



FORMULATE

WHERE FORM
MEETS FUNCTION





WHAT IS FORMULATE?

WHERE FORM MEETS FUNCTION

Formulate is a range of standard structures that are manufactured from strong, yet lightweight tubular aluminium which is then dressed with a tensioned fabric graphic. Stretching a tough fabric graphic over the Formulate structure changes it from a simple frame to an elegant, engaging form, suitable for a wide variety of uses and applications.

The Formulate range consists of Fabric Displays available in various widths and configurations, shaped Counters, impressive Retail Displays and Exhibition & Hanging structures. The range also includes custom designed accessories including shelving and literature holders.

Contents page

What is Formulate?	2-3
Instructions	4-5
Fabric Displays	6-9
Counters	10-11
Retail Displays	12-13
Exhibition & Hanging Structures	14-17
Accessories	18
Printing & Finishing	19

WHY IS FORMULATE CONSIDERED TO BE SO GOOD?

Each structure is manufactured from **lightweight** yet **strong** 32mm diameter aluminium tubing making the kit very **portable** and easy to carry.

Attaching the graphics is simple! Each graphic **effortlessly slides** over the framework and zips closed.



Each of the connecting frame sections are **clearly labelled** with matching symbols and certain sections are joined together with bungee cord, meaning that it is **easy to assemble** and saves time compared with other types of display equipment.



No need to worry about accidentally creasing the graphics; the elasticity within the fabric makes them **extremely durable**.

Therefore, the **graphics are long lasting** and give a **great return on investment**.



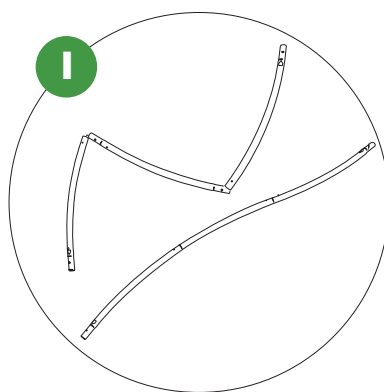
Graphics are easy to care for. After use, zip closed, fold up and place into the bag. If the graphics get dirty during use they can be washed (machine washable at 30°C, do not iron)



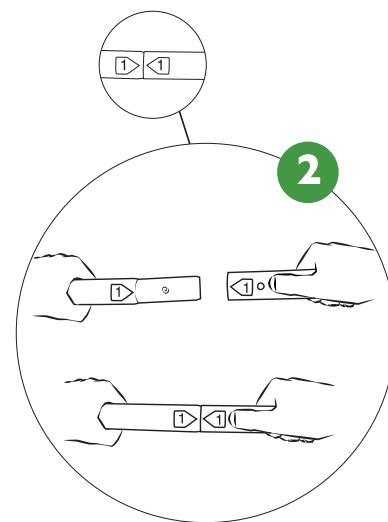
Each Formulate product is supplied with a standard **carry bag** for easy transportation and storage. Lighting and other accessories are also available.

Formulate has a **five year guarantee**.

HOW TO ASSEMBLE FORMULATE



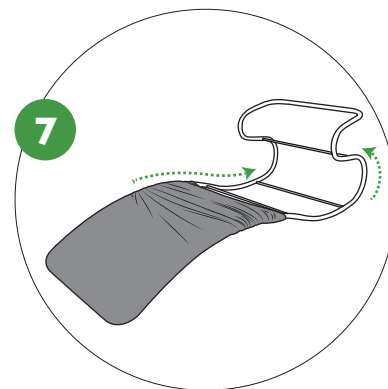
Lay out all components and connect bungee poles.



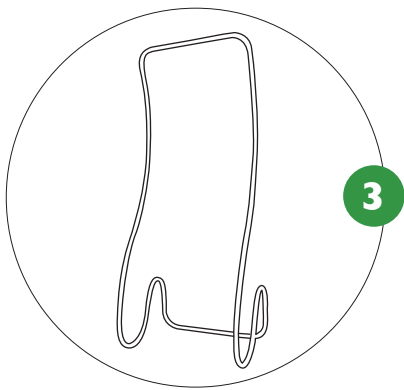
Match the same numbers and colours together.



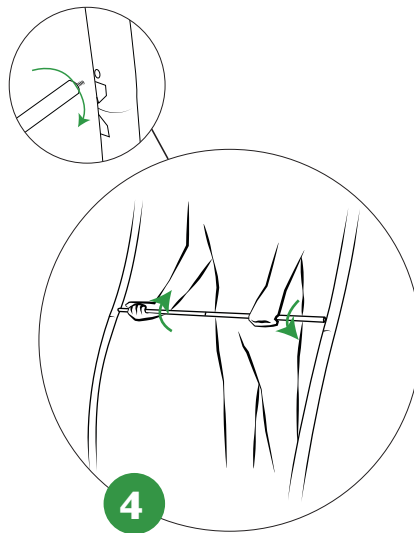
Place the fabric graphic sock over the Formulate shape making sure the graphics are the correct way round.



Gently pull graphics completely over the frame until you have a straight snug fit.

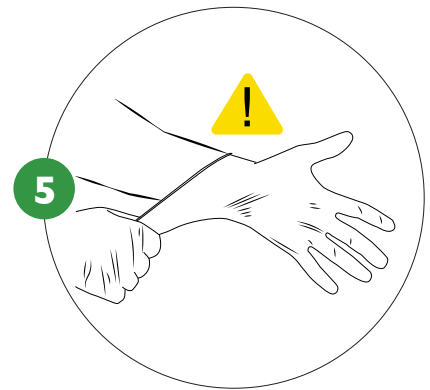


Connect all the parts until you have created the completed shape.

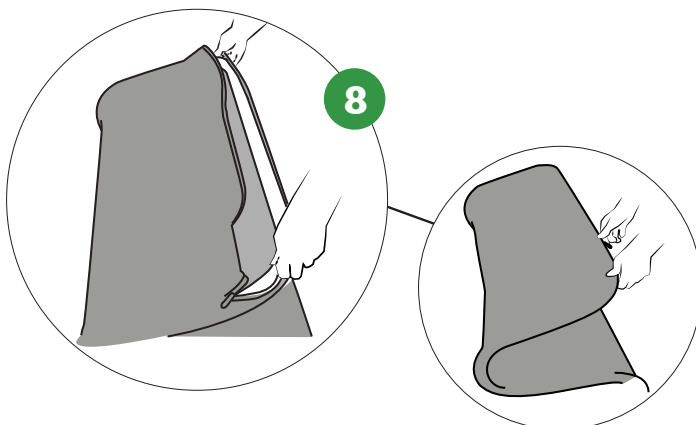


Optional step

Add support brace when instructed.



Make sure you have a clean surface and hands. Cotton gloves are provided.



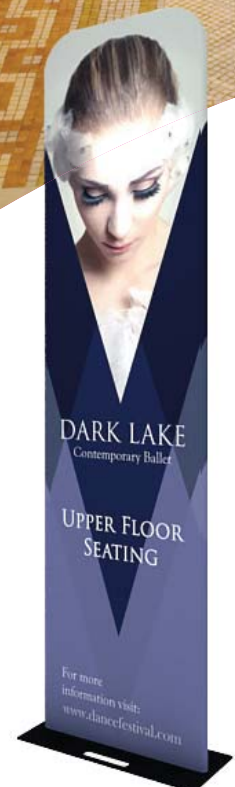
Pull the graphics together at the bottom of the tubing and zip up.



All Formulate products include a carry bag

Fabric Displays

Choose from a wide range of fabric displays to set the back drop for your creation. Design stunning graphics to wow your customers.



Approx.
assembly time
5 mins

Monolith Fabric Display

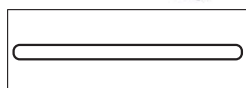
Total hardware dimensions
(approx): (h) x (w) x (d) mm

600mm
(FMSS-VSS-01): 2280 x 650 x 250mm

900mm
(FMSS-VSS-02): 2280 x 955 x 250mm

1200mm
(FMSS-VSS-03): 2280 x 1240 x 250mm

1500mm
(FMSS-VSS-04): 2280 x 1544 x 250mm



Plan view



Straight Fabric Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

0.9m (FMLT-SLS-01):	2280 x 955 x 360mm
2.4m (FMLT-SLS-02):	2280 x 2438 x 480mm
3.0m (FMLT-SLS-03):	2280 x 3048 x 480mm
6.1m (FMLT-SLS-04):	2280 x 6096 x 480mm



Curved Fabric Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

2.4m (FMLT-CLS-01):	2280 x 2438 x 420mm
3.0m (FMLT-CLS-02):	2280 x 3048 x 538mm
6.1m (FMLT-CLS-03):	2280 x 6096 x 700mm



Serpentine Fabric Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

2.4m (FMLT-SSS-01):	2280 x 2438 x 420mm
3.0m (FMLT-SSS-02):	2280 x 3048 x 444mm
6.1m (FMLT-SSS-03):	2280 x 6096 x 830mm



Vertical Curve Fabric Display

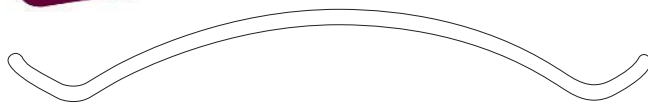
Total hardware dimensions
(approx): (h) x (w) x (d) mm

3.0m (FMLT-USS-01):	2280 x 3048 x 583mm
6.1m (FMLT-USS-02):	2280 x 6096 x 583mm

All Formulate
products include
a carry bag



Approx.
assembly time
5-10 mins



Plan view

Curved Slope Fabric Display

Total hardware dimensions
(approx): **(h) x (w) x (d) mm**

3.0m
(FMLT-CSS-OS01): 2280-1830 x 3048 x 538mm

6.1m
(FMLT-CSS-OS02): 2280-1830 x 6096 x 700mm



Plan view

Serpentine Slope Fabric Display

Total hardware dimensions
(approx): **(h) x (w) x (d) mm**

3.0m
(FMLT-SSS-OS01): 2280-1830 x 3048 x 444mm

6.1m
(FMLT-SSS-OS02): 2280-1830 x 6096 x 830mm



Approx.
assembly time
5-10 mins



Plan view

Straight Slope Fabric Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

3.0m
(FMLT-SLS-OS01): 2280-1830 x 3048 x 480mm

6.1m
(FMLT-SLS-OS02): 2280-1830 x 6096 x 480mm

Counters

Complete your display with a Formulate Counter where you can welcome your guests. Choose from a range of shapes and sizes, some even come with display shelving for extra impact.



Oval Counter

Total hardware dimensions
(approx): (h) x (w) x (d) mm

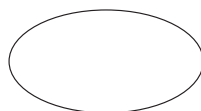
Oval Counter
(FMC-OVA-01): 1015 x 595 x 395mm

Maximum load: 50kg evenly distributed

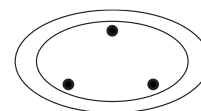
Oval Counter shelving display
(FMC-ORS-01): 1980 x 595 x 395mm

Maximum load: 50kg evenly distributed

Shelving: 6mm thick frosted acrylic (595 x 395mm)



Plan view



Plan view





Plan view

Rectangle Counter

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMC-SQA-01): 1015 x 800 x 530mm

Maximum load: 50kg evenly distributed



Plan view

Large Rectangle Counter

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMC-SQA-02): 1015 x 1880 x 520mm

Maximum load: 50kg evenly distributed



Approx.
assembly time
5-10 mins

**All Formulate
products include
a carry bag**



Retail Displays

There is a choice of free-standing shapes including tablet holders, ideal for retail or hospitality environments.

Add double sided graphics to make sure passers by see your message from all directions.



Approx.
assembly time
12 mins

Drum Retail Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMDC-3DC-01) 2280 x 2500 x 400mm



Side view



Side view



Side view



Side view

Snake Retail Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMSS-VS-01): 2280 x 915 x 700mm

Slant Retail Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMSS-VS-02) 2280 x 915 x 650mm

Curl Retail Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMSS-VS-03) 2280 x 915 x 480mm



Side view

Z Table Retail Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMLT-TS-01) 1000 x 550 x 550mm

Table top size 550 x 550mm

Maximum load: 30kg evenly distributed



Side view

iPad Stand Retail Display

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMLT-IP-01) 1320 x 385 x 560mm

Suitable for all iPads except Mini

**All Formulate
products include
a carry bag**



Approx.
assembly time
5-8 mins

Exhibition & Hanging Structures

For the ultimate wow factor at your indoor show or event choose Formulate Exhibition and Hanging Structures to provide strong visual impact.

Included in the range are impressive free-standing arches, an eye-catching meeting pod, or be seen from afar with ceiling suspended hanging structures.



Approx.
assembly time
10-20 mins

Circle Hanging Structure

Total hardware dimensions
(approx): (h) x (dia) mm

1.5 x 0.8m
(FMHS-RIN-01): 762 x Ø1524mm

3.0 x 0.6m
(FMHS-RIN-02): 610 x Ø3048mm

3.0 x 0.9m
(FMHS-RIN-03): 914 x Ø3048mm

4.6 x 1.5m
(FMHS-RIN-04): 1524 x Ø4572mm

6.1 x 1.2m
(FMHS-RIN-05): 1219 x Ø6096mm



*Please note suspension cables not included



Tapered Hanging Structure

Total hardware dimensions
(approx): (h) x (dia) mm

3-2.4 x 1.1m
(FMHS-TC-01): 1067 x Ø3048-2438
4.3-3.7 x 1.2m
(FMHS-TC-02): 1219 x Ø4267-3658
4.6-3.4 x 1.2m
(FMHS-TC-03): 1219 x Ø4572-3962



Eye Hanging Structure

Total hardware dimensions
(approx): (h) x (w) x (d) mm

3.0 x 1.2m
(FMHS-EYE-02): 1219 x 3048 x 838mm
3.7 x 1.5m
(FMHS-EYE-03): 1524 x 3658 x 991mm



Triangle Hanging Structure

Total hardware dimensions
(approx): (h) x (w) x (d) mm

4.3 x 1.1m
(FMHS-TRI-02): 1067 x 4267 x 4267mm*
6.1 x 1.1m
(FMHS-TRI-03): 1067 x 6096 x 6096mm*

*4267 / 6096mm refers to the width of each side of the triangular structure



Triplet Hanging Structure

Total hardware dimensions
(approx): (h) x (w) x (d) mm

3.0 x 0.9m
(FMHS-PIN-01): 914 x 3048 x 3048mm*
4.3 x 1.5m
(FMHS-PIN-02): 1524 x 4267 x 4267mm*
4.9 x 1.5m
(FMHS-PIN-03): 1524 x 4877 x 4877mm*

*3048 / 4267 / 4877mm refers to the width of each side of the Triplet structure.



Square Hanging Structure

Total hardware dimensions
(approx): (h) x (w) x (d) mm

2.4 x 1.1m
(FMHS-SQU-01): 1067 x 2438 x 2438mm
3.0 x 1.2m
(FMHS-SQU-02): 1219 x 3048 x 3048mm
4.9 x 1.2m
(FMHS-SQU-03): 1219 x 4877 x 4877mm
6.1 x 1.2m
(FMHS-SQU-04): 1219 x 6096 x 6096mm



Rectangle Hanging Structure

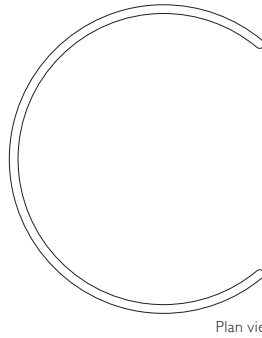
Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMHS-REC-01): 1219 x 3658 x 2438mm

**All Formulate
products include
a carry bag**



Approx.
assembly time
10-20 mins

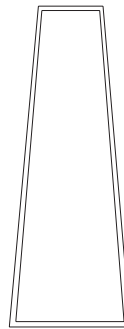


Plan view

Meeting Pod

Total hardware dimensions
(approx): (h) x (w) x (d) mm

(FMLT-SC-01) 2280-1219 x 3000 x 2495mm

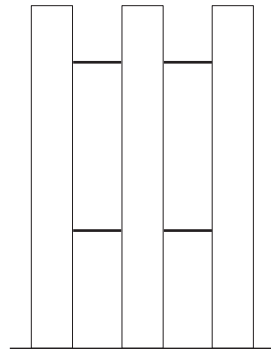


Side view

2.7m Arch

Total hardware dimensions
(approx): (h) x (w) x (d) mm

2.7m
(FMLT-ARC-01) 2300 x 2700 x 1000mm



Side view

6m Arch (Triple)

Total hardware dimensions
(approx): (h) x (w) x (d) mm

6m
(FMLT-ARC-03) 3975 x 6000 x 5000mm



Approx.
assembly time
10-30 mins



Approx.
assembly time
10-20 mins

6m
Arch

Total hardware dimensions
(approx): (h) x (w) x (d) mm

6m
(FMLT-ARC-02) 3975 x 6000 x 1000mm



FORMULATE ACCESSORIES

Accessorise your Formulate display with the specially designed accessory kit.



Formulate
FMLT158-32 (32mm diam. Pole)



1.5kg approx. evenly distributed
More than one shelf can be used*

***Caution:** Overloading may cause instability. Always check that the stand is stable before adding additional accessories

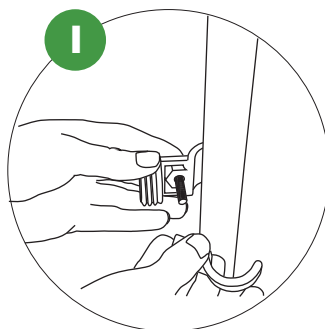


*Suitable for all iPads except the mini iPad

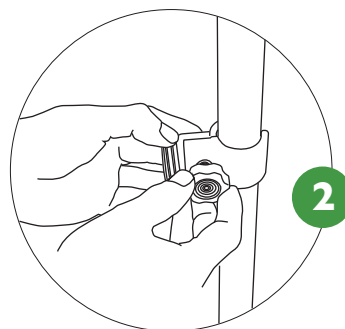


Sizes available for Literature Holder
A5, A4 & DL

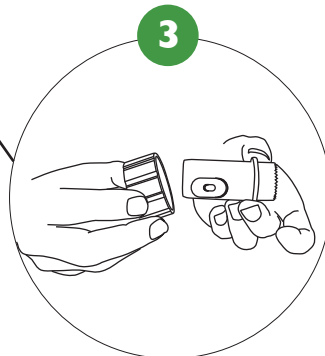
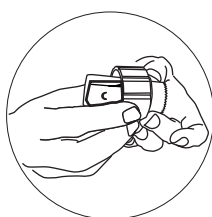
How to fit Universal Accessory



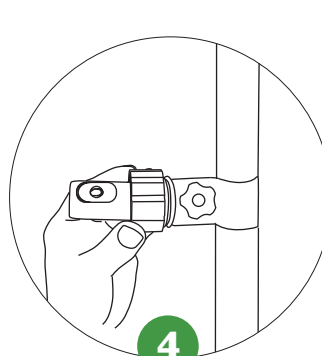
Position clamp around tubing.



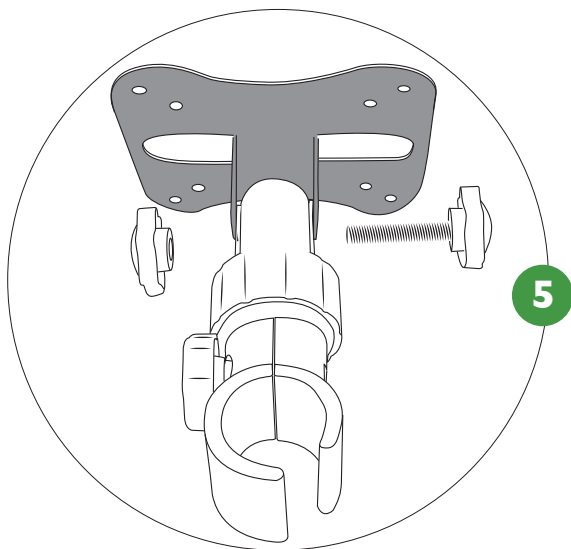
Once in desired place tighten with the thumb wheel.



Put the collar through the fitting insert.



Tighten the collar to the clamp as shown.



How to attach accessory onto the Universal Clamp

Align the holes of the bracket onto the holes on the insert moulding then tighten with black thumb wheel. Adjust to suit.

PRINTING & FINISHING FORMULATE PRODUCTS

Specialist printing and finishing skills are required to create the best looking Formulate display products

We offer a wide range of printing, cutting and finishing techniques to include UV, Dye-sub and latex printing, plus digital cutters and expert sewing machinists to give a top-class professional finish.

Formulate is all about the fabric! Using high quality, high stretch media you can create the most impressive displays around.

If you are able to plan ahead you can make impressive savings on the cost of your printing, ask your local dealer for details.



Laser-cutting



Dye-sub, UV, latex and screen printing available

