

Adidas utilises Matrix Frame

International sport apparel company, adidas is the first brand in Africa to use the Matrix Light Box the European aluminium fabric-framing system with LED-back lighting, sold exclusively by Clarion Printed Products.



[click to enlarge](#)

Clarion installed the first Matrix Light Boxes in South Africa for adidas at the V&A Waterfront, Cape Town, the duration of the 2010 FIFA World Cup.

Clarion, sole African agent

The company is the sole agent in Africa for the Matrix Light Box and Frame systems. Matrix Frame develops frames for fabric banners that can be inter-changed and re-used for different promotional campaigns and events.

Matrix Frame is an established fabric-framing system seen across Europe and in the USA in fashion retail environments, car showrooms and supermarkets. The framing system is also used by exhibition companies.

"When presented with the Matrix Frame, we knew it would help adidas elevate a world cup campaign idea. Seeing the framing system was a great and rewarding surprise for us - the ability to interchange campaigns using the Matrix Frame going forward is an added bonus," said Bradley Stern, senior trade marketing manager for adidas SA.

Low-energy LED back-lighting

The Matrix Light Box features low-energy LED back-lighting. The lights can last for up to 50,000 hours. Benefits include no heat or UV radiation, resulting in eco-friendly illumination for banners.

Matrix Frames can be used as room dividers, decorative displays or information walls. They can be adapted to suit any environment and can be modified into free-standing, hanging, ceiling or wall-mounted systems with single or double-sided graphics. They can be made into any size required.

Matrix Frame originated in the Netherlands.