



# 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.

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## 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)

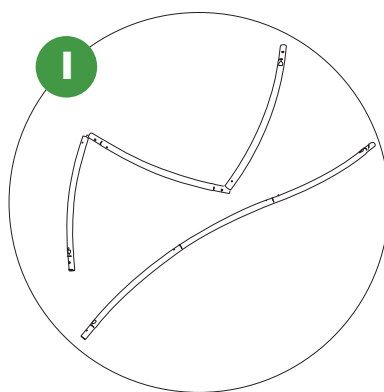


Each Formulate product is supplied with a standard **carry bag** for easy transportation and storage. Lighting and other accessories are also available.

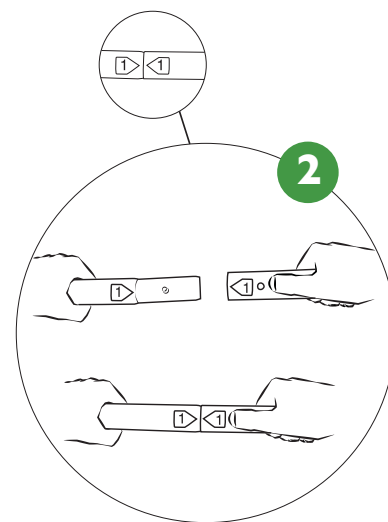
Formulate has a **five year guarantee**.



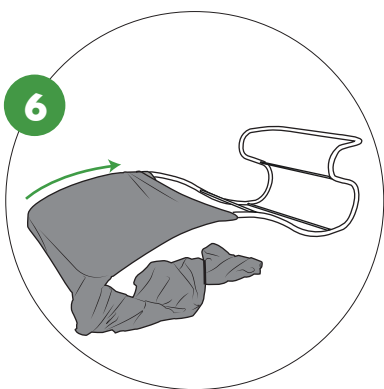
# HOW TO ASSEMBLE FORMULATE



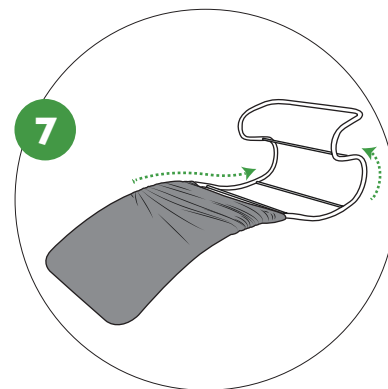
Lay out all components and connect bungee poles.



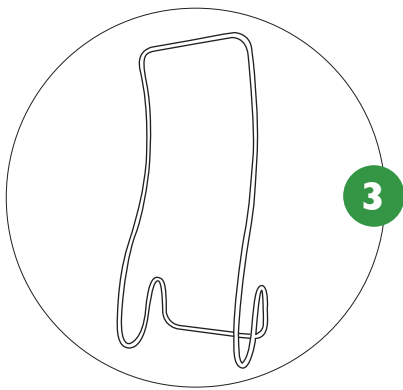
Match the same numbers and colours together.



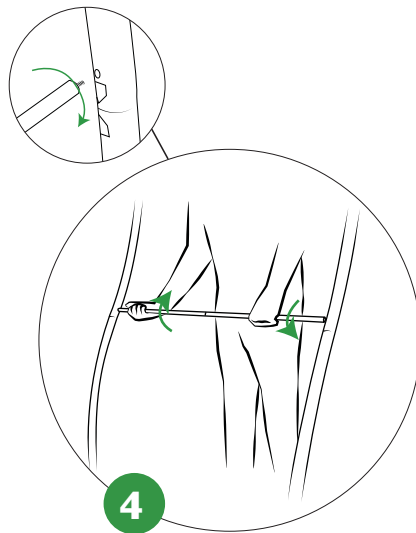
Place the fabric graphic sock over the Formulate shape making sure the graphics are the correct way round.



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

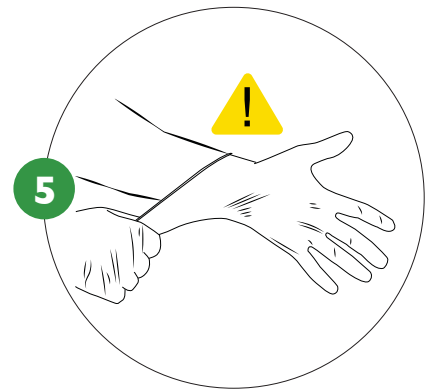


Connect all the parts until you have created the completed shape.

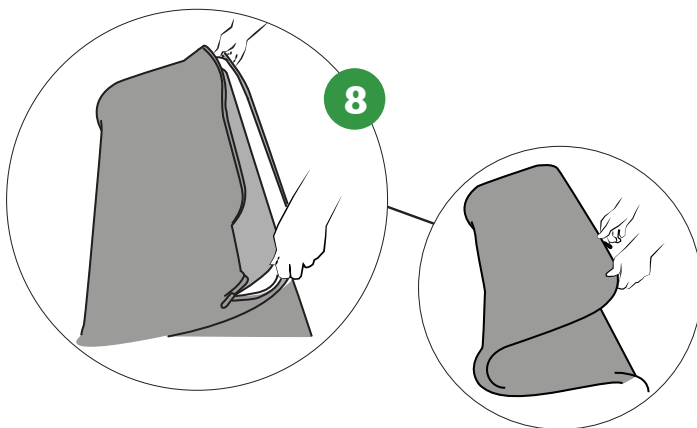


**Optional step**

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.

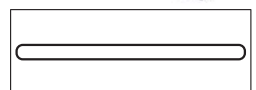
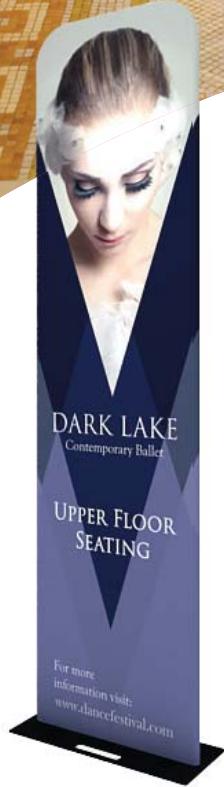
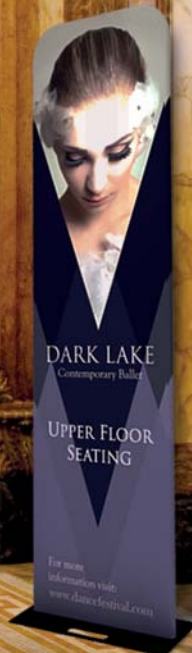


**All Formulate products include a carry bag**



## 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.



Plan view



⌚  
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



Plan view

### 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



Plan view

### 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



Side view

### 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

  
Approx.  
assembly time  
**5-10 mins**

**All Formulate products include a carry bag**





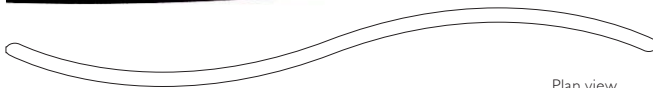
Plan view

## 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

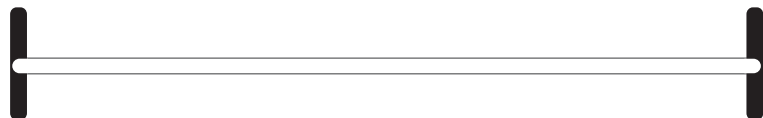
**3.0m**  
(FMLT-SSS-OS01): 2280-1830 x 3048 x 444mm

**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

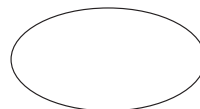
Total hardware dimensions  
(approx): (h) x (w) x (d) mm

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

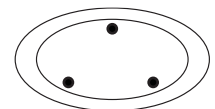
Maximum load: 50kg evenly distributed

**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.



WELCOME TO  
**SMART  
INNOVATION**  
UK'S PREMIER TECHNOLOGY & PRODUCT DESIGN



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





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



ZTable  
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



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.

CHECK-IN

CHECK-IN



Approx.  
assembly time  
**10-20 mins**

### Circle Hanging Structure

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

<b>1.5 x 0.8m</b> (FMHS-RIN-01):	762 x Ø1524mm
<b>3.0 x 0.6m</b> (FMHS-RIN-02):	610 x Ø3048mm
<b>3.0 x 0.9m</b> (FMHS-RIN-03):	914 x Ø3048mm
<b>4.6 x 1.5m</b> (FMHS-RIN-04):	1524 x Ø4572mm
<b>6.1 x 1.2m</b> (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



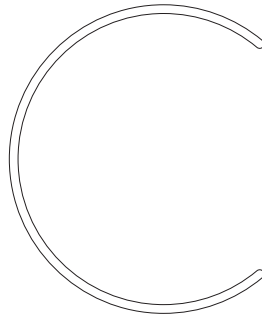
### Rectangle Hanging Structure

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

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

⌚  
Approx.  
assembly time  
**10-20 mins**

**All Formulate products include a carry bag**

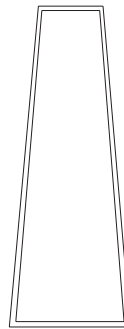


Plan view

## Meeting Pod

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

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

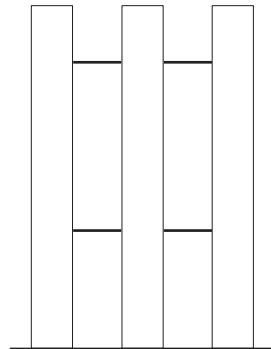


Side view

## 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)



Shelf  
bracket  
FX838

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



Tablet  
holder bracket\*  
FX837

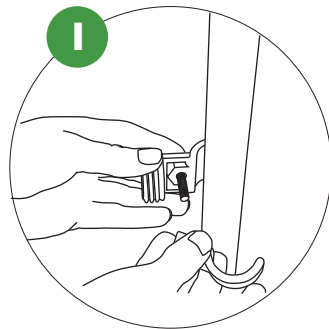
\*Suitable for all iPads except the mini iPad



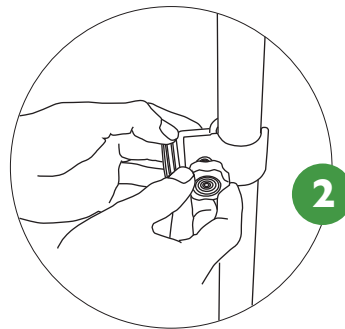
Literature  
holder bracket  
FX839

Sizes available for Literature Holder  
A5, A4 & DL

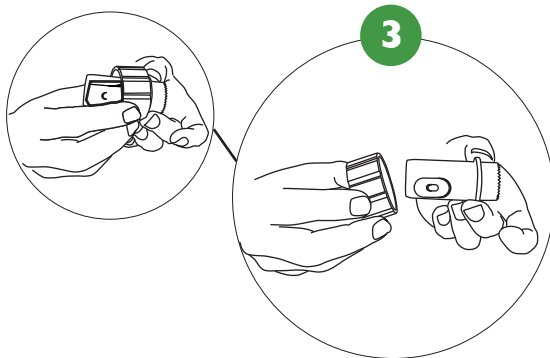
## How to fit Universal Accessory



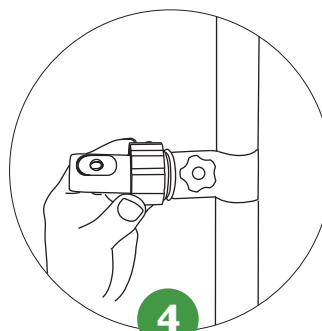
1  
Position clamp around  
tubing.



2  
Once in desired place  
tighten with the thumb  
wheel.

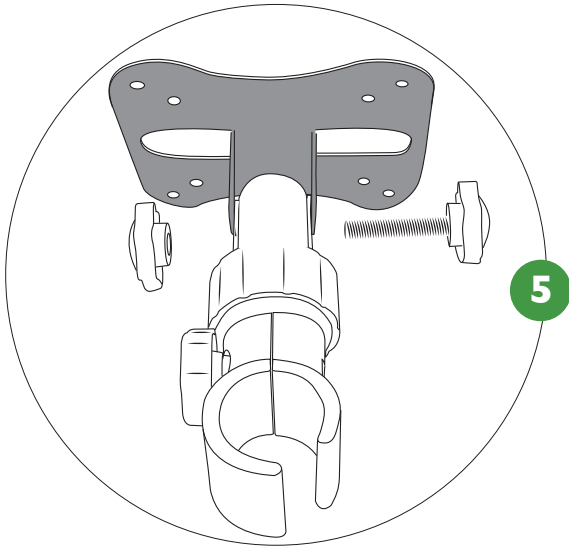


3  
Put the collar through the  
fitting insert.



4  
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

