

➤ 1 set — 24 frames — +30 stands

CLEVER
FRAME®
MODULAR
SALE
SUPPORT
ARCHITEC-
TURE

**CLEVER
FRAME®
24SET**

A Smart Way to Master Event Marketing

You don't always need complex solutions to achieve remarkable results. Sometimes, it's the smart, simple choices that make the biggest impact. Clever Frame's modular exhibition systems are exactly that – crafted to elevate your brand presence while streamlining your entire promotional strategy. Designed with flexibility and efficiency in mind, they turn your stand into a high-performing marketing tool.

In this edition, we're spotlighting **one of our all-time bestsellers – the Clever Frame 24SET. This powerhouse kit lets you create over 30 unique exhibition stands**, making it the ultimate choice for brands that demand top-tier quality and cutting-edge design. Built for versatility, longevity, and efficiency, the 24SET is tailored to companies looking to maximize ROI while keeping sustainability in check. Whether you're planning a trade show takeover or a brand activation, this set seamlessly fits into your marketing strategy – and delivers results that truly impress.

Stands that Flex with Every Occasion and Space

Promo stands, info
points, networking
zones & press rooms



conferences



👁️ Clever Frame is perfectly aligned with the fast-paced world of modern marketing events. It embodies innovation, sustainability, and effective communication – all driven by one core mission: building and enhancing your brand's image.

Designed with flexibility in mind, Clever Frame adapts effortlessly to a wide range of needs – **from large-scale industry exhibitions to more intimate marketing activations**. Its modular structure allows you to easily tailor the dimensions, layout, and functionality of your stand, ensuring the perfect arrangement for any space and event.

Registration desks,
sponsor walls,
presentation & training
zones

Stands of every scale –
from compact zones
to grand-scale builds

roadshow



trade shows

Endless Adaptation Possibilities

With modular systems, you can effortlessly transform the look and layout of your stand to meet the specific requirements of any event.



The Clever Frame 24SET stand is equipped with wooden panels, a TV, event furniture, as well as a table, shelf, and plant stand from the HELO FORM line.

Additional modules, furniture, and accessories are not included in the basic stand configuration – they are available for an additional cost.




CLEVER
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Assembly in Four Steps

Can building an exhibition stand be as simple as building with blocks? With Clever Frame – absolutely!

You intuitively connect modular elements without any tools, creating structures tailored to any space and event. Simple, quick, and with complete freedom in design.



01

The structure of stand is built from frames – the more you have, the larger the setup you can create.



02

Aluminum frames are incredibly lightweight, making logistics easier and enhancing workflow efficiency.

👁️ Clever Frame not only offers you an easy start, but also unlimited possibilities for expanding your stand. Build exceptional structures and grow them step by step, exactly when you need it – without limitations! Flexibility and ease of configuration ensure that your stand will always be perfectly suited to your current needs.



03

Assembling the stand is incredibly effortless – no tools or technical expertise required!



04

Magnetic panels shape the stand's visuals – installation takes only seconds!

**SUSTAIN-
ABLE
STANDS
FOR A
GREENER
FUTURE**



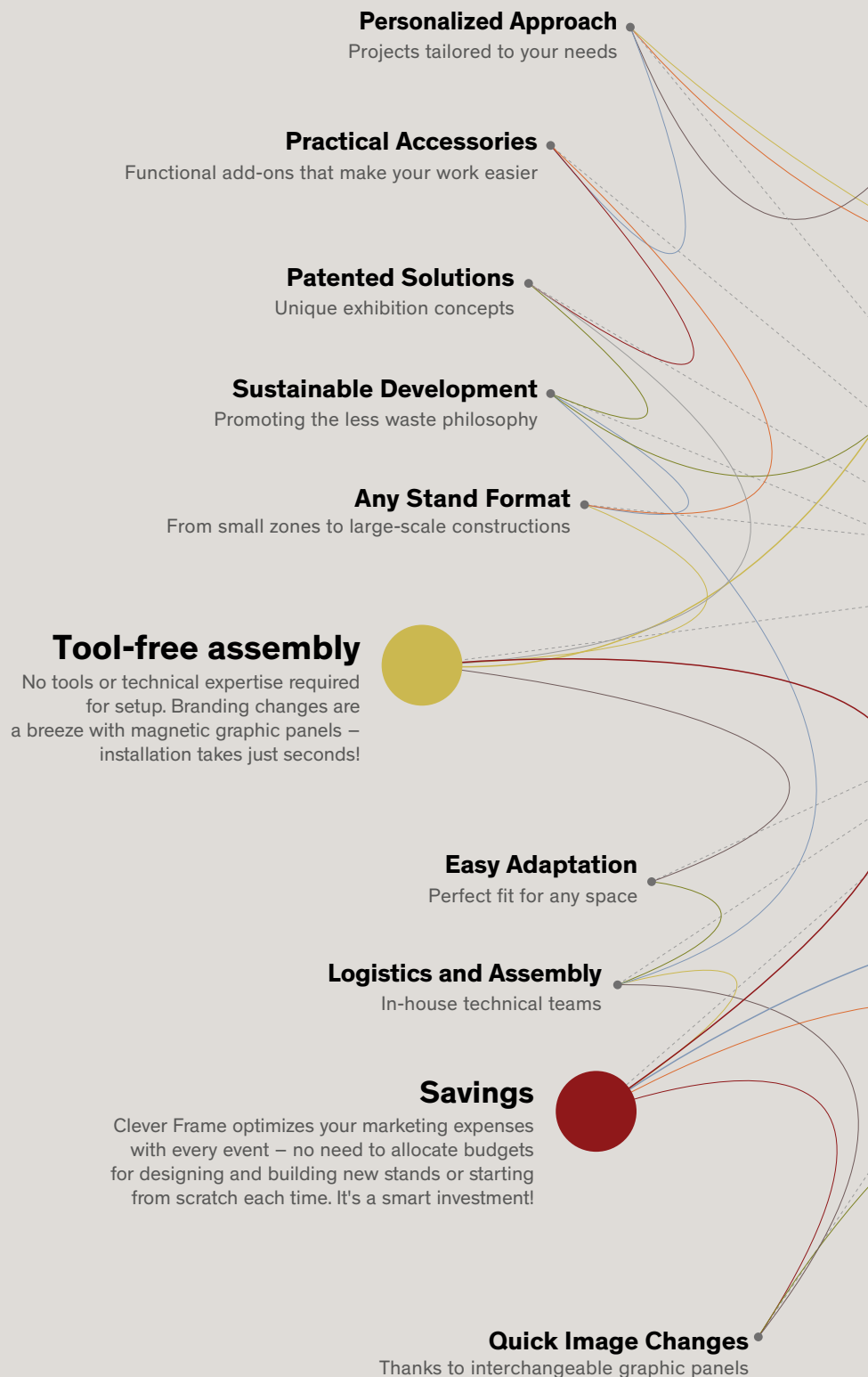


**Eco-friendly stand
design?**

It's possible!
Explore our projects
and be part
of the change!

Discover the Key Values of Clever Frame

Clever Frame modular stands are the perfect solution for forward-thinking marketers who prioritize efficiency. With a modular design, you can easily adapt your stand to any event, saving both time and money. The ability to reuse elements and the modern design ensures that **your brand not only stands out but also operates in line with sustainability principles.**





Versatility

Create everything from a trade show stand to a mobile reception or a promotional wall. At any time, you can purchase or rent additional modules, adapting the system to your current ideas and needs. Mix & match!

Professional Production

You order, we deliver



Sustainability

By choosing Clever Frame systems, you significantly reduce waste and communicate that your company follows the principles of sustainable development. Just one trade show can generate tons of waste!

Space Optimization

Maximize every square meter for the best use of your exhibition space

Modern Design

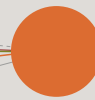
The latest trends in exhibition setups

Custom Visualizations

Your concepts brought to life in stunning 3D

High-Quality Craftsmanship

Durability and attention to detail in every element



Comprehensive Service

End-to-end execution – from design to production, logistics, and on-site assembly. Save time and money, while ensuring your setup meets all standards.

International Presence

We operate across the entire European Union

25 Years of Experience

Thousands of successful projects delivered

10-Year Warranty

Security of your purchase



Flexibility

Modularity is the core concept behind Clever Frame exhibition systems. It's like building with blocks – you can create any layout and size for your stand, with only your imagination limiting the design possibilities!

Marketing Consulting

Leverage our expertise

CLEVER FRAME®

Wide Range of Fillings

A vast selection of materials



Clever Frame is a versatile solution that meets the exhibition needs of businesses of all sizes. Among the numerous awards our system has received, we value most the recognition we earned in Milan at the international VISCOM trade show, where we won the award for the Best Exhibition System. This prestigious accolade, granted in a country that sets global design trends, is a truly special honor for us.



CLEVER
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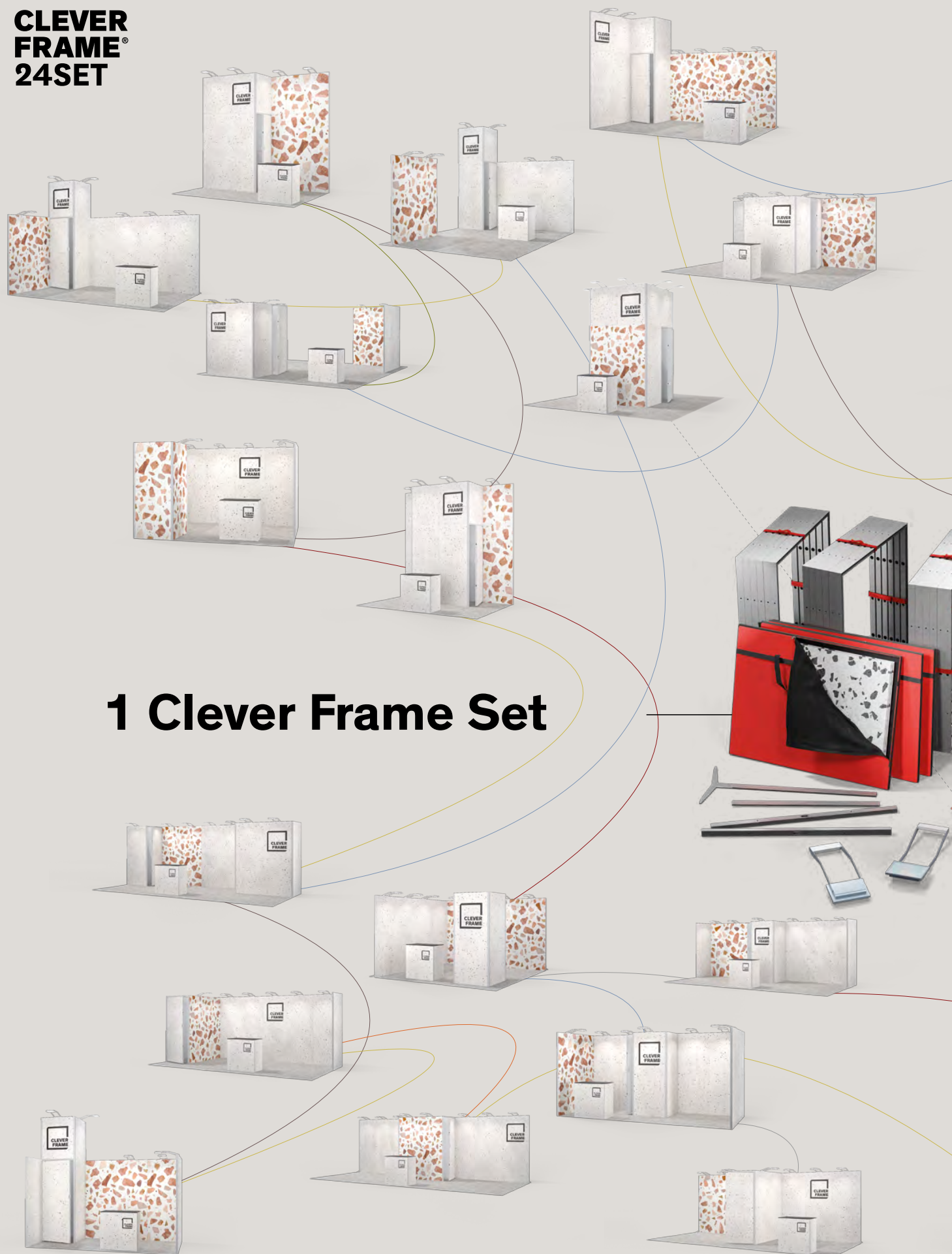
25
YEARS OF
CLEVER
FRAME

CLEVER
FRAME

CLEVER
FRAME

CLEVER
FRAME

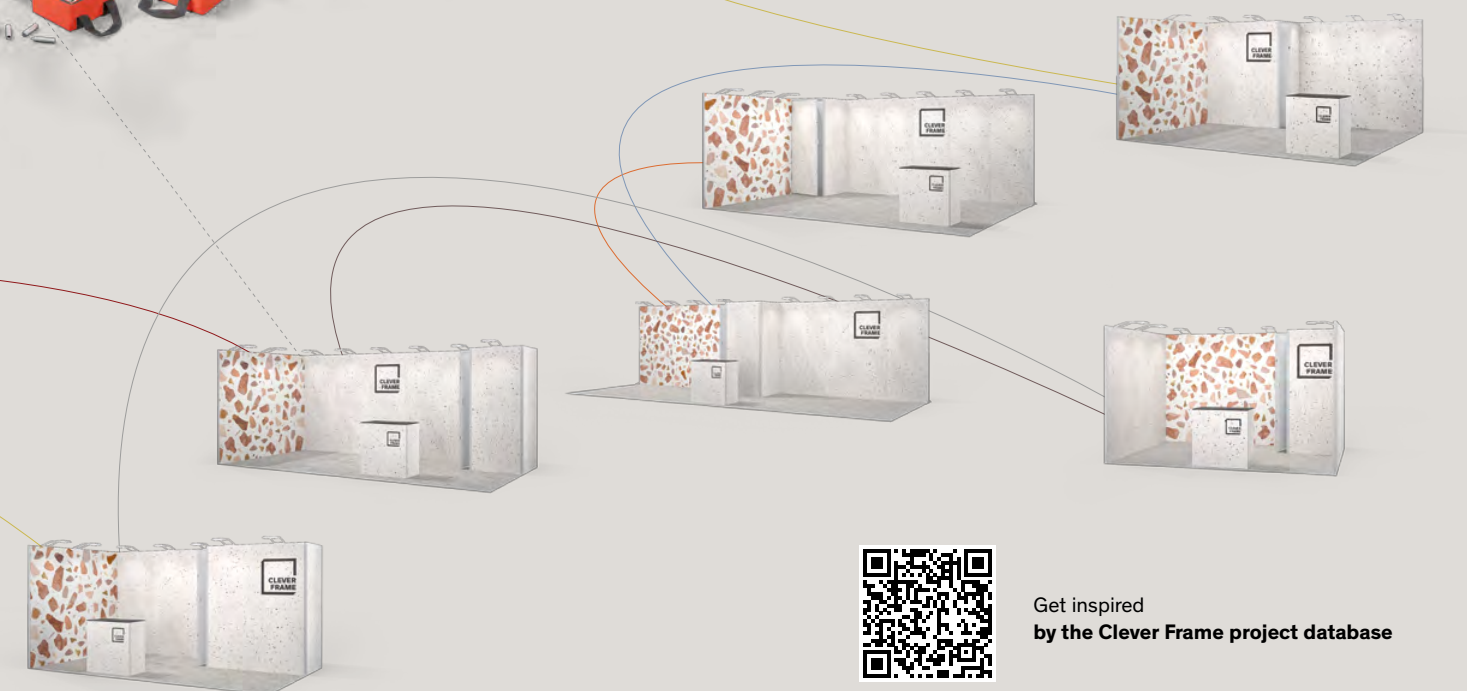
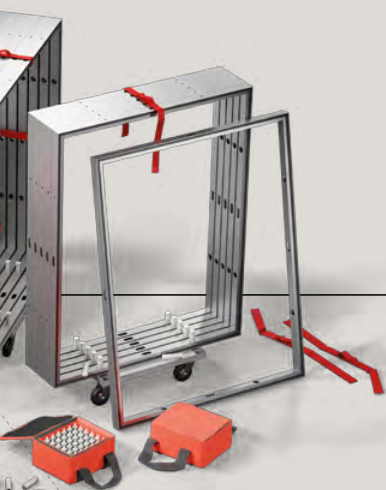
CLEVER FRAME® 24SET





Dozens of Possibilities

One **Clever Frame 24SET** is the key to creating
over 30 unique exhibition stands.



Get inspired
by the Clever Frame project database

Change, Combine, Evolve – Endlessly!

The Clever Frame 24SET is a versatile solution that can be easily expanded or modified at any time. Simply replace the filling panels to give your stand a fresh look tailored to your current campaign, or add more frames to increase the space or change the shape of your stand.

Thanks to its modular design, you have complete freedom in arranging your space, ensuring it will always be unique.

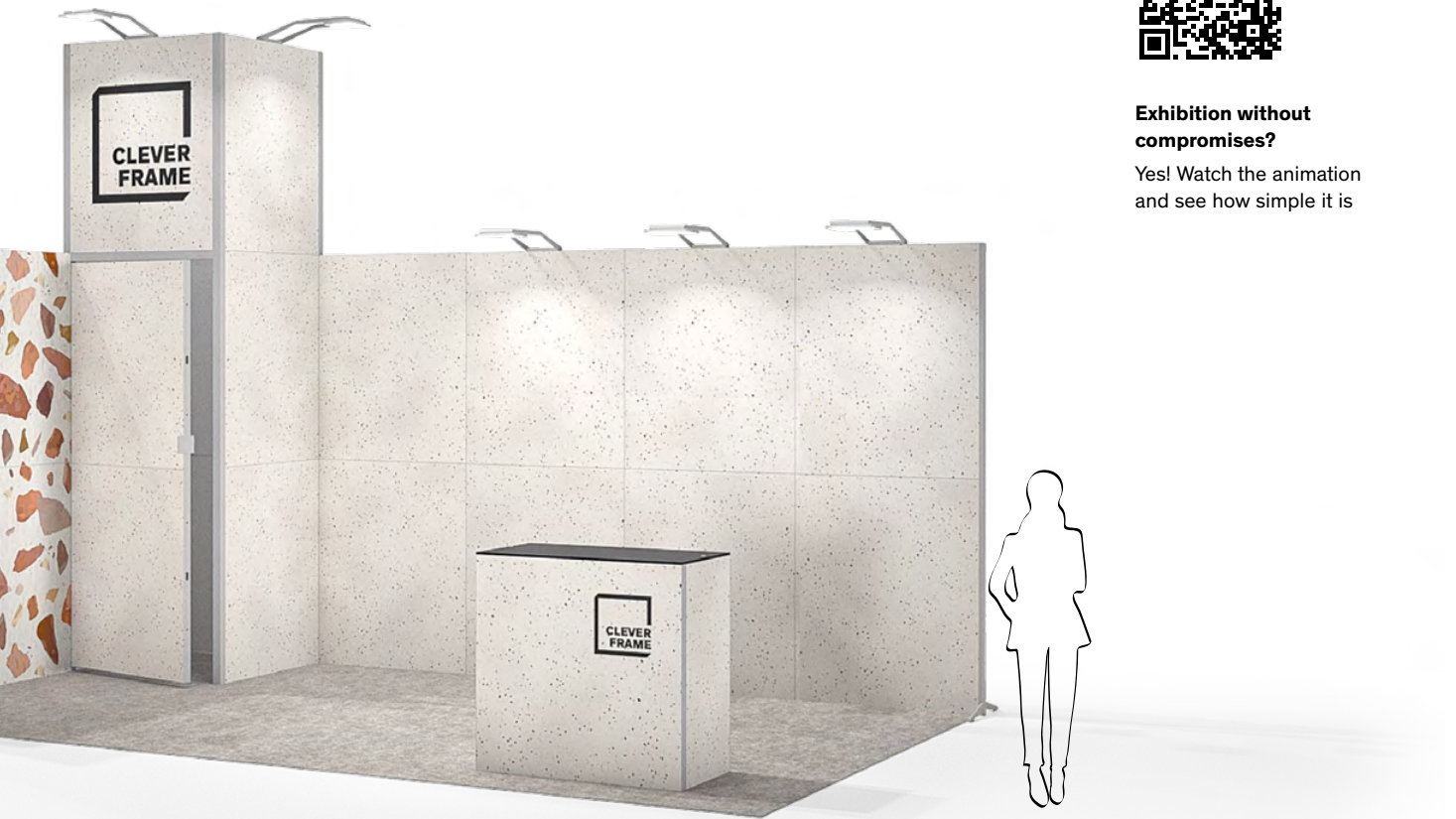


⊕ **additional elements:** boxwood structure panels, a double counter, a system floor, as well as plant stands, tables, pedestals, and shelves from the HELO FORM line



Exhibition without compromises?

Yes! Watch the animation and see how simple it is



⊕ **additional elements:** boxwood structure panels, wooden panels, A-Frame frames, arch frames, TV, brochure holders, triple counter, system floor, as well as shelves and display stands from the HELO FORM line.

THE FUTURE OF TRADE SHOWS STARTS HERE





Your Stand, Your Style

Each Clever Frame booth can be fully customized to match the unique character of your brand. Thanks to its modular design, you can easily change the layout, color scheme, or finishing details, creating a space that perfectly reflects your company's values and style.

Discover the endless design possibilities offered by Clever Frame 24SET. Elements marked with a plus sign indicate optional add-ons you can purchase for your set.



HOW TO READ THE PICTOGRAMS?



CORNER STAND



ROW STAND



PENINSULA STAND



ISLAND STAND



COR



24 m² ►

⊕ wooden panels, HELO FORM table, shelves, double counter, HELO FORM shelf unit, modular flooring system





CENTRUM
MASZYN CNC

powered by Fanuc & Falcon



powered by Fanuc & Falcon
CENTRUM
MASZYN CNC





⊕ transparent panels, HELO FORM plant stand, HELO FORM table, TV, double counter, modular flooring system

What makes a trade show booth truly feel like an extension of a company's identity? The key lies in thoughtful design – one that aligns as closely as possible with the brand's image. From color palette to form, every detail should reflect what the company stands for. **A stand's design should communicate the brand's mission, values, character, and even its story. It's essential that visitors feel they're encountering a cohesive, well-crafted brand presence the moment they step into the space.**



⊕ transparent panels, HELO FORM display stands, TV, double counter, HELO FORM shelf unit, modular flooring system

COR



15 m² ►

⊕ wooden panels, HELO FORM table, HELO FORM display stand, shelves, double counter, HELO FORM plant stand, modular flooring system

The use of environmentally friendly materials, such as wood from certified sources, recycled plastics, and aluminum, which can be easily recycled, is not just a trend but a responsibility toward the planet. **At Clever Frame, we offer solutions that allow for the repeated use of the same elements, minimizing waste.** A stand can be eco-friendly and still look professional – it's all about choosing the right materials.

PEN



21 m² ►

⊕ HELO FORM shelf unit, HELO FORM plant stands, double counter, HELO FORM shelf unit, HELO FORM platform, wooden panels, modular flooring system



- ⊕ wooden panels, HELO FORM shelf unit, HELO FORM table, HELO FORM platform, HELO FORM shelf unit, modular flooring system



- ⊕ HELO FORM pedestals, cosmetic counter, TV, modular flooring system



- ⊕ HELO FORM display stand, HELO FORM plant stand, TV, brochure holder, cosmetic counter, wooden panels, HELO FORM shelf unit, modular flooring system

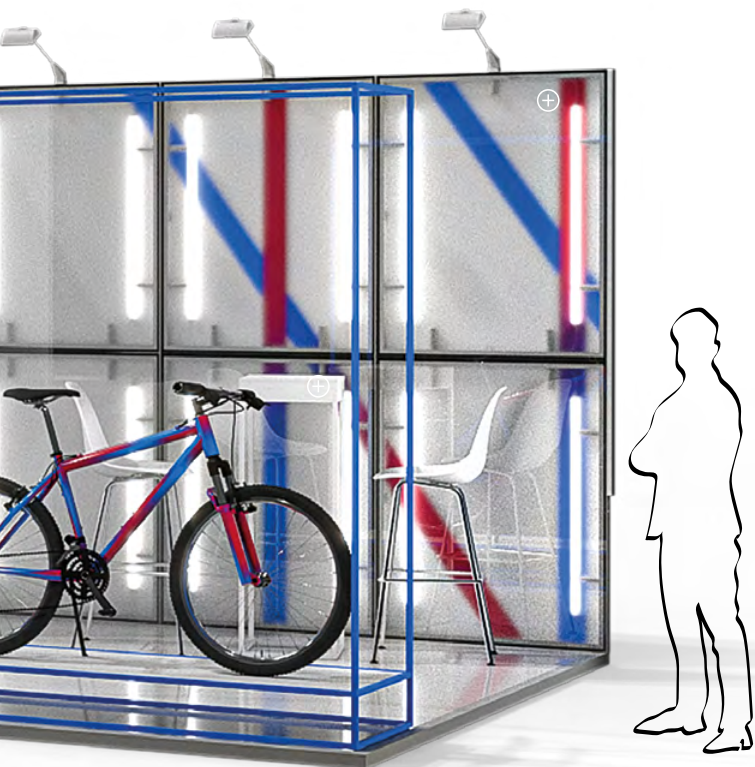


- ⊕ HELO FORM display stands, transparent panels, HELO FORM table, double counter, linear lighting, Clever Frame modular flooring, modular flooring system



21 m² ►

- ⊕ HELO FORM display stands, transparent panels, HELO FORM table, double counter, Clever Frame railing, shelves, linear lighting, modular flooring system



Every trade show stand, in addition to standing out with its refined design, must be primarily functional. Comfort and convenience for users are key, which is why such booths are designed with easy access to products and interaction zones in mind. **Thoughtful space organization and ergonomic elements, such as modular furniture and display units with customization options, make the stand a place where visitors are eager to spend time.**

◀ 24 m²



COR

◀ 15 m²

⊕ backlit logo, HELO FORM pedestal, HELO FORM table, TV, HELO FORM plant stand, modular flooring system

COR



8 m² ►

- ⊕ backlit logo, HELO FORM table, counter, transparent panels, linear lighting, modular flooring system

COR



12 m² ►

- ⊕ HELO FORM table, shelves, double counter, TV, HELO FORM pedestal, backlit logo, HELO FORM plant stand, transparent panels, linear lighting, modular flooring system

COR



20 m² ►

- ⊕ HELO FORM table, TV, brochure holder, double counter, backlit logo, HELO FORM plant stand, modular flooring system



INVEST
PARK
SKA SPECJALNA
EKONOMICZNA

STREFA
DOBRYCH
INWESTYCJI





36 m² ►

- ⊕ HELO FORM pedestals, double counter, TV, HELO FORM table, HELO FORM plant stand, modular flooring system

Less is more – this principle has dominated contemporary design. Modern trade show stands are characterized by a simple yet striking form, designed to focus attention on the products rather than an excess of decoration. **A minimalist approach to design allows for the creation of a space that is both elegant and easy for visitors to understand.** Subdued colors and clean lines often pair with modern lighting, adding dynamism and a unique character to the space.



35 m² ►

- ⊕ HELO FORM table, transparent panels, linear lighting, bar stool, double counter, modular flooring system



When You Think of Trade Shows, You Get So Much More

Discover the potential of year-round stand usage.

The Clever Frame stand doesn't have to end its role with the last day of the trade fair. Thanks to its modular construction, you can use it stationary throughout the entire year. Its components can be transformed into a modern reception area, a coworking zone, screens for dividing open space, or a showroom in your office. **It's an investment that works for your image and sales 365 days a year.**



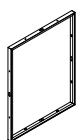


Instead of storing – rearrange! Don't waste the potential of your stand – integrate it into your office space and show that your company operates with creativity, flexibility, and responsibility – including towards the environment. If you're not sure where to start, reach out to us – we'll guide you on how to create a setup based on the Clever Frame system that will support your brand image every day.



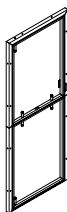
CLEVER FRAME® 24SET

What's In The Box



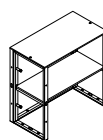
Frame D2

– 22 pieces
100 × 125 × 5 cm



CF Door 250 cm in a 110 cm frame

– 1 piece
100 × 125 × 5 cm



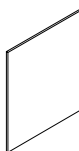
Technical counter 100 cm

– 1 piece
100 × 100 × 55 cm



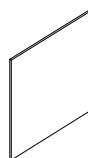
DC1.1 graphic panel

with client's print
– 2 pieces
50 × 100 cm



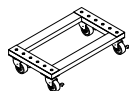
D2 graphic panel

with client's print
– 24 pieces
100 × 125 cm



C1 graphic panel

with client's print
– 1 piece
100 × 100 cm



Transport trolley

– 5 pieces



Transport bag

for CF connectors
– 2 pieces



Transport bag

for D2 graphic panels
– 3 pieces



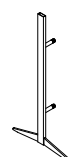
Triple profile 125 cm

– 12 pieces



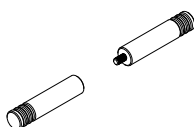
Top profile / cover 125 cm

– 4 pieces



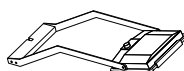
Support 125 cm with base

– 4 pieces



Clever Frame connectors

– 60 pieces



LED lamp 50 W

– 8 pieces

The Clever Frame 24SET is the essence of modern exhibition design – versatility, thoughtful design, and efficiency wrapped in a single, flexible solution. You purchase a ready-to-use setup – a functional exhibition tool that provides full flexibility in designing stands of any layout and size. Regardless of the event type, your set will always meet expectations, creating a cohesive and professional space.

PRICE OF THE SET

13 900 euros net



Questions?
Contact us

FAQ

1. How long does it take to complete a trade show stand order?

The lead time depends on the complexity of the design. Typically, it ranges from 3 to 6 weeks, but for stands with more demanding finishing elements, it can extend to 6 to 10 weeks. After a detailed consultation with the client, we provide a precise timeline.

2. What if we'd like to expand our stand after a few seasons? Will the new elements be compatible with the original set?

Absolutely. All elements of the Clever Frame system have always been – and will continue to be – fully compatible with one another. Thanks to their modular design, our stands offer complete flexibility for expansion and easy adaptation to your current needs.

3. Can I count on support when designing my stand?

Sure! We provide guidance on spatial layout, selecting the right elements, and optimizing them for both branding and marketing purposes. We also create realistic 3D visualizations, allowing you to see exactly what your stand will look like before production even begins.

4. Do you offer transportation and assembly services for stands?

Yes, we provide transportation and assembly services for stands throughout the European Union. Our specialists take care of every detail to ensure the smooth progress of the entire process, regardless of the location.

5. What is the warranty period for Clever Frame products?

The aluminum structural elements of the Clever Frame system are covered by a 10-year warranty, ensuring their long-lasting durability and reliability. Other parts, including graphic panels, are covered by a 12-month warranty.





Why is **CLEVER FRAME®** the optimal solution?

01

Freedom of design

Clever Frame offers more than just technology – it offers creative freedom. With our system, every arrangement is unique, and the number of possible configurations is limitless.

02

Intuitive assembly

Assembling the system is like building with blocks and doesn't require specialized training. Even one person can easily build a truly large stand.

03

Scalable construction

Expanding your stand over time? No problem! The digital standard of our production guarantees that every module will fit – today, tomorrow, and for years to come.

04

Technological strength

Our advanced machinery combined with the expertise of our team gives us a real advantage in every project we undertake.

05

Extensive portfolio

We work with global brands, medium-sized companies, and local businesses – we are capable of meeting the exhibition needs of any company, regardless of its size.

06

Patented solutions

The Clever Frame system is protected by a series of patent rights. Our over 25 years of presence in the market is no coincidence – it's the result of a partnership approach and proven solutions.

07

Individual approach

We operate the way you need – comprehensively, offering turnkey solutions, or supporting you in independent implementations.

08

Experienced designers

We provide our clients with a large design department staffed by experienced architects. In this process, we combine the client's brand DNA with modern exhibition solutions.

09

Environmental responsibility

Our solutions are eco-friendly – we reduce waste, eliminate single-use materials, and promote a responsible approach to exhibition design.

10

WE ARE CONVINCED THAT CLEVER FRAME IS **THE MOST USER-FRIENDLY PROFESSIONAL EXHIBITION SYSTEM** AVAILABLE ON THE MARKET.

Clever Frame® – Trust Built Over the Years

Modular exhibition systems used by brands around the world



PORSCHE

ROYAL CANIN

swatch



JAGUAR



SONY

Canon

Deutsche Bank



Johnson&Johnson



sanofi

MOËT & CHANDON
CHAMPAGNE

LONGINES

Lilly



SEPHORA

Glenfiddich

GLENMORANGIE



NESPRESSO

KÄRCHER

SKANSKA

PHILIPS

xerox™

Deloitte



FedEx®



All trademark rights are the property of their respective owners.



There are many reasons why companies choose Clever Frame, but we highlight three key areas.

The first is the environmental aspect. Our stands leave no waste during assembly and disassembly, which is a significant difference compared to traditional single-use stands. **The second reason is cost savings,** thanks to the ability to reuse the system multiple times. Companies active at trade shows not only save their budgets but also valuable time that would otherwise be spent ordering new stands for each event. **The third aspect is versatility.** Between trade shows, the system can be used for event setups or even used permanently, such as creating a showroom at the company's headquarters. We have many clients who use the Clever Frame system year-round.

CLEVER FRAME[®] MODULAR SALES SUPPORT ARCHITEC- TURE



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