

The PRIMO self locking pop-up system takes pop-ups to the next level with fantastic lightweight, easily attached channel bars featuring recessed magnets to avoid damage. In the case of damage the PRIMO pop-up system has an UNCONDITIONAL WARRANTY. That means no argument, no fine print and what's more you don't have to register it. The PRIMO pop up is being offered at the lowest possible margins, therefore we cannot offer the PRIMO frame without graphics.

The PRIMO pop-up system is called a system for a reason. It syncs up perfectly with our Lambda graphics. As you know continuous tone Lambda graphics are the very best graphic we can provide to you. They are 100% guaranteed against delamination and provide the highest quality image.

SYNC Item	Approx. Weight
Frames	
(without channel bars or graphics)	
2 X 2	4.65 lbs.
3 x 3	8.15 lbs.
4 x 3	11.25 lbs.
Channel Bars	
3 Quad high channel bars	1.55 lbs.
2 Quad high channel bars	1.03 lbs.
Graphics	
29.4375"w x 89.75"h	4.40 lbs.
32.5"w x 89.75"h (back panel)	4.85 lbs.
29.4375"w x 59"h	2.90 lbs.
29.4375"w x 59"h (back panel)	3.20 lbs.
15"w x 89.75"h	1.95 lbs.
15"w x 59"h	1.30 lbs.
1.875"w x 89.75"h	.30 lbs.
Case to counter graphic	1.10 lbs.
Lights	
single 150w	1.45 lbs.
two 150w in box	3.40 lbs.
single 200w	1.50 lbs.
Accessories	
Case Blotter	1.05 lbs.
2 Quad Fabric End Cap	1.36 lbs.
3 Quad Fabric End Cap	2.05 lbs.
Casing	
PRIMO case	30.40 lbs.
(1) O Case	14.70 lbs.

Frames are not available without graphics.

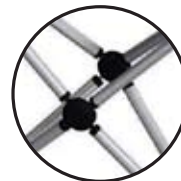
Features:

- Next Generation Lightweight Channel Bars
- Bungee corded for easy set up without searching for parts.
 - Ultra lightweight.
 - Easily installed low cost lights, clip slides into channel bars.
 - Recessed magnetics for long life will not ding off the bars.

Pop-up Frame

- Self locking.
- Fully crossbraced for strength and durability as strong or stronger than any frame on the market.
- Unconditional warranty against failure. Absolutely no arguments or fine print.
- Aircraft grade aluminum, lightweight and super strong.
- Color coded frame for easy set up.
- Very familiar sizes and specifications.
- Every hub sports and all steel connection for durability as well as stability.

All steel connection hubs



Slide-on channel bar mounted lights



Bungee connected channel bars with recessed magnets



Lambda HDL Graphics

- Continuous tone. Lifelike flesh tones. Superior image quality.
- Free color matching.
- Lifetime guarantee against delamination on HDL Lambda Graphics.
- Best hardware and mural line up in the industry.



2x2 curved



3x3 curved



4x3 curved



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