

A BRIEF GUIDE TO POP-UP STANDS

Pop Up Stands are probably the most popular backdrop display stands sold worldwide. Mainly due to ease of set up, portability, and of course visual impact.

Pop-Up stands are a portable branded backdrop, which are compact for transportation and quick and easy to set up. Consisting of a collapsible frame, magnetic bars which fix onto the frame, and branded graphic panels that magnetise onto the frame.

Impact Pop Up stands are ideal for exhibitions, road shows, client presentations, retail display, or any venue where you need to promote your brand or company in a professional manner.

Impact Range

At Zoom our pop-up systems are known as the Impact range. Each model has its own unique features and advantages, so if its an Impact system its our quick build, portable pop-up system.

You have a choice of 4x different hand picked and fully assessed pop-up display frames, each offering something different and unique.

Sizes Explained

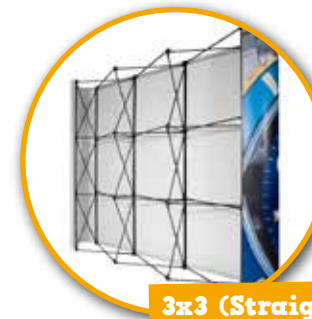
Pop Up Stands continue to be one of the exhibition industry's favourite displays. And yet if you are new to exhibiting the pop up terminology can sometimes be confusing.

3x3 Pop Up Stands are the most popular size of pop up display. But a 3x3 stand should not be confused with a stand that is 3m by 3m.

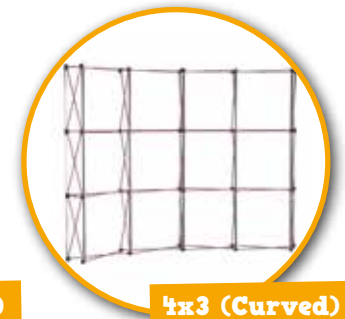
The most common sizes are 2x3, 3x3 and 4x3. This reference refers to the number of cells in the pop up frame.



3x3 (Curved)



3x3 (Straight)



4x3 (Curved)

Pop Up stands sizes are referred to by the number of squares that make up the frame. A 4x3 is made up of a frame four squares wide by 3 squares high.

Budget pop up

Intro stand, easy to build, light use
Available 2.25m or 1.85m height

10 minute setup

Impact Xpress

Mid-Range pop up

Versatile, adaptable accessories
Option to fit LCD screens

10 minute setup

Impact Original

Premium pop up

Hardware has a lifetime guarantee
Reinforced frame for a busy schedule

10 minute setup

Impact Plus

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5 year Guarantee

Curved

Frame	Width	Depth
2x3	1.67m	0.46m
3x3	2.20m	0.59m
4x3	2.61m	0.84m

1.85m high



Curved

Frame	Width	Depth
2x3	1.90m	0.50m
3x3	2.51m	0.67m
4x3	3.04m	0.97m

2.25m high

Impact Xpress



5 year Guarantee

Straight

Frame	Width	Depth
2x3	1.72m	0.31m
3x3	2.31m	0.31m
4x3	2.93m	0.31m

1.85m high



Straight

Frame	Width	Depth
2x3	1.99m	0.33m
3x3	2.72m	0.33m
4x3	3.46m	0.33m

2.25m high

Impact Xpress



Lifetime Guarantee

Curved

Frame	Width	Depth
2x3	1.92m	0.50m
3x3	2.55m	0.72m
4x3	3.10m	0.96m

2.25m high



Straight

Frame	Width	Depth
2x3	1.97m	0.34m
3x3	2.70m	0.34m
4x3	3.43m	0.34m

2.25m high

Impact Plus



Lifetime Guarantee

Curved

Frame	Width	Depth
2x3	1.92m	0.51m
3x3	2.54m	0.71m
4x3	3.07m	0.97m

2.25m high



Straight

Frame	Width	Depth
2x3	1.97m	0.32m
3x3	2.54m	0.32m
4x3	3.07m	0.32m

2.25m high

Impact Original

Height Options

The most common frame sizes are 2x3, 3x3 and 4x3. The standard height of a three square high frame is around 2.2m.

Impact Xpress is available 1.85m high or 2.25m.

IMPACT!
Xpress

IMPACT!
Original

IMPACT!
+Plus

Warranty

Impact frames all come with a guarantee against manufacturers faults. Every frame part is individually replaceable. Damaged parts can be replaced easily without fuss.

This can often be done on-site, or can be sent back to us to carry out the repair.



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Transportation

Impact Pop Up stands can be supplied with the frame in a carry bag, and graphic panels in a cardboard drum. This is lightest weight option, and will easily fit in a small car.

However, often pop up stands need to be shipped by courier, where a more protective case is needed to prevent damage in transit.

We supply a range of secure and portable case options that transports your system safely and comfortably.

Cases have secure handles, wheels for portability and can even be used as podiums, with a simple counter top and graphic wrap around kit.



Euro Case

A rectangular wheeled case.

This is the lowest cost case option.

Can also be used as a branded podium, and is available with beech, white or black tabletop.



Zeus Case

Wheeled case, which has an oval shape.

The shape allows for a graphic panel to be wrapped around the case, allowing branded podium use.

The podium is completed with a tabletop available with a beech, white or black finish.

Option for a tabletop with an iPad holder recessed into the tabletop.



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Accessories

A range of accessories for our Pop Up stands

Shelving for lightweight product display



Integrate small and large TV screens



LED and halogen lighting



Flat or curved end panels



Showcases for internal product display



Height extensions for taller backdrops

Differences in systems

At Zoom Display we have developed our range over a 15 year period to ensure we can offer the best quality frames and practical accessories, at affordable prices.

Our popular Impact models (Xpress, Original and Plus) and our latest addition Impact Modular all have graphic panels produced using exactly the same materials and process.

Price difference between the different stands, is down to the quality of the materials used in the frame, and overall durability of the systems hardware.

Budget pop up



Xpress is our lowest cost pop up stand, although is very good quality compared to many budget pop up systems available online.

Impact Xpress

Mid-Range pop up



Our most popular system. Quality magnetic fittings, which won't weaken over time, ensures the graphic panels snap straight on the frame.

Impact Original

Premium pop up



Our premium frame comes with a durable carbon fibre frame, which is a Red Dot design award winner.

Impact Plus

Impact Modular

For companies looking for the next step up from an Impact portable backdrop, check out our Impact Modular system.

With a quick and easy linking facility which enables multiple frames to be joined together to create bespoke looking exhibition stands, at a fraction of the cost of custom built stands.

Create stunning exhibition stands, which can be used over and over again, without the need to pay skilled contractors to install your stand. Framework is adaptable in shape and size, ensuring a fresh presence throughout your exhibition calendar.

Premium pop up

Impact Modular



Bespoke shaped exhibition stands, quick and easy to set up, and cost effective compared to modular exhibition stands.

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Changing panels

Pop Up stands are produced with high impact graphic panels. Around half of the cost of an Impact stand is the hardware and the other half is the printed graphic panels.

Pop Up stands are so popular because new panels can be produced at a later date, to give a cost effective way of ensuring that your display system can be updated as your branding and products / services progress.

Pop-up Artwork Tips

We supply templates for every kit variation. If you require a template, these are available on our website, or contact us and we'll email you the relevant template directly.

[Web-link: Templates/Product Downloads](#)

Artwork is created 1/4 size of the final system, therefore we recommend all images have a resolution of 320dpi at 1/4 size to give a final print resolution of at least 80dpi.

When sending a high resolution PDF please outline all fonts.

The majority of Impact stands have curved end panels. When creating artwork, please bear in mind that half of the panel wraps around the back of the frame out of front visibility.

[Web-link: Artwork for large format PDF](#)

How we create our panels

Whilst the quality of the frame will affect the durability and ease of set up, it's the graphic panel that a potential customer will look at.

There are a number of different materials that pop up stand companies use in the production of a stand. These different materials can have a big effect on the overall look of the stand, and also the durability.

The best quality graphic panels are ones that have a laminate on the front, and a stoplight backing which sandwiches the paper print. The laminate protects the panel against damage when in use, and also stops the print from being worn over time from repeated use. The stoplight adds thickness to the panel, and prevents light from shining through the panel.

However, laminating and applying stoplight to a graphic panel requires skilled labour and a laminator machine which costs in the region of £10,000. So a lot of display stand producers have cut costs by using a one piece material which stops light from shining through, but doesn't have the laminate on the front.

Zoom display always uses the latest cutting edge technology to create our panels ensuring years of use with correct care.



Why such a wide range of price

The cost of our Impact pop up display systems, varies throughout the range. With Impact Xpress being the cheapest through to the Impact Plus which is the premium option.

Although all graphic panels are produced using the same material and process, it is the frame which influences the cost.

Differences are reflected by the materials used in the production of the frame, and the quality of the fittings which enable the graphic panels to magnetise to the frame.

The Impact Original and Plus, have higher quality panel fixings, which makes set up easier and quicker, with less adjustment needed to ensure overlapping images and text line up perfectly.



Setup

Impact Pop Up stands are quick and easy to set up. No tools are required, and the stand can be set up in around ten minutes by one person.

[Web-video: Impact Original Setup](#)

