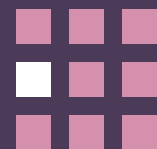


TRADE GUIDELINES

CLADDING A SHELL SCHEME USING SHELL-CLAD CLIPS



The following set of guidelines will help you clad a shell scheme using Shell-Clad clips:-

01 - Shell scheme type

First, you need to know what type of shell scheme is being used at your client's show. Never second guess this and never assume it is "System A" simply because it was "System A" last year. Shell-Clad is NOT a one system fits all product so this information is crucial! (See Fig 1)

02 - Panel dimensions

We will supply panel dimension to you when you order your Shell-Clad clips from us. If you want to work them out in advance, then first establish what the pillar centre to pillar centre of your shell scheme is (see Fig 2). Let's call this x, then:-

All mid-wall panels will be x mm wide

End of wall panels will be x + 22 mm wide

If you don't mind cutting around the fascia board

End of wall panels will be x - 25 mm wide

If you don't want to cut around the fascia board

Corner panels will be x - 35 mm wide

External corner panels will be x + 40 mm wide

(external corners need capping)

If you are dealing with half panels, half the c2c and then add or subtract as above.

Needless to say there are exceptions (for example Click shell schemes) so it is always best to check with us before finalising your artwork.

Stand height will be shown on your shell scheme spec sheet. Please allow for ceiling grids etc. We produce all panels to 2400mm unless there is a very good reason not to.

WARNING: Shell scheme spec sheets often show "panel widths" but these dimensions refer to infill panels and NOT to Shell-Clad panels.

03 - Facia board

Most shell schemes have a fascia board (see Fig 3) - the name board that wraps around the open faces of your stand - and so you will need to decide your fascia board "strategy". You have two options:-
i) extending end panels to cover the final pillar which requires cutting an L shaped notch in these panels top corners to accommodate the fascia or ii) stopping these panels just short of the fascia. Option i) is cheaper as it requires less Shell-Clad but option ii) is simpler to install as no cuts are required and so is a client favourite.

IMPORTANT: If you choose option i) you will need to cut down two lengths of Shell-Clad (one for each open face) to accommodate the fascia board. Facia board depths vary but if a fascia is (say) 300mm deep, then trim 300mm off two lengths of Shell-Clad and supply them as 500+300mm. Shell-Clad clips are easily cut using a hack-saw.

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Fig 1.

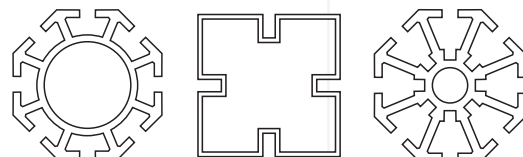


Fig 2.

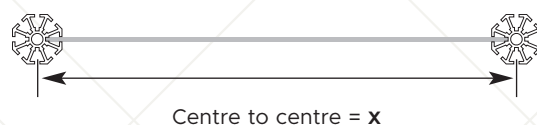
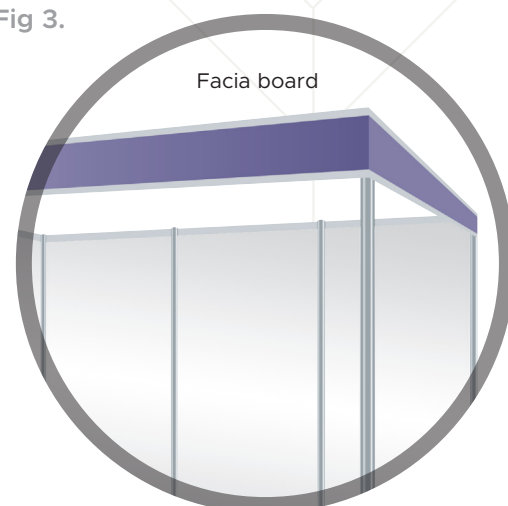
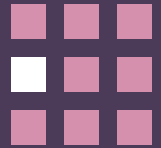


Fig 3.



TRADE GUIDELINES

CLADDING A SHELL SCHEME USING SHELL-CLAD CLIPS



04 - Velcro fixings

We use only branded Velcro fixings on Shell-Clad stands. We apply 2 x 20mm hook (rough) to the Shell-Clad clips and 20mm loop (soft) to the reverse of our graphic panels (see Panel Preparation PDF). When applying Velcro to the Shell-Clad clips, do so as shown in **Fig 4**. The narrow gap down the middle of the clip serves as a useful "vertical" guide for installers. We do not recommend the use of magnetic fixings.

05 - Planning ahead

Always ask your client if their show is a one off or whether they will be using their graphics again. If they have multiple uses in mind, build this into your plan. For example, a full sized image of a cheetah over a 4m wall might look brilliant, but it will also look pretty strange if the next stand is just 3m wide! (See **Fig 5**). Likewise, don't print a bold heading over the full 4m (however bold) if the next format is 3m... ie always plan ahead.

One final thought for now, a 990mm wide panel will always fit into a 1000mm gap, but a 1000mm wide panel will not fit into a 990mm gap. We know how to make A fit B, so ask for help if in doubt.

06 - Print substrate

For best results, we recommend that you use Magiclad rollable corex panels when cladding your shell scheme. Magiclad delivers all the practical benefits of a rollable material plus the visual and functional benefits of a (semi) rigid material once in situ. These roll panels are available from us in virgin (unprinted) format, complete with printing and mounting guidelines.

If you are using rigid boards, we recommend that you use 5mm rather than 3mm as this is less prone to bowing. We do not recommend the use of banner drop materials when using Shell-Clad. If used, however, stiffening battens may be required in the area of the fascia and on all square pillar corner installations.

IMPORTANT: When selecting your print substrate, please remember that Magiclad is significantly easier to apply than foamboard (which is prone to kinking and easy to damage). In addition, Magiclad can be transported on the back seat of a family saloon and only one installer is required at the venue.

Fig 4.



Fig 5.



Magiclad + Shell-Clad = impact!

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