


Keep the body,  
change position.



beMatrix®  
re!nventing stand building systems



## beMatrix 360°: much more than a wall frame system

90°

Wall frame becomes  
floor in an instant

A system  
using frames  
in every dimension  
offers particular  
benefits.

### beMatrix 360°, the concept

Wall, ceiling, floor?  
One frame, three applications

beMatrix has reinvented the art of stand building for you. beMatrix 360° is a unique and almost infinitely reusable frame system. The strong, light modular aluminium frames can be built up into a unique stand where walls, floor and ceiling merge into a single flowing whole unit. Thus each separate frame can be used for three applications, making the system flexible and inexpensive.

For both the constructor and the exhibitor beMatrix 360° results in a quick and easy assembly without special tools. The complete integration of walls, floors and ceiling allows new and striking effects with a wide range of options for finish and coverings.

Now a single system lets you come out with something different and surprising at each event. Your beMatrix stand takes any form, any look and any finish that you want, with just a modest investment.

**Thanks to this innovative development you can continue to use your original DMK, b55 and b62 frames for floors and ceilings.**

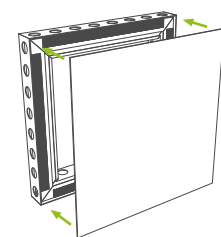


# Walls

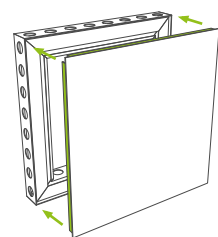
## Frame system

The modularity of the beMatrix 360° system will not stand in the way of your creativity. Almost any form, line and construction is conceivable and easily created. It looks more like high quality made to measure material than a standard modular system.

And if you are looking to do something that nobody's ever seen before, we can make special customised elements for you. Every wall can be built up into a sturdy but lightweight structure without tools in a minimum amount of time, with the option of shelves, flat screens, lightboxes or other technical fittings.



Panels are attached with velcro



Textiles are attached using a silicone strip

## Body & Skin

Once built, your beMatrix wall is ready for further finishing touches. You can now decorate the open load-bearing structure and cover it with panels or textiles, optionally printed. Panels are fastened using Velcro and textiles using silicone strips, without damaging the aluminium frames. This unique multi-functional frame system won us the reddot design award 2013.

Perforated aluminium structures can be fully or partially covered.



reddot design award  
winner 2013

◀ Using beMatrix frame systems you can create and build innovative stands without tools or technical resources.

tip

Curious about how simple and easy to use it can be? More info on [beMatrix.com/wall](http://beMatrix.com/wall)

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A person wearing white overalls and a grey t-shirt stands with arms crossed on a modular floor system. The floor is constructed from metal frames with perforated surfaces. To the right, a curved wall is also built using the same modular frames. The background is a plain, light-colored wall.

## Floors

It is easy to use the same modular frames and connectors to build a sturdy floor. You just need to add specially designed height-adjustable feet and reinforcing brackets to provide complete safety and comfort.

This makes unique curved or straight floor connections possible and further underline the creative potential of the beMatrix 360° stand system. This allows floors to transition almost seamlessly into the wall.

Floor frames can be covered with a wide choice of materials: plywood, MDF, 6–18 mm HPL, laminates, carpeting, linoleum, artificial turf... In each case the load-bearing capacity and stability of our floor frames is certified by an external control body.

By building floors and partitions using the same frames, the joining seams are on the long sides which creates a smart and attractive effect. The floors can lastly be finished off with various types of plinth. An excellent option here is the existing “cover” profile that takes on a new role!

tip

More info on  
[beMatrix.com/floor](https://beMatrix.com/floor)



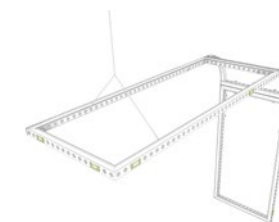
tip

More info on  
[beMatrix.com/ceiling](https://beMatrix.com/ceiling)

## Ceilings

The walls are ready, the floors too – now you can use the same modular frames to create a ceiling. This way the stand forms a strong, clean spatial unit which stands out sharply from the traditional stand designs often still used at trade fairs.

In terms of robustness and safety, the frames are suitable for spans of 7.5 m and can carry finishing panels of up to 10 kg/m<sup>2</sup> using Velcro and without extra fastening systems. Our internal strength tests can confirm this.



◀ Ceilings fixed to a wall on only one side are fixed to the hall structure using steel suspension cables.



Various panels are usable for finishing. For a lighter and completely seamless result, you can choose a textile covering.

The flexibility, modularity and finishing options of the beMatrix 360° stand construction system, in short the entire innovative approach and execution, have incontrovertibly produced a unique and durable system that perfectly combines cost-effectiveness, functionality and aesthetics.



◀ Execution possible with or without reinforcing brackets, depending on the weight of ceiling and covering.

**beMatrix**<sup>®</sup>  
 reInventing stand building systems





A unique new  
360° reference frame  
in the stand construction  
and event world.

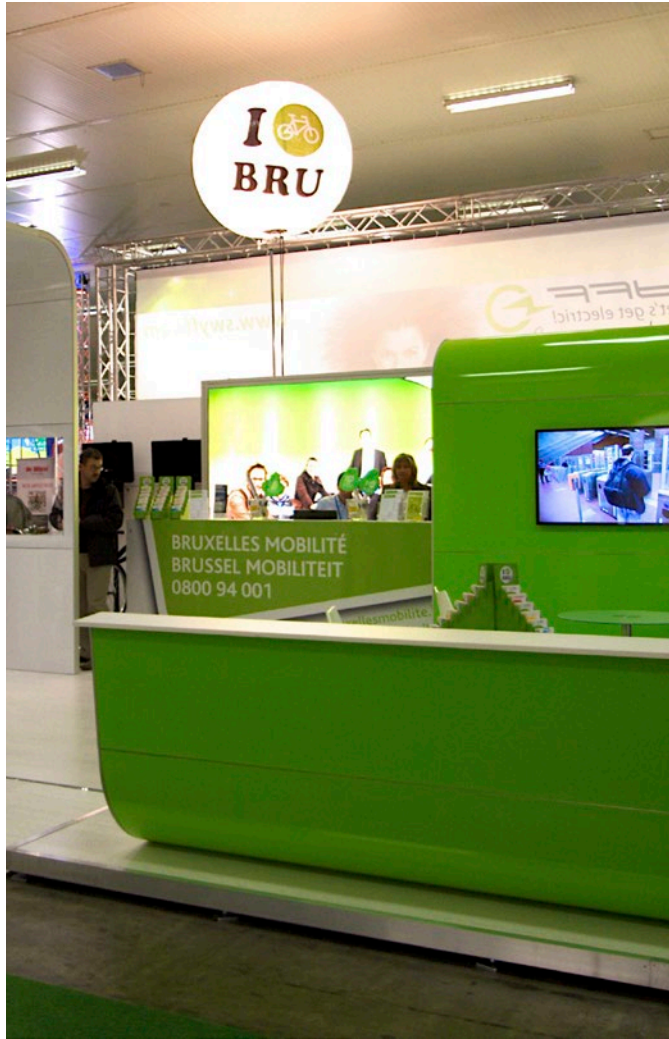




▼ Client: Spacebox (BE)  
category: Stands



▼ Client: Clip Display (BE)  
category: Stands







► Client: Silver Partners (BE)  
category: Stands



► Client: Symbiosis (UK)  
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► Client: Symbiosis (UK)  
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▼ Client: Ontwerpbureau Jan (BE)  
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