



FABRI Light™

LED Backlit fabric graphic
in a hanging display unit.

/ATB SALES LTD

WE WERE PLEASED TO HELP ATB SALES ACHIEVE THE IMPACT
NEEDED FOR THEIR EXHIBITION STAND AT THE CYCLE SHOW 2016.

ATB Sales is an independent distributor with a real focus on original, best of breed brands in the cycling industry, with over 250 retail partners in the UK, and an additional 8 distributors overseas.

After carrying out some comprehensive research on-line, ATB contacted MX as they had a taste of our exciting range of display products and wanted to find out more. One item of particular interest was our FabriFrame system, and after some initial discussion it was to prove perfect as it not only offered the chance for them to utilise some fantastic action photography, but to also future proof their investment with a system that could be reconfigured, and updated easily for future events.

For the event itself, a central exhibition space was created which housed 14 branded display plinths, each fitted with huge double sided FabriFrame units. To create additional impact, a number of FabriLight units were added, each housing hundreds of hidden LED lights which, when combined with our high quality dye sublimation printing, produced vibrant crisp images, creating maximum impact.

The LED option is a great way to introduce light to what would normally be a dark image or space. The addition of FabriLight ensures the attention of visitors is captured effectively, allowing the best products to be shown off in style.



HELLO

With a real focus on innovation and value, our clients trust us to find the best solution for them because we have the expertise to deliver what they need.

Duncan Thompson
New Business
Manager

Double sided FabriFrame fitted with dye sublimated fabric graphics.







