

# standard construction & overview

# **hos** groove

# Overview

Moss Groove is a revolutionary fabric framing system that uses a unique smooth surface aluminum extrusion system to showcase richly printed fabric graphics with minimal emphasis on the frame itself. Graphic panels fit on the front face of the square edge extrusion with absolute ease for quick and simple installation and replacement. The collection offers several sizes and styles of extrusion to cover a variety of uses from retail window displays to four-wall meeting rooms for trade show exhibits. Moss Groove is compatible with many traditional trade show systems, including Moss Max and other third party extrusion systems. It also mixes well with classic Moss framing, giving designers inspiration and flexibility when creating new and imaginative environments.



# Why Moss Groove?

- Moss Groove's stretch fabric graphics give the impression of a hard panel at a fraction of the weight.
- Almost effortless installation ensures that a flawless clean look can be achieved for each panel with very little set-up time.
- Multiple extrusion sizes and bending capabilities allow for flexible design and countless configuration possibilities.
- Moss Groove's patent pending mitered corner frame system utilizes single turn, positive engagement Tension Lock corners that have industry leading strength and ease of assembly.
- Moss backs each display with over 35 years of industry expertise, quality, service and innovation to offer the best experience possible.
- Our fully integrated facilities allow graphic and frame to be produced together, ensuring a perfect fit before the product ships from one of these three convenient locations.
- Moss Groove is lightweight and portable, allowing graphics to go from trade show to boardroom and everywhere in between with minimal hassle.
- Fabric graphics are produced on a high quality Engineered Fabric using our exclusive Photo Fabric<sup>®</sup> dye sublimation process.

### Frames & Connectors

Our team of engineering experts designed Moss Groove displays to be assembled quickly and easily. Constructed with strong yet lightweight anodized 6063 T6 aluminum, the system features a unique Solid Lock mitered corner connection that fastens into place with one quick turn of a simple torx wrench. This patent pending corner consists of two key elements: (1) A beefy male / female interface to handle the demanding tensional loads common to most applications and, (2) a patented Tension Lock mechanism that pulls the corner tight to create rigidity and tightness. Moss Groove is unique in the market with this 2-part corner design and the performance benefits it provides.



# standard construction & overview

# Bending & Powder Coating

Moss offers bending and powder coating services for certain parts in the Moss Groove product line.

There are two different ways to bend Moss Groove extrusion: horizontally and vertically. Horizontal bends are ideal for three-dimensional displays like concave or convex curved walls. Vertical bends allow you to create more organic shapes such as circular panels. You can also powder coat your creation for a colorful finishing touch.



### Graphics

Enhance your design with the highest quality printed fabric graphics in the industry. Moss Groove graphics are produced on a wrinkle resistant, flame retardant Engineered Fabric via our exclusive Photo Fabric<sup>®</sup> dye sublimation process. Graphics feature a unique Tension Strip sewn directly into the fabric that simply slides into the extrusion channel with little effort, allowing displays to piece together quickly and easily. Graphics may be single sided or double sided and can be printed on either opaque Ultra Stretch or translucent Mesh Stretch. Double sided extrusions and the two coordinating graphics are also liner-friendly, allowing for an optional third ply to be affixed to an interior groove on most extrusions.



### Shipping & Packaging

Moss Groove offers a variety of shipping options ranging from cardboard boxes to rotationally molded hard cases to wooden crates depending on the application and customer needs. All Moss Groove displays come standard with free reusable corner protectors to assure a clean, exact corner every time.





# mounting methods



Moss Groove has the distinct ability to be displayed several different ways. This unique feature gives you the flexibility to place your graphics wherever you need: hung on the wall, suspended from the ceiling, floor-supported, self-supported or even attached to another Moss or third party display system.

# Wall Mounted

The wall mounting application is a popular method to showcase retail graphics, corporate messaging or permanent signage. The extrusion is compatible with optional hardware that will allow it to easily attach to a wall like a photo frame.

The Z-shaped cleat is attached to the wall and Moss Groove is attached to the cleat, making for quick and easy installation. This creates a simple and easy method for graphic change-outs as the frame can remain on the wall or be easily brought down to floor level. The cleats may also be screwed directly into extrusion for permanent installation and greater added security. All hardware connections are completely hidden behind the fabric graphics, giving the display a neat and clean appearance.

# Used With

- All General Use & Special Use Extrusion
- Wall Mounting Hardware



#### Overhead Rigging

Create eye-catching overhead signage by suspending Moss Groove graphics from the ceiling or other structural supports. The barely visible edges of the framing will lend a clean, "floating" look to panels suspended using this method.

#### **Used With**

- All General Use & Special Use Extrusion



#### Floor-Supported

Linear panel graphic walls can be readily transformed to on-the-go branding with the simple addition of Moss Groove base plates. Floor-supported messaging is lightweight and portable, giving you the flexibility to use them as backdrops, directional signage, room dividers, trade show panels and more.

Base plates ranging from 300x80mm to 800x150mm offer floor support for a range of display sizes and needs in a variety of different environments.

### **Used With**

- 30mm Smooth- 1 Groove
- 40mm Smooth- 2 Groove
- 40mm Slotted- 2 Groove
- 80mm Smooth- 2 Groove
- Base Plates
- Light Box Application



# mounting methods

# Self-Supported

Two, three and four-paneled rooms built with Moss Groove are fully self-supportive, requiring no rigging or additional support. These three-dimensional displays offer a quick and creative solution to define special use spaces on the trade show floor or a traveling environment for retail product promotion.

# Used With

- 40mm Slotted- 2 Groove
- 40mm Smooth- 2 Groove
- 80mm Smooth- 2 Groove
- 40 x 40mm Corners
- 80 x 80mm Corners
- Feet
- Flush Connectors
- Light Box Application

### Universal Attachment

Moss Groove is unique in that it conveniently flush connects to itself and other extrusion frame systems such as Moss Max and third party systems like Octanorm<sup>™</sup> and Agam<sup>™</sup>.

This unique flush connection mechanism uses a quick and simple Tension Lock to flush mount extrusion parallel to one another. Freshen up an existing display with the addition of a few Moss Groove fabric graphic panels.

#### **Used With**

- 40mm Smooth- 2 Groove

- 40mm Slotted- 2 Groove
- 80mm Smooth- 2 Groove
- Flush Connectors







# light box application

# Solution Oriented

Moss Groove's versatility allows designers to maximize function and creativity of the spaces they create. This super sleek Light Box function adds pop and emphasis to printed fabric graphics, allowing your message to be seen in a whole new light. Our exclusive Light Blanket layer lends a uniform glow to illuminate and draw attention to floor-supported and wall-mounted graphics.

Light Boxes can be single-sided or double-sided making them ideal for trade show displays, retail applications or eye-catching special event walls and signage.

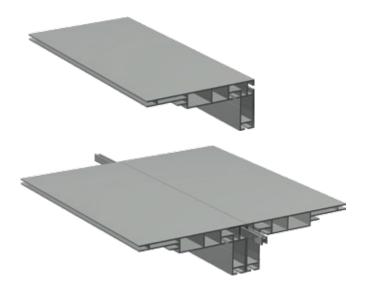


### Framing

The Light Blanket and graphic are housed within a frame constructed of 6063 anodized aluminum Moss Groove extrusion, keeping the display neat and compact. The single-sided frame is 150mm deep and the double-sided frame is 300mm deep.

The Light Blanket hangs from injection-molded clips, suspended from an integrated channel designed into the Moss Groove extrusion. Fabric graphics snap into the front of the frame leaving a healthy amount of space to diffuse light and reduce hot spots common with backlit graphics.

Like traditional Moss Groove walls, these displays piece together easily with the use of a simple torx wrench. The frame itself is durable and sturdy. Light Box corners feature multiple locks, keeping displays tight and secure while eliminating corner gaps. Moss Groove is unique in the market with this corner design and the performance benefits it provides.





# light box application

# Technology

Moss developed the Light Blanket specifically for use with the Moss Groove Light Box. This revolutionary layer of lighting is comprised of small diameter fluorescent fixtures daisy-chained together and supported in a double-sided fabric blanket. This unique combination provides for great flexibility, allowing the fluorescent lighting fixtures to adjust in size and space to fit specific design needs, and is extremely cost effective. The Light Blanket can be packaged fully assembled making set-up that much faster. In double-sided applications, a single Light Blanket can illuminate the front and back graphics, again speeding up assembly.



### Fabric Graphics

Our team of experts designed the Light Box to work exclusively with Moss' fabric library. Light Box graphics are produced on a wrinkle resistant, flame retardant Engineered Fabric via our exclusive Photo Fabric<sup>®</sup> dye sublimation process. Our Photo Fabric<sup>®</sup> images have exquisite detail and resolution that stays true to original art. We provide the richest and most vibrant colors available, anchored by the deepest black in the industry. Like traditional Moss Groove fabric graphics, the Light Box graphics feature a unique Tension Strip sewn directly into the fabric that simply slides into the extrusion channel and allows for quick and easy assembly.





# general use extrusions

#### Features

- Compatible with wall mounting hardware
- Grooveless exterior surface showcases extra clean appearance
- Reinforced corners featuring Solid Lock mitered corners
- Easy and rigid assembly using Tension Lock system
- Constructed with strong yet lightweight 6063 anodized aluminum
- Freestanding with use of base plates
- Uses unique Solid Lock mitered corner and Solid Lock extension connectors that allow long lengths of extrusion to break down into shippable sizes

# **Mounting Methods**

- Wall Mounted
- Overhead Rigging - Floor-Supported

### Use

Extrusion window for single sided graphics

#### Bending

Horizontal- 48" min. radius Vertical- 48" min. radius

# Powder Coating

Yes Add 2 weeks to delivery



#### Features

- Compatible with 40mm Corner for room building
- Flush mounts to other Moss Groove pieces, Moss Max<sup>™</sup>, Octanorm<sup>™</sup> and Agam<sup>™</sup> with use of the 40mm Flush Connector
- Grooveless exterior surface showcases extra clean appearance
- Reinforced corners featuring Solid Lock mitered corners
- Easy and rigid assembly using Tension Lock system
- Constructed with strong yet lightweight 6063 anodized aluminum
- Freestanding with use of base plates
- Uses unique Solid Lock mitered corner and Solid Lock extension connectors that allow long lengths of extrusion to break down into shippable sizes

# **Mounting Methods**

- Wall Mounted
- Overhead Rigging
- Floor-Supported
- Self-Supported - Universal Attachment

#### Use

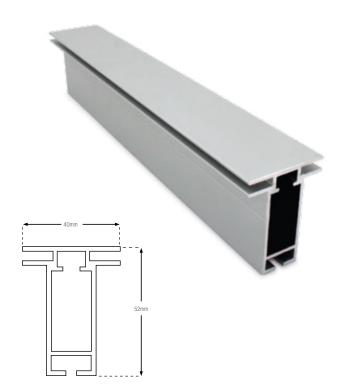
Extrusion window for double sided graphics

#### Bending

Horizontal- 48" min. radius Vertical- 48" min. radius

#### **Powder Coating**

Yes Add 2 weeks to delivery





# general use extrusions

# 40mm Slotted- 2 Groov

# Features

- Compatible with 40mm Corner for room building
- External slot accepts fabric for ceiling on four-walled rooms
- Flush mounts to other Moss Groove pieces, Moss Max<sup>™</sup>, Octanorm<sup>™</sup> and Agam<sup>™</sup> with use of the 40mm Flush Connector
- Exterior surface groove allows for re-positional standoff mounting to Moss Max and Octanorm
- Reinforced corners featuring Solid Lock mitered corners
- Easy and rigid assembly using Tension Lock system
- Constructed with strong yet lightweight 6063 anodized aluminum
- Freestanding with use of base plates
- Uses unique Solid Lock mitered corner and Solid Lock extension connectors that allow long lengths of extrusion to break down into shippable sizes

### Mounting Methods

- Wall Mounted
- Overhead Rigging
- Floor-Supported
- Self-Supported
- Universal Attachment

#### Use

Extrusion window for double sided graphics with exterior groove for building off other extrusion system

#### Bending

Horizontal- 48" min. radius Vertical- 48" min. radius

### Powder Coating

Yes Add 2 weeks to delivery



# 30mm Smooth- 2 Groove

### Features

- Accepts Moss' innovative zero-bezel Hidden Monitor technology
- Compatible with 80mm Corner for room building
- Flush mounts to other Moss Groove pieces, Moss Max<sup>™</sup>, Octanorm<sup>™</sup> and Agam<sup>™</sup> with use of the 80mm Flush Connector
- Grooveless exterior surface showcases extra clean appearance
- Reinforced corners featuring Solid Lock mitered corners
- Corners accept 2 Solid Lock connections for maximum strength
- Easy and rigid assembly using Tension Lock system
- Constructed with strong yet lightweight 6063 anodized aluminum
- Freestanding with use of base plates
- Uses unique Solid Lock mitered corner and Solid Lock extension connectors that allow long lengths of extrusion to break down into shippable sizes

### **Mounting Methods**

- Wall Mounted
- Overhead Rigging
- Floor-Supported
- Self-Supported
- Universal Attachment

#### Use

Extrusion window for very large double sided graphics and more structurally significant applications

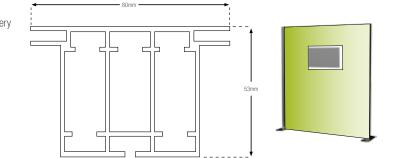
## Bending

Not available

# **Powder Coating**

Yes Add 2 weeks to delivery





🛕 Bending this large extrusion will create some surface marring on exposed 80mm face. Call for sample.



# special use extrusion



# Features

- Most minimal extrusion in Moss Groove line
- Lowest priced Groove extrusion for holding Moss tensioned fabric graphic
- Picture Frame type corner. Each corner has 4 pieces (2 plates and 2 screws) and is assembled like a standard picture frame
- Maximum side length when making a selfsupported frame is 7 ft L
- No spreaders and no in line connectors.
- Sides do not break down and are shipped whole.

# **Hanging Options**

- Wire hanger. Attach wire hanger to frame sides and run wire across like a standard picture frame.
- Screw hanger. Attach screw hanger to frame top (so hidden in downward orientation) and use key hole to hang over screw.
- Screw. Screw through the extrusion into wall for permanent install. For larger sizes, this type of attachment can be used to eliminate side deflection.



### 150mm Light Box Extrusion

### Features

- Compatible with Light Blanket clips
- Grooveless exterior surface showcases extra clean appearance
- Reinforced corners featuring Solid Lock mitered corners
- Easy and rigid assembly using Tension Lock system
- Constructed with strong yet lightweight 6063 anodized aluminum
- Uses unique Solid Lock mitered corner and Solid Lock extension connectors that allow long lengths of extrusion to break down into shippable sizes

# Mounting Methods

- Wall Mounted

**Mounting Methods** 

- Wall Mounted

will screw attach

Add 2 weeks to delivery

- Wall mounted installation for retail stores

graphics to custom tradeshow booth -

or other long-term installations

- Easy attachment of tensioned fabric

Use

Bending

N/A

Yes

Powder Coating

- Overhead Rigging
- Floor Supported
- Self-Supported

#### Use

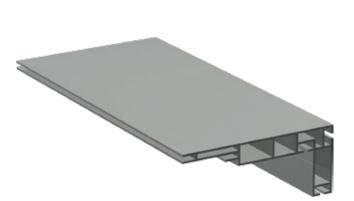
Extrusion window for single sided and double sided backlit fabric graphics

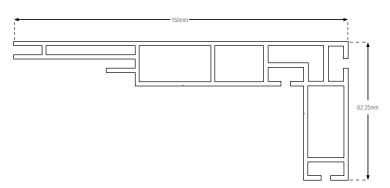
#### Bending

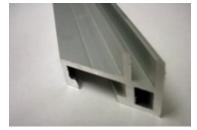
No

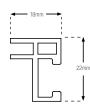
# **Powder Coating**

- Yes
- Add 2 weeks to delivery











# accessory extrusions



### Features

- Compatible with 40mm graphic window extrusions for room building via quick, easy and rigid Flush Connector mechanism
- Long lengths break down into multiple sections with 40mm Extension Connector
- Grooveless exterior surface on two adjacent faces showcases 90° corners having extra clean appearance
- Optional 40mm End Cap and 40mm Foot lend a finished look
- Constructed with strong yet lightweight 6063 anodized aluminum

# Mounting Methods

- Self-Supported

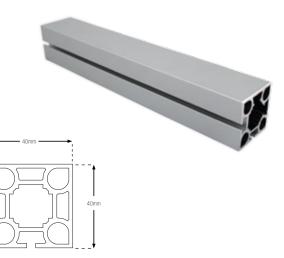
#### Use

Corner extrusion for simple room building with any 40mm extrusion

#### Bending N/A

**Powder Coating** 

Yes Add 2 weeks to delivery



# 40 x 40mm Corner- 4 Groove

### Features

- Compatible with 40mm graphic window extrusions for room building via quick, easy and rigid Flush Connector mechanism
- Long lengths break down into multiple sections with 40mm Extension Connector
- Optional 40mm End Cap and 40mm Foot lend a finished look
- Constructed with strong yet lightweight 6063 anodized aluminum
- Exterior groove accepts Moss Max<sup>™</sup> standard accessories (See Moss Max product book for details)

# **Mounting Methods**

- Self-Supported

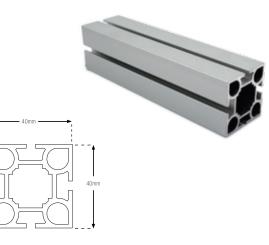
#### Use

Corner extrusion for complex room building with any 40mm extrusion

Bending N/A

# Powder Coating

Yes Add 2 weeks to delivery



# 80 x 80mm Corner- 2 Groove

### Features

- Compatible with 80mm extrusions for room building via quick, easy and rigid Flush Connector mechanism
- Long lengths break down into multiple sections with 80mm Extension Connector
- Grooveless exterior surface on two adjacent faces showcases 90° corners having extra clean appearance
- Optional 80mm End Cap and 80mm Foot lend a finished look
- Constructed with strong yet lightweight 6063 anodized aluminum

# **Mounting Methods**

- Self-Supported

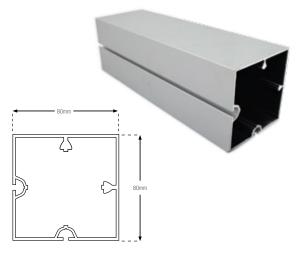
#### Use

Corner extrusion for simple room building with any 80mm extrusion

#### Bending N/A

Powder Coating

Yes Add 2 weeks to delivery



# accessory extrusions

# 80 x 80mm Corner- 4 Groove

#### Features

- Exterior grooves on all four sides offer superior flexibility in 2-way, 3-way and 4-way corner applications
- Exterior groove accepts Moss Max standard accessories
- Compatible with 80mm graphic window extrusions for room building via quick, easy and rigid Flush Connector mechanism
- Long lengths break down into multiple sections with 80mm Extension Connector
- Optional 80mm End Cap lends a finished look on top and bottom
- Constructed with strong yet lightweight 6063 anodized aluminum

# **Mounting Methods**

- Self-Supported

#### Use

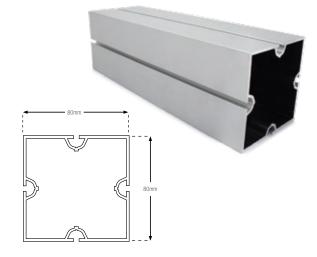
Corner extrusion for simple room building with any 80mm extrusion

# Bending

N/A

# Powder Coating

Yes Add 2 weeks to delivery



# 6 x 32mm Spanner

#### Features

- Completely hidden spreader sits behind fabric and provides rigidity and strength
- Used on larger graphic window frames to maintain linear accuracy
- Easy and rigid assembly using Tension Lock system to connect to extrusion's internal groove
- Long lengths break down into multiple sections with 40mm Extension Connector
- Constructed with strong yet lightweight 6063 anodized aluminum

# Use

Standard spreader bar extrusion

# Bending

Yes, as needed



# 16 x 80mm Spanne

#### Features

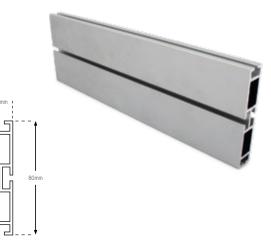
- Completely hidden spreader sits behind fabric and provides rigidity and strength
- Used on larger graphic window frames to maintain linear accuracy
- Easy and rigid assembly using Tension Lock system to connect to extrusion's internal groove
- Larger spanner size allows for 2 Tension Locks per connection
- Long lengths break down into multiple sections with 40mm Extension Connector
- Constructed with strong yet lightweight 6063 anodized aluminum

#### Use

Extra strength spreader bar extrusion

# Bending

Yes, as needed





# Flush Connectors

# Features

- Connector uses standard 40mm or 80mm extrusion and is assembled as an integrated section of the extrusion window
- Number and spacing of connectors can be custom placed to suit different applications
- Simple, strong and rigid connection uses Tension Lock system to flush connect extrusions together
- Connector can be configured as a removable piece to allow conversion of a Moss Groove frame system
- Constructed with strong yet lightweight 6063 anodized aluminum

#### Sizes

- 40mm
- 80mm

#### Use

Connector used to attach Moss Groove flush to extrusion systems such as Moss Groove, Moss Max<sup>™</sup>, Octanorm<sup>™</sup> and Agam<sup>™</sup>

Bending

# No

# Powder Coating

Yes Add 2 weeks to delivery ADmm Moss Max/Octanorm Flush Connector





# Simple Connect Base Plate

#### Features

- Heavy-duty powder coated steel plate
- Uses a stud and wing nut attachment method to install quickly and efficiently
- Attaches to bottom section of extrusion window
- Hidden hardware offers clean appearance
- Best for applications that are 6' or shorter in height
- Frame attaches directly to base plate

# Sizes

- 300 x 80mm- for lightweight projects
- 400 x 100mm- for med. weight projects
- 600 x 125mm- for med. weight projects
- 800 x 150mm- for heavyweight projects

#### Use

Offers floor support using single attachment point

# **Powder Coating**

Yes Add 2 weeks to delivery





# Max Connect Base Plate

### Features

- Heavy-duty powder coated steel plate
- Extended stud and lock attachment method installs quickly and efficiently and offers greater stability
- Extended stud passes through bottom section of extrusion window and interfaces with an additional section of cross extrusion
- Hidden hardware offers clean appearance
- Multiple points of contact between base and extrusion frame make this system best for applications that are 6' or taller in height
- Frame rests on base plate without attaching

### Sizes

- 300 x 80mm- for lightweight projects
- 400 x 100mm- for med. weight projects
- 600 x 125mm- for med. weight projects
- 800 x 150mm- for heavyweight projects

#### Use

Offers extra-strength floor support using two attachment points

# **Powder Coating**

Yes Add 2 weeks to delivery







# Wall Mounting Hardware

# Features

- Z-shaped cleat is attached to wall and Moss Groove is attached to cleat, making for quick and easy installation
- Graphic replacement is simple as frame can remain on wall or be easily removed
- Cleat may also be screwed directly into extrusion for permanent installation and greater security
- Hardware connection is completely hidden behind the fabric graphics, giving the display a neat and clean appearance

# Sizes

Small (for 30mm extrusions)Large (for 40mm extrusions)

# Use

Allows single sided panels of Moss Groove to be wall mounted



# Corner Extension Connector

# Features

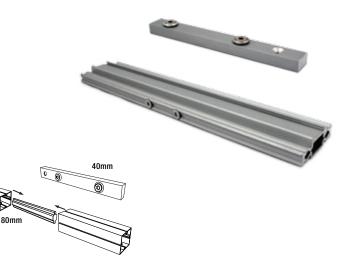
- Internal connector mechanism that attaches two pieces of 40mm or 80mm corner extrusion, allowing for longer spans of framing and more compact packaging
- Features unique Solid Lock extension connection
- Constructed with strong yet lightweight 6063 anodized aluminum

# Sizes

- 40mm - 80mm

# Use

Connects two lengths of leg extrusion



# Corner Feet

### Features

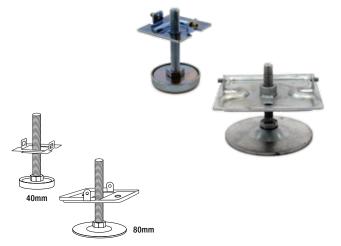
- Accommodates uneven flooring by allowing for leveling of the corners of rooms created with 40mm or 80mm corner extrusion
- Allows bottom extrusions to be raised up slightly off the ground

#### Sizes

- 40mm
- 80mm

# Use

Foot for corner leg extrusions



# Features

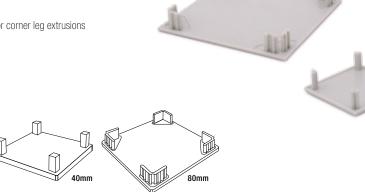
- Provides a finished look for the top of 40mm or 80mm corner extrusion

# Sizes

- 40mm - 80mm

# Use

End cap for corner leg extrusions



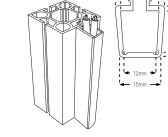
48

# Features

- Color-coordinated plastic track enables cables to pass down extrusion to power source without the appearance of noticeable wiring
- Affixes to all external and internal extrusion channels
- Prevents wires from contacting fabric
- Will also attach to internal spreader bars

# Use

Hides power cords and wires down leg extrusions



### Features

- Economic solution for external spot lighting
- Simple attachment of light to extrusion via machined hole in extrusion top surface
- Main bulb and spare bulb both packaged together in protective case
- Entire lighting kit fits into nylon carrying bag

### Use

50 watt halogen light with spare bulb







### 'x2' Sample Display

# Description

This 2' x 2' showroom piece is constructed of either 30mm Smooth- 1 Groove extrusion or 40mm Smooth- 2 Groove extrusion. Both samples feature a standard graphic printed on Ultra Stretch fabric while the 40mm unit also includes a second stock black fabric backer to highlight double sided capabilities.

# Mounting Methods

40mm double sided 30mm single sided

# Includes

- Frame
- Graphic(s)Hex Wrench
- Reusable Corner Protectors





#### Sample Kit

### Description

Manage multiple styles and sizes of Moss Groove extrusion in a small, portable package. This kit contains sample-sized portions of most extrusion and connector options that are useful during the design process or for showing clientele.

#### Includes

- 30mm Smooth 1-Groove Extrusion
- 40mm Smooth 2-Groove Extrusion
- 40mm Slotted 2-Groove Extrusion
- 80mm Smooth 2-Groove Extrusion
- 40x40mm Corner- 2 Groove Extrusion
- 80x80mm Corner- 2 Groove Extrusion
- 40mm Corner Connector
- 40mm Inline Connector
- 40mm Flush Connector
- Simple Connect Base Plate Stud
- Torx Wrench
- Reusable Corner Protectors
- 6"x6" Fabric Graphic with Tension Strip
- Parts Guide



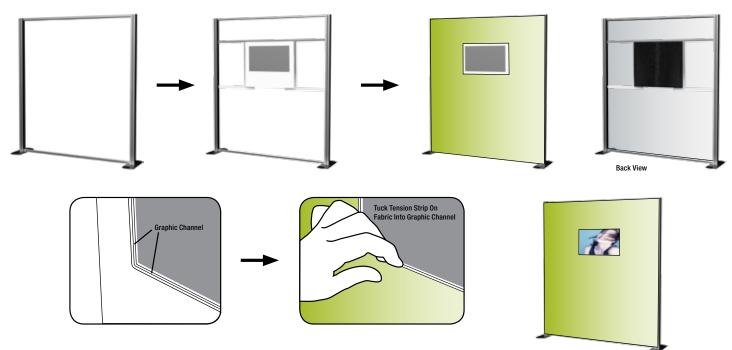
# a/v overview



# Hidden Monitor

Moss Groove's Hidden Monitor is uniquely designed with a graphic channel that allows the fabric to frame the entire monitor.

Multiple monitors may be used in the same graphic window. See graphic template for specifications. Requires 80mm Smooth- 2 Groove extrusion and 32" HD Monitor (below).



A variety of A/V connections allow the monitor to be used with many input devices.

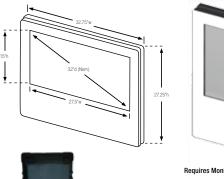


# 32" HD Monitor

# Features

- Remote Control (Monitor can be controlled via remote
- or by controls located on the monitor)
- Samsung LCD panel
- Resolution: Wide XGA
- Aspect Ratio: 16:9
- Max Resolution: 1,366 x 768 @60 Hz
- Contrast Ratio: 1200:1
- Brightness (cd m2): 500
- Response Time: 8 ms.
- Viewing Angle: 90/90/90/90
- Inputs: Supported Signals: 480P/576P/720P/1080i, HDMI (Qty. 2), SVGA / PC, TRS 3.5mm (.125") Stereo Jack, L / R Audio & Video, Component Video (YPbPr)(Qty. 2), SCART (Qty. 2), S-Video
- Weight: 29.4 Lbs.
- One year warranty

1 Not recommended for long-term use in a permanent setting.



itor Hard Case



# case studies





Bemis

# Client

Czarnowski

# Event

KBIS (Kitchen & Bath Industry Show), 2008

# Details

Fabric Walls

- Client supplied extrusion
- Scalable for smaller installations
- Hanging Wave Canopy
- Printed Moss Knit fabric
- Round Profile Aluminum Framing

# Design

At a show marked by fierce competition, Bemis required a cost effective yet compelling environment for customer conversations. The solution? Four semi- private product areas characterized by a waving blue and white canopy ceiling that borrowed its shape and color from the Bemis' logo and graphics.

Moss Triple Poplin was used with Moss Groove extrusion plus Flat Panels with waved bottoms. Printed Moss Knit matched the client's PMS color for an overhead sign.

# case studies





Mini

# Client

Czarnowski

# Event

Auto Shows Nationwide

#### Details

Fabric Wall: 96" x 139"

- Client supplied extrusion

# Design

Moss fabric in tandem with Czarnowski's proprietary frame system mimicked a hard surface that had all the benefits of lightweight fabric structures. The result was an exhibit with strong MINI branding reminiscent of its European exhibit. This modular exhibit was designed so that components could be used in a variety of configurations.

The exhibit was honored as the 2008 Best of MOD, Overall Grand Winner and Best Extrusion-Anchored Design.





# Dverview

Moss Max is a sturdy aluminum extrusion system designed to work with fabric, acrylic, wood and more. Choose from several different sizes of extrusion, single-sided or double-sided grooves and straight or bent framing\*. Moss Max combines form and function with a variety of connector and accessory options, including an exclusive A/V selection.

\*Limited Availability

# Why Moss Max?

- The bold, strong look of Moss Max blends beautifully with the creativity and flexibility of classic Moss styling.
- Our team of experts designed Moss Max around multiple Photo Fabric<sup>®</sup> graphic choices and one-stop fabric integration.

# Three Ways to Order

Depending on your design needs and time frame, Moss Max can be ordered one of three ways.

# Standard Configurations

Save valuable time and effort when you order one of our pre-designed configurations. Our expert team of designers and engineers has already done the work for you so you won't need to spend time calculating specs and creating designs. Intended for larger booth spaces, this collection covers floor plans from 20' x 20' to 20' x 30'. Once you have chosen your pre-designed booth, you can individualize it using the powerful impact provided by our Photo Fabric<sup>®</sup> graphics.

# only banners and wings, shapes, panels and more. You can use as little or as much extrusion as your design sees fit.

The adaptive nature of Moss Max makes it compatible with many traditional booth elements, such as Moss' popular aluminum tubing and pillowcase graphic system, fabric-

- Moss Max partners with Moss' legendary quality and service to offer the best experience possible.
- Moss Max is a value-engineered solution for large exposed square frame display needs.

# **Custom Built**

From the smallest component to wall-to-wall framing, Moss Max is designed to fulfill all of your booth needs. Whether you're creating a monumental cutting-edge exhibit or simply supplementing an existing design with fabric and exposed framing, Moss Max fits the bill. Choose the extrusion that best suits your style and build up from there. Create unlimited curves and angles with the addition of classic Moss framing or give your extrusion a splash of color with our powder coating option. Or send us your booth design and let our Tech Services Team help determine exactly what you need.

# Á La Carte

Our á la carte system allows you to order miscellaneous parts and pieces for your own fabrication needs on a quick turn basis. Stock up on popular components so your inventory is ready when orders come in.

Graphics

Whether you're using bright and bold graphics or relying on lighting to add color and impact to your space, we've got a solution for you.

# Photo Fabric® Graphics

Enhance your design with the highest quality printed fabric graphics in the industry. Moss graphics are printed on wrinkle-resistant, flame retardant fabrics via our exclusive Photo Fabric<sup>®</sup> dye sublimation process. Graphics may be single-sided or double-sided and can be printed on a variety of fabrics ranging from opaques to sheers. Moss Max allows for further customization by offering several different ways to attach your graphics. And we're fully integrated, meaning your graphics print where your exhibit is built, ensuring a great fit every time.

# Shipping

Moss offers a variety of shipping options including via crate, pallet or heavy-duty cardboard packaging. Each aluminum component will be individually wrapped to ensure optimum protection while in transit.

# **Unprinted Fabric**

Our superior fabrics provide the perfect blank canvas for those who choose to add color through lighting. By lighting fabric you can literally showcase your brand in a different light throughout your event.

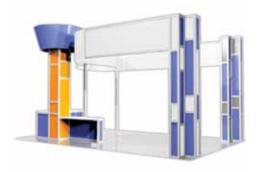
# Hard Panel Graphics

Create boldness and definition with photographic prints mounted to hard panels. We have several rigid options including acrylic and Sintra and our lambda graphics create prints with ultimate detail and clarity.



# Configuration Example One

20' x 30' Booth Space with Towers and Work Stations



# Configuration Example Two

20' x 30' Booth Space with Square Walls and Panels



# Configuration Example Three

20' x 20' Booth Space with Square Exterior Walls



#### Description

The roomy interior of this booth allows for product display, literature racks, tables and more while a Moss Max extrusion shell flanks the exterior. Add color and branding in the two pair of double towers with the use of fabric or acrylic. A set of workstations makes an ideal area for monitors and laptops while the adjoining tower provides ample space for product photographs and features. Complete this look with the addition of a couple of fabric headers.

Height: 20 ft.

# Description

Ideal for multiple product or service offerings, this configuration divides booth space into several workable areas. Moss Max's eight-groove extrusion allows for double-sided graphics so your messaging is seen by customers inside and outside of your booth.

Height: 16 ft.

### Description

Maximize your brand's impact with four Photo Fabric<sup>®</sup> images, framed by Moss Max extrusion. The unique crown in this configuration offers a four-sided solution that will get your company's logo noticed. Differentiate yourself from the competition with the addition of fabric mesh ceiling graphics.

Height: 16 ft.

# standard configurations



# Configuration Example Fou

20' x 30' Booth Space with Arched Doorway and Curved Header Panel



# Configuration Example Five

20' x 30' Booth Space with Square Exterior Walls and Fabric Centerpiece



# Configuration Example Six

20' x 20' Booth Space with Curved Header and Center Tower



#### Description

An arched fabric doorway lends a hint of grandeur to this configuration. Add dimension and diversity with creatively displayed graphics including a wall of mounted photographic panels, a Moss pillowcase header and double-sided fabric graphics framed by eight-groove extrusion. Use the available center space for additional product displays.

Height: 16 ft.

### Description

Create a luxuriously branded environment with a combination of Moss Max extrusion and classic Moss shapes and signage. Customers won't miss your message with four larger-thanlife graphic walls. Showcase your logo on the eye-catching fabric centerpiece, which can be internally lit for maximum effectiveness.

Height: 20 ft.

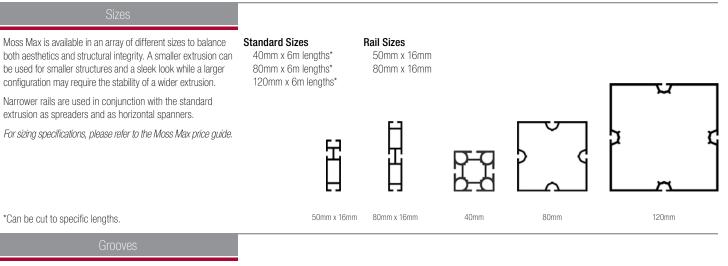
# Description

A translucent acrylic tower adds a definite wow-factor to this configuration. The custom-bent Moss pillowcase graphic infuses an organic touch to the design while a corner gathering space brings a functional element. The free floor space created by this above-the-ground design accommodates plenty of booth traffic.

Height: 18 ft.

# extrusion





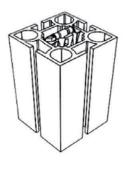
Moss Max comes with various groove options to accommodate varying graphic and accessory requirements. Four-groove extrusion is generally used for single-sided graphics while eight-groove extrusion is used for doublesided graphics.

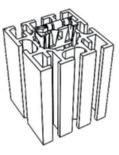
The center groove on the eight-groove extrusion is designed for a fabric liner. Fabric graphics slide into the outer grooves. Liners are typically only used with 40mm extrusion. Ask your Account Team for details.

### Options

4 Grooves / Single Sided 8 Grooves / Double Sided

Sizes 40mm 80mm 120mm



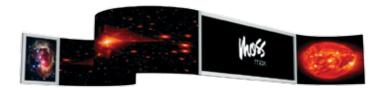


40mm Four-Groove Extrusion

40mm Eight-Groove Extrusion

#### Curves & Angles

Create unique and interesting organic shapes by blending Moss Max with the custom bending abilities of classic Moss pillowcase structures. A more geometric and angular look can be achieved with our ability to construct custom angles.



#### owder Coating

Moss Max provides you the option of customizing your display with over 20 different colors. Adding color to your extrusion allows for more creative options and helps maximize impact.

# Standard Powder Coating Color Options



\* PMS Colors are approximate. Actual color may vary.

# graphics



Moss is the world's premier provider of tensioned fabric structures. Our exclusive Photo Fabric<sup>®</sup> graphics are sure to increase your booth's wow-factor. You can also incorporate mounted photographic panels to give your design a unique and eclectic look. Printed or unprinted, fabric or rigid, richly printed graphics are the perfect finishing touch to any design.

#### Fabric Solutions

### **Engineered Fabric**

Add depth and volume with boldly printed Photo Fabric<sup>®</sup> graphics. Moss' proprietary Expansion Strip Technology allows graphics to slide directly into the extrusion grooves. This enables graphics to achieve true tension on all four sides, ensuring a tight, professional looking fit every time. Single-sided graphics work with four-groove extrusion. Double-sided graphics require eight-groove extrusion where the center groove may be used for an optional liner. Choose from either Ultra Stretch or Mesh Stretch fabrics.

#### Unprinted Fabric

Unprinted white fabric walls take on a life of their own when used with colorful lighting. Change the look and atmosphere of your booth with the simple flip of a switch on your lighting unit.

# Fabric Options

Moss Knit Moss Green Knit Ultra Stretch Mesh Stretch Voile Satin And More...



Engineered Fabric Graphic Option

#### Hard Panel Solutions

Moss provides the highest quality continuous tone prints using state-of-the-art Lambda photographic equipment. We also offer laminating and mounting to a large selection of rigid substrates. When you need brilliant graphics for your display, Moss offers unbeatable quality.

Moss Max accommodates 1/8" thick rigid substrates including wood, acrylic, Sintra and more. These panels can easily be displayed by sliding them into the extrusion groove or by hanging them from our single or four point panel retainers.

#### \*Not a stock material.

# **Rigid Options**

Acrylic Sintra Wood\* Gator Board And More...



# connectors & locks

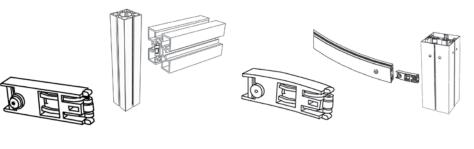


A wide range of connectors and locks allows you to build unique shapes beyond your imagination. Our Tech Services Team can assist you in figuring out which connectors and locks are best for your plan.

# Straight & Curved Locks

Straight locks let you to build classic square walls. Extrusion sections lock together to form 90° angles, creating a perfect frame for your graphic. Curved locks connect bent extrusions, giving a smooth rounded look to your booth.

Sizes 40mm 80mm 120mm



Straight Lock

Straight Lock in Use

Curved Lock

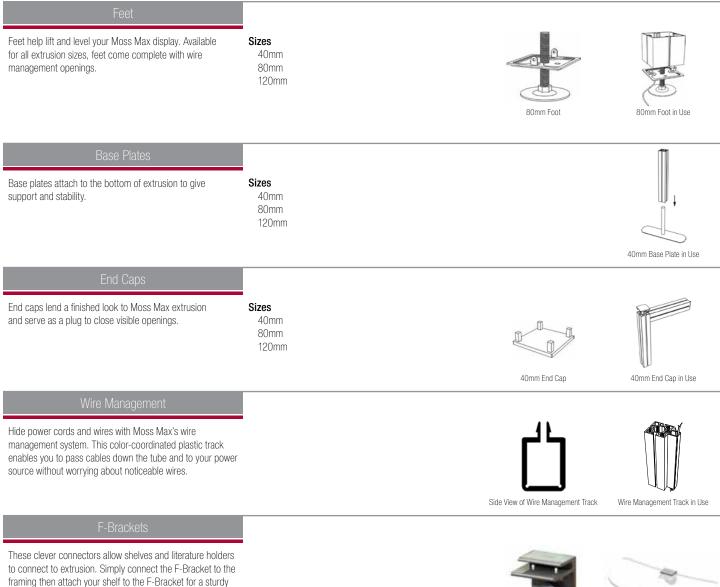
Curved Lock in Use

#### Custom Connectors

If your design calls for an odd angle or joint, we call upon our expert team of welders to craft the perfect attachment for you. With Moss Max's family of locks and connectors, the possibilities are unlimited.



Moss Max carries a variety of accessory options to choose from including banner connectors, base plates, lights and more. Many additional accessories are available. Check with your Account Team for details.



display area.

See Moss Max price guide for shelving options.

F-Bracket

F-Bracket in use



Moss Max is unique in that it conveniently connects to the other traditional tensioned fabric pieces that Moss also produces. Take advantage of Moss' all-inclusive production capacity and have everything manufactured and printed under one roof.



# Moss Clips

Proprietary Moss Clips are a novel method for connecting Moss Max extrusion to traditional Moss booth elements. Ask your Project Service Manager for details. Sizes 1.25" Tubing 1.5" Tubing 2" Tubing

Color White

Low Profile Clip

### Adapter Plates

Adapter Plates are used to attach Moss Clips to Moss Max extrusion.



Light Style Clip

Adapter Plate and Moss Clip in Use

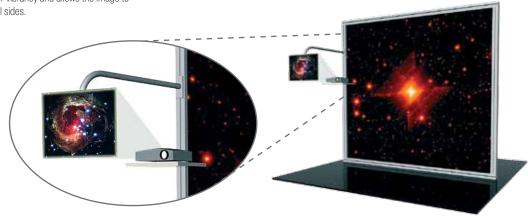
# a/v overview



# Rear Projection

Designed to be used with any projector that has at least a 1:1.75 aspect/throw ratio, the 3mm rear projection arcylic provides excellent color vibrancy and allows the image to completely bleed on all sides.

Standard screen sizes available. See Moss Max price guide for more information.

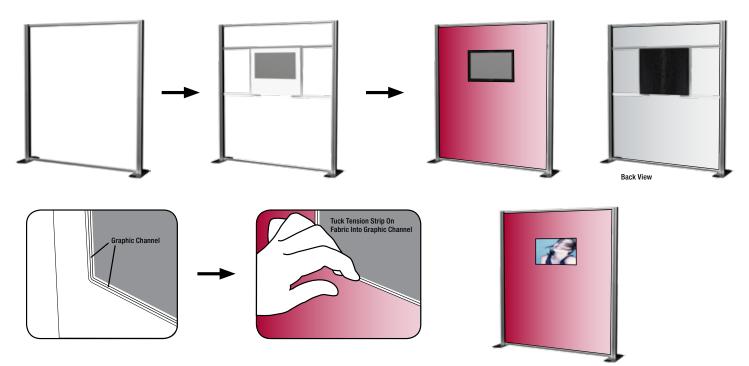


# Hidden Monitor

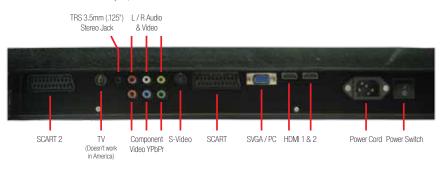
Moss Max's hidden monitor is uniquely designed with a graphic channel that allows the fabric to frame the entire monitor.

Multiple monitors may be used in the same graphic window. See graphic template for specifications.

Requires 80mm or 120mm eight-groove extrusion and 32" HD Monitor (next page).



A variety of A/V connections allow the monitor to be used with many input devices.



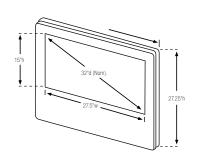
# a/v options



# 32" HD Monitor

# Specifications

- Remote Control (Monitor Can Be Controlled Via Remote Or By Controls Located On The Monitor)
- Samsung LCD Panel
- Resolution: Wide XGA
- Aspect Ratio: 16:9
- Max Resolution: 1,366 x 768 @60 Hz
- Contrast Ratio: 1200:1
- Brightness (cd m2): 500
- Response Time: 8 ms.
- Viewing Angle: 90/90/90/90
- Inputs: Supported Signals: 480P/576P/720P/1080i, HDMI (Qty. 2), SVGA / PC, TRS 3.5mm (.125") Stereo Jack, L / R Audio & Video, Component Video (YPbPr) (Qty. 2), SCART (Qty. 2), S-Video





TRS 3.5mm (.125") L / R Audio & Video Stereo Jack



# 1 • Monitor Cannot Be Used With Monitor Bracket

Monitor Requires A Separate Case

# Monitor Bracket

Monitor Bracket attaches directly to extrusion and is compatible with any VESA-compliant monitor.

Weight 1.6 Lbs.

Weight

29.4 Lbs.

# Construction

Aluminum VESA 75 x 75 Or 100 x 100 Bracket



Monitor Bracket

# Chicago

2600 Elmhurst Road Elk Grove Village, IL 60007

### California

Flying Colors Powered by Moss 1336 Seventh Street Berkley, CA 94710

Las Vegas 8050 South Arville Street Las Vegas, NV 89139

Maine 248 Northport Ave Belfast, ME 04915

New York Pink Powered by Moss 588 Broadway, Suite 1003 New York, NY 10012

Salt Lake City 1949 South 4250 West Salt Lake City, UT 84104



Exhibits & Events 800-341-1557

Retail Environments 800-357-1784

International 847-238-4200