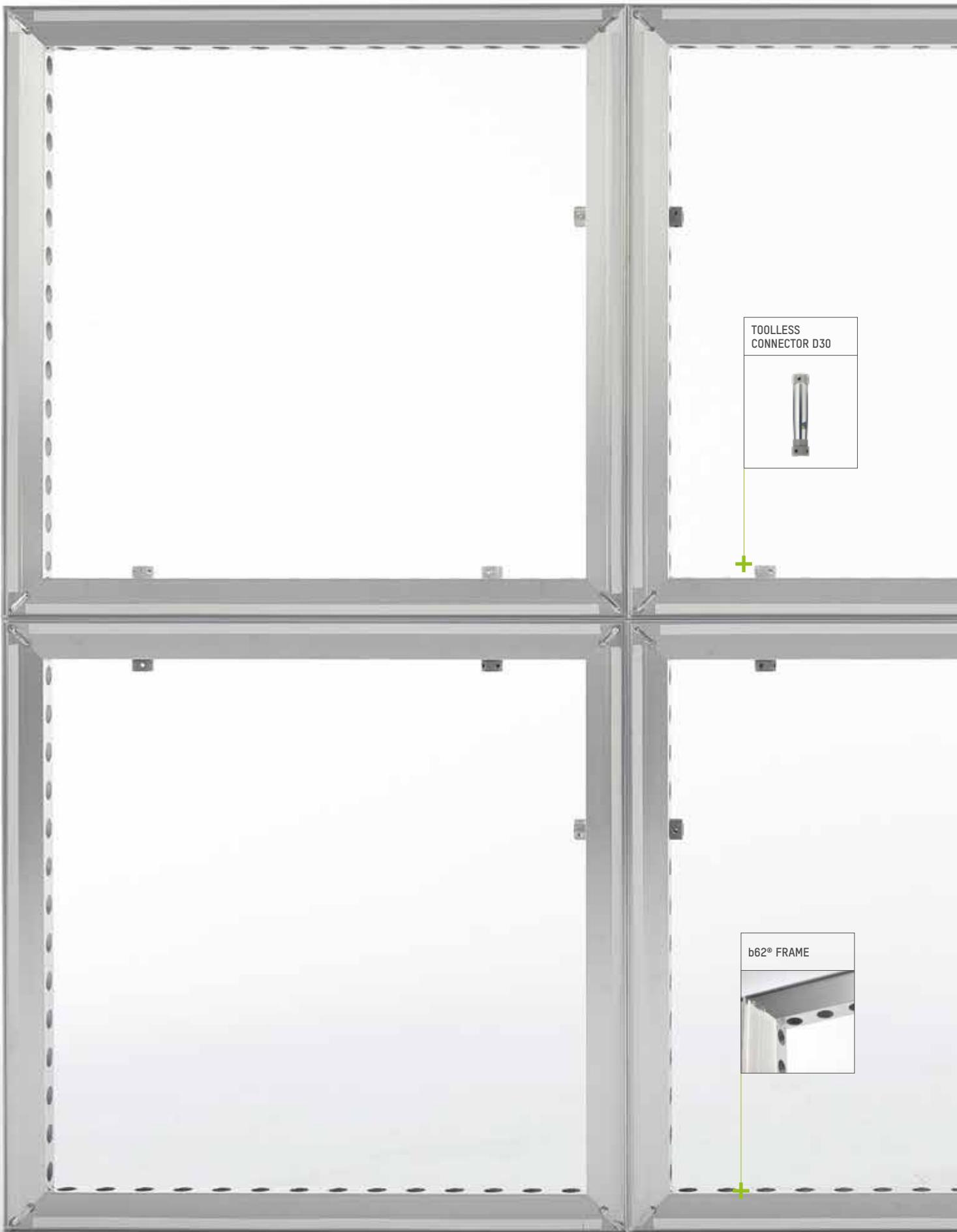


No two fairs are the same. So you do not use the same identical exhibit every time – even when, admittedly, this would generate significant ecological and economical benefits; it simply isn't always feasible. Unless you opt for the innovative beMatrix frame system, offering you endless possibilities with the same frame system.

Of course we wouldn't want any system to hamper your creativity. The beMatrix system allows an exhibit to be built in almost any shape conceivable. In case what you like isn't part of our standard portfolio, we will find a custom-made solution.



# 1 / THE BODY

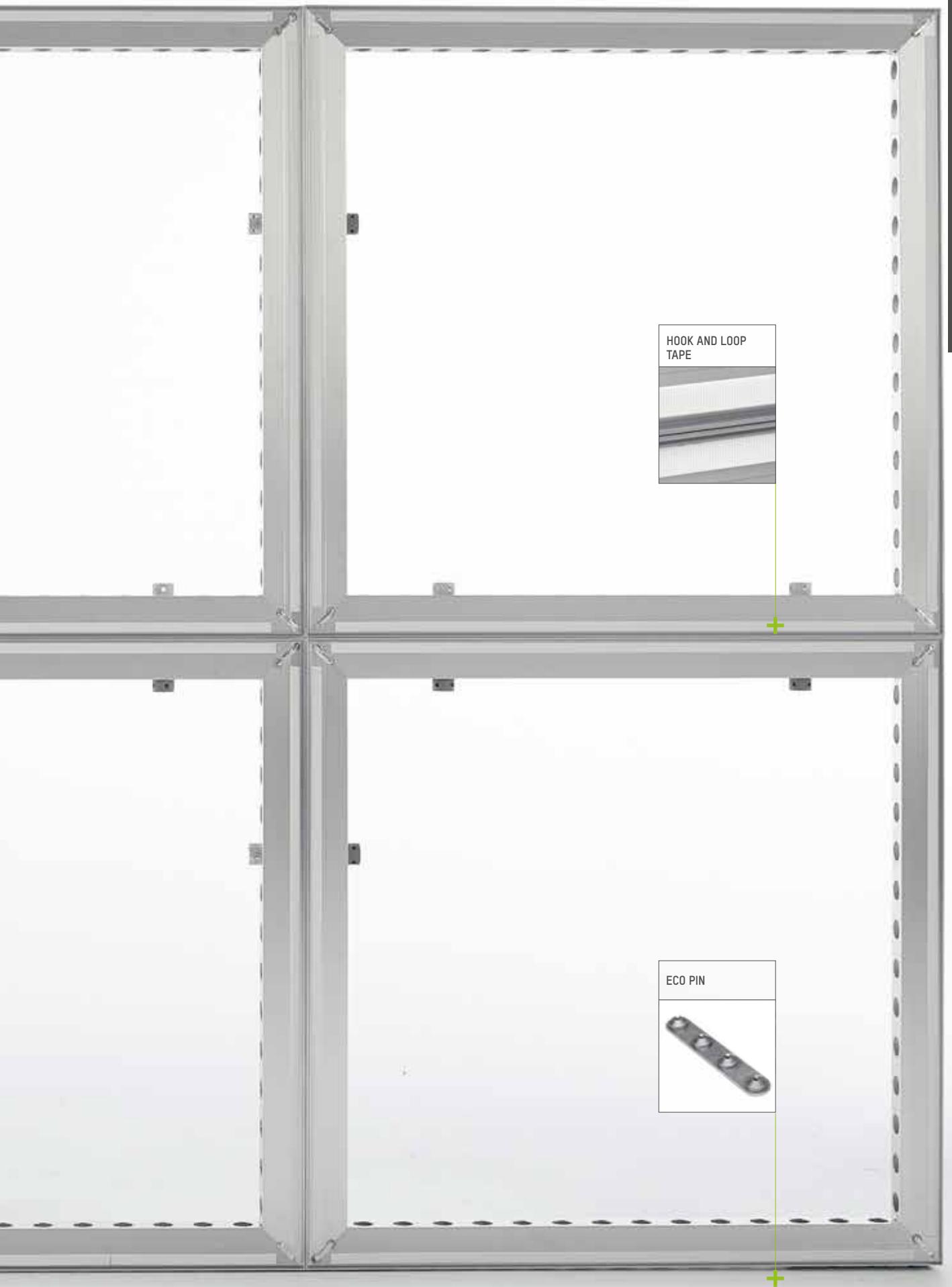


TUOLLESS  
CONNECTOR D30



b62° FRAME



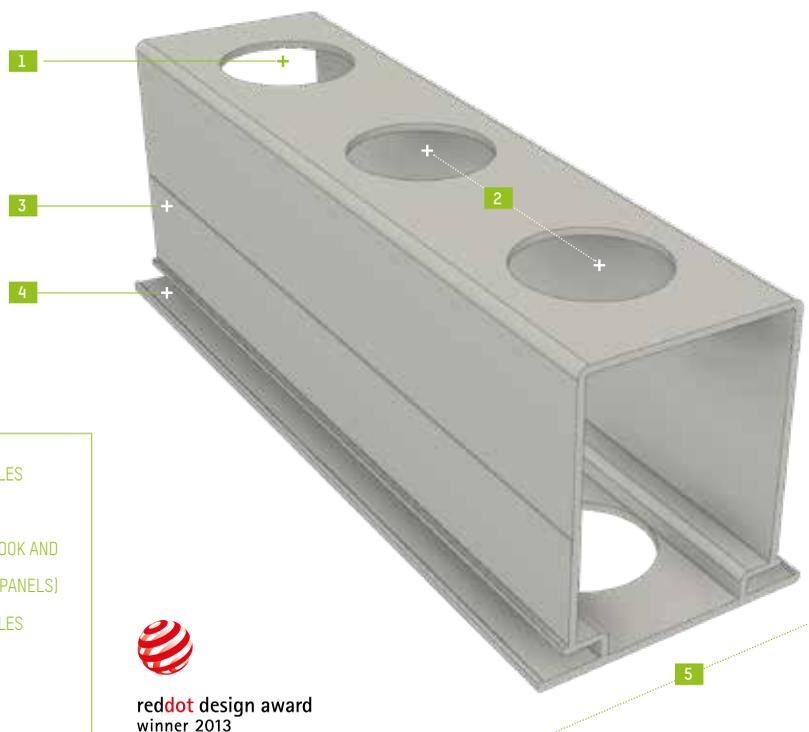
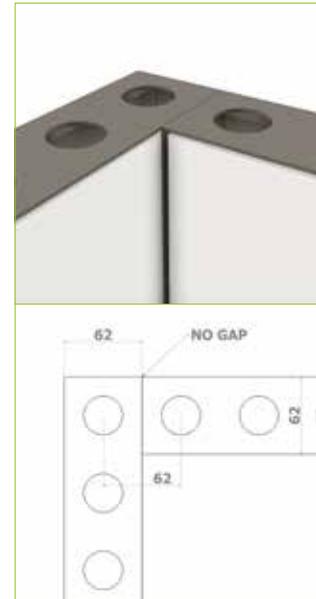


# b62<sup>®</sup>



As the name suggests, all dimensions of the b62<sup>®</sup> frame system have been based on the perfect 62 × 62 mm matrix. The width, length and height of the exhibits that have been designed and built using these frames always are multiples of 62. This means that each construction always is a perfect fit, in all directions and in any kind of combination. It doesn't matter how complex the design is, the finished result always has a clean look, with clean lines that make it truly exhibit out.

The b62<sup>®</sup> frames allow you to use panels, textile and just about anything else to turn your exhibit into an attractive and effective crowd pleaser. This frame system is incredibly strong, practical and imposes almost no restrictions on designers!



- 1 30 MM CONNECTOR HOLES
- 2 62 MM
- 3 SURFACE TO ATTACH HOOK AND LOOP TAPE (TO MOUNT PANELS)
- 4 SLOTS TO MOUNT TEXTILES
- 5 62 MM



reddot design award  
winner 2013



**i**  
Our modular frames:  
your solid base for  
all possible exhibits.

b62<sup>®</sup>



## A sustainable step forward

### ECO FRAME

We live in a world of continuous change. Every day, our R&D team focuses on product and process optimisation, always bearing our ecological footprint in mind.

Some years ago, we introduced the ECO frame as an ecological alternative to the anodised frame. Anodising as such is an additional step in the production process, adding an extra finishing layer to the frame. Since this chemical treatment pollutes the environment and is in fact unnecessary when the frame is used indoors, beMatrix decided at that time to market the ECO frame as their standard product.

### ECO+ FINISH: A CLEANER LOOK

To attain the level of finishing of the anodised frame, we add an additional surface treatment to the production process. This is in fact a brushing technique which respects the environment and still provides the ECO frames with a decorative look almost identical to the look of anodised frames. Thanks to this treatment, the frames with the ECO+ Finish are fully compatible with the existing frames.

### DESIGN OPTIMISATION

Typically, our frames are welded, since this is the strongest solution. This renders the slots used to manually mount the frames obsolete, so we omitted them from the design. As of January 2019, our frames not only have a nicer look, they are even lighter and more ergonomically sound than before.

*"The same clean look  
with an eco twist."*



### LIGHT AND STACKABLE PINS

We also revised the connector pins. In accordance to our sustainability policy, these pins are no longer chromium-plated, but are manufactured out of a special alloy consisting of zinc, aluminium, magnesium and copper. These pins are very light and their special design makes them perfectly stackable. Moreover, compared to the chromium-plated pins, their carbon footprint is 8 times lower.



### HOOK AND LOOP TAPE

Proper adhesion is a must, definitely in case of curves and ceiling applications. The thinner but strong hook and loop tape guarantees a perfect finish.

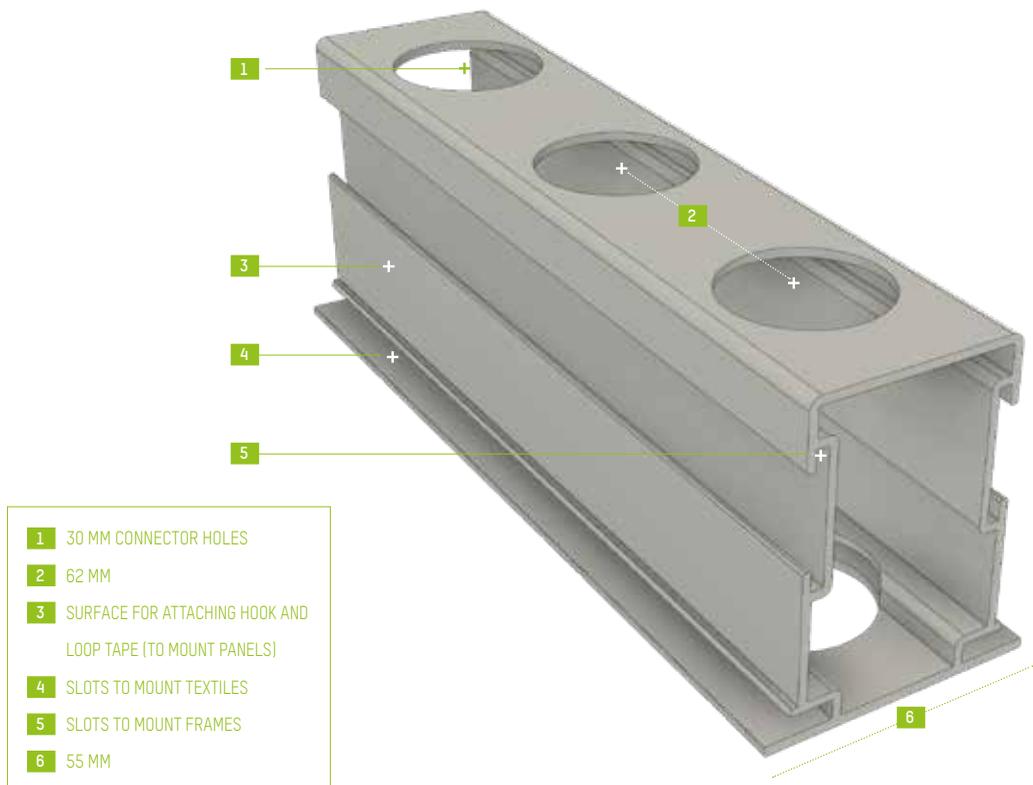
We opted for a thinner kind of tape, allowing panels to be placed even more inside of the frame, guaranteeing an even nicer finish. This kind of hook and loop tape today is the worldwide standard within beMatrix.

As from January 1<sup>st</sup>, 2019, all new frames will feature the new surface treatment and hook and loop tape. We can still supply lacquered frames upon request.

# b55™



Panels as well as textile can also be used on the smaller b55™ frame system. This lightweight frame can easily be used in combination with the first beMatrix frame system, the DMK™ profiles. beMatrix continues to invest in innovation and growth of this product portfolio, which in fact prolongs the life cycle of your investments. We stay true to our philosophy of sustainability, service, reliability and sturdiness.





© Barry Callebaut (BE)

  
CACAO  
**BARRY**  
*since 1842*

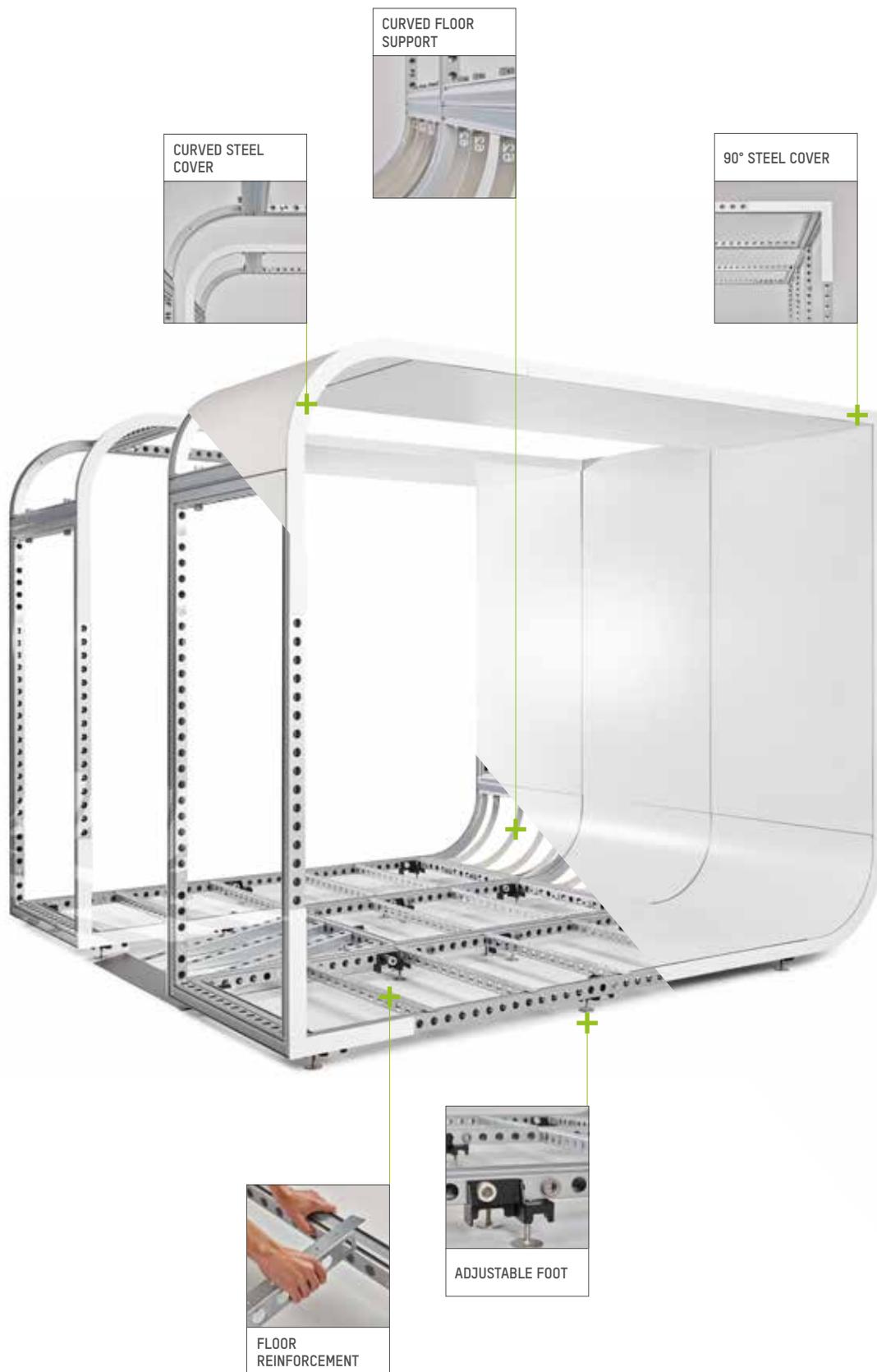
# 360° concept

Wall, ceiling, floor? One frame, three applications.

beMatrix redefined the art of exhibit building with its 360° concept. The strong, light and modular aluminium frames can be assembled into a unique exhibit where walls, floor and ceiling harmoniously blend into one. Each separate frame can be used for three applications, making the system flexible and



© Earl Brandspace (AU)





CURVED FLOOR  
SUPPORT

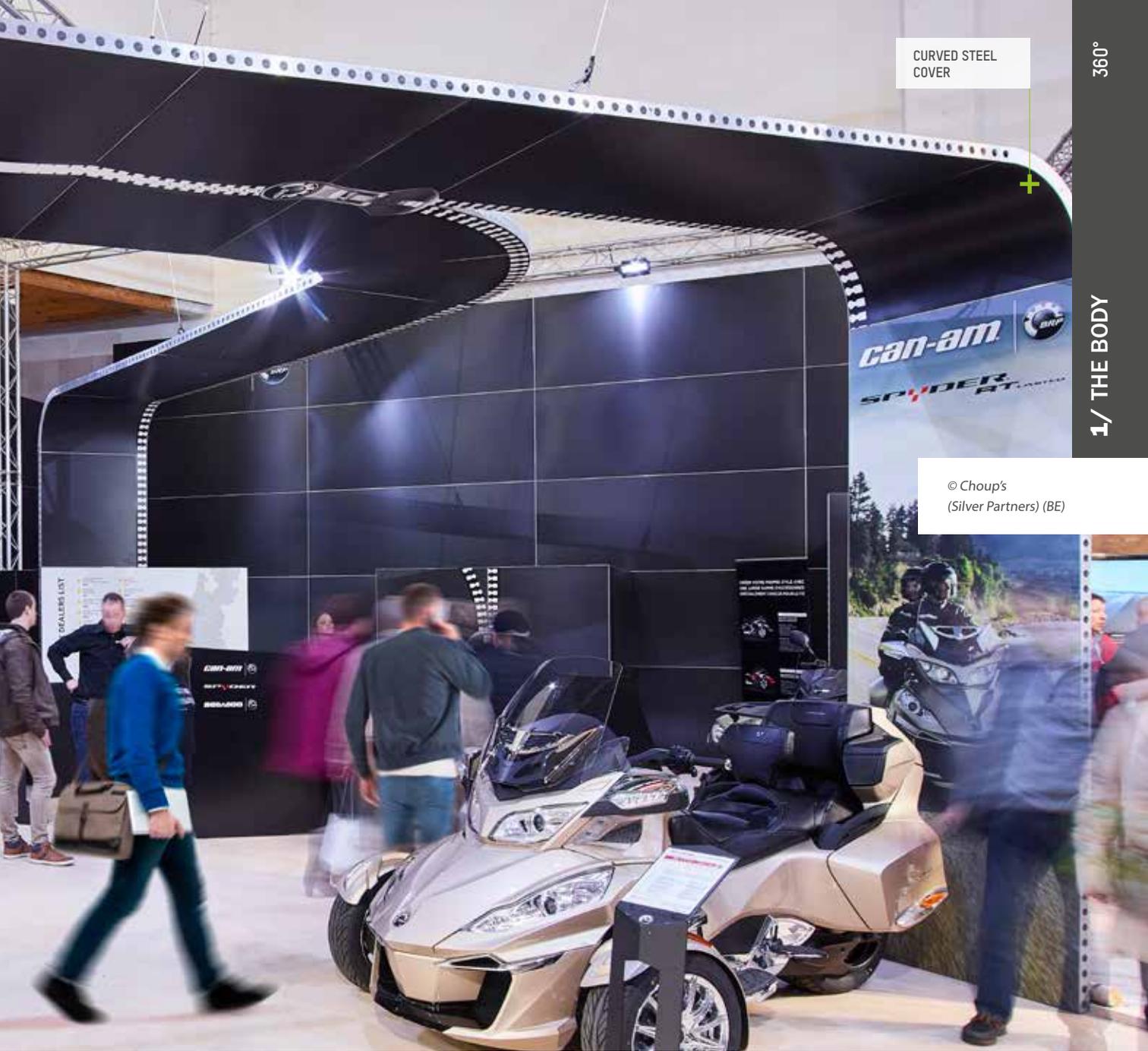
inexpensive.

### Wall

The beMatrix frame system allows for any shape to be created. No tools are required to build a sturdy but lightweight structure in a minimum amount of time, with the option of shelves, flatscreens, lightboxes or even integrated LED screens.

### Floor

The same modular frames and connectors can easily be used to build a solid floor. Unique curved or straight floor connections are also possible and allow floors to almost seamlessly blend with the wall.



CURVED STEEL  
COVER

360°

1/ THE BODY

© Choups  
(Silver Partners) (BE)

## Ceiling

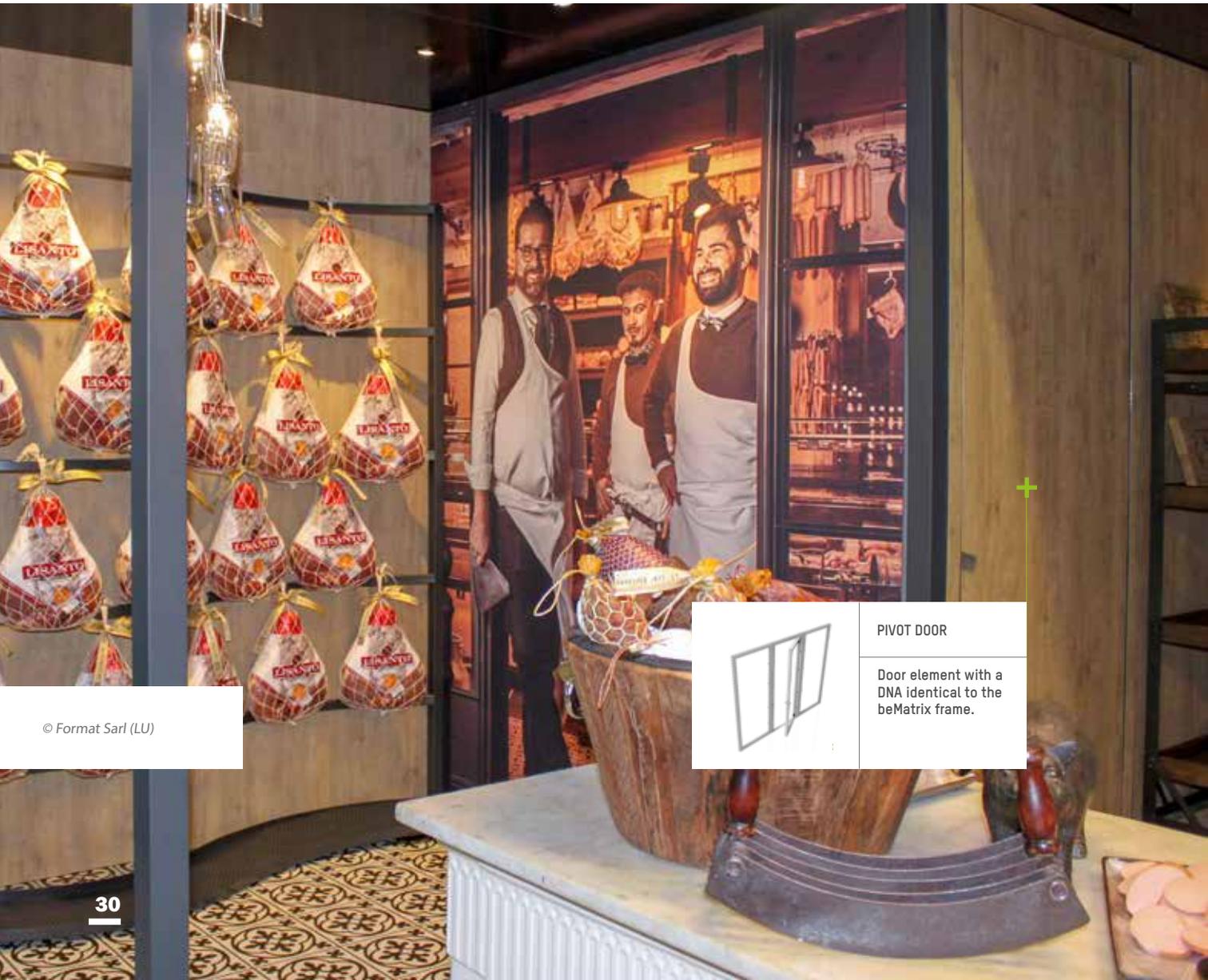
The walls are ready, the floors too ... now you can use the same modular frames to create a ceiling. This way the exhibit will be a strong, clean and spatial unit which will definitely exhibit out from the traditional exhibit designs often used at trade fairs still.

# Doors

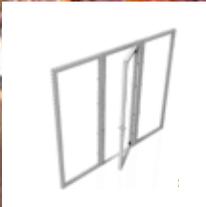


At a trade fair or event, you might need space to safely lock up your stock and other valuables. The beMatrix pivot doors allow you to safely disconnect your storage space from the actual booth or to create a separate meeting space that can be closed off.

The pivot door comes in a single and double door version, both offering identical features that contribute to optimum comfort for the exhibit builder.



© Format Sarl (LU)



PIVOT DOOR

Door element with a DNA identical to the beMatrix frame.



© Choups  
(Silver Partners) (BE)

#### COMBINATION LOCK

Never lose any keys again with the combination lock, part of our standard package.

### PIVOT DOOR: SINGLE & DOUBLE

- Rounded door profile: leaving only a very small space between the door and the outside frame.
- Textile door handle: an integrated door without any unnecessary elements (handle and door fittings), saving you time: you can stack the frames without having to dismantle the piece of textile.
- Combination lock that can be installed at the bottom for a clean look or at standard height when frequent locking/unlocking is required.
- Left – right / Outward – inward swivel thanks to the roller lock
  - The door can open left or right;
  - Inward or outward direction of rotation;
  - When you don't use the positioning pins, the door can open both inwards and outwards.
- Removable inside door: also after the door profile has been installed, you can easily remove the inside door.
- Infill with panels or textile.

### ADD-ONS

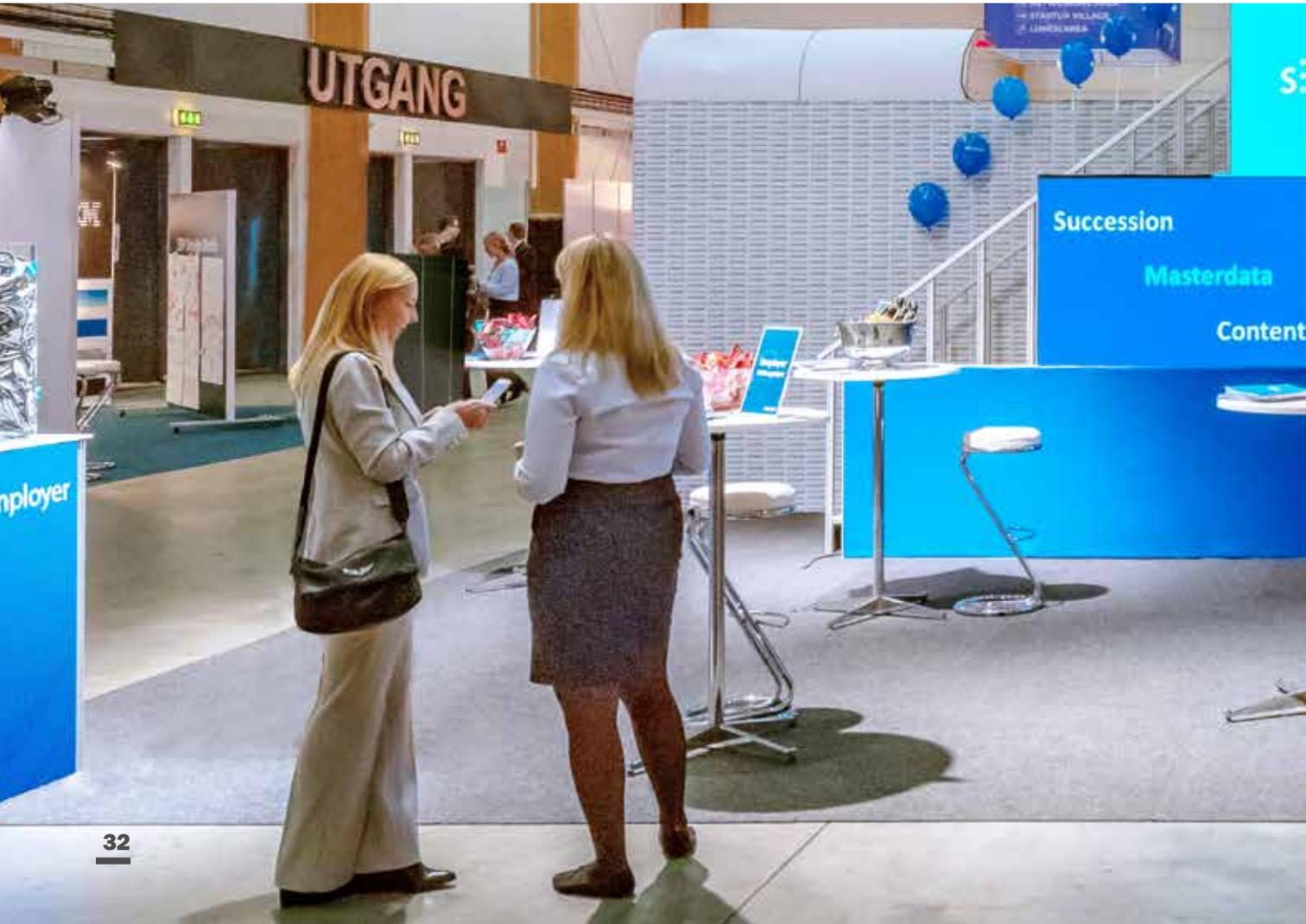
You would like to customise your exhibit's door? No problem. The standard package of the (double) pivot door can be supplemented with a cylinder set, an electric lock and round or square portholes.

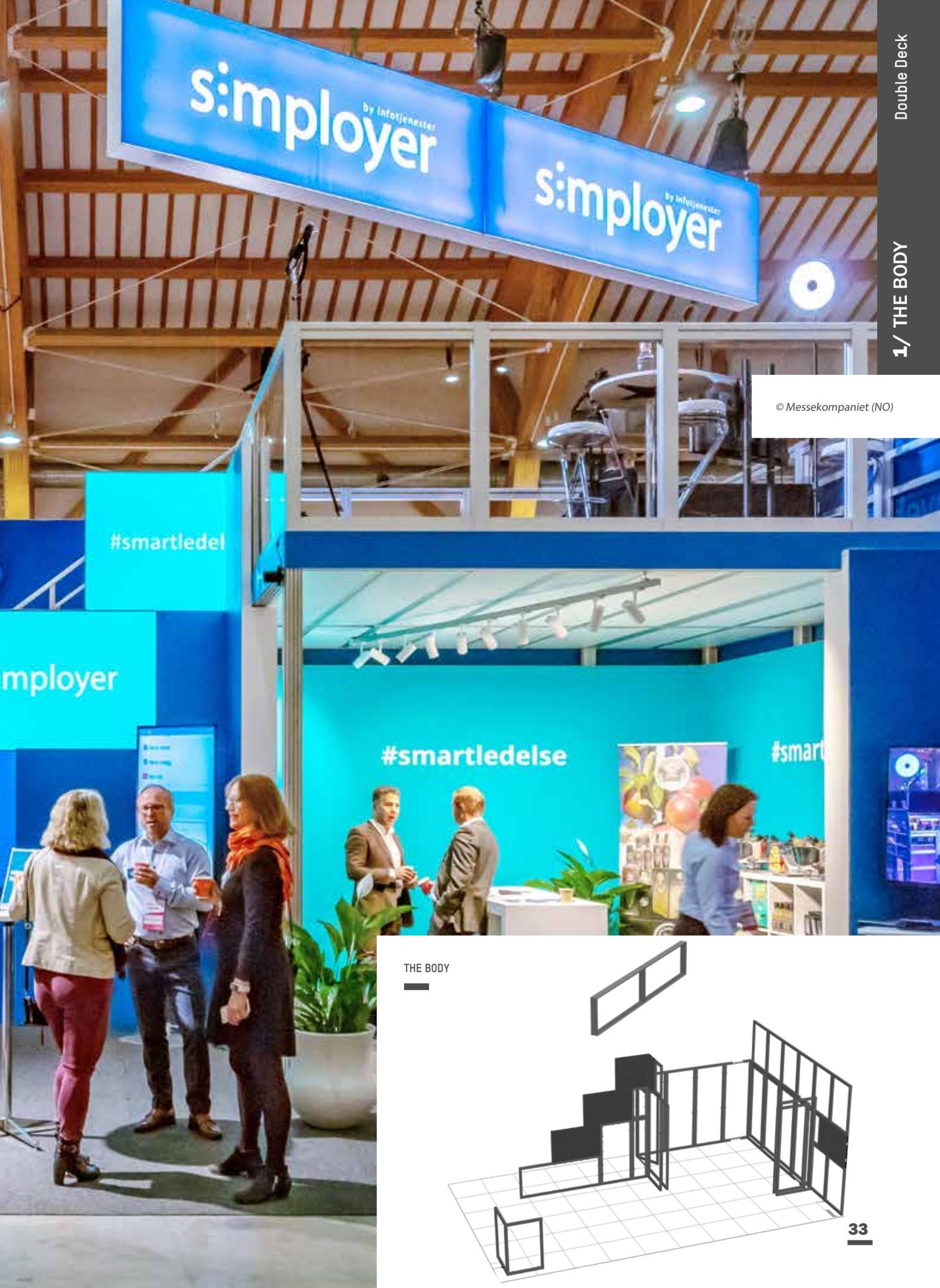
# Double Deck

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beMatrix frame systems allow for infinite configuration options. Until recently, one component was still missing: a double deck construction. To offer exhibit builders this possibility, beMatrix set up a partnership with Sento Magnum, the manufacturer of smart double deck systems. This joint venture unites two trendsetting systems within the industry.

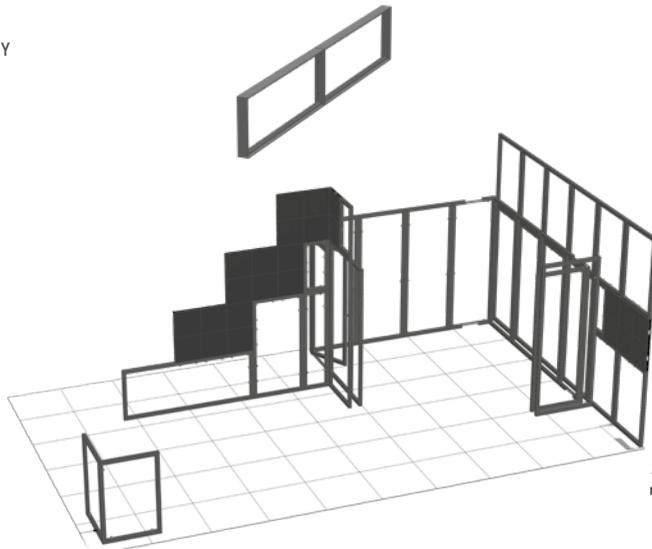
The Sento Magnum double deck system can easily be used with the beMatrix frame system. Moreover, beMatrix and Sento Magnum allow you to customise your exhibit the way you want, without compromising in any way on stability, safety and a perfect aesthetic integration of both systems. We make sure your exhibit will have the flair it deserves.





© Messekompaniet (NO)

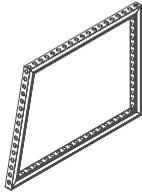
THE BODY



# Specials

The beMatrix frame system allows for any kind of shape, outlines and constructions conceivable to be actually feasible. You cannot find a certain frame in our standard portfolio? Not a problem, we'll manufacture a bespoke frame. There even is no need for such made-to-measure solution to only be used once: you can easily integrate them in another exhibit with a different configuration. That will no doubt make your exhibit exhibit

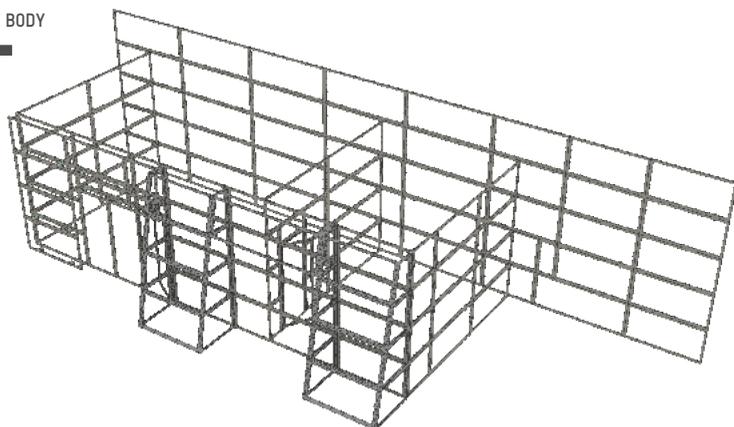


|   |                            |
|---|----------------------------|
|  | SPECIAL FRAME              |
|   | Customised trapezoid frame |

© Choup's  
(Silver Partners) (BE)

TRUMBA

THE BODY

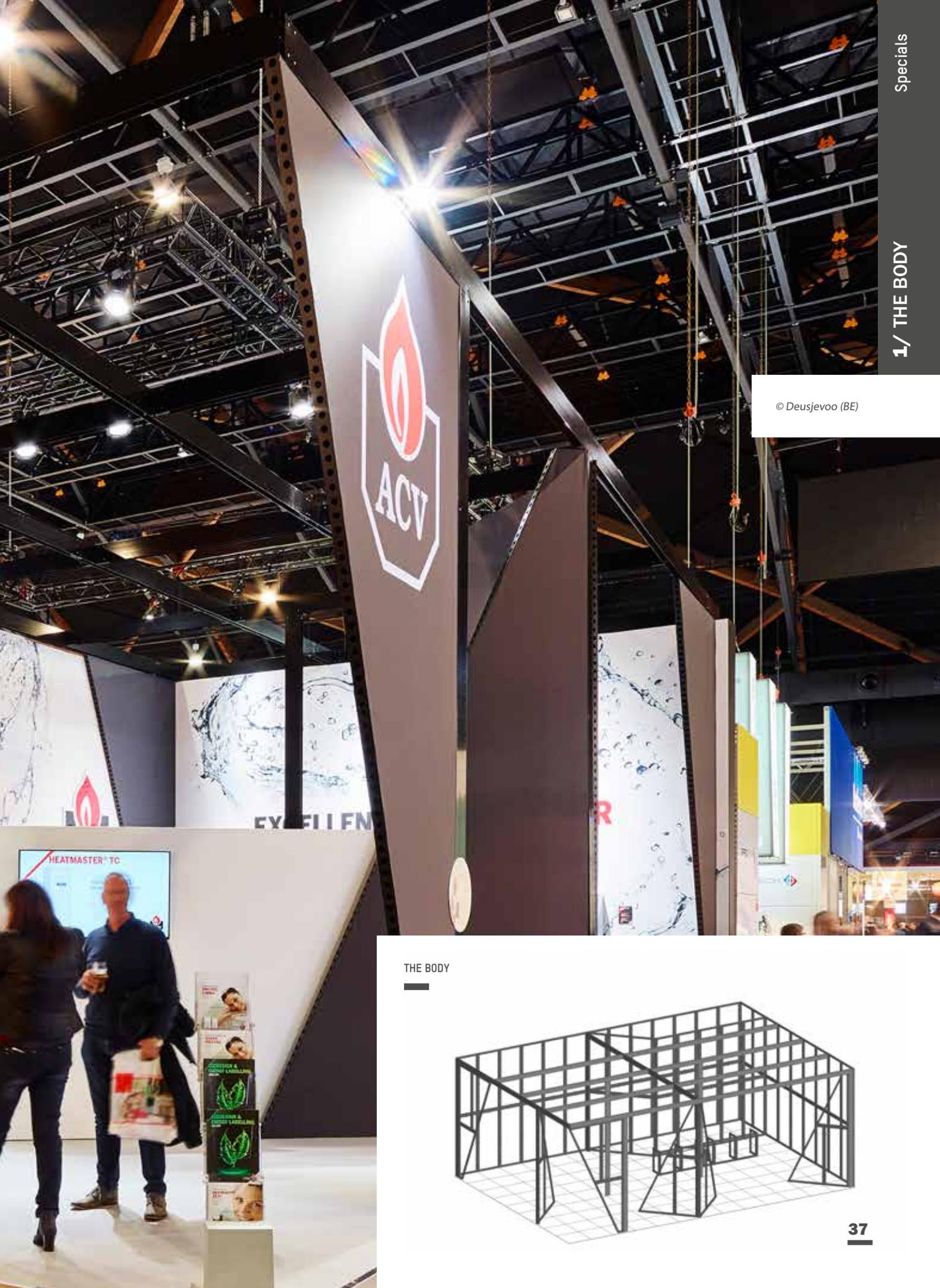




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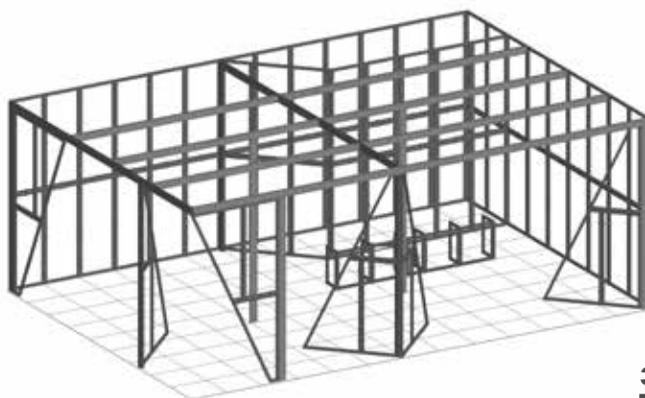
THIS IS  
MY  
MOMENT





© Deusjevo (BE)

THE BODY



## Your exhibit, a unique looker

Once the frame has been set up, your beMatrix construction is ready to be finished. You can choose to cover the frames with **panels or textile, with or without prints.**

Why not go one up or add some extra **allure** to your exhibit? Integrate a lightbox, or let your creativity loose with **MOTIONskin®** or **LEDskin®**.



# 2 / THE SKIN





# Panels

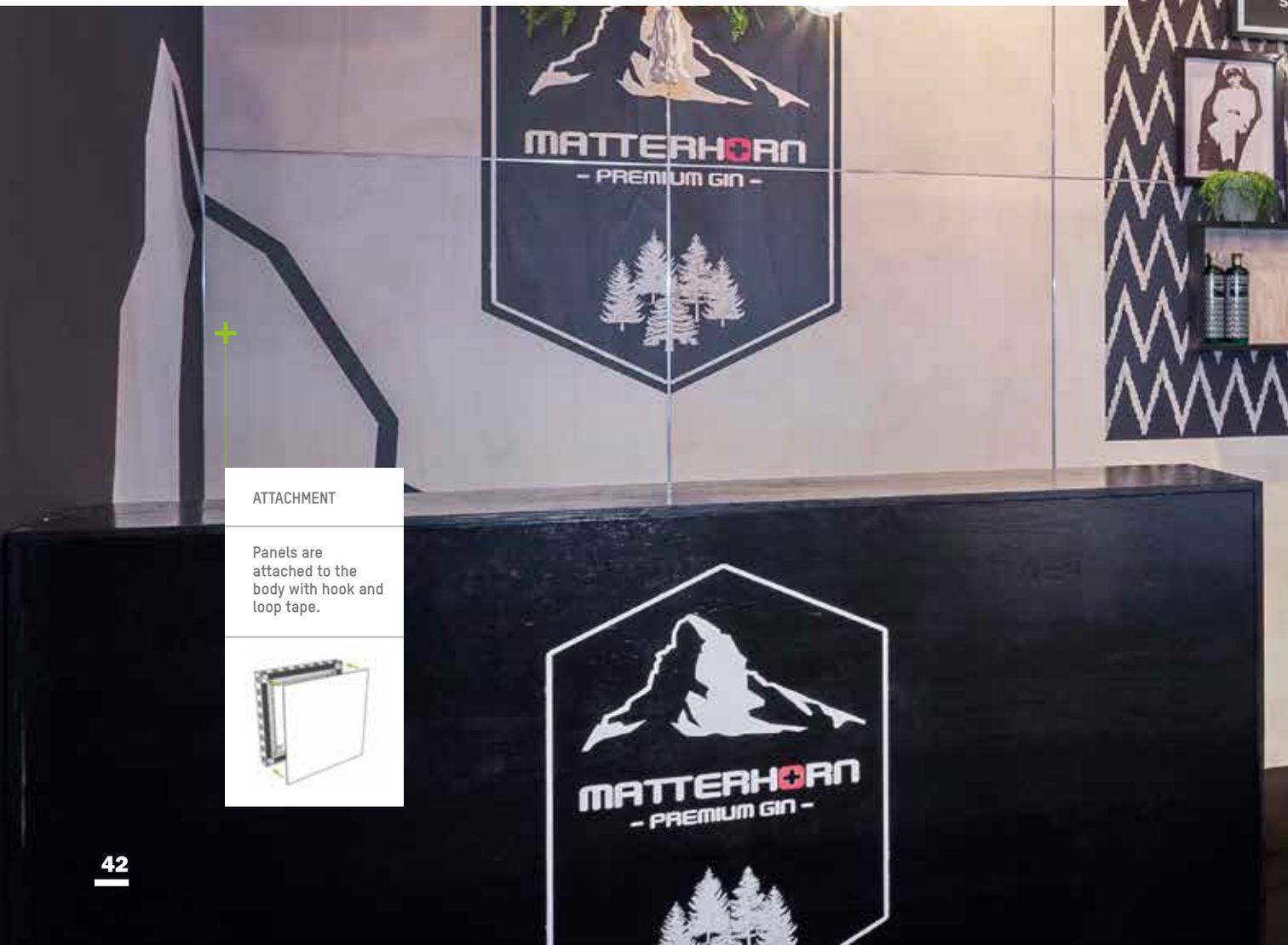


# Panels

Whilst your exhibit's body can be reused over and over, you can adjust the skin to what is specifically needed for a certain fair or event. Panels in PVC, dibond, wood, (acrylic) glass... it's all up to you.

Panel infills can be printed, have vinyl attached to them, be painted, used with wallpaper and accent lighting... you name it.

In short: anything to attract the eye of passers-by and convey your message quick and efficiently.



**ATTACHMENT**

Panels are attached to the body with hook and loop tape.

A technical diagram showing a cross-section of a panel attachment mechanism. It illustrates a white panel with a metal frame. A hook and loop fastener is shown connecting the panel to a dark surface. The diagram is enclosed in a white border.

© Bulik Exhibitbouw (BE)

Panels

2/ THE SKIN







© Conceptexpo (BE)

Panels

2/ THE SKIN

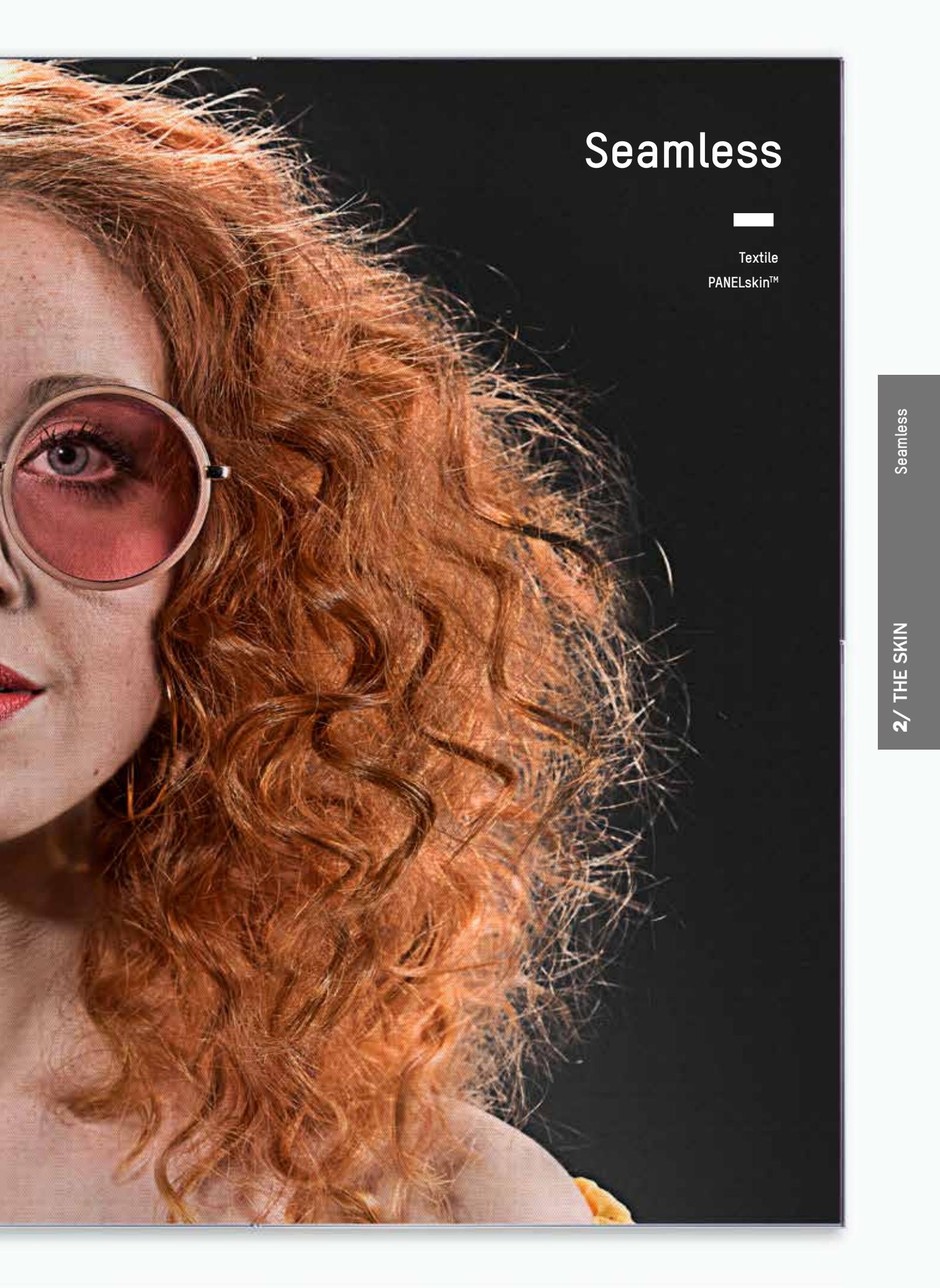


b62® frame



Panels

Seamless



# Seamless

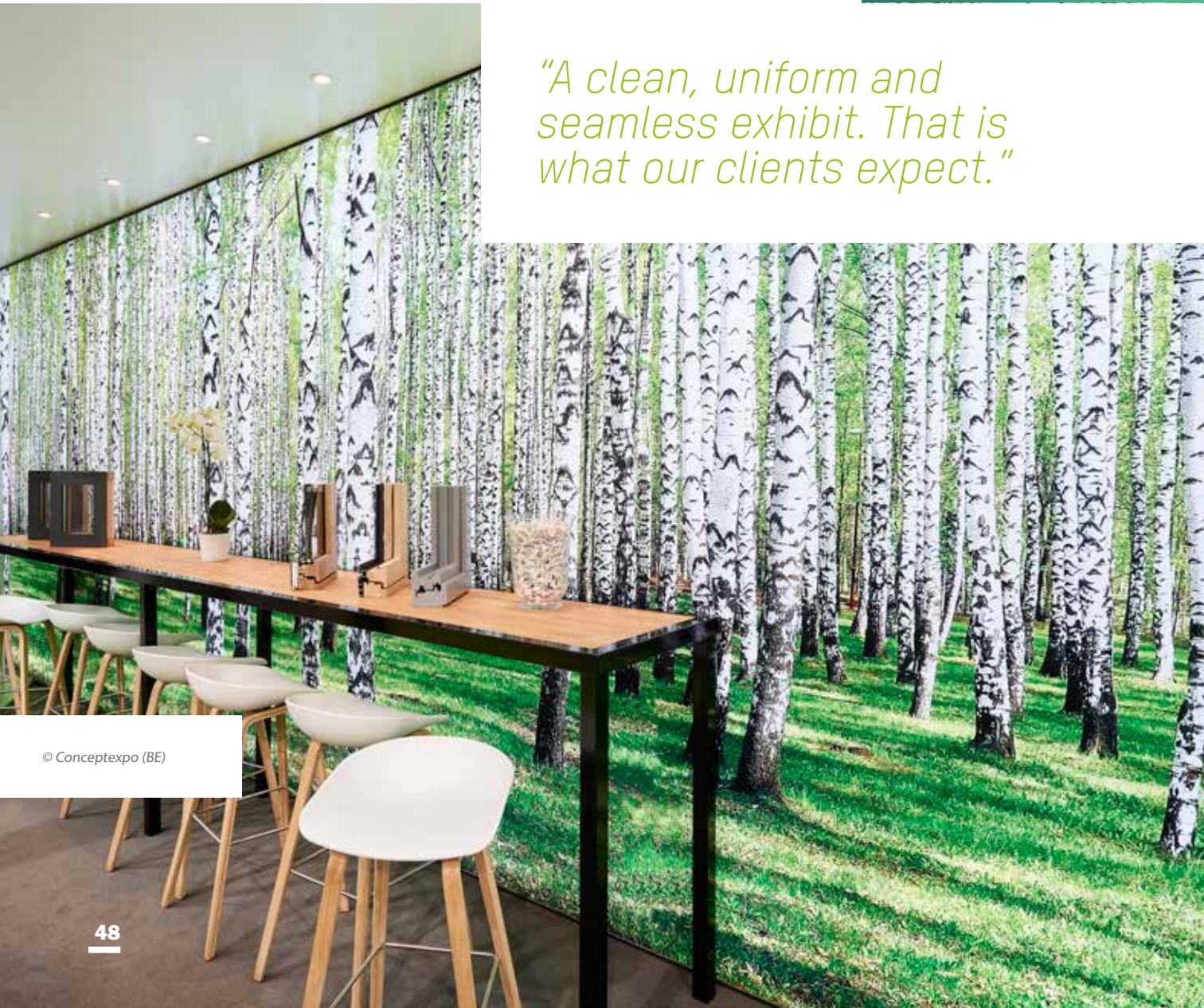


Textile  
PANELskin™

# Textile

The beMatrix Seamless concept drastically changes the options of exhibit building: the effect of images and graphics obstructed by ugly seams is now a thing of the past, thanks to the Seamless system. Seamless continues on from the existing and widely known beMatrix exhibit building system.

*“A clean, uniform and seamless exhibit. That is what our clients expect.”*

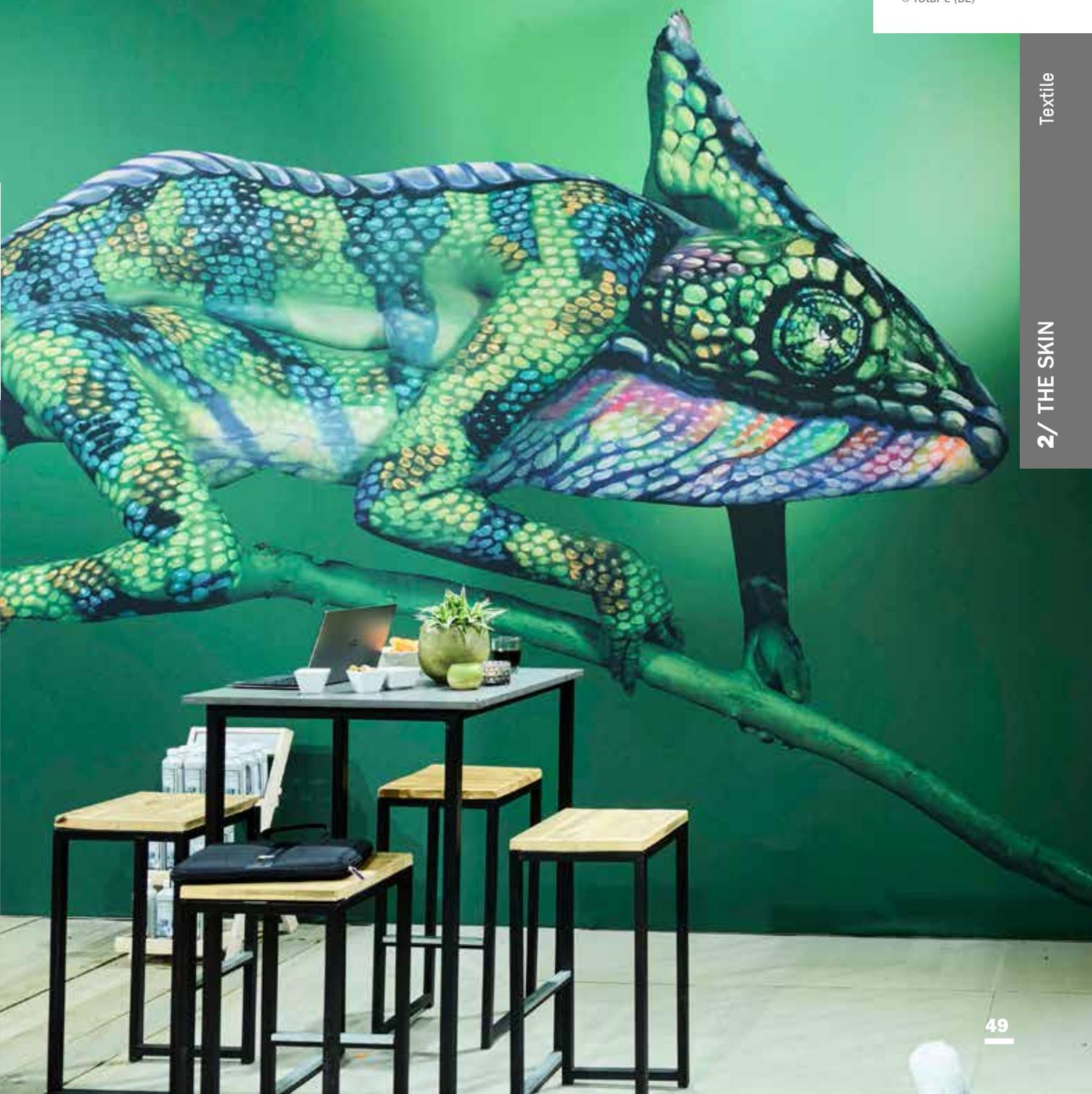


© Conceptexpo (BE)

© Total-e (BE)

Textile

2/ THE SKIN



## Seamless creations

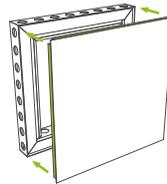
Using a silicone edge, textile infills are stretched over one or more frames. This type of finishing in textile is ideal for a seamless print over multiple panels, with a fabulous result, both for large and small surfaces. Installation is easy, thanks to the silicon edge and the T-REX.





#### ATTACHMENT

Textile infills are attached to the body with a silicon edge.



© Conceptexpo (BE)

Textile

2/ THE SKIN



#### T-REX, handy and simply indispensable

Together with the Seamless Textile concept, beMatrix launched a special tool, the T-REX: a strong and durable cutting tool to cut silicon edges at the aluminium flanges.





© Bulik Exhibitbouw (BE)

Textile

2/ THE SKIN

Adore  
pure

# PANELskin™



Another seamless solution is our PANELskin™. These tongue and groove wooden wall panels can be clicked into each other without any noticeable edges.



*"No seams, mirror-like surfaces, sustainable and reusable... that is PANELskin™ by beMatrix."*



UNG  
RIF TV



© Tailormate (BE)

PANELSKIN™

2/ THE SKIN



## Click and... go!

The beMatrix PANELskin™ panels in resistant MDF come with the tried, tested and worldwide approved L2C® click system. Regularly used for floors, this system has proven to be able to take some punches. When placed correctly, you can reuse them several times, without impairing the click system's sturdiness.

Hook and loop tape is used to attach the PANELskin™ in a fast and safe way. Since this tape also absorbs any tension between the frames and the wooden infills, the risk of for instance cracks is reduced significantly.

### A PERFECT RESULT IN 1 2 3

For the best seamless results, it is advisable to paint over the panels once mounted. The layer of paint will render any remaining groove or seam totally invisible.

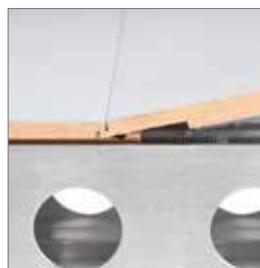
The panels are available in 3 dimensions, as well as a start and an end panel. The latter panels come with a smooth finish on the visible edge, ensuring the perfect finishing touch.

Then there is the range of choices of other possible solutions: integrating a flatscreen bracket, placing shelf brackets, building in wall plugs, creating a recess, integrating doors and corners and so on... In other words: all the benefits of a wooden structure translated into a modular and fast assembly frame system.





You don't have to invest in additional hardware to produce a seamless exhibit. The PANELskin™ application can be built using your existing aluminium beMatrix frames.



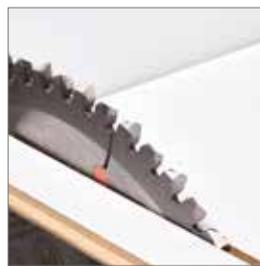
Simply place tongue and groove together at a slight angle, click into each other and press onto the aluminium frame.



Thanks to the tight fitting tongue and groove, any seams and edges are reduced to a minimum. You can choose to leave them visible or totally hide them under a lick of paint.



The start and the end panel come with a smooth edge on one side, for a clean look.



The PANELskin™ panels can easily be cut to any size, to fit any shape that might be outside of the regular beMatrix grid.



b62® frame



Panels



Lightboxes

Seamless

# Lightboxes



# Lightboxes



## Light up your exhibit

The beMatrix lightboxes can easily be integrated in our frame system, without any tools. Thanks to the handy baseplate, you can also use the lightbox as a exhibit-alone item. You can choose between a single or double sided lightbox, the single sided version leaving you the opportunity to finish the back with a panel or textile infill.





© Tailormate (BE)

Lightboxes

2/ THE SKIN

## No boundaries to your creativity

There is no end to the creative ways in which you can use our lightboxes. From a perfectly aligned lightbox and frame, for a minimal and flawless look, to a unique combination of a number of lightboxes in all shapes and sizes, for a fabulous and eye-catching 3D effect.





© Guido Goethals (BE)

Lightboxes

2/ THE SKIN



## SideLED or backLED

beMatrix lets you have the choice between sideLED and backLED lightboxes. The sideLED lightboxes are easy to mount onto the beMatrix frame system, thanks to the large holes, but you can just as well use them as a freexhibiting item.

The main advantage of the backLED lightboxes is their tremendous brightness, since they are equipped with specially developed high performance LED modules. They come in the same width as the beMatrix frame system. Why not place the backLED lightboxes on top of the frame system, as a banner for instance?



b62® frame



Panels



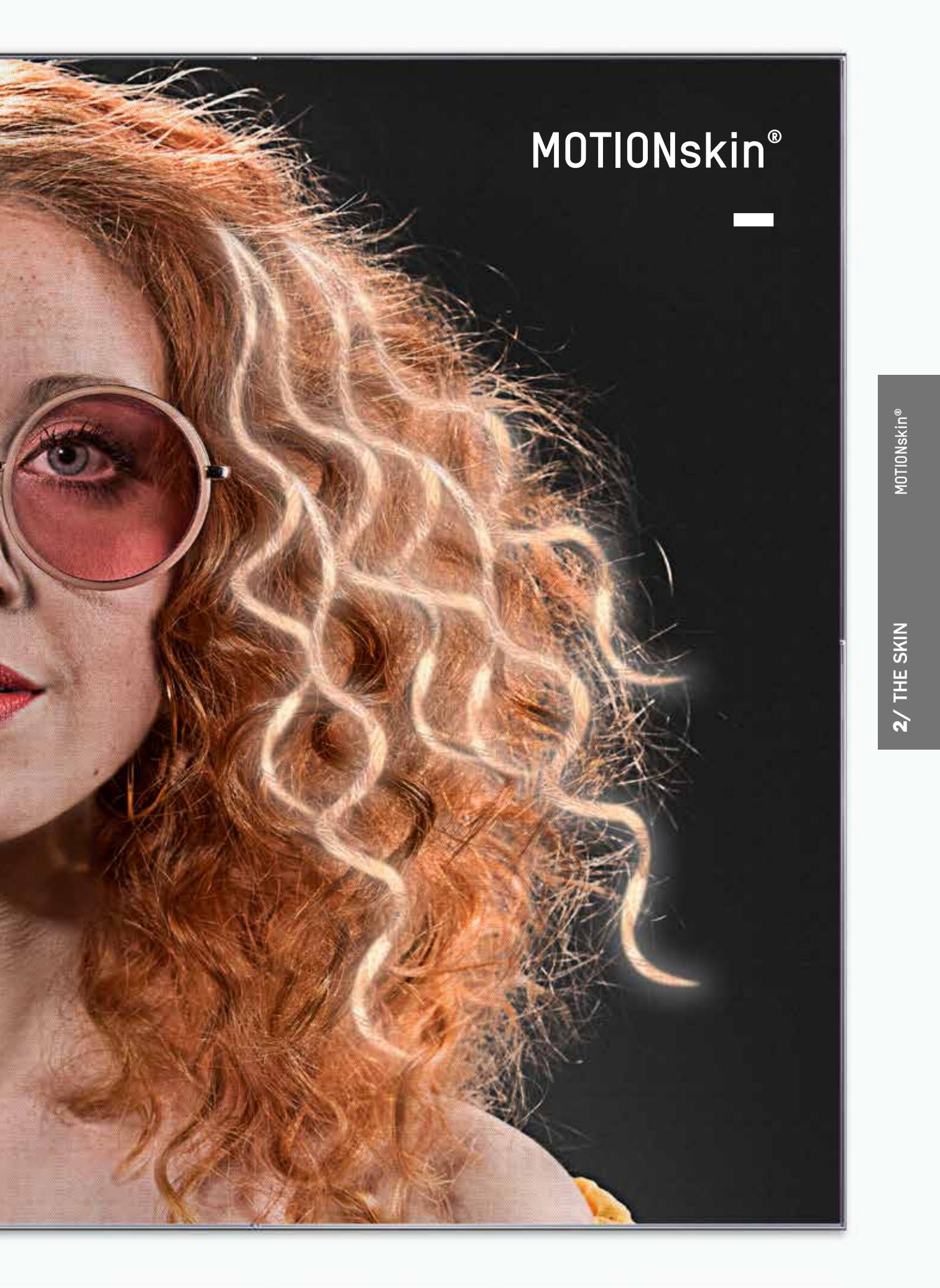
Seamless



Lightboxes



MOTIONskin®



MOTIONskin®



MOTIONskin®

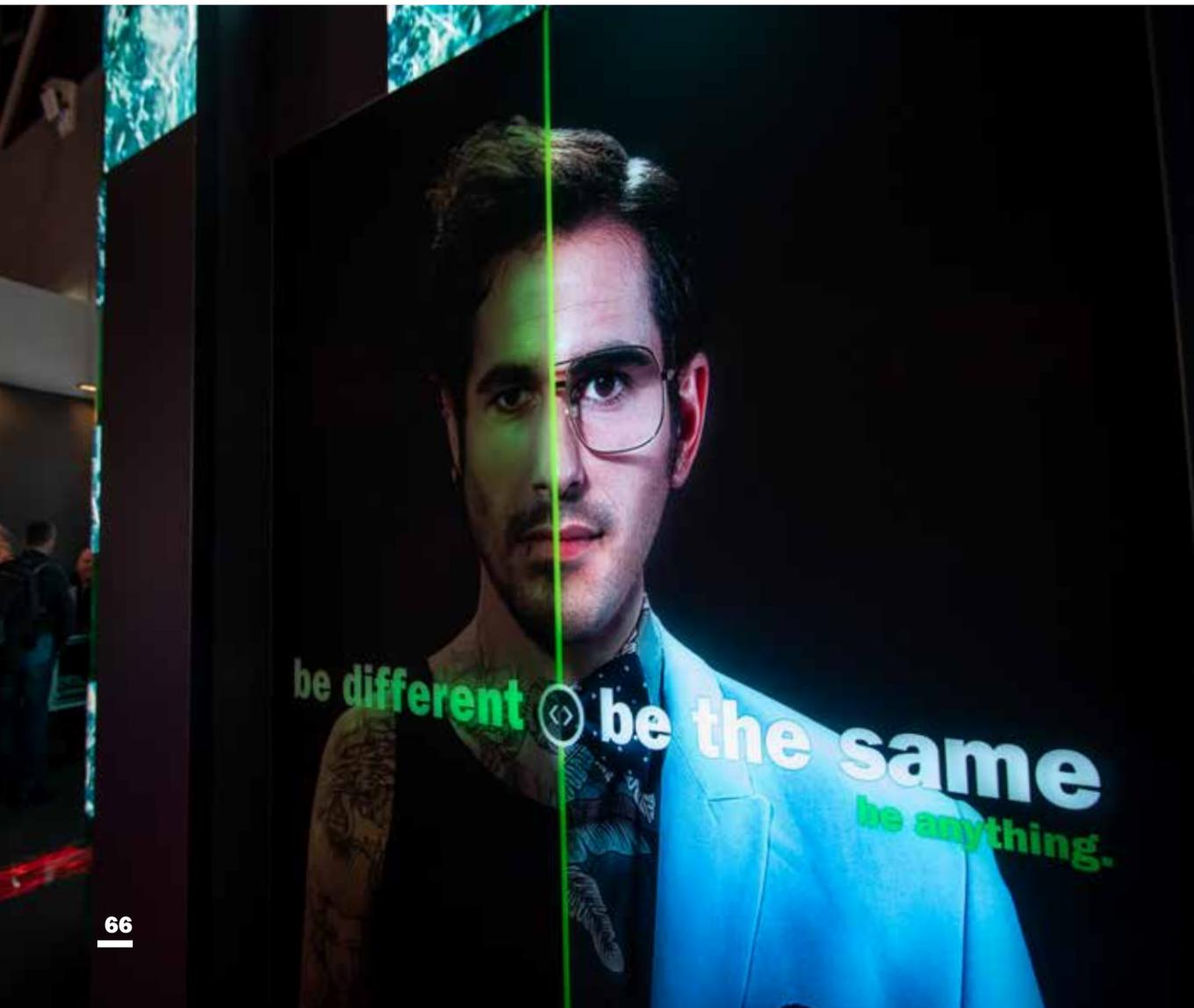
2/ THE SKIN

# MOTIONskin®

## There is no force more powerful than light and motion

Getting all the attention and having real impact? Combine images, light and motion, thanks to MOTIONskin®.

The – at first sight – very basic textile panel hides programmable LEDs to specifically accentuate certain parts of an image. That way, MOTIONskin® adds a certain dynamic to your exhibit in a very simple yet innovative way.





MOTIONskin®

2/ THE SKIN



## The dynamic lightbox that fits seamlessly to the beMatrix concept and frames

With its 62 mm thickness, the MOTIONskin® frame fits with the conventional b62® frame system perfectly, in terms of height, width and thickness. The dynamic MOTIONskin® lightbox comes in 4 different standard beMatrix dimensions. It's so easy – and so beMatrix – to connect various boxes in any direction with the same tools you use to build your beMatrix exhibit.



Discover the impact of MOTIONskin® on the beMatrix YouTube channel.



b62® frame



Panels



Seamless



Lightboxes



MOTIONskin®



LEDskin®



LEDskin®



LEDskin®

2/ THE SKIN

# LEDskin®

## Animation, motion and great feeling

LEDskin® transforms your beMatrix exhibit into a real hotspot, full of animation and motion, so your exhibit becomes a true experience. With LEDskin®, beMatrix once again revolutionises exhibit building. From now on – and in the blink of an eye – you can combine LED cabinets and frames to create an impressive video wall, which can be seamlessly integrated into your new or existing beMatrix exhibit. No more individual screens, which in fact in many cases are more of a disruptive element than added value in a sleek exhibit design. Also, you are no longer limited to the maximum (standard) dimensions of individual screens. Instead, you can turn the whole thing into a totally seamless video wall.



Discover the impact of LEDskin® on the beMatrix YouTube channel.



reddot design award  
winner 2017



DESIGN  
AWARD  
2018



© Leseno (SI)  
& Priority Exhibition (UK)



© MagnumLive (FI)

LEDskin®  
2/ THE SKIN







## LEDskin®: a perfect fit with the beMatrix concept and frames

Instead of using textile, wood or plastic infills to finish your exhibit without any seams at all, why not opt for a beMatrix LEDskin® video wall, when it's just as easy?

### 1 ATTACHMENT SYSTEM

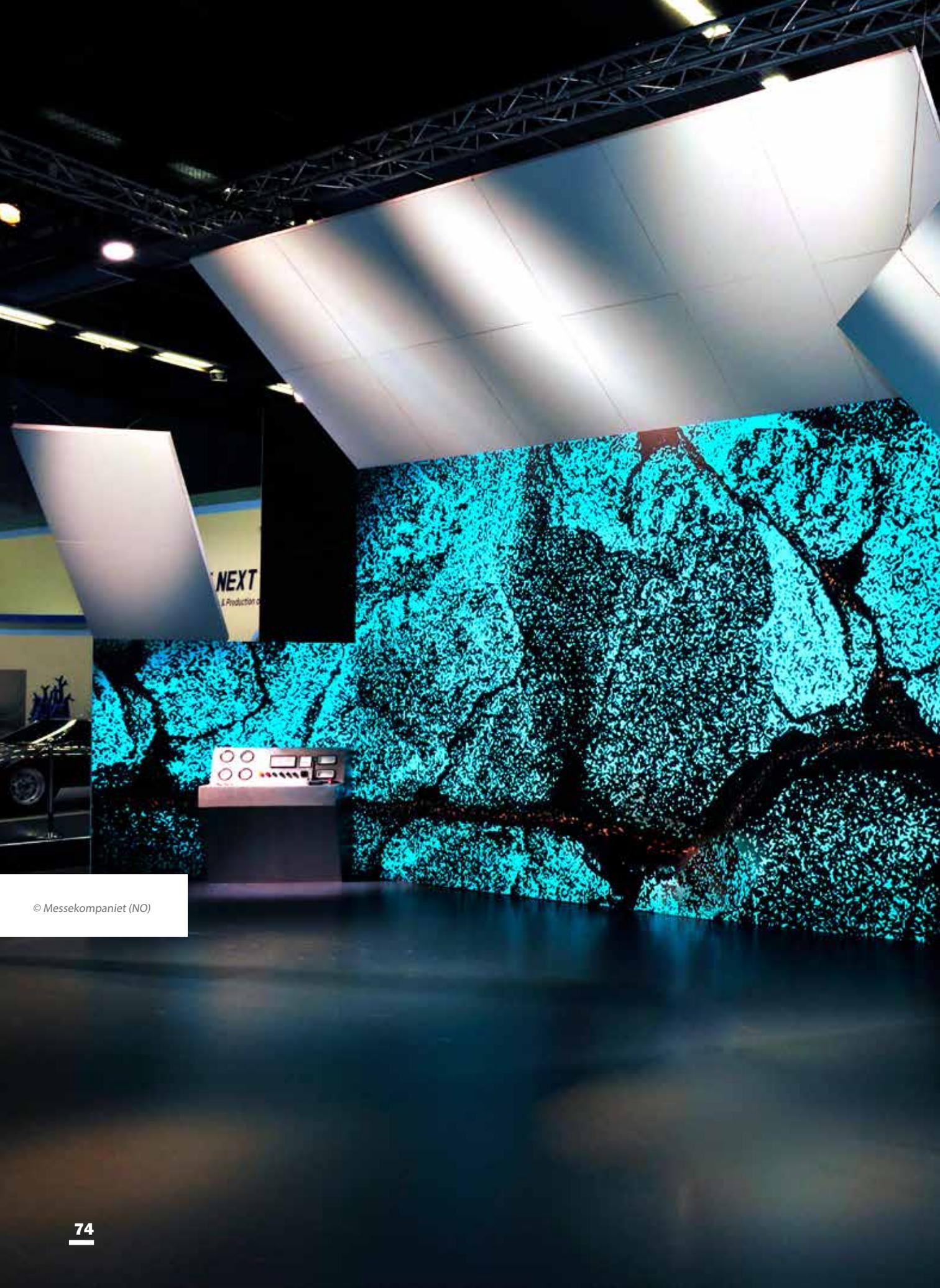
The LEDskin® frames are fixed to the beMatrix aluminium frames with the handy standard M8 connectors. Ready in a jiffy, always firmly and securely anchored.

### 2 PIXEL TALK

LEDskin® frames are available in 4 pixel pitches: 1.9, 2.5, 3.1 and 3.8 mm. This guarantees optimal resolution, brightness and responsiveness.

### 3 MODULARITY

Thanks to the dimensions of the individual LED panels or when they are combined, they fit perfectly with the beMatrix concept. Both frame and LEDskin® have a thickness of 62 mm and allow for a seamless assembly and finish.



NEXT  
& Production of

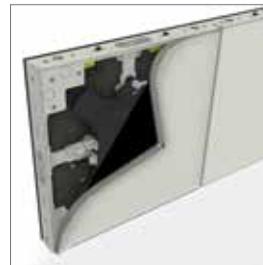
© Messekompaniet (NO)



The tiles are aligned using magnets, whilst two manual connectors ensure a strong connection.



The holes in the beMatrix frame also serve as a cable duct and connection spot, so you no longer need to worry about unsightly cable spaghetti at the back.



LEDskin® frames can easily be finished at the back using textile or panels (patented design), which can be easily attached using silicon edges or hook and loop tape.



The sides of the LEDskin® can be finished with the existing corner profiles.

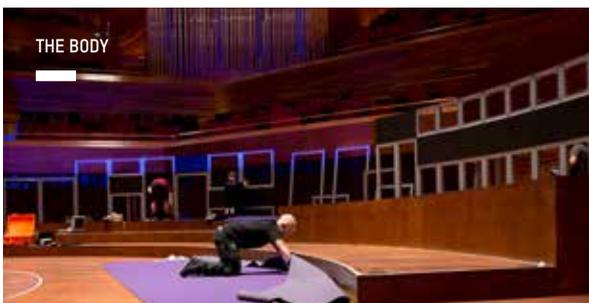
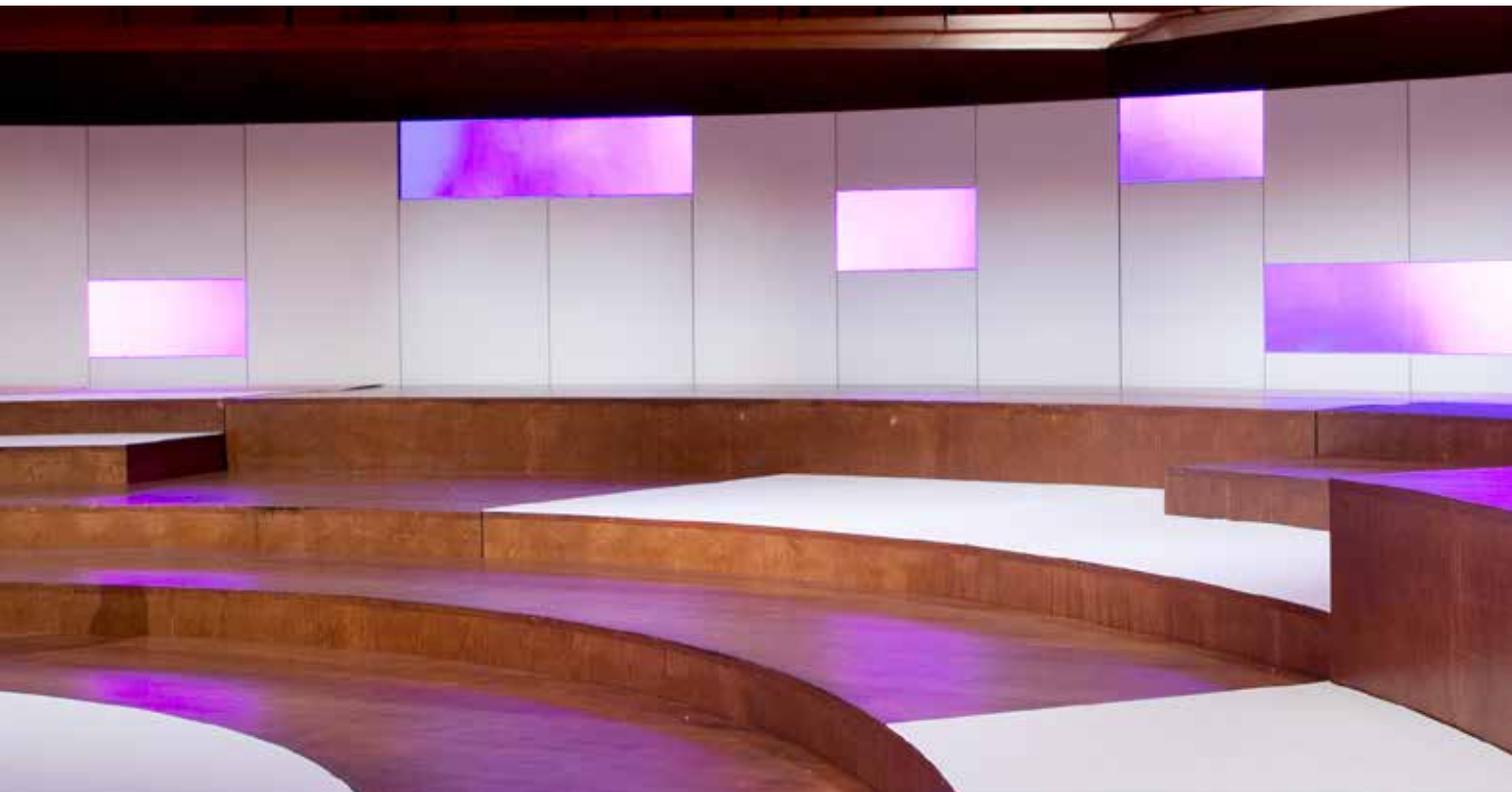


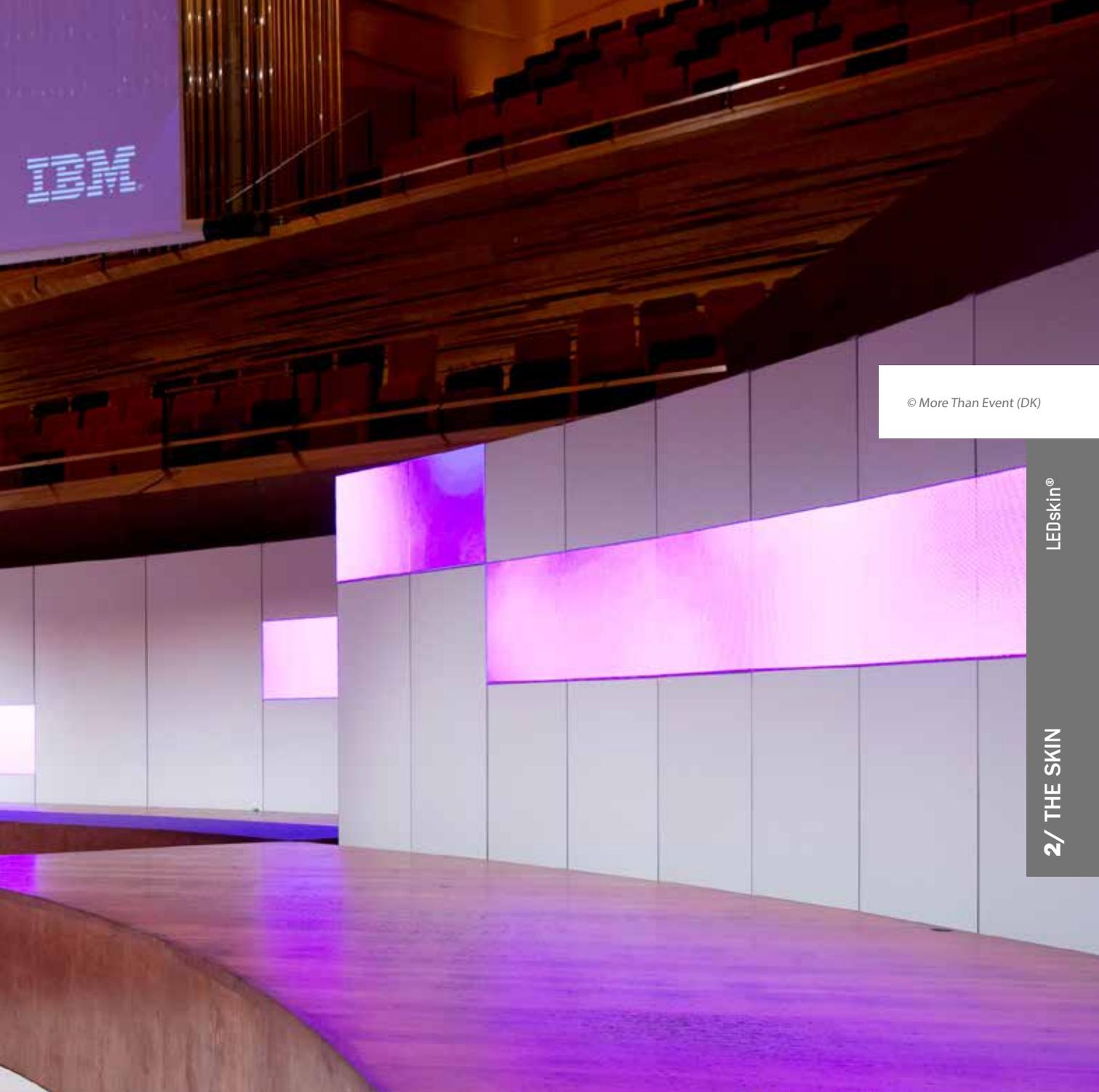
The GEKKO is a specially designed tool enabling you to replace the LED modules at the front with ease.

## Very user-friendly

You don't need to be a wizard to use LEDskin®. Our LED wall is plug & play: you only need to mount the tiles, plug it in and connect to your video device/computer.

The dedicated LEDskin® Novastar platform is compatible with both Mac and PC operating systems, as well as with all popular video exhibitards. You simply connect your familiar device in the usual way, start the video or application and the walls of your beMatrix exhibit instantly come to life!





© More Than Event (DK)

LEDskin®

2/ THE SKIN



Each led tile is packed in a shock absorbing foam protector, to prevent any damage to the LEDs or LED panel during transport.



For transport and storage the LED panels are supplied in a light and handy flight case, holding 8 LEDskin® tiles (2 m<sup>2</sup>) and cables.

## Freedom of form

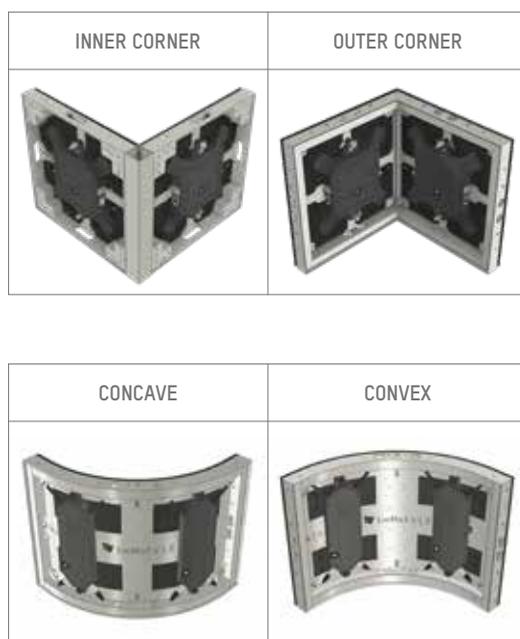
The creative ways in which you can use LEDskin® are almost endless and allow you to play with shapes. Think outside of your conventional cube, but more like a exhibit in LED mosaics or rectangular shapes that fade into a dynamic edge. Moreover, thanks to LEDskin® you don't need to shy away from corners or curves: you can create the perfect inner or outer corner and curved shapes. LEDskin® offers you maximum freedom in design.

### INNER AND OUTER CORNERS

By combining the LEDskin® frames with the beMatrix corner profile, an inner corner is easily created. beMatrix has created a new welded frame, in which LED modules can be attached to create an outer corner.

### CURVES

With the curved LED modules and convex or concave LEDskin® frames, you can even integrate curves that perfectly fit into the aluminium frame system.





beMatrix



beMatrix  
renewable stand building systems

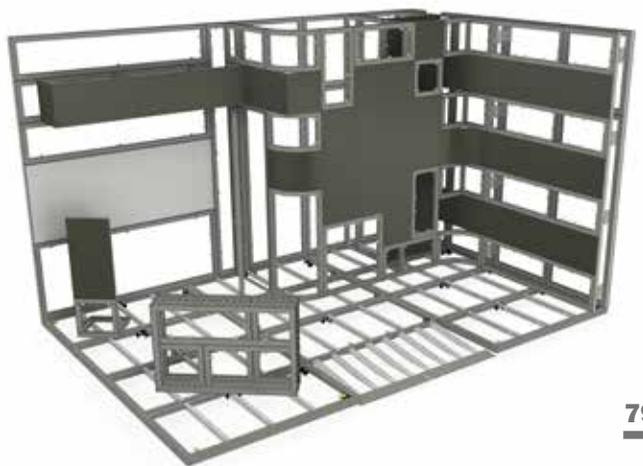


beMatrix

LEDskin®

2/ THE SKIN

THE BODY



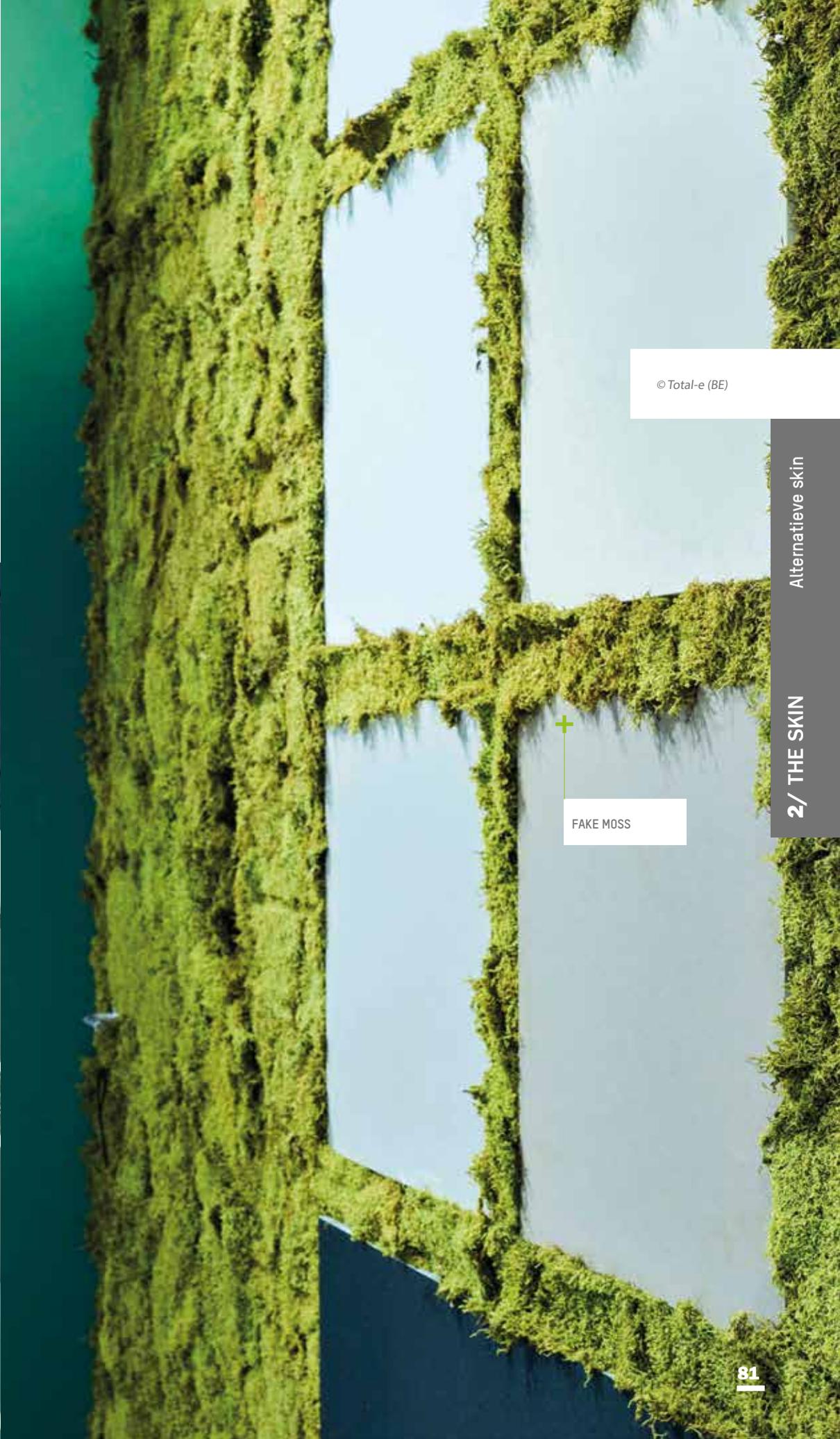
# Alternative infills

The beMatrix frame system offers endless possibilities. The aluminium frames with big holes can be combined with panels, textile or LEDskin®. However, almost any other kind of material – even thicker than 3 mm – can be mounted onto the frame system. Go loose and think alternatives: moss, wood, Alcantara tiles, rope, plexi... the list of options doesn't stop.



ALCANTARA TILES

© Art & Press (BE)



© Total-e (BE)

Alternative skin

2/ THE SKIN



FAKE MOSS

## The last detail

beMatrix has also come up with handy, user friendly and sustainable accessories, allowing you to set up your exhibit and storage space as efficient as possible, with all your material neatly put away or hung up. **Shelf brackets, shelves, brochure or book holders...** you name it, we have it.

What about our fetching **Boxscreens**: sturdy hanging constructions that can be finished with printed textile. The seamless finishing renders the actual frames totally invisible. The **Boxscreen as well as the Boxscreen MINI** can be easily (dis)assembled – and add that extra eye-catching must-have to your exhibit.

We also offer all kinds of smart lighting solutions, such as the stylish and innovative **SAM Light** with integrated modular LED system that can be used for both accent and general lighting.

beMatrix has developed parts to finish your exhibit as well as a large range of **assembly accessories** for extra stability or for mounting flatscreens and panels.



# 3 / ACCESSORIES

## Lighting

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Illuminating walls and/or products becomes a simple task thanks to the **SAM light**. This revolving LED light truly exhibits out, thanks to its minimalistic design and diverse ways in which it can be mounted on the frame construction.

The modular nature of temporary constructions requires **simple lighting solutions, fast to install**, suitable for all kinds of exhibits, large or small, and for any type of lighting (**accent, atmospheric or general lighting**).

The biggest advantage this design spot offers, is its **'2 in 1' principle**: one single switch allows you to change from **cold to warm** light, a choice you can make either during or after assembly – and which you can still adjust afterwards. Moreover, the integrated LED modules **revolve 340°**, so a surface can be lit up from any angle.



Door  
Cloud

ACCESS CONTROL

BY SPICA

CARD READERS AND READERS  
CAN BE OPTIONAL



SAM LIGHT

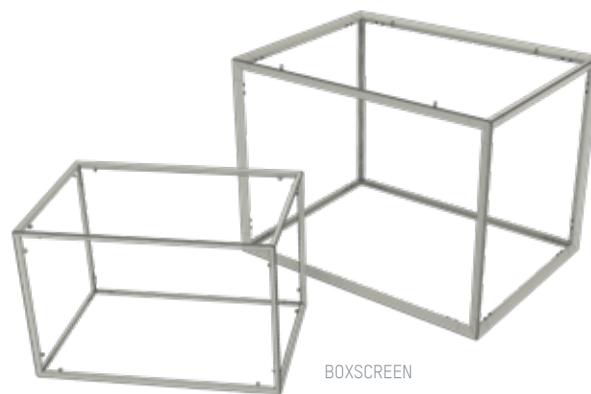
Integrated modular  
LED system

© Leseno (SI)

## Boxscreens

The beMatrix **Boxscreens** are solid hanging or exhibiting constructions, which will help your exhibit grabbing all the attention. The boxes themselves as well as the textile or panels allow for easy and efficient (dis)assembly. As with any beMatrix solutions, you can be sure of a seamless finish, leaving not one profile on show.

The **Boxscreen** is available in several sizes, mainly for larger cubes (> 1.5m), whereas the **Boxscreen MINI** measures 1.5 x 1.5 x 1.5 m at its largest. The corners of the Boxscreen MINI are made out of **Zamak**, an alloy made out of **Zinc**, **Aluminium**, **Magnesium** and **Copper**, for a more lightweight structure. The corners of the MINI also come with standard **eyebolts** in the corners.



BOXSCREEN MINI





STONE  
&STYLE  
by EBEMA

STONE  
&STYLE  
by EBEMA

BOXSCREEN

© Deusjevo (BE)

INSPIRATION  
ERRAS EN OPRIT - POUR VOTRE JARDIN, TERRASSE ET ALLÉE

STONE  
&STYLE  
by EBEMA



Boxscreens

3/ ACCESSORIES

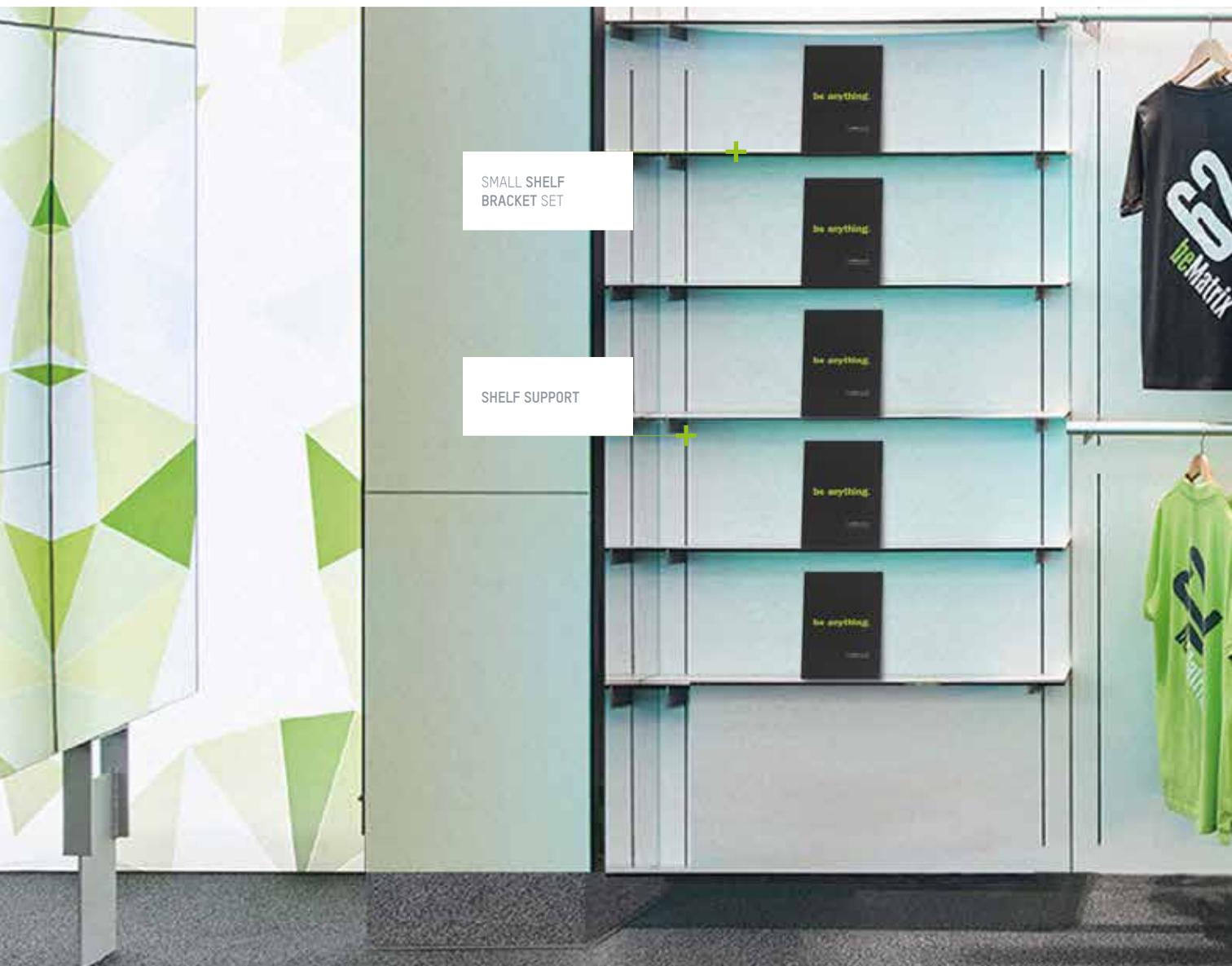
## Shelf brackets

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With the beMatrix shelf brackets you have a choice of **different types of shelves and brochure and book holders** that can be integrated in your exhibit or storage space.

Another option is to use these shelf brackets to support a table top, for instance the top of your welcome desk.

All **shelf brackets** have been given a modern look in a light grey colour (RAL9006 TEC), have been powder-coated with a light grain and are extremely scratch resistant.





TUBE FOR  
COAT HANGERS

SHELF & TUBE  
BRACKET SET

60° SHELF

60° SHELF  
BRACKET SET

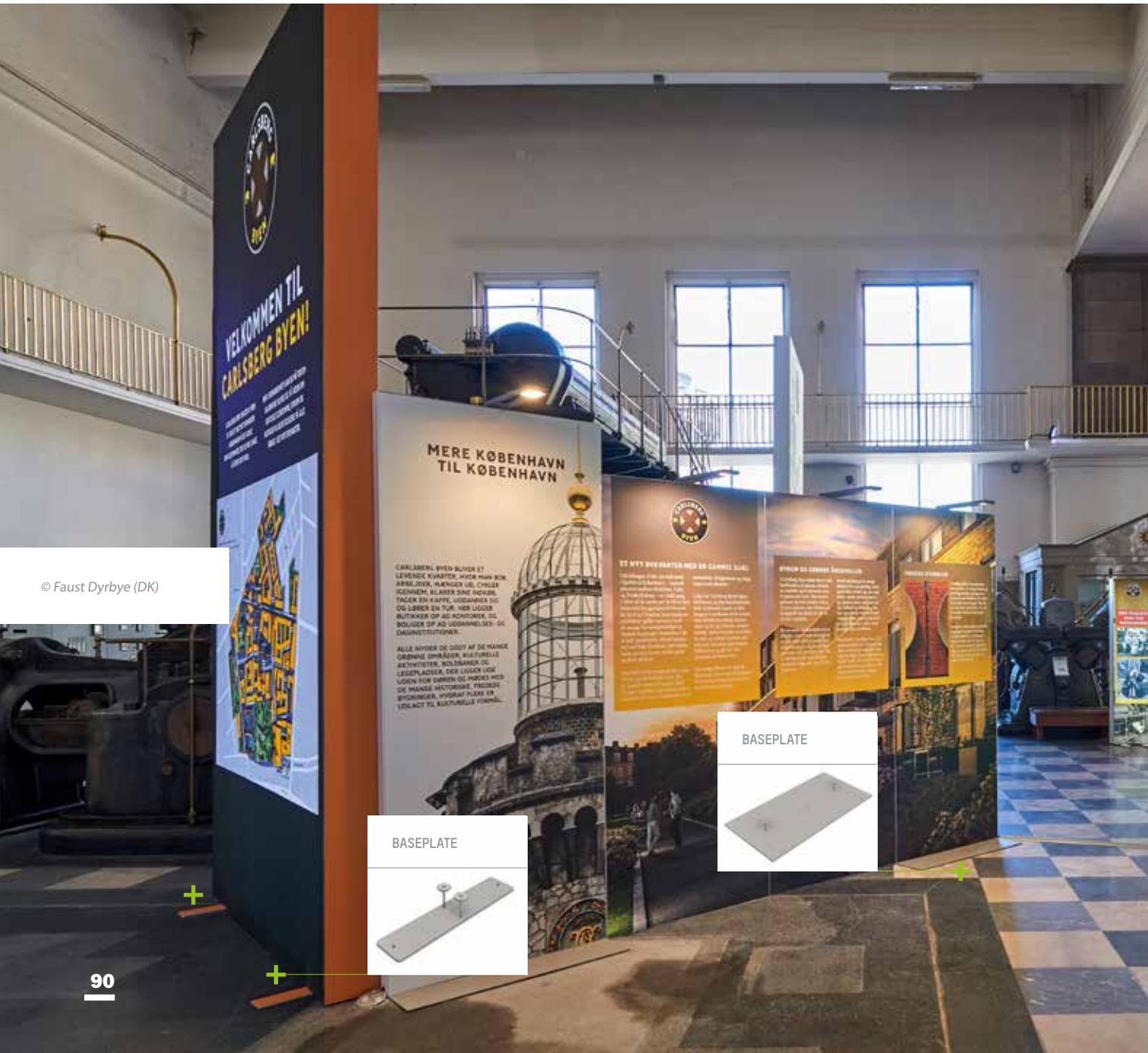
LARGE SHELF  
BRACKET SET

# Accessories

A perfect exhibit means no detail has been looked over; that also goes for the assembly accessories for extra stability or for mounting flatscreens and panels.

## BASEPLATES

These heavy steel baseplates are used for extra stability or as a plinth for freeexhibiting constructions. Baseplates are available in different shapes and sizes.



© Faust Dyrbye (DK)



BASEPLATE



BASEPLATE



© Schettle Messebau (DE)

### FLATSCREEN AND PANEL SUPPORTS

#### Flatscreen support

Flatscreens in modern stand building simply are a must. Our universal bracket allows you to integrate your flatscreen in two ways:

- Built-in: the screen is fully integrated and totally aligned with the frame system (recess in the panel)
- Built-on: the screen jots out from the panel (no recess required)

#### Universal brackets

A universal steel bracket used for mounting wooden panels onto our frames. Thanks to these brackets also heavier items can be mounted (such as product samples).

#### GLASS HOLDER

The glass holder has been designed especially to easily integrate infills such as glass or plexi in the frame system. The glass holder perfectly fits in the D30 holes of the frames.



## Covers and corner profiles

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beMatrix frames are handy and easy to assemble. However, on most occasions, exhibit holders want to camouflage the 'body' or frame, making the construction almost invisible. Apart from the Seamless concept for a seamless finish of your exhibit, the beMatrix product range consists of a wide choice in additional finishing options and accessories, allowing you a top quality finish, right to the smallest detail.

Our conventional **covers** are typically used to hide the beMatrix holes pattern. The perfect cover guarantees a perfect finish for wide fronts, ideal for finishing double walls.

We also offer a large selection of solutions to finish corners, apart from the cover. For a quick assembly and attractive look, you could go for the **straight or rounded corner profile** as well as the **Textile Square**: your perfect solution for textile on the outer corner. The **Perfect Corner** is a 90° welded corner frame on which a folded panel is mounted or a textile is stretched over the corner. Another option is to construct a (rounded) corner with a standard **curved frame**.



The cover clip is a special tool to effortlessly attach covers to the frames in no time at all. Simply attach the cover clip onto the holes, click the cover onto it and you're done. The rubber outer of the clip prevents the cover from moving.



PERFECT COVER

The perfect way to finish a double wall



© Spacebox (BE)



PERFECT CORNER

A 90° welded corner frame

# Furniture and displays

The beMatrix product range provides you options with hardly any limitations. We offer for instance displays & furniture to add that final touch to your design: exhibit-alone displays, desks, bars, tables, cabinets, etc., in a standard version or fully made to measure.

beMatrix furniture boasts the same features as our frame system: it is modular, ideal for temporary constructions, customisable by using (printed) panels or textile, quick to put together...



**DESK**  
© Choup's (Silver Partners) (BE)



**IPAD DISPLAY**  
© Krypton (BE)



**CABINETS**  
© G9 Stockholm (SE)



BAR  
© Moodunit (BE)



DISPLAYS  
© Quick-Step (BE)



DESK  
© DesyTech (FR)

## 8 beMatrix principles

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### Quality guaranteed

All beMatrix frames are manufactured in-house, so we are in control of every step in the production process. Continuous optimisation and innovation initiatives ensure the system always complies with the market's demands.



### Freedom to design

A beMatrix exhibit combines the benefits of a modular system with the possibilities of made-to-measure solutions. Almost any shape, contour and construction is conceivable and can easily be created. One single frame allows you to create all different kinds of exhibit concepts.



### Top finishing

The beMatrix exhibit building system comes with a large range of tools and accessories to finish your exhibit exactly the way you envisage it. With the infills, the 'skin', you can even hide the entire frame system so it becomes invisible to the eye. Thanks to our 'seamless' concept, not one seam will be





noticeable.

### **Lightweight**

The aluminium frame system is lightweight, hence very ergonomic and eco-friendly: no need for the exhibit builder to carry around heavy structures, while the transport weight and CO<sub>2</sub> emissions remain low.



### **Fast**

Assembly and disassembly of the beMatrix system takes hardly any time. Its weight, simplicity and tool-free assembly save loads of time, leaving you space to focus on the finishing details of your exhibit. Isn't that what makes you exhibit out most at a fair?



### **Long life cycle**

Our frames can be used up to 200 times, in all kinds of configurations. This long life cycle lowers our demand for raw materials and energy, since less new frames need to be manufactured.



### **Ecologically sound**

The system is extremely sturdy, making it endlessly reusable. Wear and tear won't shorten its life cycle, since the frame is not visible to the eye once the entire exhibit is set up.



### **International network**

Because of its low weight, long life cycle and modular character, the beMatrix frame system is the eco-friendliest system today. Moreover, it is made out of untreated aluminium, so 100% recyclable and reusable without any quality losses.





# bePartners



Our bePartners are carefully selected based on several criteria and go through an annual review cycle.

## bePartner • BUILD

As a manufacturer, we rely on the expertise of our customers – **the exhibit builders** – to design dynamic and eye-catching booths with our frames, accessories and LEDskin®. At this point in time, we are proud to be able to call a lot of our customers **real ambassadors of the beMatrix system**. They have a large stock of frames and accessories, integrate our latest innovations, are able to think outside the box and consider optimal service to be of paramount importance.

## bePartner • LEDskin®

Our LEDskin® bePartners all stock a minimum amount of LEDskin® and have years of expertise in the audiovisual industry. They are more than happy to help you **perfectly integrate LEDskin® in your beMatrix exhibit** and create eye-catching content.

## bePartner • LEDskin® CONTENT

Do you already have LEDskin® available, but are you still looking for a partner to help you with content? Our content partners will advise and assist you, from **content creation** up to and including optimal display quality on your LEDskin® system.

## bePartner • PRINTED TEXTILES

Printing **customised textiles** takes real precision. Our bePartners for printed textiles have proven they totally master this specialised skill and guarantee perfect service, time and again.

## bePartner • PRINTED PANELS

Printing infill panels for our beMatrix frames might seem simple, but this specialised job really has to be executed in a very precise way. Our bePartners for **printed panels** have already proven they totally master this specialised skill and guarantee excellent service, time and again.

## bePartner • RENTAL

Are you confronted with a **temporary stock-out of frames** or would you rather not pay **high shipping fees** to get your pallets of frames to the other side of Europe? In both cases, the bePartner Rental network is your answer. They store all standard frames and accessories and will deliver them locally with the utmost care and the urgency you require.

## bePartner • DOUBLE DECK

Thanks to our partnership with the Norwegian business Sento Magnum, we are able to offer a **double deck system** which is fully compatible with the beMatrix frame system.





© Choup's  
(Silver Partners) (BE)

be different  be the same  
be anything.



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