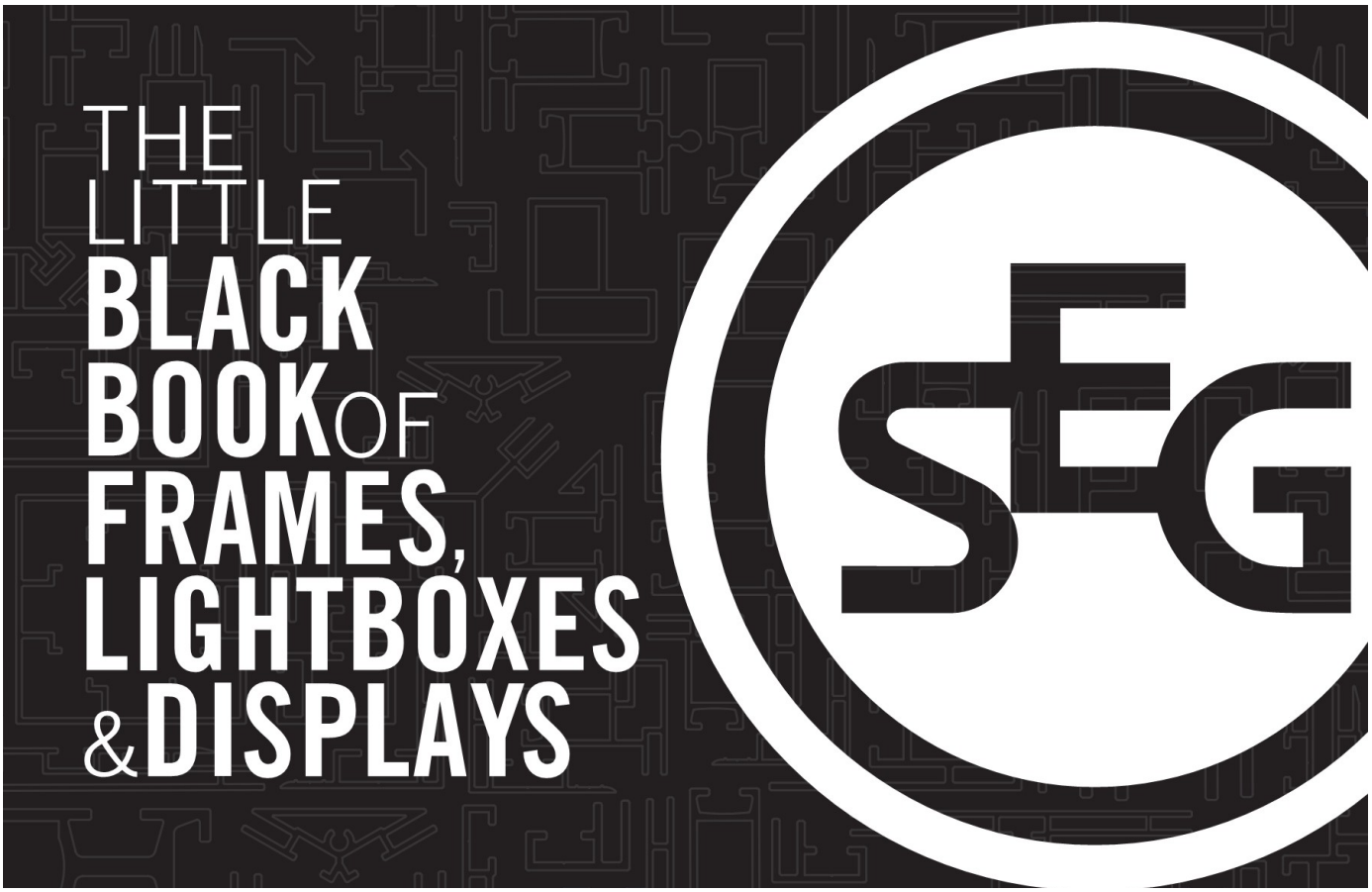

SEGSystems.com | @SEGSystems
SEG SYSTEMS®
On Time. On Brand. On Budget.

CAPABILITLIES

In-house Manufacturing
Custom Fixtures + Displays
Metal Fabrication
19+ Lighting Solutions
CNC Machining
Acrylic
Millwork
92+ Extrusions available
1000+ Powder Coat Colors + Finishes
Print + 3D Print

SERVICES

Site Survey
Engineering
Graphic Design
Custom 3D Renderings
Prototyping
Project Management
Quality Control
Custom Crates & Packaging
Onsite Installation
Production Design

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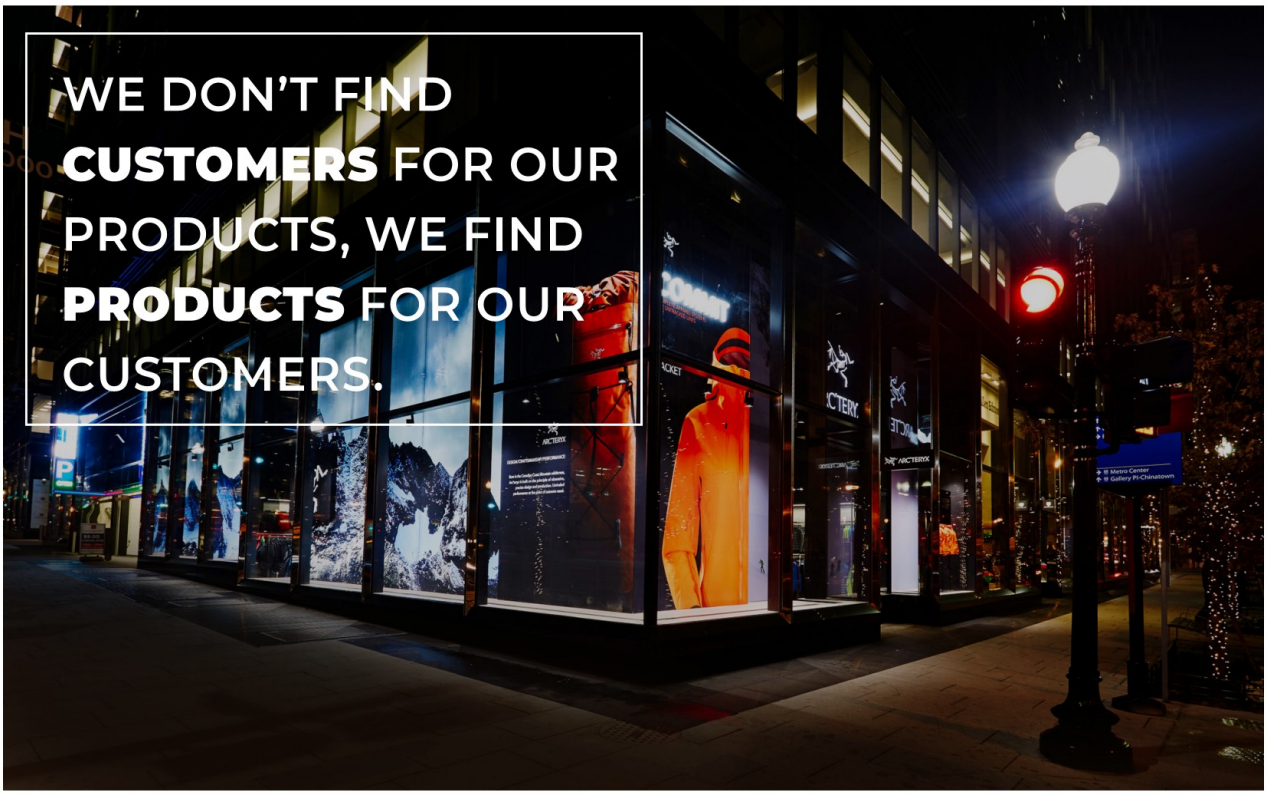


ABOUT US

Full-Service Frames, Lightboxes + Displays Manufacturer

At SEG Systems, we're all about making the impossible possible. We don't just offer SEG frames, lightboxes and displays, we offer you the ultimate customer experience. We design, engineer, and build integrated solutions for your brand, event, trade show, retail space, or office environment.

The best part? Our products are made in-house and completed from start to finish under one roof, all while maintaining environmentally sustainable practices and materials.

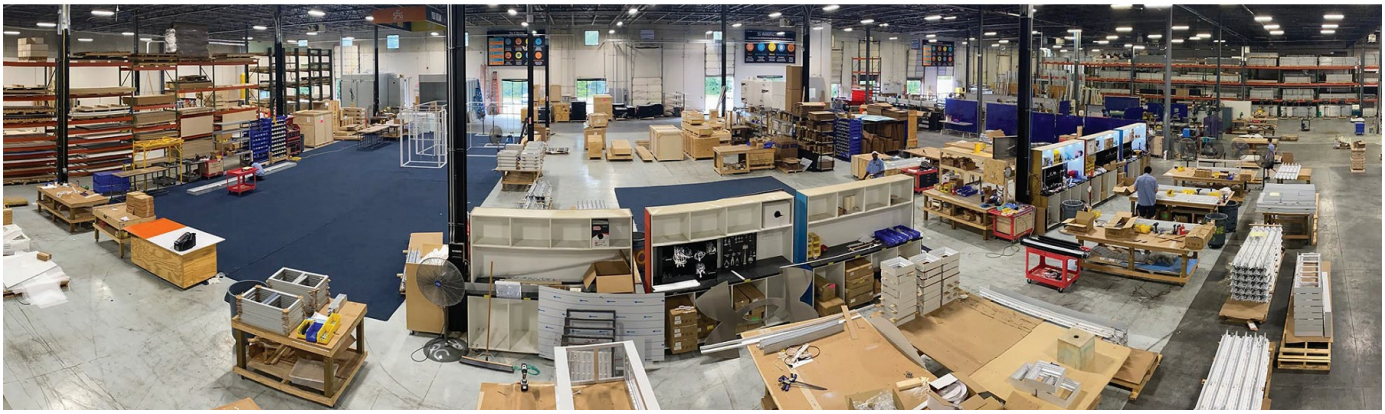


YOU DREAM IT WE DESIGN ENGINEER & BUILD IT

Everything starts with a conversation

IN-HOUSE MANUFACTURER

- 130,000 sq ft shop
- UL Certified
- Up to 9-year warranty on LEDs
- Speed to prototype and market
- Millwork + Metal fabrication
- Environmentally sustainable practices and materials
- Domestic and international manufacturing and sourcing capabilities
- Assembled in America
- 1000+ finishes + powder coating



OUR CLIENTS

FAMOUS footwear · US. FOODS · CONVERSE · Audi · Majestic · TIFFANY & CO. · NIKE

DUKE ENERGY · mazda · Wrangler · BIRKENSTOCK · UNDER ARMOUR · THE FRESH MARKET · EXPRESS

SEPHORA · LOCK PERFECTION · FINISH LINE · DELTA · J&P CYCLES · asics

NOVANT HEALTH · CHARLOTTE HORNETS · PETSMART · '47 · Dior · Clarks

SEG FRAMES + LIGHTBOXES





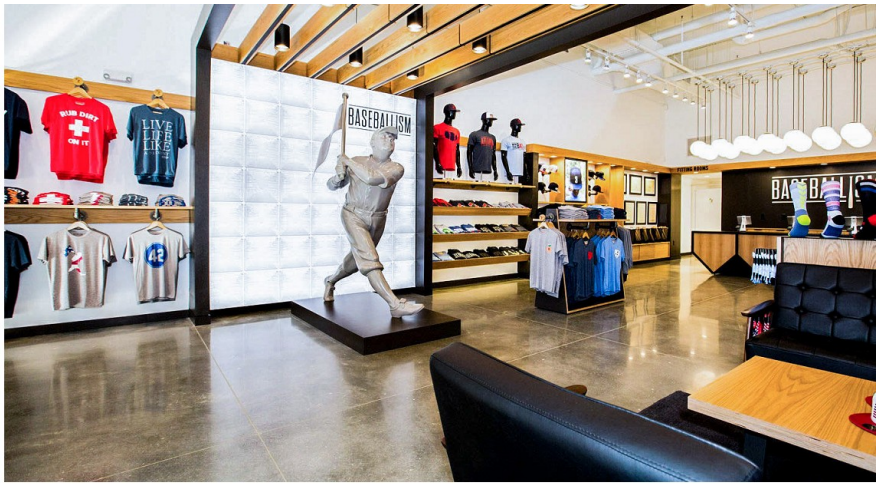
WHAT IS SEG?
Silicone Edge Graphics are high resolution, dye-sublimated fabric that is finished with a thin silicone strip, inserted into our aluminum frames.

When it comes to buying a lightbox, we know that one size never truly fits all. That's why we have over **92 extrusions** in stock and **19 lighting solutions**, with custom options available!

TYPES OF FRAMES:

- Wall-mounted
- Freestanding
- Double-sided
- Backlit
- Non-lit
- Curved
- Corner
- Suspended
- Custom
- Structures
- Fixtures









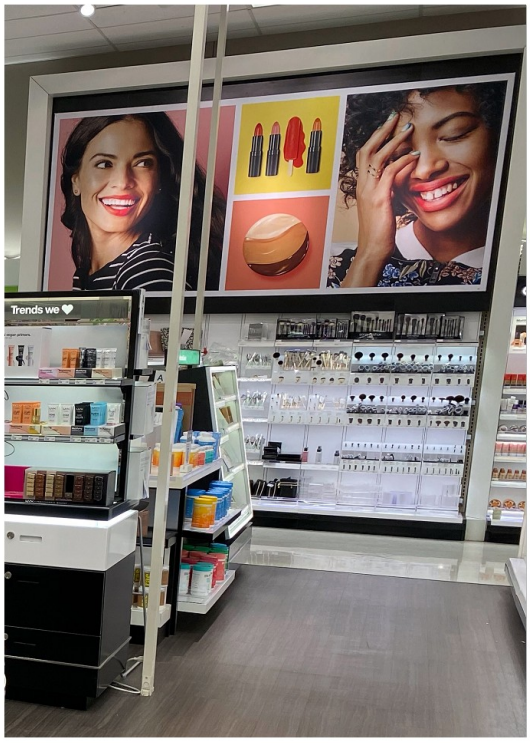
TARGET

Largest Rollout

OBJECTIVE:
With a goal to improve the customer experience, Target wanted to add graphics to departments within their stores that were easily interchangeable at an associate level.

SOLUTION:

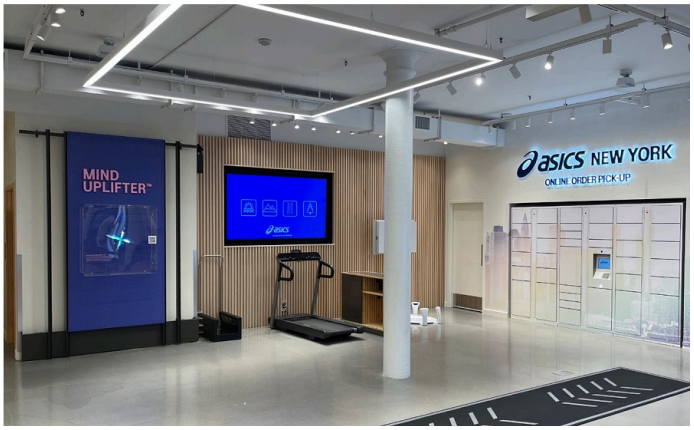
- Large non-lit SEG frames
- 160 tons of extrusion
- 33,971 SEG frames assembled
- 542,128 pieces of hardware kitted
- 67,942 recyclable boxes packed
- 875 skids created
- 40,000 sq. foot dedicated kitting space
- Created a 24/6 workday schedule to accomplish rollout on budget, on brand, and on time!





SEG RETAIL





SERVICES: Design, Engineer, Prototype, Site Surveys, Dedicated Project Manager, Quality Control, Installation

BENEFITS:

More than a Frame
- Design displays with unique shapes, sizes, & textures
- Modular without construction

Custom Merchandising Displays
- Create a display that fits your product perfectly
- Solve problems with our custom solutions

Shop-In-Shop
- Elevate your brand
- Generate additional footprint space











Pigeon Forge, Tennessee | Sturgis, South Dakota | Scottsdale, Arizona | Taylor, Michigan





J&P CYCLES

Retail Store Design

OBJECTIVE:
J&P Cycles wanted a retail experience that dared their customers to “live life on two wheels.” J&P engaged SEG for the design, engineering and production for their new branded stores. To make this come to life, SEG incorporated raw materials and elements that personified the feeling of riding your bike on the road.

SOLUTION:
- Conceptual design and engineering
- Millwork ceiling grid designed to look like barbed wire
- Millwork & steel cash wrap with custom signage
- Lightboxes, accents & accessories
- Custom interchangeable merchandise fixtures

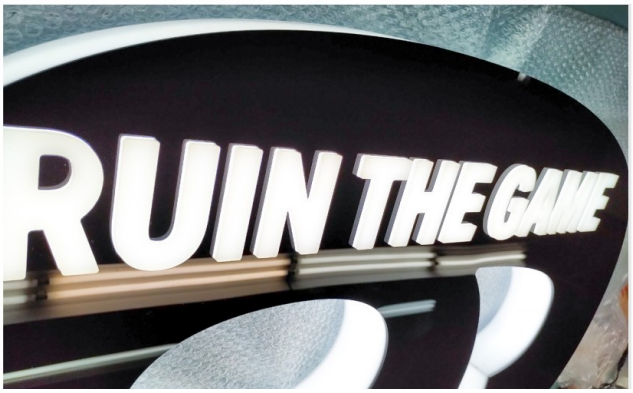
UNDER ARMOUR

Curry 6 Del Amo Retail Experience

OBJECTIVE:
Under Armour approached SEG to create a custom retail experience for the launch of their Curry 6 sneaker within the wholesale silo at three Finish Line locations.

SOLUTION:
- Backlit wall graphics
- Custom lit acrylic number
- Lit mannequin platforms
- Sneaker pedestals
- Basketball hoop towers

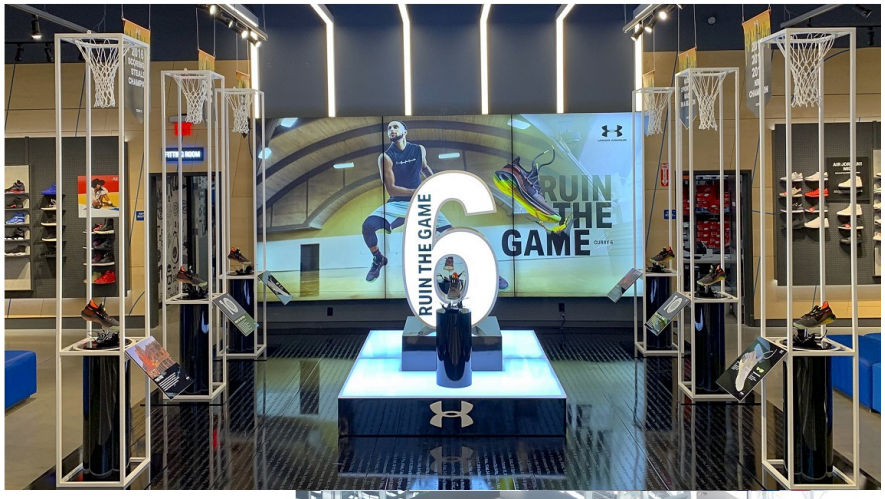












SEG DISPLAYS

- Pop-up
- Freestanding single, double, gondola, and four-sided displays
- Modular merchandise systems
- Shop-in-shop merchandisers
- Millwork cabinetry & accessories
- Lightbox displays & accessories
- Crowd control barriers with slat wall & accessories











CONVERSE

Shop-In-Shop













NYC NORDSTROM BLOCK PARTY

OBJECTIVE:
For the opening of Nordstrom's flagship women's store in NYC, Converse was the first footwear brand to have a 10-week residency in the shoe department. To make a big impact, they asked us to create three activations: indoor customization site with exclusive patches + graphics, outdoor block party, and VIP event. On opening day, over 18,000 people came through the space!

SOLUTION:
- Custom-designed floor layout
- Product glorifiers
- Lightbox shelving
- Millwork cabinetry
- 3D lettering

SEG ARCHITECTURE + DECOR

BENEFITS:

Brand immersion
- Enhance aesthetics with unique shapes and textures
- Create a mood with programmable lighting
- Integrate technology and digital features

Interchangeable features
- Replace graphics with easy-install prints
- Rearrange your space with modular cubicles

Fill open space
- Showcase products with pedestals and display cases
- Utilize blank hallways

Promote safety
- Separate spaces with room dividers

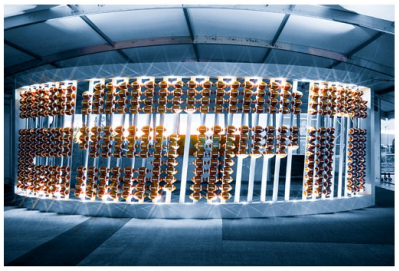


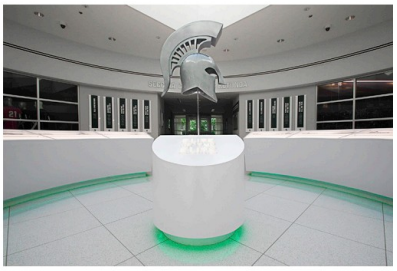












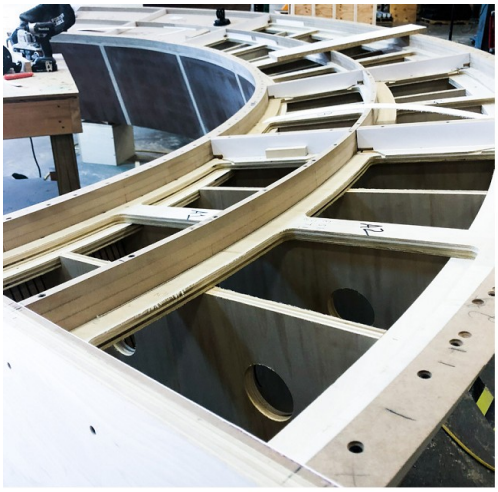
MSU HALL OF FAME

OBJECTIVE:
MSU strived to create a custom countertop with a LED halo lighting around the perimeter of the base. SEG was the only company out of 8 that had a solve for the compound radius fabrication. They were told it couldn't be done, but they knew who to rely on for custom millwork - SEG!

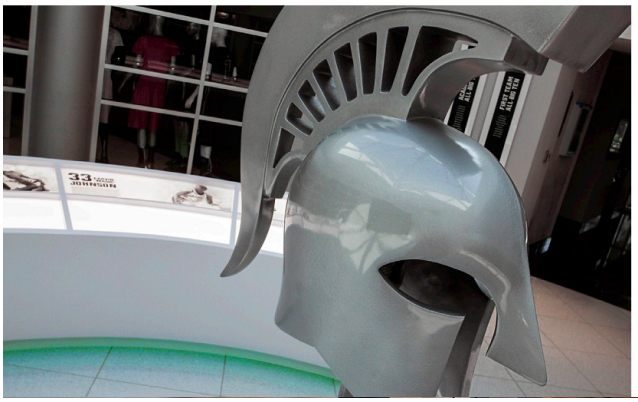
SOLUTION:
- Custom Millwork counters
- Backlit acrylic panels
- LED Halo Lighting
- Push-Through Letters













DUKE ENERGY

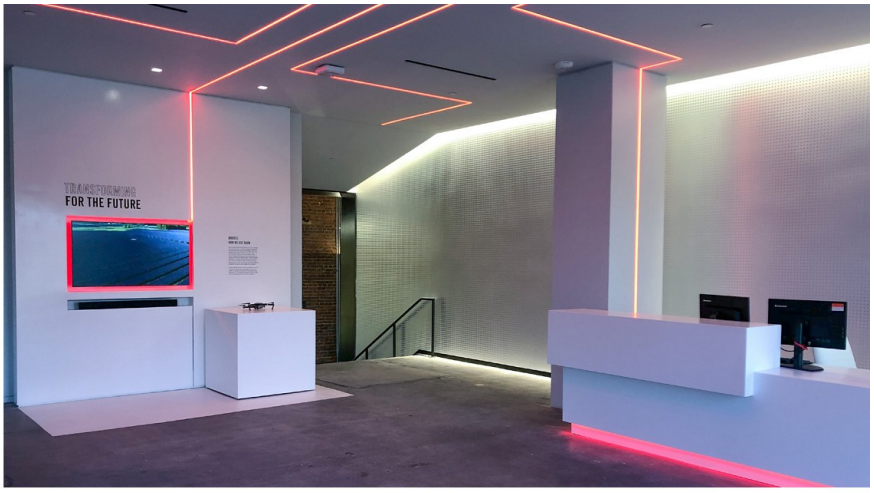
OBJECTIVE:
Duke Energy was looking for an interactive design that incorporated energy and light to reinforce their brand attributes. With that, SEG Systems incorporated timed lighting within the walls so that the brightness intensifies as the day goes on and lowers as the day comes to an end- like how the sun rises and sets. We also produced custom life-size Lite Brites to promote employee interaction and engagement.

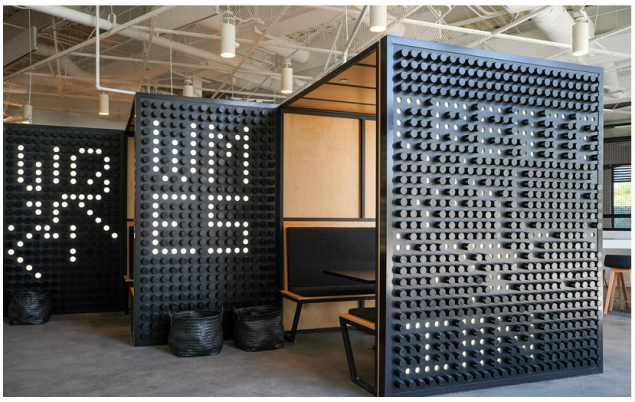
SOLUTION:
- Custom-made acrylic walls with integrated LEDs and custom coding to control brightness and duration of lighting.
- Custom Lite Brites using millwork and lighting
- Wall-mounted halo-lit and backlit 3D letters





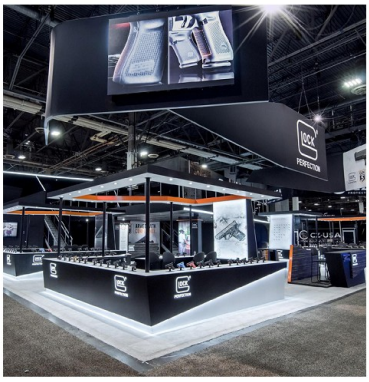

WE POWER


FOR THE FUTURE






WE HELP YOU
MAKE IT™
US.
FOODS

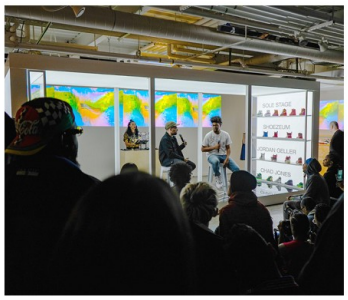



TRANE
MITSUBISHI ELECTRIC TRANE HVAC US


Leica

SEG TRADESHOWS + EVENTS







BENEFITS:

Create An Atmosphere
- Floor to ceiling branding
- Conference rooms & photo ops

Engage Customers
- Integrated technology
- Digital and virtual experiences

Maximize Space
- Modular to fit without construction or labor
- Conceal products in hidden storage

Promote Sustainability & Safety
- Reusable and built to last
- Safety barriers and efficient flow

VS PINK

New York Pop-Up Experience

OBJECTIVE:
The Pink team enlisted SEG to help ideate, consult and bring to life it's first ever holiday pop up in the heart of New York City.

The results - an hour wait in a line around the block to get inside from day 1 through day 10 and more people came through the space than we ever thought possible!

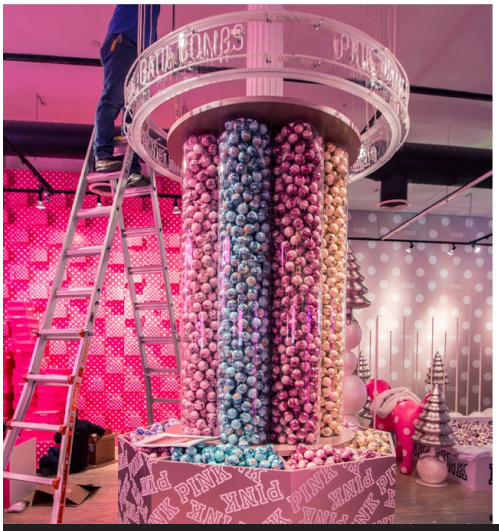
SOLUTION:
- Conceptual design and engineering
- Aluminum substructure skinned in 3D cut sintra with vinyl applied
- Wall to wall SEG fabric and frames
- Millwork slide with vinyl & fabric
- Millwork base with vinyl wrap & six 12" acrylic tubes with gravity fed dispensers
- Installation and oversight

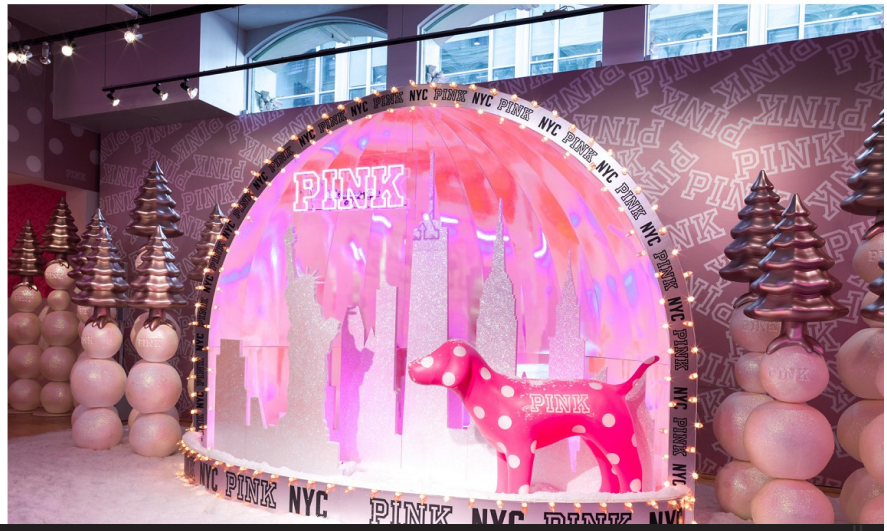











PINK
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