



FABRIFrame™



HELLO

We have around twenty years experience of printing graphics and signage for installation, and it is this knowledge and expertise that enables us to deliver the quality of service we have become renowned for across the UK.

Adrian Rushton
General Manager

/DURESTA

WE PRINTED AND PRODUCED ONE HUNDRED FABRIC FRAMES FOR A GLOBAL FURNITURE MANUFACTURER TO BE SENT TO STORE CONCESSIONS ACROSS THE UK.

It seems appropriate that when Duresta, a luxury upholstery company approached us for 100 promotional units, we suggested that they use fabric.

The units were flatpacked and sent to premium stores such as John Lewis and House of Frazer with a full set of build instructions.

This case study looks at the processes involved to print, stitch and produce one hundred 800x2000mm, double-sided FabriFrames.

Three of the 100 Duresta
FabriFrame™ units.

MX
DISPLAY.CO.UK



/ARTWORK

Once we receive artwork from the design agency we check for quality and to make sure it is set-up correctly. We set the colour profiles for our rip software and send it to our printer.



/PRINT

Our large format fabric printer prints at XX meters per minute to ensure a high quality finish.





/CALENDER

With dye sublimation, the ink becomes part of the fabric, rather than sitting on the surface. This process seals the ink and creates a powerfully vibrant colour finish.

/TRIM

The fabric is then trimmed to size and laid flat before being stitched.

/STITCH

The fabric's edge is finished with a slim silicon beading to enable it to sit securely within the frame unit.



FABRIFrame™

/BUILD

Our customers can choose whether or not we build the frames for them or they are delivered as flat pack units.

We include instructions on how to build the frames and fit the fabric graphics.



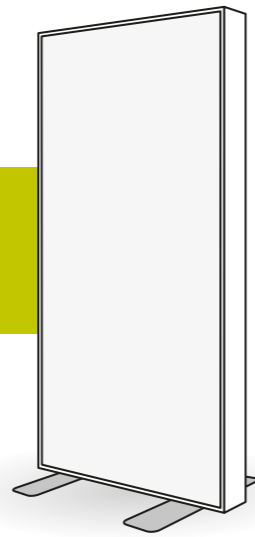
FABRIFrame™

/FIT

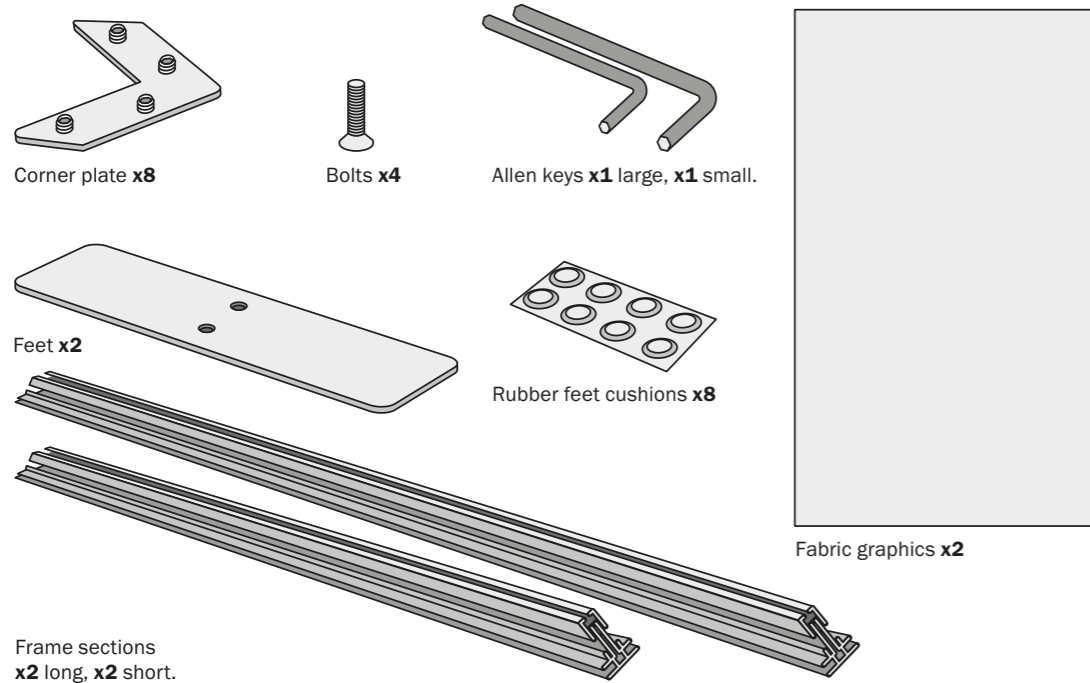
Finally the fabric is fitted to the frame using the silicon beading, starting at the corner and then the middle lengths.

Installation instructions

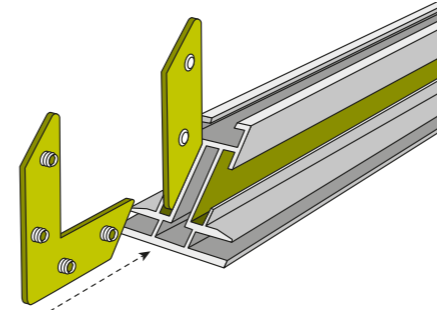
7 Simple steps to build your new fabric display unit



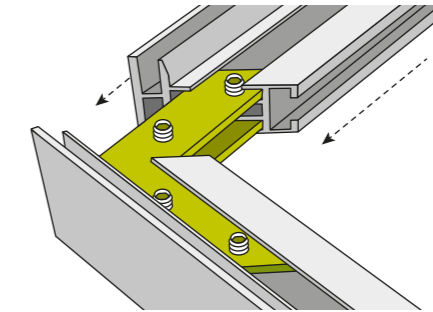
1 Check to make sure you have all the components you'll need to assemble your fabric display unit.
Find a soft, flat surface on which to build your FabriFrame.
Rough, gritty surfaces may scratch the frame and make it difficult to align the frame.



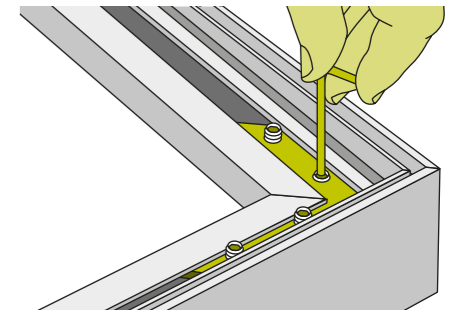
2 Slide two corner plates into the two channels at the end of the short frame lengths.
Be sure to make the thread of the grub-screws face outwards and not in towards each other. Repeat this on both ends of the two smaller frame lengths.



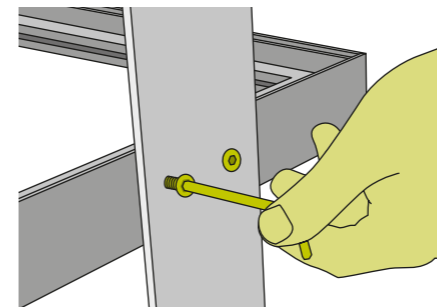
3 Lay the shorter frame sections in position on the floor and slide the longer frame length into position.
Don't worry if the sections seem loose at this stage. The grub screws will be tightened to secure the frame in the next step.



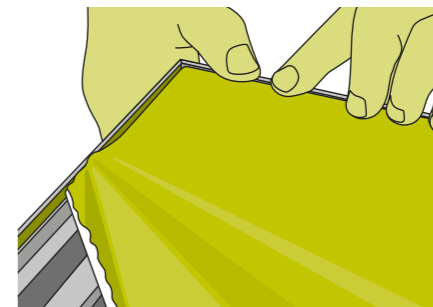
4 Tighten the four grub screws on the corner plate to create light-grip on the frame using the allen key.
Repeat this on all four corner sections, before turning the whole frame unit over and repeating on the reverse of the four corners. Then tighten grub screws firmly to create a neat, flush finish.



5 Fix the feet to the unit using the larger allen key with the four bolts into the pre-drilled holes.
There are two bolts per foot. Be sure that the counter-sunk holes face outwards to accommodate the bolt heads. Stick the cushioning pads to the corner of each foot to protect the floor.



6 Starting with each corner, push the silicon beading at the fabric's edge into the frame's channel.
The fabric's edge is stitched to a silicon rubber strip which allows it to sit securely into the aluminium channel. It is important that the corners are securely in place first before fitting the rest of the fabric.



7 Next, push in the centres of each length of fabric into the channel before affixing all the edges.

