



04 / 2024

EE Regional POSM Fair

Tbilisi (Georgia)

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BW Optimus



Optimus 15

General Description:

- Optimus 10 : 72 KS facing / 8 Ploom facings / 1040 capacity / LCD 24" & LCD 13"
- Optimus 13 : 109 KS facing / 8 Ploom facings / 1417 capacity / LCD 32" & LCD 13"
- Optimus 15 : 117 KS facing / 8 Ploom facings / 1521 capacity / LCD 43" & LCD 24"
- Available with 2 LCDs or 2 Edge-Lights or combination of both
- Pull-out Shelves
- Synchronized flaps 6 + 4
- Top shelf compatible with standard L pushers
- Packs illuminated from the bottom
- RGB Contour illumination

BW WOW



General Description:

- 132 KS facing / 1584 capacity
- Pull-out Shelves
- Synchronized flaps 7+ 4
- Glowing flaps closed position [top 7 shelves]
- Packs illuminated from the top
- Stock area in the topper
- RGB or White contour illumination
- Shelves are adoptable for accessories like: Mini SB , Communication panels, inclined shelf, Inserts and etc.

BW SL 162



General Description:

- 156 KS facing / 4 Ploom facing / 2080 capacity
- Pull-out Shelves
- Synchronized flaps 6+ 3
- Glowing flaps in close position [top 6 shelves]
- Packs illuminated from top & bottom
- RGB contour illumination
- RGB illuminated Show Zone , divided in 3 separate zones
- Transparent pockets on flaps for changeable printed communication
- Rounded body carcass
- Illuminated dividers between RRP and standard cigarettes
- USB charger
- Lockable

OH Caucasus



General Description:

- 3 gravity shelves with unique sliding flap system
- Lateral facings - 72, capacity – 600
- Side show zone including space for real packs or devices
- Metal back for magnetic holders
- Optional front image installation as well as Anti-Sun layer for RDB
- Back vitrine with illuminated shelves
- LCD optional integration instead of back vitrine
- Lockable
- Budget version without vitrines is available
- Communication pockets on the flaps

OH KRG



General Description:

- 45 KS facing / capacity 585
- 3 pull-out shelves with flaps
- Lockable
- Illuminated shelves from the bottom
- Synchronising option for 2 units
- " Self-service " flaps operation (automatically closed)
- Back and side panels for 3 types are available: slim panel with illuminated image (without real products inside), deep panel for real product installation, simple transparent image cover without any illumination.

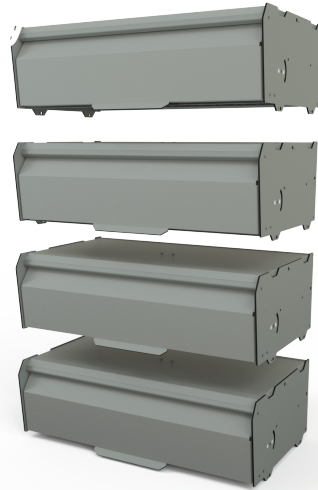
Judo 84



General Description:

- 84 KS facings / capacity of 1092
- Pull-out Shelves
- All flaps are Synchronized
- Packs illuminated from the top
- Optional RGB illuminated frame 360 deg. Frame could be supplied as an upgrade KIT to the existing JUDO installed in the shops
- Illuminated toppers of 2 types are available: slim for illuminated image only and deep for real product installation
- Small side presenter with illuminated image

Judo budget



General Description:

- Modular body for vertical and horizontal "expansion" up to 10 pcs in height
- No illumination
- Optional header
- Optional flap
- Pull-out shelf option is available, while basic version comes with fixed shelf
- Different unit sizes are available: width from 5 to 15 KS , depth from 6 to 13 KS

HoReCa



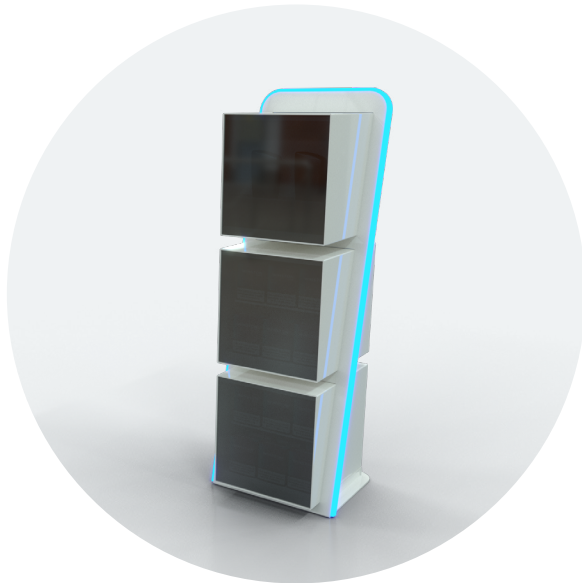
General Description:

6 SKU Black Unit

- Counter display
- Front illuminated image and packs
- Gravity system
- Lockable
- 6 facings / capacity 60
- Not adoptable for the "Dark Market"

7 SKU RGB-W unit

- RGB illuminated Contour 360 deg.
- Flap
- Pusher system
- Shelf illumination from the top [optional from the bottom]
- Fixed shelf
- Topper with illuminated image



General Description:

Cubes

- Counter display with stock
- RGB illumination with dynamic effect
- Double floor Stick pushers 6 SKU per cube
- Stock for devices - 2 SKU per cube
- Front presenter for Device & Sticks
- Full adaptation for the " Dark Market "

General Description:

Ploom Stand

- White edge illumination
- Changeable images with illumination
- Two focus zones





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PALBOARD® Terra

PVC composite panel with climate-positive UBQ™



**DURABLE
& SUSTAINABLE**

Fighting climate change

The world's first composite panel made with unsorted household waste, diverted from landfills and recycled PVC.

The PALBOARD Terra substrate is made with UBQ™, the only material upcycled from 100% unsorted waste. Utilizing trash and turning it into a sustainable resource.

PALBOARD Terra is engineered for wide-format printing and for mechanical fabrication. Create displays and graphics with a reduced carbon footprint.



MAKE A DIFFERENCE



UBQ Materials, climate tech developer of advanced materials made from organic and unrecyclable waste.

Preventing Landfills & Conserving Resources

- Diverting unsorted household waste from landfills.
- Combining it with recycled PVC.
- Turning it into durable plastic sheets.

PALBOARD Terra is an ecological alternative to conventional sign & display substrates. Making it easy for designers to accomplish their sustainability goals.

The environmental impact of PALBOARD® Terra



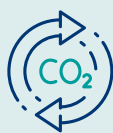
1.0 ton
PALBOARD Terra

=



200 kg
Landfill waste diverted

=



1.75 ton
Greenhouse gases prevented (GWP20)

=



150 trees*
Annual CO²eq sequestration

*10-year-old conifers

Colors

- White - Grey
- White - Grey - White

Standard sizes

- Thickness: 3, 5, 10 mm
- Length: 2,440 mm
- Width: 1,220 mm

Palram - Make a Difference



Typical Physical Properties

Property	Standard	Conditions	Units	Value
Physical				
Density	ASTM D-792		g/cm ³	3mm - 0.62 5mm - 0.60 10mm - 0.58
Water absorption	ASTM D-570	24 hr @ 23°C	%	<8%
Mechanical – Machine direction				
Flexural modulus	ASTM D-790		MPa	1200
Shore hardness	ASTM D-2240		Shore D	40
Thermal				
Service temperature range			°C	-10 to 55
Heat deflection temperature	ASTM D-648	Load: 1.82 MPa	°C	62
Coefficient of linear thermal expansion	ASTM D-696		10 ⁻⁵ /°C	6.7
Electrical				
Surface resistance	ASTM D-257		Ohm	>10 ¹²