

# OUTDOOR SOLUTIONS

be anything.

EN



The leading system for easy and sustainable event building.

Easy and sustainable event building

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b62°

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# Easy and sustainable event building

beMatrix is the true heir of the original frame system with big holes. Launched in 1993, beMatrix is transforming the exhibit and event industry with a sustainable, convenient to use system, that provides a higher return on investment.



## **Our mission is to be the leading system for easy and sustainable event building.**

The beMatrix system offers exhibit and event builders endless possibilities for their exhibits, indoor events, outdoor events and pop-ups.



## **A sustainable step forward: frames with ECO+ finish.**

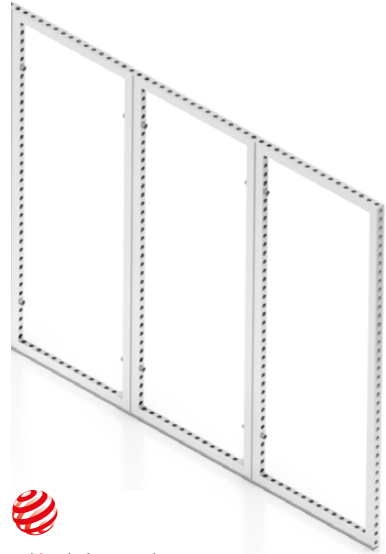
beMatrix introduced the ECO frame as an ecological alternative to the anodized frame. Anodizing is a chemical surface treatment that is harmful to the environment. As a result, we invented a brushing technique that gives you the same look, but without the environmental risks.



Want more information on our efforts to minimize our impact on the environment? Read our **Sustainability Charter** on [www.beMatrix.com](http://www.beMatrix.com).



# b62<sup>®</sup>



  
reddot design award  
winner 2013

All dimensions of the b62<sup>®</sup> frame system have been based on the perfect **62 × 62 mm matrix**. The width, length and height of the constructions are always multiples of 62.

The 62 mm matrix delivers the ultimate **modularity** with countless configuration options.

# Why beMatrix?

## Fast & easy design and build-up

beMatrix is lightweight and tool free, making it faster and easier than assembling a traditional profile-based system!

## High return on investment

The same frame can be used for walls, ceilings and floors. Since assembly is quick and easy, labor costs can be reduced

## Sustainable system

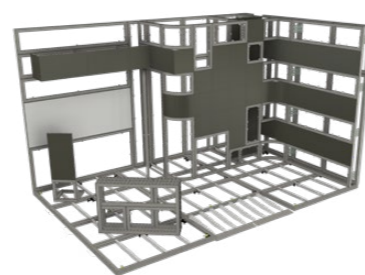
Frames can be reused over and over again. They are also recyclable without any loss of quality.

## International network

There is always someone in the beMatrix network nearby to assist you; beMatrix operates worldwide.

## Local service and stock close to you

We have rental and service centers worldwide to support you.





**J**  
**JETIMPORT**  
YOUR BEVERAGES IMPORTER

RED BULL MET  
KIWI SMAAK.

RED BULL MET  
KIWI SMAAK.

RED BULL MET  
KIWI SMAAK.

**RED BULL MET  
KIWI SMAAK.**

**Red Bull**  
STIMULEERT LICHAAM EN GEEST\*

THE  
**GREEN**  
EDITION

Kiwi

ENERGY DRINK

Stimuleert lichaam en geest

**ROJKA**

**DESPERADOS**  
BEER  
DE QUILA

# Product principles

01

1



**b62**

The 62 mm grid assures a perfect fit in any direction. Create any shape imaginable.

2



**Toolless**

Hardly any tools are needed. The system is fast to build with.

3



**System & custom**

beMatrix is a unique blend of a modular system with custom elements.

4



**ECO surface treatment**

Brushing process that does not harm the environment.

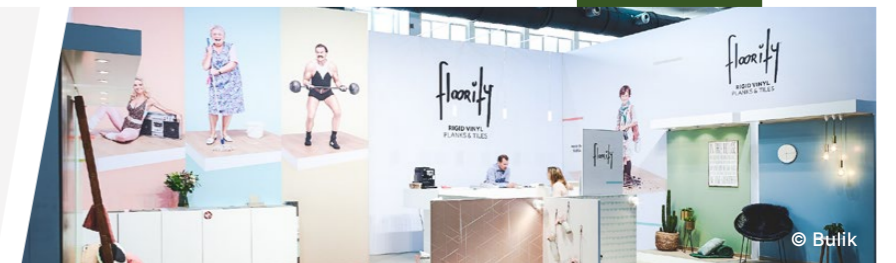
8



**Keep the body, change the skin**

Endlessly reusable, just change the graphics!

7



**beMatrix, our DNA**

Easy to finish with panels/textile. Complete compatibility with the rest of the system.

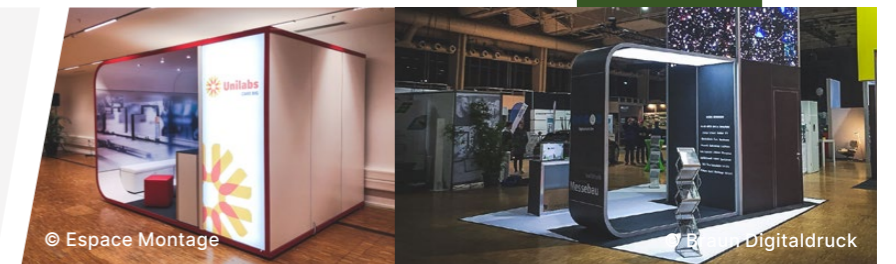
6



**Welded frames**

Lighter, stronger and faster assembly than standard frames.

5



**360°**

Seamlessly use the frame for walls, ceilings and floors.



The world of live communication continues to evolve. With these concepts you can take your beMatrix stock beyond the show floor to the great outdoors.

With the addition of just a few new parts, you open up a world of new opportunities. Use your existing beMatrix inventory and take the convenience of our system outdoors.

# pop-out

# 202

# Inspirations

pop-OUT is a flexible product for **outdoor pop-up activities**. With the basic pop-OUT structure and our other beMatrix products, you open a new world of possibilities for your existing beMatrix inventory.

## Retail

With pop-OUT you can create unique pop-up shops that entertain consumers with short-term 'wow' experiences.

## Office interior

Create a meeting room or office space anywhere you need to, while maximising available brandable spaces and surfaces.

## Outdoor event

pop-OUT can accommodate lounge areas through VIP areas and be customised to meet your needs.

## Product presentation

pop-OUT is perfect as a product display! No need to hire a merchandizing team.

## Festivals and Concerts

Use the pop-OUT to really stand out at a festival or concert. The second floor provides the perfect spot for a DJ or VIP section.



© beMatrix







Learn more about the pop-OUT during our hands-on training.



# Structure

## Advantages

pop-OUT comes standard in one size and colour. The structure contains a **floor plate, a ceiling plate and four beams**. Once the structure is placed, you choose how you finish the structure and if you close it up with **walls of frames or glass**. For maximum fit with the beMatrix DNA, the pop-OUT elements can be linked or stacked depending on the need.

## Flat packed or prebuilt

pop-OUT can be transported flat packed to save space or prebuilt for fast setup on site.



## Level it up

Every corner has a hatch so you can place the pop-OUT level, wherever you want.



Scan and get a step by step guide!



## beMatrix dimensions

As with our other products you can finish your pop-OUT with b62 frames and 3mm panels or SEG textile that fit the standard b62 frames.

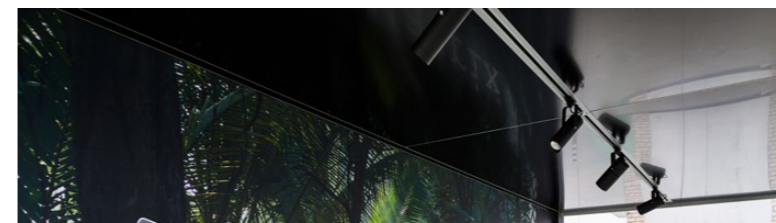
## Double door

pop-OUT is delivered with a standard double door and lock.



## Track light

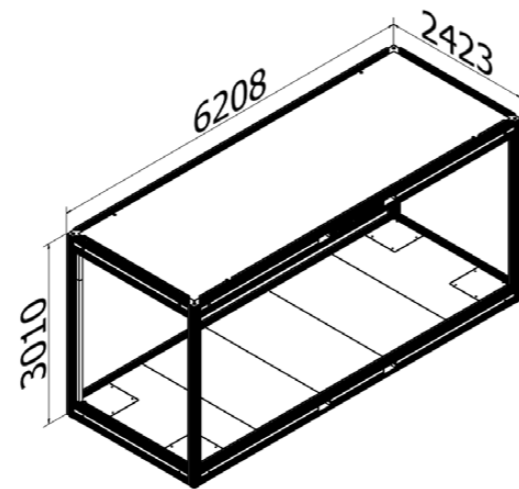
Lighting the interior is easy with the beMatrix Track Light System.



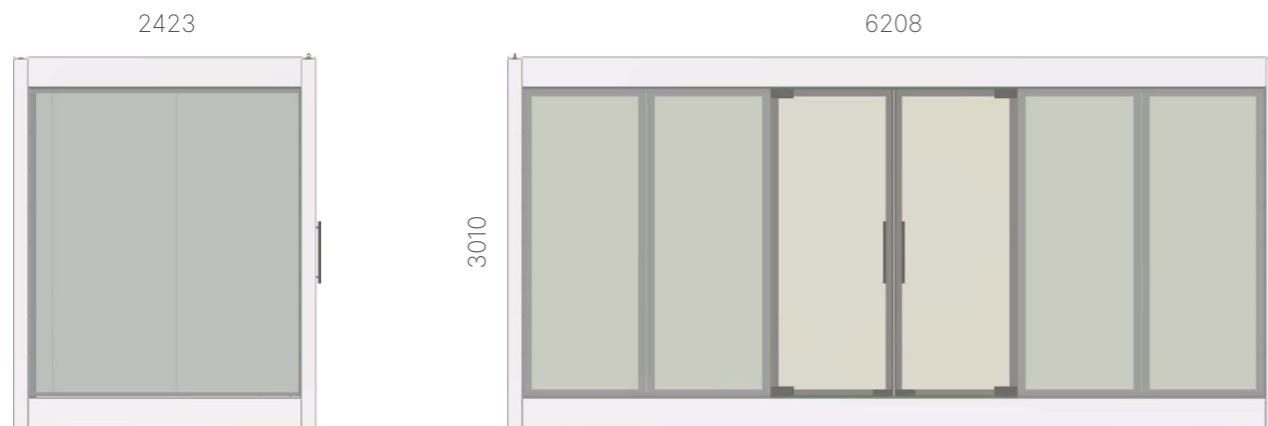
## Technical details



ART. NR: 450 001 TG  
 DIMENSIONS OUTSIDE:  
 6208 × 2423 × 3010 mm  
 DIMENSIONS INSIDE:  
 5960 × 2170 × 2480 mm  
 COLOUR: RAL 9006  
 OPTIONAL:  
 Glass sections / Double door



## Glass profile configurations



## Good to know

- The pop-OUT is delivered **without electrical wiring**. The structure has the necessary holes and space to offer full flexibility in where you place wiring in the floorplate, beams and ceiling plate. Create a perfect finish with beMatrix frames or panels and textiles.
- Whether you order glass sections, the glass needs to be reinforced for outdoor use and have a **thickness of 12 mm**. beMatrix does not deliver glass sections.
- The pop-OUT is delivered with a double layer wooden floor with a total thickness of 36 mm. This structure is strong enough to carry a car. You finish the floor with **standard 6 mm flooring material**.
- You can install an **air conditioning** using the beMatrix frame.
- Structural calculations have been performed according **EUROCODE**.

## Double door configurations



# Modularity

## Design freedom

### Change the skin

We always say, **keep the body, change the skin**. This is true with pop-OUT as well. You can finish the outside of pop-OUT with 3 mm panels and a new profile for safety. The inside can be finished with panels, glass, LEDskin®, textile or lightboxes.

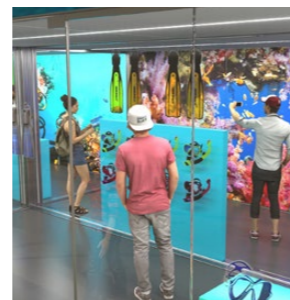


### Xtreme solutions

Integrate pop-OUT with the **beMatrix beTruss** or **beConstruct** and create new and imaginative experiences. Thanks to the modular DNA, design possibilities are endless.

### LEDskin®

The interior of pop-OUT **perfectly integrates with LEDskin®**. Next to that, you are able to add LEDskin® behind the glass, pointing outwards. LEDskin® is available in 2 pixel pitches: 1.5 and 2.5 mm. This guarantees optimal resolution, brightness, and responsivity. Create an experience inside the pop-OUT or draw attention using LEDskin®.



### Lightbox

Light up your message with a lightbox. beMatrix lightboxes integrate easily with our pop-OUT system **without using any tools**. You can choose between single-sided and double-sided lightboxes. The result is a sleek and flawless look.



© 3DXS



© beMatrix

# Parts

## Double the pop-OUT, double the fun

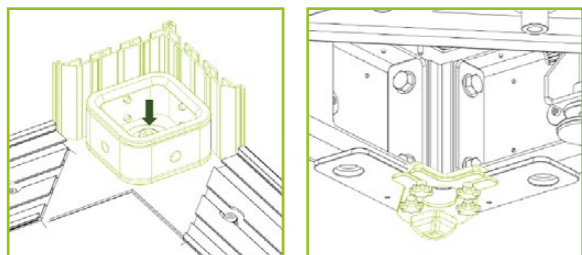
Do you want to take your pop-OUT to the next level? Now you literally can! Add an **additional floor on top of your existing pop-OUT**. To make it easy for you, we created an all-in-one package that includes the second floor and stairs, providing you with everything you need to make a lasting impression.

**Underneath, you'll find an example of all the parts you will need.**

### Stacking cornerblocks

**450 03 00**

Take your pop-OUT to the next level with an additional floor. This coupling piece allows you to **mount an additional platform** or pop-OUT to your existing pop-out. This set contains 4 pieces.



### Joining set waterproof rubber

**long side - 450 04 01**

**short side - 450 04 02**

Our two joining sets allow you to connect 2 pop-OUTs together on either their long or short sides. Each set contains 4 connectors, 1 magnetic foil design to seal the top, and rubber with velcro to seal the sides.



### Railing set + stairs

**450 002**

Finish the top of your pop-OUT with our new pop-OUT railing and stairs set. The stairs can be connected to the platform from different directions and provides both **safety and a beautiful finishing touch** to your build.



### Configurations



### Glass frame + door

**Short sides - 451 2170 2480 A**

**Double door - 452 5952 2480 A**

**Long side - 451 5952 2480 A**

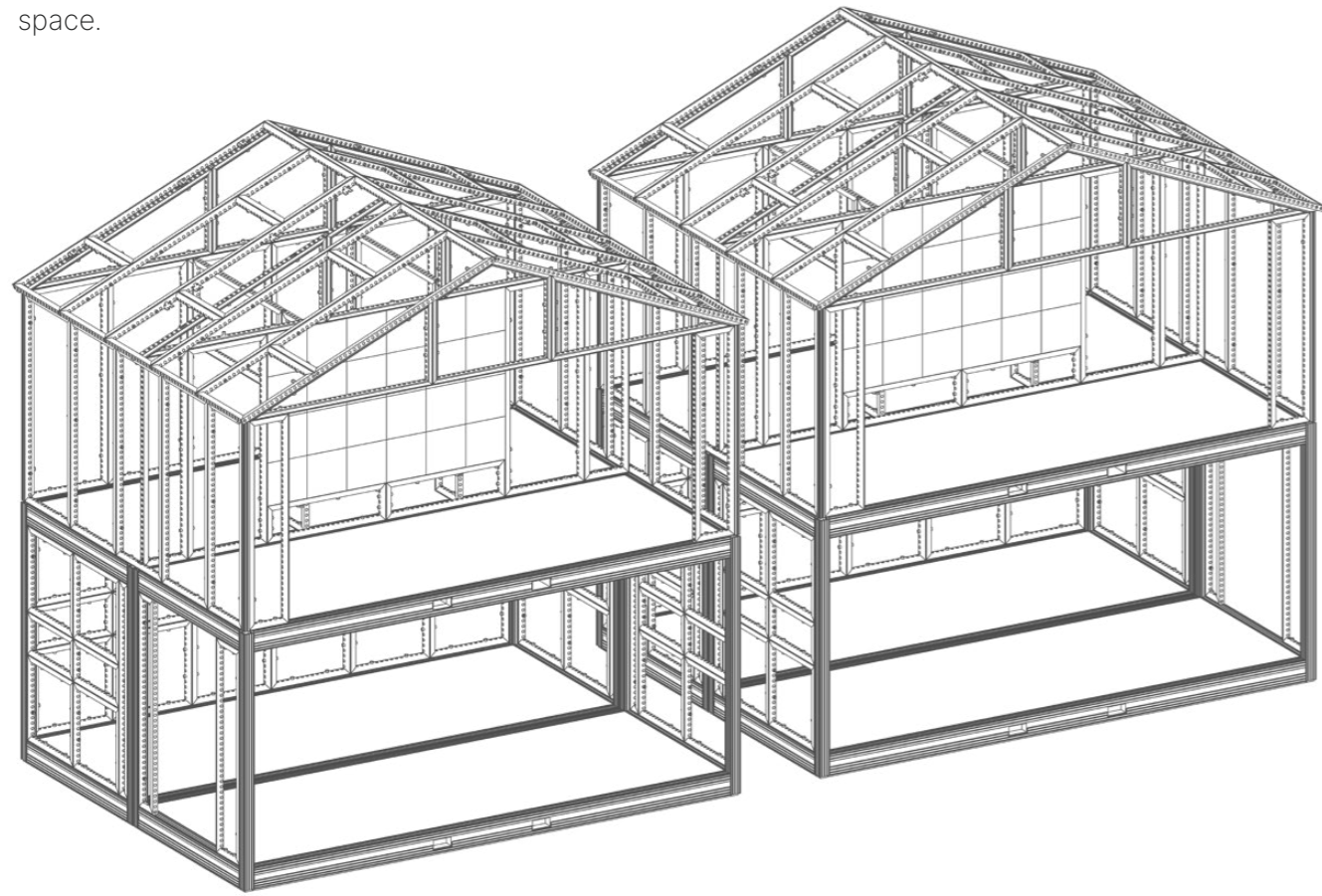
### b62 frame

**606 ++++ ++++ 30E**

The modular nature of beMatrix means that how you finish your pop-OUT is up to you. pop-OUT easily accepts frames with infills or glass for a nice clean look.



You're not limited with pop-OUT. Dare to dream big and connect multiple cubes to create one large space.



© The 4 One Group & Willwork



© The 4 One Group & Willwork



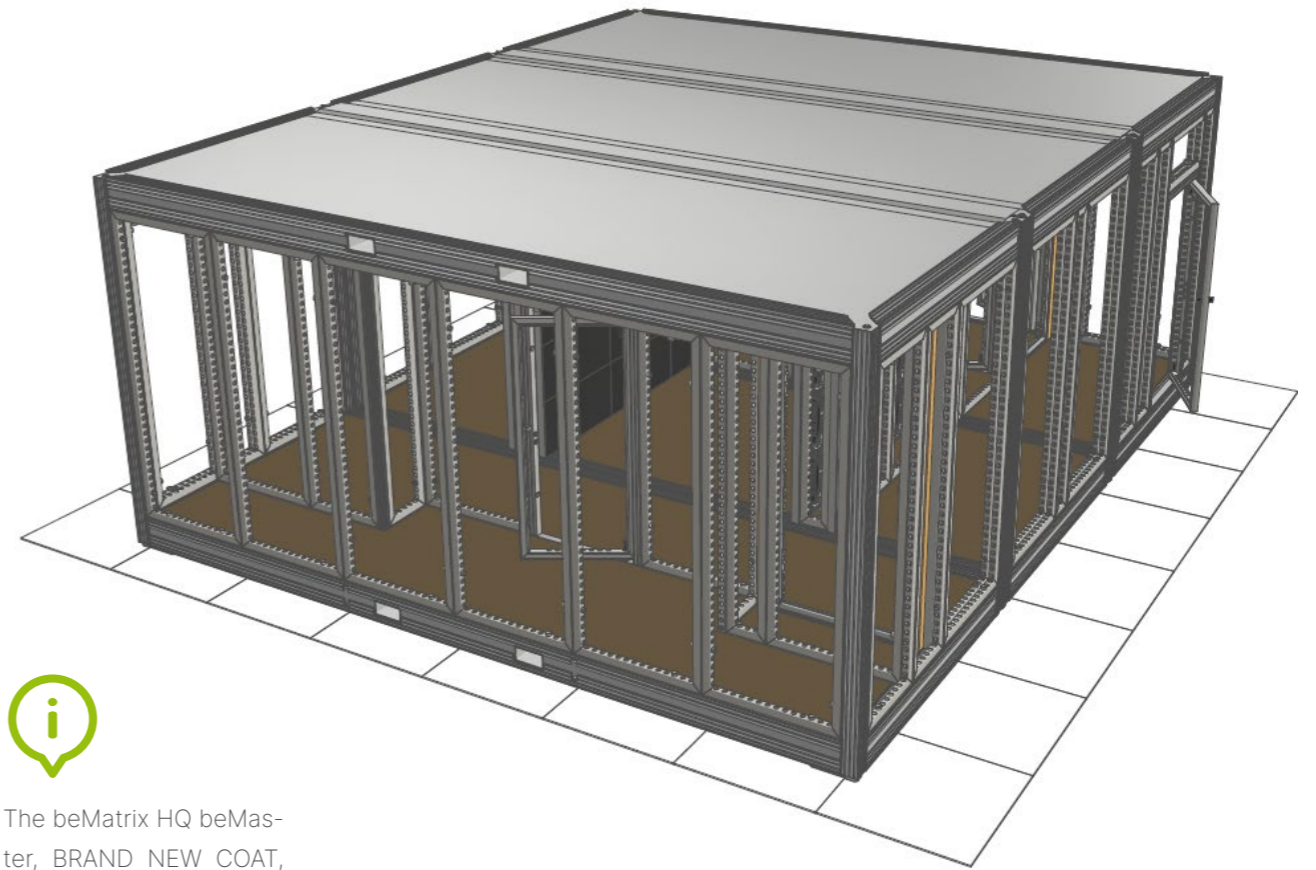
© The 4 One Group & Willwork



© The 4 One Group & Willwork



© BRANDNEWCOAT



The beMatrix HQ beMaster, BRAND NEW COAT, attached **3 pop-OUTs** together in the Parisian city-center to promote the new Mugler perfume.



03

# UnderCover





# Structure

## Advantages

### One integrated solution

With UnderCovr you no longer need to setup tent structures to cover your beMatrix frames. This type of work-around is now a thing of the past. UnderCovr is a **single structure** that offers sufficient strength and outdoor durability on its own.

### Build fast

Just like with our other products, assembling with UnderCover is **lightweight** and **fast**. Thanks to the big holes, the frames can easily be connected to each other without needing any tools.



### beMatrix DNA

The core of beMatrix is **innovation** and **modularity**, and UnderCovr is no different. UnderCovr can be combined with all other beMatrix products both inside and outside, giving designers true design freedom.

### Get creative




You choose how the UnderCovr will look. As with all our products, you can finish the UnderCovr with **3 mm panels or SEG textile** that fit the standard b62 frames.



© Les Standistes

## The body

The walls of the module are built with standard beMatrix frames and connectors. You can reuse your current beMatrix inventory or get your UnderCovr standard pack.

	MODULE 3 X 3	MODULE 6 X 3
	6 standard frames 992 × 2480 mm ECO+ finish Double hook Velcro	6 standard frames 992 × 2480 mm ECO+ finish Double hook Velcro
	3 specific frames 992 × 2294 mm ECO+ finish Double hook Velcro	6 specific frames 992 × 2294 mm ECO+ finish Double hook Velcro
	1 reinforced top frame, D30 holes 310 × 2976 mm ECO+ finish Double hook Velcro	3 reinforced top frames, D30 holes 310 × 2976 mm ECO+ finish Double hook Velcro

### GOOD TO KNOW

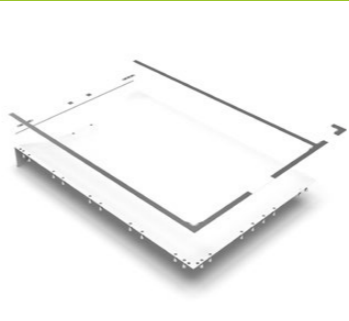


The ECO+ finish of the frames is a brushing technique, which does no damage whatsoever, to the environment and results in ECO frames that look almost identical to anodised frames.



## The roof

We have 2 roof sets containing all elements you need to complete the build of the UnderCovr module. The ceiling is constructed out of standard frames and mounted with standard connectors (ECO+ finish & Double hook Velcro).

460 000 01 ROOF SET		
	<p>The roof set with dimensions 3 × 3 is mounted on top of the frames at an angle so that water flows to the backside of the construction.</p> <p>The set consists of:</p>	
	<p>Fixation plates to mount the roof cover to the structure with M8 screws. The items are galvanised and painted gray for a nice looking finish. It's possible to attach straps to the ground.</p>	<p>460 03 00 460 03 01 460 03 02 460 03 03 460 03 04</p>
	<p>Roof UnderCovr canvas to shield the inner surface from the rain. The canvas has prepared holes for ease of use.</p>	<p>460 02 00 3100 × 3100 mm RAL 9016</p>
	<p>Roof UnderCovr stabilizer to put tension on the canvas. The rod will make sure the canvas stays put under windy circumstances.</p>	<p>802 2976 D00 Galva D17,2 / 12,5 2976 mm</p>





460 000 02 ROOF SET		
	<p>The roof set with dimensions 3 × 2 is mounted on top of the frames at an angle so that water flows to the backside of the construction.</p> <p>The set consists of:</p>	
	<p>Fixation plates to mount the roof cover to the structure with M8 screws. The items are galvanised and painted gray for a nice looking finish. Straps can be attached to the ground for added stability.</p>	<p>460 03 00 460 03 01 460 03 02 460 03 03 460 03 04 460 03 05</p>
	<p>Roof UnderCovr canvas to shield the inner surface from the rain. The canvas has prepared holes for ease of use.</p>	<p>460 02 02 2108 × 3100 mm RAL 9016</p>
	<p>Roof UnderCovr stabilizer to put tension on the canvas. The rod will make sure the canvas stays put under windy circumstances.</p>	<p>802 1984 D00 Galva D17,2 / 12,5 1984 mm</p>



## The skin

You can finish the structure by using both printed panels or printed textiles to fit your outdoor event concept. UnderCovr is 100% customizable.

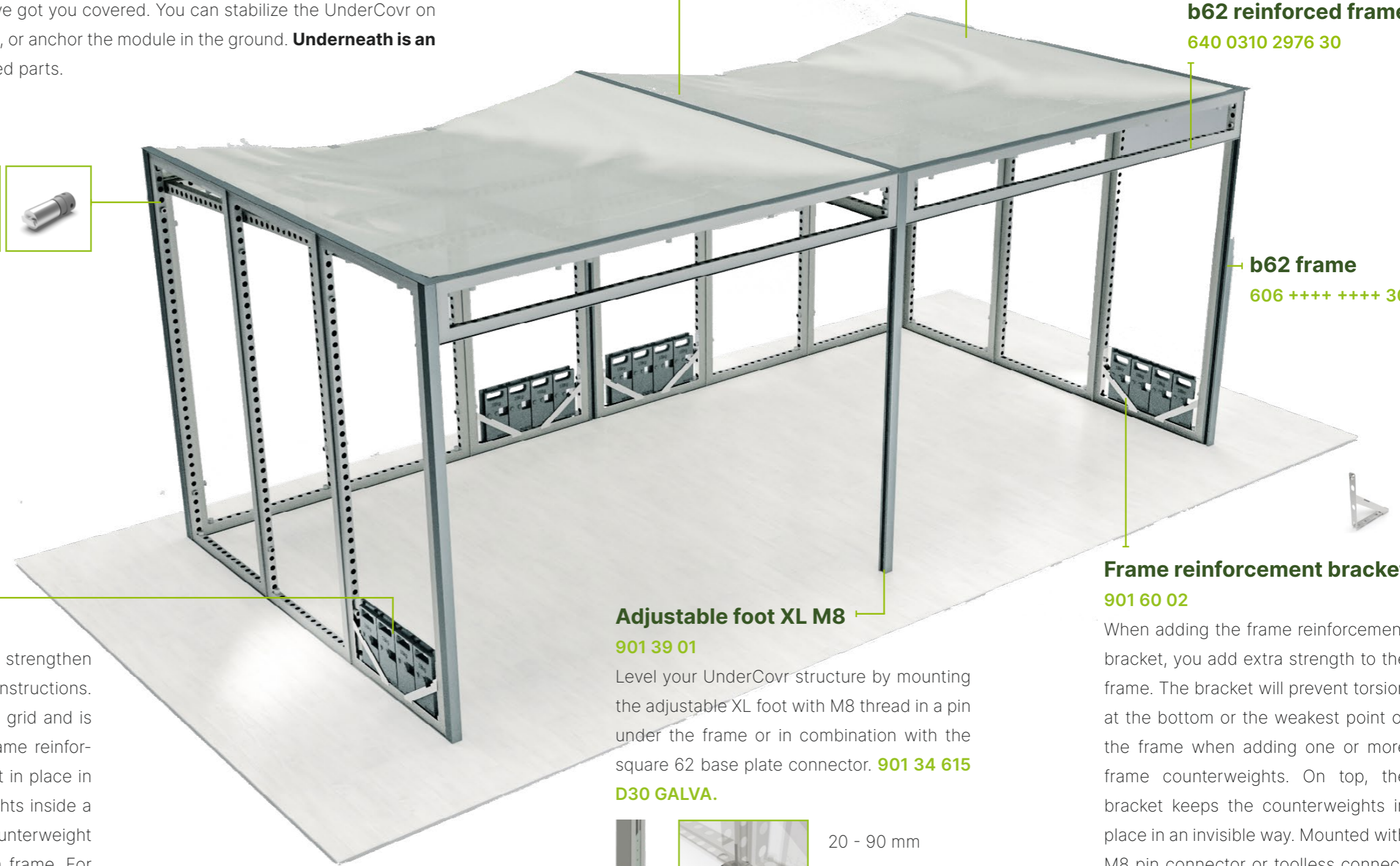
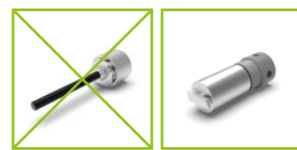


PANELS	TEXTILE	ALTERNATIVE INFILLS
		
<p>Panels in PVC, dibond, wood, (acrylic) glass... it's all up to you. Mount panels on both sides of the frame for maximum robustness.</p> <p>Use beMatrix loop &amp; hook Velcro to make sure your panels can withstand the outdoor elements.</p>	<p>Use textile if you are looking for a seamless finish and the most sustainable solution.</p> <p>For outdoor use, the textile fixation clip (460 05 01) is used to mount and keep the textile in place. With this extra piece, the tendon of the textile is clamped for extra fixation.</p> 	<p>Almost any other kind of material - even thicker than 3 mm - can be mounted onto the beMatrix frame system.</p> <p>Go loose and think alternatives: (fake) moss, wood, Alcantara tiles, rope, plexi... What do you have in mind?</p>

# Parts

## Level and stabilize on hard surface

UnderCovr's parts let you take your current beMatrix inventory outdoors. You can build covered surfaces of 3 × 3, 6 × 3 or 3 × 2 and place as many modules next to each other as you need. No matter what surface you place the modules on, we've got you covered. You can stabilize the UnderCovr on hard surfaces using the frame counter weight, or anchor the module in the ground. **Underneath is an example of a 6 × 3 structure** with the needed parts.



### Fixation plate

- 460 03 00
- 460 03 01
- 460 03 02
- 460 03 03
- 460 03 04



### Roof underCovr canvas

460 02 00

### b62 reinforced frame

640 0310 2976 30

### b62 frame

606 +++++ +++++ 30

### Frame counterweight

901 60 01

A 18 kg galvanized steel counterweight to strengthen all types of beMatrix indoor and outdoor constructions. The part is designed to perfectly fit the b62 grid and is easily stackable. In combination with the frame reinforcement bracket, the counterweights are kept in place in a completely invisible way. Add up to 4 weights inside a 992mm wide frame. Can also be used to counterweight a LEDskin® wall by adding it to a 90° return frame. For indoor and outdoor use.

### Adjustable foot XL M8

901 39 01

Level your UnderCovr structure by mounting the adjustable XL foot with M8 thread in a pin under the frame or in combination with the square 62 base plate connector. **901 34 615 D30 GALVA.**



20 - 90 mm

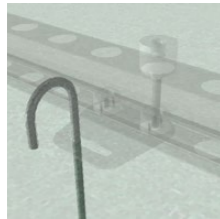
### Frame reinforcement bracket

901 60 02

When adding the frame reinforcement bracket, you add extra strength to the frame. The bracket will prevent torsion at the bottom or the weakest point of the frame when adding one or more frame counterweights. On top, the bracket keeps the counterweights in place in an invisible way. Mounted with M8 pin connector or toolless connector. For indoor and outdoor use.



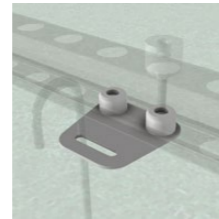
## Stabilization by anchoring



### Ground anchor

460 04 00

Fix the construction to the ground with an anchor for more stability, preferably to be used in combination with the base plate 460 06 00.



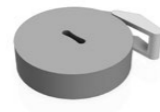
### Ground anchor plate

460 06 00

Avoid damage to your frames by using the ground anchor plate. This base plate is used to fix the construction to the ground by means of ground anchor 460 04 00.

### STRAP (7,5 × 25 mm) grey

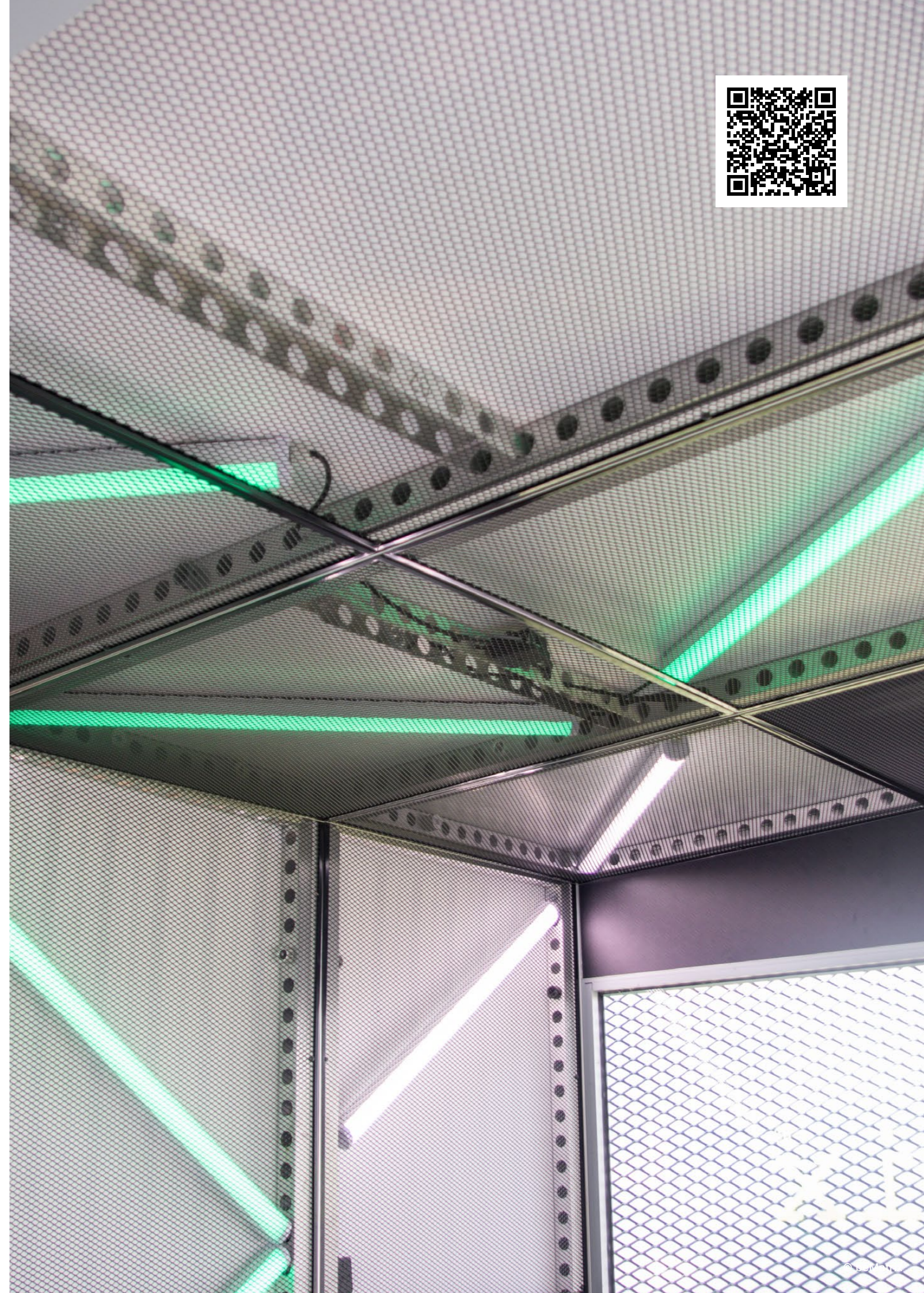
990 60 24 14



#### Good to know

- The UnderCovr module complies with the **EN 13782** standard.
- The certified module contains a setup using the combination of **hard surface stabilization and anchoring**.
- The structure can withstand windspeed of **max 80 km/h**.
- The roof surface can carry a snow load **less than 8cm**.
- The structure can have a **maximum width of 10m** and a **surface less than 50m<sup>2</sup>**.
- To comply with the standard, a **reinforced top frame** is needed.

If the event or customer does not require compliance with this maximum windspeed, you can delete some items such as straps or reinforcement.



# Standard packs

We bundled the UnderCovr elements and features into **2 standard UnderCovr Packs**.

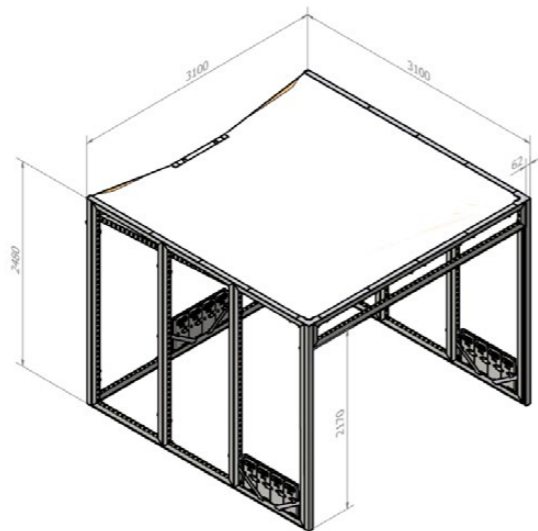
Each pack offers you:

- Complete UnderCovr set-up including frames, parts and canvas. Excluding panels.
- Fast set-up and dismantling.
- Light and user-friendly.
- Standard eco-finish profiles.
- Certified construction according to EN 13782.

## 460 001 TG

3 × 3

3100 × 3100 × 2480 mm



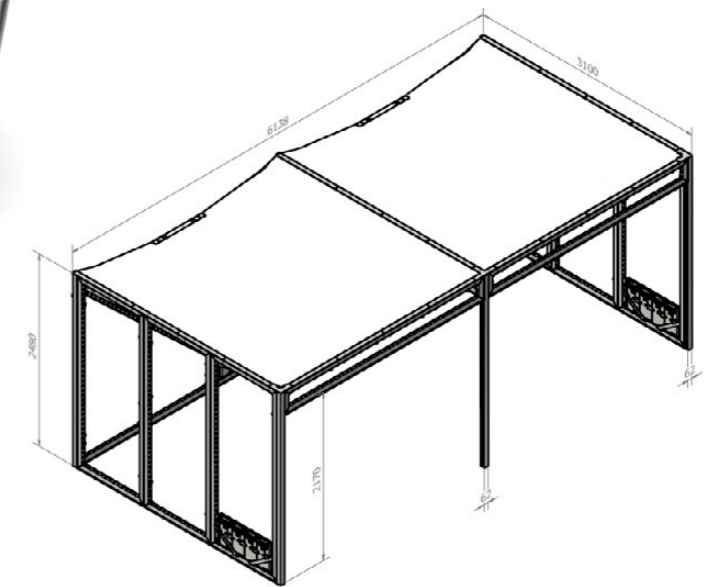
## Alternative set-ups



## 460 000 TG

6 × 3

6138 × 3100 × 2480 mm





04

Support



**beMatrix, your reliable partner**

Before, during and even after the completion of your project, beMatrix is always at your service. beMatrix clients can rely on an extensive and innovative product range, creativity that manifests itself in inventive design, thorough technical and commercial support, flexible delivery times and all the benefits of a strong, cohesive international sales network.





# Logistics

The aluminum frame system is lightweight, ergonomic and eco-friendly: no need for exhibit builders to carry around heavy structures. The lightweight nature of the beMatrix system **reduces transport weight and overall CO2 emissions.**

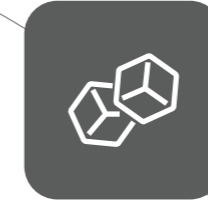


# MybeMatrix

**Technical leaflets**  
In MybeMatrix you have access to all our "how-to's" and technical leaflets with step by step guides.



**3D Files**  
Our 3D files show off more than images. Get full access to our 3D library!



**beAcademy**  
Our events are the perfect opportunity to discover the versatility of the frame system and to get a unique glimpse behind the scenes of beMatrix.



**beCAD**  
Create, control and calculate your beMatrix project with beCAD. Completely free, all-in-one online tool loved by exhibition designers.



**bePartner network**  
We collaborate with a few select partners/suppliers for specific services. These partners have been hand-picked and they are audited annually!



**Kontainer**  
A wide selection of projects for you to become acquainted with beMatrix products, services and the endless possibilities of our system.



Scan and discover  
our bePartners.





We love our customers...

and their projects! Scan this QR code and scroll through some amazing realisations. Exhibits, events, retail, showrooms, pop-ups... all with beMatrix!



Beispiel der Filialen der  
Fachkonzepte



floorify  
RIGID VINYL  
PLANKS & TILES

floorify  
RIGID VINYL  
PLANKS & TILES



**More to discover!**

Get to know our full System,  
Electronics and Xtreme Solutions in  
the brochures on [www.beMatrix.com](http://www.beMatrix.com)  
or scan the QR code.



A man with a full beard and tattoos is shown from the chest up, split vertically by a thin green line. The left side shows him in a rugged, tribal style with a brown leather harness and a fur collar. The right side shows him in a sophisticated, formal style wearing a dark suit, white shirt, and black bow tie. The background is dark and moody.

**be strong** ↔ **be stylish**  
**be anything.**

**Come say hi**

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**get in touch**

770 225 0552  
help@beMatrix.com

**or boost your inspiration**

www.beMatrix.com  
socials @beMatrixUSA

