HOLIDAY FAYRE

1st–5th SEPTEMBER

LEVEL 2

ISLAND CRUISE HOLIDAYS

RETAIL
DISPLAYS

CAPSULE**COLLECTIONS**

CAPSULE **COLLECTIONS** - RETAIL

IN TODAY'S CONSUMER ENVIRONMENTS
that brands operate in, it's important to be able to reconfigure your retail and consumer interaction spaces to respond to new marketing requirements. These include seasonal changes (summer, autumn, winter and spring), event branding (exhibition and promotional activities), crowd flow-control (public spaces such as foyers, corridors and entrances) and pop-up event branding (such as holiday events, Christmas and similar activities).

To meet such challenges within the retail arena, portable marketing solutions that deliver visually impressive messaging and decoration are a powerful way to quickly and cost-effectively reconfigure promotional areas.

Ultima's range of easy assembly, reconfigurable and interchangeable solutions offer a compelling option to traditional permanent Point of Sale fixtures, which are quickly outdated and require significant capital investment. Our products are creatively designed to bring your brand to life – the hardware is invisible to the eye, allowing your message to take centre stage.

RETAIL - BY AREA

RETAIL
DISPLAYS
CAPSULE**COLLECTIONS**

Even in well lit areas Vector LED lightboxes can add impact and make your message stand out.

HOLIDAY FAYRE
1st-5th SEPTEMBER
LEVEL 2
COME JOIN US!

1

HOLIDAY FAYRE

1st-5th SEPTEMBER

LEVEL 2

LEVEL 2

3

Use all of the space with our larger Formulate structures and counters.

TOP FLOOR
HOMEWARE

SECOND FLOOR
MEN'S WEAR

FIRST FLOOR
KID'S WEAR

GROUND FLOOR
LADIES WEAR

2

ISLAND CRUISE HOLIDAYS

5

4

DISPLAY PRODUCTS

1. Vector LED Lightbox 75mm Wall Mounted
2. Custom Vector LED Lightbox 75mm Free Standing
3. Formulate DS Tiered Square Hanging Structure
4. Formulate Custom Arch
5. Formulate Large Rectangle Counter

PARKING

Hanging lightboxes are great when you really need to catch the eye as they can be seen from all levels. Your message can also be changed to reflect different seasons and offers by simply replacing the fabric graphic.

WELCOME TO
RIVERSIDE
SHOPPING CENTRE
NOW OPEN 8am - 9pm

Perfect for pop-up promotions or displays, our Formulate structures are light-weight, easy to assemble and also to store. Tension fabric graphics give a seamless finish and are machine washable so they stay looking vibrant.

VOGUE
CONCEPT SALON
a cut above the rest

Crèche

SPICES

DISPLAY PRODUCTS

1. Vector Quick Fix
2. Formulate AS Wall Chip
3. Formulate Custom Stand
4. Vector LED Lightbox Hanging Structure
5. Vector LED Lightbox 75mm Wall Mounted

2

1

Vector LED lightboxes have no dark spots so the whole image is illuminated to bring your message to life. Replacing the graphic is simple so the lightbox can be used for a change of season or a new brand, and of course they're machine washable so when you re-use the graphic it will always look fresh.

Vector LED lightboxes come in many different extrusion sizes to fit any space you require. They can be wall mounted, free-standing or hung to make your message stand-out wherever you display them!

Our inflatable products don't require constant refilling by a generator so are silent, easier to assemble and quicker to site for use!

DISPLAY PRODUCTS

1. Vector Led Lightbox 75mm Wall Mounted
2. Bora 2.2m high Inflatable Column

RETAIL *- Interiors*

Large Formulate hanging structures like all Formulate products are made from lightweight aluminium tubing so can be hung in a variety of areas to get your brand seen.

Wall mounted Vector LED lightboxes are easy to install and shine with an even brightness showing your message off in the brightest and most eye catching way.

DISPLAY PRODUCTS

1. Vector LED Lightbox 75mm Wall Mounted
2. Formulate Custom Bench
3. Formulate MS Octagon Hanging Structure
4. Stella A3 Desktop Roller Banner

Custom Formulate structures can also be functional as well as eye catching like our Twisted Bench!

RETAIL *- Restaurants*

Section your areas more fluidly using the Deluxe Cafe Barrier. Vinyl graphics are vibrant, can be cleaned easily and are linkable and re-positionable to suit any space.

Keep menus and cocktail lists fresh by changing your signage with reusable fabric graphics on our Vector Quick Fix and Vector LED lightboxes.

5

1

4

2

Make table reservations easily accessible with a Formulate Universal Tablet Holder. Highly portable to adapt to your surroundings, this tablet holder can accommodate most tablets on the market and can be used landscape or portrait and has a steel base for stability. It also has optional literature holders - ideal for holding menus.

3

DISPLAY PRODUCTS

1. Vector Quick Fix
2. Deluxe Cafe Barrier
3. Formulate Universal Tablet Holder
4. Vector LED Lightbox 75mm Wall Mounted
5. Twista Lite

Custom Formulate shapes have no bounds, easy to assemble, lightweight so easily re-positionable, they can even hang from ceilings. These innovative shapes allow your brand to take centre stage without the hardware being noticeable. Then when it's time to take them down you can change or wash the fabrics to create a bright new look or store them in their accompanying bag.

Vibrant vinyl eyelet banners can be made to your custom size to fit any area. They're durable and can be wiped clean to keep your message and brand sparkling.

DISPLAY PRODUCTS

1. Vinyl Eyelet Banner
2. Formulate Custom Shapes
3. Twista Lite

RETAIL - *Garden Centres*

Our magnificent inflatable column is quick to inflate and doesn't require constant refilling so can be sited or re-sited anywhere they're required - great for quick deployment in varying locations.

Eye-catching Zoom tents pop-up in a matter of minutes and can be personalised using printable canopies, back walls, full or half walls. Great for outdoor events whatever the weather!

A moving message in the wind like a flag will always point the way for customers, and with a range of different bases they can be sited anywhere indoors or out!

1

2

SPRING BASKETS THIS WAY

PLANTERS GARDEN CENTER

SPRING BULB SALE

HAND MADE BASKETS

Custom printed table cloths or runners are a great unique way to show off your brand and communicate your offer.

3

SPRING FLOWER BASKETS

SPRING BULBS
PLANTER'S GARDEN CENTER

4

DISPLAY PRODUCTS

1. Bora 2.2m high Inflatable Column
2. Zoom Tent 2x2, Canopy and Backwall
3. Gala Folding Table and Exhibition Table Cloth
4. Zoom+ Edge Flag and Large Water Base

2 DEPARTURES

Formulate hanging structures come in all shapes and sizes!

3

everest

AVAILABLE NOW IN DUTY FREE

LOCAL. NATURAL. ORGANIC.

LOCAL. NATURAL. ORGANIC.

EAT!

EAT!

1

4

Bring your brand to any wide open space, such as airports, with a custom Formulate stand or backwall. Lightweight aluminium tubing and tension zipped fabrics that are washable are quick and easy to construct for a unique eye-catching display.

DISPLAY PRODUCTS

1. Custom Backwall and Accent 17 Advanced Trapeze

2. Formulate MS S-Curve Hanging Structure

3. Formulate Custom Stand

4. Formulate Universal Tablet Holder

Give your visitors an opportunity to view your website or pick up a printed brochure with this versatile Formulate Universal Tablet Holder.

Station concourses need signage for direction but can also be great spaces for interchangeable messages on Formulate hanging structures or bespoke stands. Change the fabric graphic when the message needs to change, and of course they're also washable.

3

ENERGY SOLUTIONS

Vector LED lightboxes radiate an even light over the whole fabric graphic to bring your brand alive. They are also changeable and washable for a great new look when you need it.
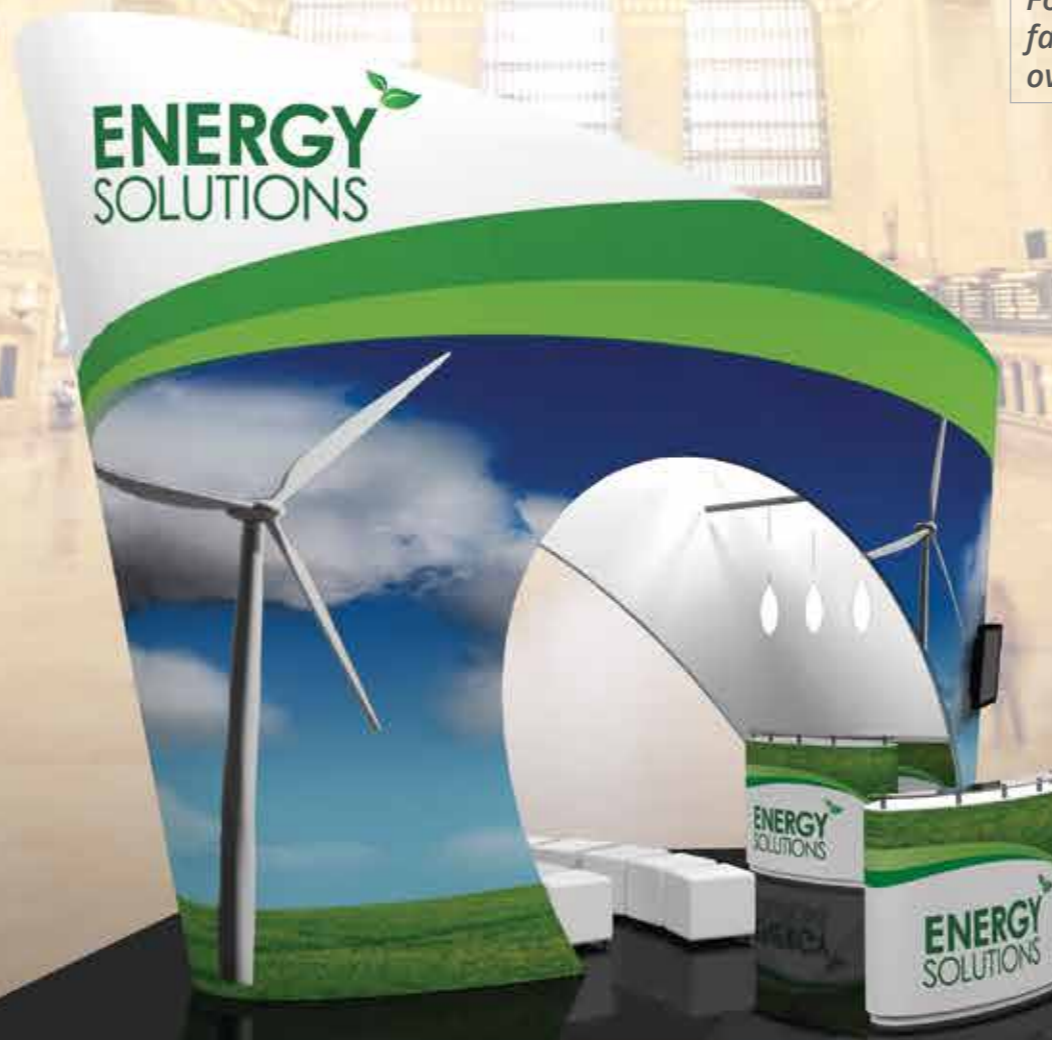
2

Make great custom shape stands with Formulate - lightweight aluminium tubing and fabric graphics which zip in place once pulled over the structure- so simple and quick!

ENERGY SOLUTIONS

1

DISPLAY PRODUCTS

1. Vector LED Lightbox 75mm Wall Mounted
2. Formulate Custom Stand
3. Formulate Eye Hanging Structure

ENERGY SOLUTIONS

ENERGY SOLUTIONS

PRODUCT **DIRECTORY**

Free-standing and Wall Mounted Vector LED 75mm Frame
Hardware code: **VLB75-CUSTOM** | Pages 4, 6, 10, 20 & 21 |

- Custom sizes available on request
- For use with silicone edged graphics (SEG)
- Double-sided graphics available on request
- Extrusion can be cut for transportation

Vector Quick Fix 20mm Frame
Hardware code: **VWQF-CUSTOM** | Pages 6 & 12 |

- Light low profile, aluminium 20mm frame for use with fabric silicone edged graphic
- Easy assembly with screw-in bracket
- Use as wall frame or connect to a shell scheme over existing panel with optional bracket fixing
- Custom sizes available on request and extrusion can be cut for easy transportation

Formulate Universal Tablet Holder (Tablet not included)
Hardware code: **FORM-UNI-TAB-01** | Pages 12 & 19 |

- Formulate tubular structure dressed with washable, zipped tension fabric graphic and weighted base
- Use landscape or portrait
- Minimum size tablet 203.2 x 135 x 6 mm (approx iPad mini) Maximum size for a 355.6 mm iPad
- Literature holders x2 optional extra

Twista Lite Signage 600mm
Hardware code: **TWLHR-600** | Pages 5 & 15 |

- Easy to use 'snap action' aluminium poster rail supplied with grey plastic end caps and hooks
- Smart modern design that can be wall or ceiling mounted
- For use with a range of media including, paper, card, PVC and fabric up to 300 microns
- Custom sizes available on request, up to 3000mm wide
- Standard sizes; 500/600/800/850/900/1000/1200/1500/2400mm

DS Tiered Square 120
Hardware code: **FMH-TSQU-XL120** | Page 5 |

- Tubular structure made of aluminium 30mm or 50mm diameter
- Fabric graphic with zip system
- Customisable with double-sided print
- Simple installation with coding system

Formulate MS Hexagon 350
Hardware code: **FMH-HEX-100** | Pages 10 &11 |

- Tubular structure made of aluminium 30mm or 50mm diameter
- Fabric graphic with zip system
- Customisable with double-sided print
- Simple installation with coding system

Formulate MS S-Curve 350
Hardware code: **FMH-SSB-L100** | Pages 18 & 19 |

- Tubular structure made of aluminium 30mm or 50mm diameter
- Fabric graphic with zip system
- Customisable with double-sided print
- Simple installation with coding system

Bora Inflatable Column
Hardware code: **U100212** | Pages 8, 9 & 16 |

- PVC Inflatable column and 15 litres capacity base (pegs optional extra). Fabric graphic (optional extra)
- Light, portable, assembles in two minutes
- Silent and free-standing once inflated
- Use with related water base (UI00340)
- Optional carry bag and pump available
Wind speed 13-18 mph/20-28km/h when pegged down

PRODUCT **DIRECTORY**

AS Chip Wall
Hardware code: FMLT-CC-01　　

- Tubular aluminium structure Ø30mm or Ø50 mm according to the format
- Fabric graphic with zip system
- Customisable with double-sided print
- Simple installation with coding system

Zoom Tent 2x2
Hardware code: VWQF-CUSTOM　　

- Zoom Tent kits include frame, ground pegs and 3.5m guy ropes and wheeled bag included
- Optional: canopy, full wall, half wall with tube and clamp, weighted disc and printing
- Available in four colours black, blue, white, red
- Custom printing available

Wind speed 13-18 mph/20-28km/h

Stellar Desktop A3 Roller Banner
Hardware code: UB162-A3　　

- White injection moulded desktop banner available in two sizes; A4 and A3
- White adhesive rail and self-adhesive leader
- External tensioner
- White two part pole
- Bag not included

Custom Backwall and Accent 17 Advanced Trapeze
Hardware code: TWLHR-600　　

- Tubular aluminium structure
- Fabric graphic with zip system
- Customisable with double-sided print
- Simple installation with coding system

Deluxe Café Barrier 1000mm
Hardware codes: UB215-1000 (Rail), **UB215B** (Base), **UB215P** (Post)　　

- Indoor and outdoor pedestrian guidance
- Graphics can be looped top and bottom or top only with spring clips at the bottom to allow movement
- Heavyweight chrome plated stainless steel post and concrete base
- Sold as individual components

Exhibition Table Cloth **Hardware code: G-TAB-3x2-DP**
Gala Folding Table **Hardware code: FT-6**　　

- Polypropylene and metal trestle table with folding leg and carry handle for transportation
- Complete your look with a custom table cloth in display polyester printed with your branded design
- Custom size table cloths also available

Zoom+ Edge 5m Extra Large Flag
Hardware code: UF-ZME-EXLA　　

- Flexible flag system; black finish all fibre pole which come in a choice of sizes from 2m to 5m
- Suitable for lightweight fabric graphics (optional extra)
- Tested in wind speeds of up to 18mph/29km/h

Large Water Base 30 litres

Formulate Large Rectangle Counter
Hardware code: FMC-SQA-02　　

- 32mm Diameter aluminium tubular structure
- Optional extra customised fabric SEG (Silicone Edged Graphic)
- Black tabletop included
- Supports up to a maximum load of 50kg

PRODUCT **DIRECTORY**

Formulate Eye Hanging 3.7m Structure

Hardware code: FMHS-EYE-03

- Tubular structure made of aluminium 30mm
  or 50mm diameter
- Fabric graphic with zip system
- Customisable with double-sided print
- Simple installation with coding system

Vinyl Eyelet Banners

Hardware code: G-CBV-SQM

- Custom size vinyl banners with brass eyelets
- Lightweight and easy to display
- Vinyl is waterproof and easy to wipe clean
- Great for outdoor use

CUSTOM **MADE** - The best way to stand out

Custom-made lightweight large format Formulate creations offer originality with unique possibilities in terms of graphic shapes and visual effect. They optimise return on investment by maximising brand communication in a more suited shape and format.

CAPSULE**COLLECTIONS**

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