



MOBILE FAIR AND PROMOTION STANDS



EXAMPLE OF ASSEMBLED CLEVER FRAME CONSTRUCTION



We are truly happy that you have reached for the Clever Frame catalogue! Maybe you are a marketer, a person from the industry looking for innovative solutions, or simply you would like to find out something about an exhibition system that changes the way you look at promotion.

Regardless of who you are, we are certain that as soon as you get familiar with the idea of multifunctional, easy to use, modular marketing tool that you can use multiple times, you will be at least impressed if not astonished by the possibilities it offers. You will also be certainly glad to hear about the savings you can make by using Clever Frame. Most of your everyday problems regarding how to effectively and successfully promote your product will simply disappear.

On the following pages you will find, among other things, many inspirations which – hopefully – you will be able to successfully use yourself. That we can guarantee. The rest is up to your imagination and creativity.

The idea behind Clever Frame has inspired the most demanding international Customers. We hope it will also inspire You.

Have a great read.

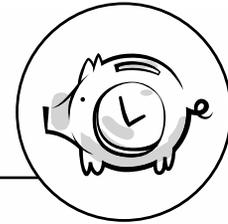
WHAT IS CLEVER FRAME® ?

THE SWISS ARMY KNIFE FOR MARKETING.

Clever Frame® is a system of reusable aluminium frames, which – just like building blocks – can be connected with each other in any configuration. Thanks to exchangeable graphical panels and many accessories you can easily adjust it for each type of event. This will allow you to save over 80% of your promotional expenses!

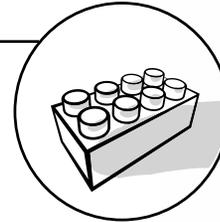
If you will also imagine that any time, without additional costs, you can change your message and the shape of the construction, and that you have dozen of products in the price of one, you can also imagine the level of savings. That is Clever Frame® - the Swiss army knife for marketing.

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



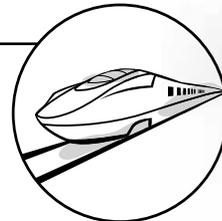
Blocks for grown-ups

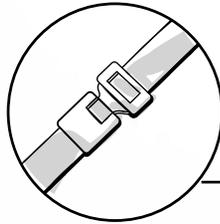
allow you to reuse, rebuild, rebrand and redesign your stand in many creative ways.



Blazing fast assembly

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

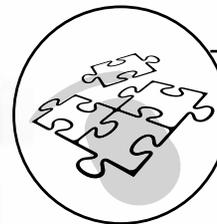




Feel safe with a solution widely used by the most demanding customers and our international customer support.



Lightweight solution for heavyweight marketers. Easy to transport, build and maintain, but extremely powerful in endless possibilities.



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

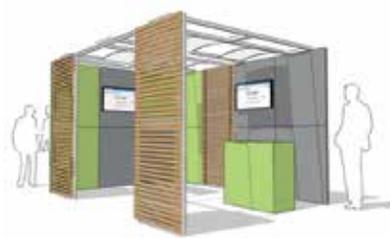
MULTIFUNCTIONALITY

THE ONLY PROMOTIONAL SYSTEM YOU WILL EVER NEED!

Regardless of where and what message you want to deliver, you can use the same set of frames from Clever Frame®. The shape or available place does not limit you. Change your message rapidly and without a problem.



1 Information points



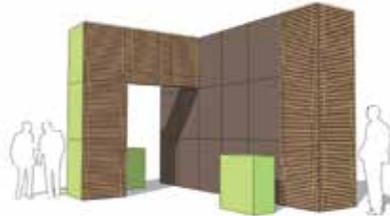
2 In-shop constructions



3 Islands and promotional stands



4 Press conferences



5 Points of sale



6 Events

FLEXIBILITY

ADJUST CLEVER FRAME® TO YOUR NEEDS

Adjust to the current space and situation. Use Clever Frame® as if you were using a set of blocks. Here is a sample path of development of your system. And only some of many configurations.



MEET CLEVER FRAME®

MARKETING PERPETUUM MOBILE



CONVENIENCE & MOBILITY

System is based on aluminium frames, which are easy to assemble as well as transport on a specially designed trolley. You do not need any tools in order to join the frames together and anyone can do it! This allows you to share your set between different events in case they take place at the same time.

DOZENS OF CONFIGURATIONS

Even a very small set enables you to rebuild your stand into many different configurations- just like blocks. This means you can easily adjust it to a different space. This makes Clever Frame® perfect for any kind of event. The set of 12 frames which you can see on your right can be adjusted into a minimum of 11 different configurations.

MANY FUNCTIONS & EXCHANGEABLE GRAPHIC PANELS

It takes literally only few seconds to replace Clever Frame magnetic graphic panels. This allows you to quickly and easily change the layout of your brand or promotion. On top of that you can use this system not only during the fairs but it will work great for various events, information point, promotional island or it will build your space for the roadshow. All within one set.

QUALITY & SAVING

Unlike other solutions, with Clever Frame® the more promotional events you organize, the more you save. All due to the fact that you no longer need to waste your money on the single-use solutions. You can use your set many times and for many different occasions. Quality of this product is confirmed by its 5 years warranty as well as hundreds of satisfied clients, which represent world top brands. It is an investment that pays off.







Even a very small set enables you to rebuild your stand into many different configurations - just as if you were using a set of blocks.

NEW CAR SALE POINT



ASSEMBLY:
2 PERSONS



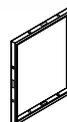
TIME:
ONLY 60 MIN



GET INSPIRED

Use Clever Frame to launch a new car model. Add multimedia gadgets and display your product in the best way possible.

BASIC ELEMENTS



FRAME
Quantity: 82



GRAPHIC PANEL
Quantity: 88



CONNECTORS
Quantity: 184

POINT OF SALE



ASSEMBLY:
1 PERSON



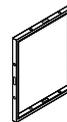
TIME:
ONLY 30 MIN



GET INSPIRED

Build an impressive POS and allow your customer to get a close look at your product. Focus on and display its functions.

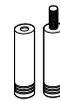
BASIC ELEMENTS



FRAME
Quantity: 14



GRAPHIC PANEL
Quantity: 14



CONNECTORS
Quantity: 30

BANK POS



ASSEMBLY:
1 PERSON



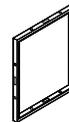
TIME:
ONLY 30 MIN



GET INSPIRED

When your customers are using your ATM let them find out more about the bank's offer or get help.

BASIC ELEMENTS



FRAME
Quantity: 25



GRAPHIC PANEL
Quantity: 50



CONNECTORS
Quantity: 52

NEW PRODUCT EXPOSTION



ASSEMBLY:
2 PERSON



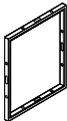
TIME:
ONLY 45 MIN



GET INSPIRED

Use Clever Frame to show the new line of your products. Use the stand to display them effectively.

BASIC ELEMENTS



FRAME
Quantity: 66



GRAPHIC PANEL
Quantity: 66



CONNECTORS
Quantity: 160

LUXURY CAR EXPO



ASSEMBLY:
2 PERSON



TIME:
ONLY 45 MIN

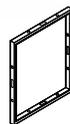


GET INSPIRED

Luxurious cars require luxurious environment. Multimedia, perfect graphics, illumination, effective platform are key to successful exposition.



BASIC ELEMENTS



FRAME
Quantity: 20



GRAPHIC PANEL
Quantity: 20



CONNECTORS
Quantity: 34

CUSTOMER SERVICE POINT



ASSEMBLY:
2 PERSONS



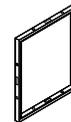
TIME:
ONLY 45 MIN



GET INSPIRED

A customer service point doesn't have to be boring. While waiting allow the client to relax and get to know more about you.

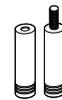
BASIC ELEMENTS



FRAME
Quantity: 17



GRAPHIC PANEL
Quantity: 25



CONNECTORS
Quantity: 30

HEALTH CARE POS



ASSEMBLY:
2 PERSONS



TIME:
ONLY 30 MIN



GET INSPIRED

A Shop in Shop construction inside of which you can get medical help? It's a perfect solution for a mobile micro clinic.

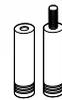
BASIC ELEMENTS



FRAME
Quantity: 20



GRAPHIC PANEL
Quantity: 40



CONNECTORS
Quantity: 34

CLEVER FRAME® PYLONS



ASSEMBLY:
1 PERSON



TIME:
ONLY 5 MIN

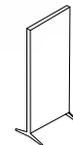


GET INSPIRED

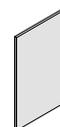
Get to know an immensely effective line of pylons, a perfect supplement for the Clever Frame system. Add multimedia accessories, interior lighting, touch pads etc. Make it even more impressive.



BASIC ELEMENTS



PYLON



GRAPHIC PANEL

EXHIBITION WALL



ASSEMBLY:
1 PERSON



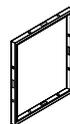
TIME:
ONLY 30 MIN



GET INSPIRED

Exhibitions can be attractive too. Clever Frame is perfect to make your museum exhibitions even more informative and eye-catching at the same time.

BASIC ELEMENTS



FRAME
Quantity: 12



GRAPHIC PANEL
Quantity: 24



CONNECTORS
Quantity: 20

MUSEUM EXHIBITION STAND



ASSEMBLY:
1 PERSON



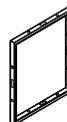
TIME:
ONLY 30 MIN



GET INSPIRED

You can easily exchange the panels and rebuild the construction - that allows you to easily use it for every exhibition.

BASIC ELEMENTS



FRAME
Quantity: 12



GRAPHIC PANEL
Quantity: 24



CONNECTORS
Quantity: 24

SERVICE AND PRODUCT POS'



ASSEMBLY:
1 PERSON



TIME:
ONLY 25 MIN

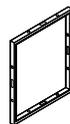


GET INSPIRED

Display your product in the perfect environment so the customer can easily imagine it in action. Add a TV and enrich the message.



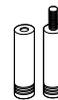
BASIC ELEMENTS



FRAME
Quantity: 10



GRAPHIC PANEL
Quantity: 12



CONNECTORS
Quantity: 20

PRODUCT TEST AREA



ASSEMBLY:
2 PERSON



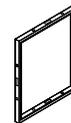
TIME:
ONLY 45 MIN



GET INSPIRED

A large point of sale area where you will not only display your product effectively but also allow the customers to test it themselves.

BASIC ELEMENTS



FRAME
Quantity: 25



GRAPHIC PANEL
Quantity: 30



CONNECTORS
Quantity: 54

PAINT MIXING POINT



ASSEMBLY:
1 PERSON



TIME:
ONLY 30 MIN



GET INSPIRED

Every customer likes to know exactly what they're buying. Build your own showroom inside a larger store and attract the customers' attention.

BASIC ELEMENTS



FRAME
Quantity: 12



GRAPHIC PANEL
Quantity: 24



CONNECTORS
Quantity: 20

PRODUCT INFO POINTS



ASSEMBLY:
1 PERSON



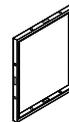
TIME:
ONLY 15 MIN



GET INSPIRED

Some products sell best when the customers can see and touch them themselves. Allow them to do it by creating small POS.

BASIC ELEMENTS



FRAME
Quantity: 3



GRAPHIC PANEL
Quantity: 6



CONNECTORS
Quantity: 2

FAIR TRADE STAND



ASSEMBLY:
2 PERSON



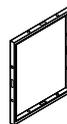
TIME:
ONLY 45 MIN



GET INSPIRED

Create a large exposition area that is functional and informative at the same time.

BASIC ELEMENTS



FRAME
Quantity: 44



GRAPHIC PANEL
Quantity: 44



CONNECTORS
Quantity: 56

PROMO1 - SMALL POS



ASSEMBLY:
1 PERSON



TIME:
ONLY 15 MIN



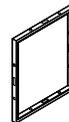
GET INSPIRED

Even small stands can be effective. That is the idea behind Promo1. A six frame set that allows you to build up to 25 different constructions.

 WATCH THE MOVIE AT: WWW.PROMO-1.EU



BASIC ELEMENTS



FRAME
Quantity: 6



GRAPHIC PANEL
Quantity: 12



CONNECTORS
Quantity: 12



Assembling the system is extremely easy without tools through special patented connectors. Build your stand in minutes, effortlessly.

MEET CLEVER FRAME® ACCESSORIES

1 SYSTEM 10S FUNCTIONS 100S CONFIGURATIONS.

- 1 WOODEN PANELS**
Ability to use various decorative materials, eg. wood, plexiglass
- 2 CLEVER FRAME® LIGHT**
LED or halogen lamps offering various light intensity
- 3 SHELVING SYSTEM**
Wooden or glass shelves mounted on various heights
- 4 MARQUISE**
Flexible attachment allowing for more attractive presentation
- 5 CONNECTORS**
Patented connectors allowing for toolless assembly
- 6 PROMO 1 SET**
A set of 6 frames and accessories enabling you to create 25 intriguing stands at any time
- 7 EXCHANGABLE PANELS**
Magnetic PVC panels (or other materials) which you can exchange in a blink of an eye.
- 8 COUNTER**
Build out of CF frames, available in various shapes
- 9 BACKLIT PANELS**
LED or fluorescent lamps used for impressive lighting effects
- 10 CLEVER FRAME® DOOR**
Based on CF frames allows for creating closed spaces
- 11 TV FRAMES/HOLDERS**
Allowing for mounting a wide range of TV sets both inside and outside of the frames
- 12 LEAFLET HOLDER**
High quality and long lasting, mounted on various heights allows for presentation of up to A4 leaflets
- 13 CABINETS**
An effective solution for small product presentation
- 14 TRANSPORT BAGS**
Perfect for safe and easy transportation of panels and accessories
- 15 TROLLEY**
Allows for comfortable transportation of up to 6 frames
- 16 MULTIMEDIA PYLON**
A line of pylons based on Clever Frame which can be enriched with various elements (backlights, TV sets, computers etc.)





1

9

2

3

8

7

10

11

12

13

16

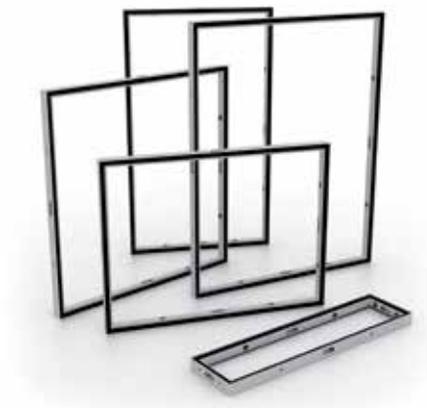
14

14

15

STRUCTURE AND AVAILABLE DIMENSIONS OF FRAMES

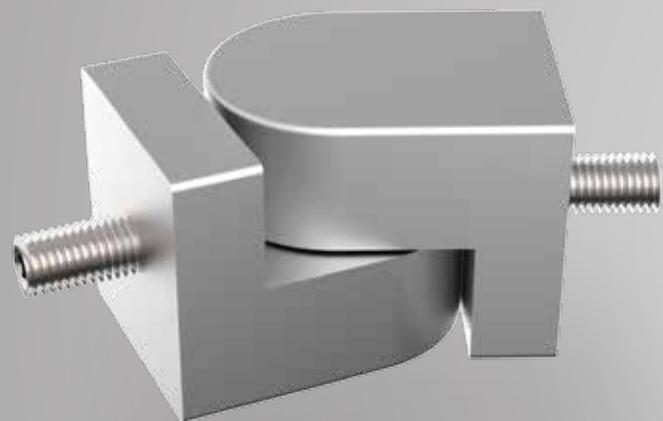
ADJUST CLEVER FRAME® TO YOUR NEEDS



	Standard frame sizes	Non-standard frame sizes		
Series D1	D1	DC1.1	DC1.2	
Frame size	100×75 cm	100×50 cm	100×25 cm	
Series D2	D2	D2.1	D2.2	D2.3
Frame size	125×100 cm	125×75 cm	125×50 cm	125×25 cm
Series C1	C1	DC1.1	DC1.2	
Frame size	100×100 cm	100×50 cm	100×25 cm	
				Floor C1
				100×100 cm



MORE ABOUT ASSEMBLING AND CONFIGURATIONS AT WWW.CLEVERFRAME.COM



Thanks to its multitasking features Clever Frame® allows you to save money on purchasing other promotional solutions.

THEY TRUST US

CHOSEN BY THE MOST DEMANDING



Mercedes-Benz



GAGGENAU





Clever frame® is a trademark of Clever Frame International sp. z o.o.
 All other trademarks are the property of their respective owners.

CLEVER FRAME® RECOMMENDATIONS

THEY CHOOSE TO TRUST US



Mercedes-Benz

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



TAGHeuer
SWISS AVANT-GARDE SINCE 1860

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



‘The method of arranging space offered by Clever Frame® is innovative and well thought out. The system is recommendable mainly because its use is easy and intuitive, but also because its offer is interesting and allowing many possible manners of changing the configuration’

HITACHI

‘Ease of use and configuration of CleverFrame® certainly allows us to recommend this system to other users. It proved to work very well in our case’



'CleverFrame® is a well-thought-out, innovative and generating savings system. We regularly use it at various events, customizing the graphics and setting up the entire wall appropriately for a specific event and its venue'



'Clever Frame® System is an intuitive and simple, and at the same time effective solution. Ease of use and various possibilities of reconfiguration are additional advantages of the product. We are pleased to recommend it to other users'



'CleverFrame®'s solution represents an innovative approach to marketing and exhibition, which suits ideally the presentation of innovative equipment from the Bosch and Siemens brands'



'Modular CleverFrame® promotional system is an innovative and aesthetic way of arranging your promotional space. It is a perfect promotional solution that we can recommend'

Clever Frame International Sp. z o.o.

More information at:

www.cleverframe.com



Clever Frame® is a trademark of Clever Frame International sp. z o.o.
All other trademarks are the property of their respective owners.



ECO FRIENDLY

Do not produce wastes.
Use multi-use promotional system.