MCRAE

knows Retail

2018 Fabric SEG Frames & Lightboxes

www.mcraeimaging.com

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SEG FRAMES & LED LIGHTBOXES

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Overview

McRae's unique lightbox technology transforms any space into a visual spectacle. With perfect light distribution and intense dye sublimation printing McRae creates high definition photo-real graphics with huge impact.

The combination of custom designed lights, precision-built frames and proprietary fabrics elevate the lightbox to an art form. Available as wall-mounted, hanging, double-sided, and freestanding, in any size, shape and configuration. Our lightboxes are customizable and can be equipped with lighting animation and smart beacons.

Lighting in Motion- McRae engineers have developed LED lights with a 60,000 hour lifespan that add movement and color changes to images capturing consumer attention and imagination.

Beacon Technology- The McRae patented bluetooth-enable devices bring the in-store shopping experience to the customer's phone or tablet through ads, coupons, or additional product information.

Our Difference

There are 4 key McRae elements that help transform environments, creating a customer experience like no other:

Single Source

Every element, every component, every detail of every McRae product is produced **in-house**. From your first moment of contact, you are in industry-expert hands. From state-of-the-art colour-matching, to the widest fabric selection anywhere and our own spectacular lighting technology-McRae has it covered.

Innovation

Ongoing investment in new technologies, research and development, and our ethos of continuous innovation has kept McRae at the very forefront.

Value Engineering

McRae assesses every project to ensure it is produced using design and components that will ensure longevity.

Rapid Deployment

McRae creates, tests and manufactures all in one location so our project turnaround times are very fast.

PROJECT MANAGEMENT

ENGINEERING

GRAPHICS

QUALITY CONTROL

METAL FABRICATION

FABRIC PRINTING

LED LIGHTING

SHIPPING

Our Capabilities

Beautifully made, built to last, McRae's products are unlike any other. Developed through our own in-house technologies, every functioning element is unique to McRae. Superior fabrics, intense dye sublimation, custom fabrication and the McRae lighting system deliver stunning imagery.

Lighting

McRae's state-of-art lighting lab makes everything on site with no delays and no compromise. We produce the LEDs, the boards and the magic that holds it all together. Our Professor of Lighting (that's what we call him) knows everything there is to know about measuring light intensity and specified brightness.

Fabrics

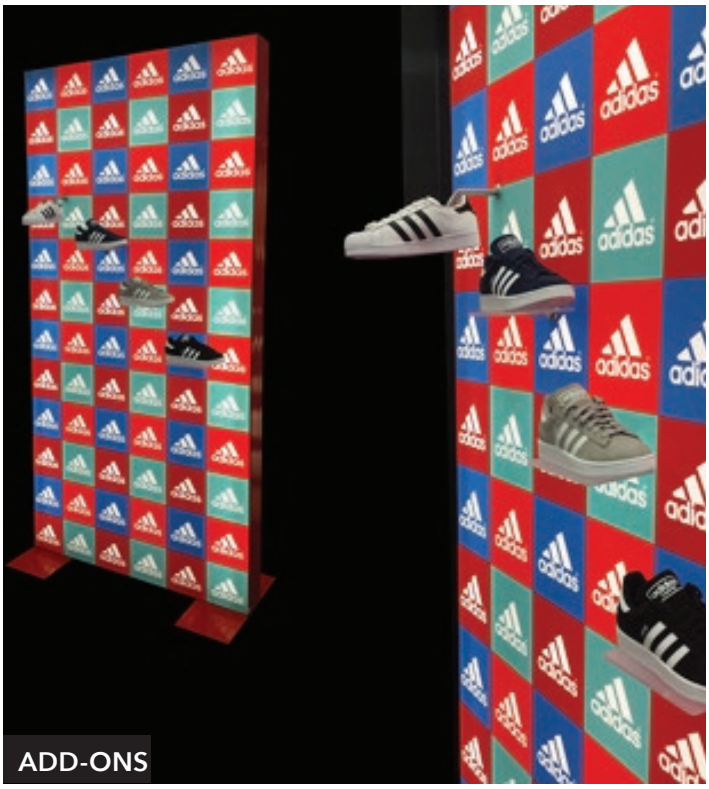
McRae's fabric has to be seen to be believed. Developed exclusively by us, for us, there are no other fabrics that compare with the properties of McRae's proprietary fabrics- superb dye sublimation printing, zero wrinkle and vibrancy in astonishing detail.

Fabrication

McRae's metal shop handles hundreds of tons of aluminum. Our fabrication team manufactures our precision extrusions to any configuration. Every McRae product is built right here and thoroughly tested before it leaves the building. Quality, reliability, and consistency guaranteed.

Custom Solutions

Our **LED** lightboxes are not limited to one specific application. They are designed to encourage creativity. Floor standing and hanging accessories can be customized to your liking. Mount them to walls, plinths, the ceiling, or existing store fixtures. Even mount shelving, and custom add-ons to your frame. You can create a custom solution that works best with your projects.



ADD-ONS

CABLE SUSPENSION

BASE PLATES & PLINTHS

COUNTERS

FIXTURE INTEGRATIONS

WF-20

Profile:
WF- 20

Depth:
0.75" [20 MM]

Graphics:
Single-Sided

LED Lighting:
N/A

Weight:
0.21 LBS/FT

Our WF- 20 is a non-lit wall mount frame with a flat back. Its slim profile offers a sleek appearance with maximum graphic exposure and minimal frame visibility. It integrates easily with existing fixtures and also has the capacity to be curved.

Available Finishes.

APPLICATION:

Wall Mounted

WALL MOUNTED

WALL MOUNTED

WF-40

Profile:
WF- 40

Depth:
1.5" [40 MM]

Graphics:
Single-Sided

LED Lighting:
Die Bond Panel Lighting Available

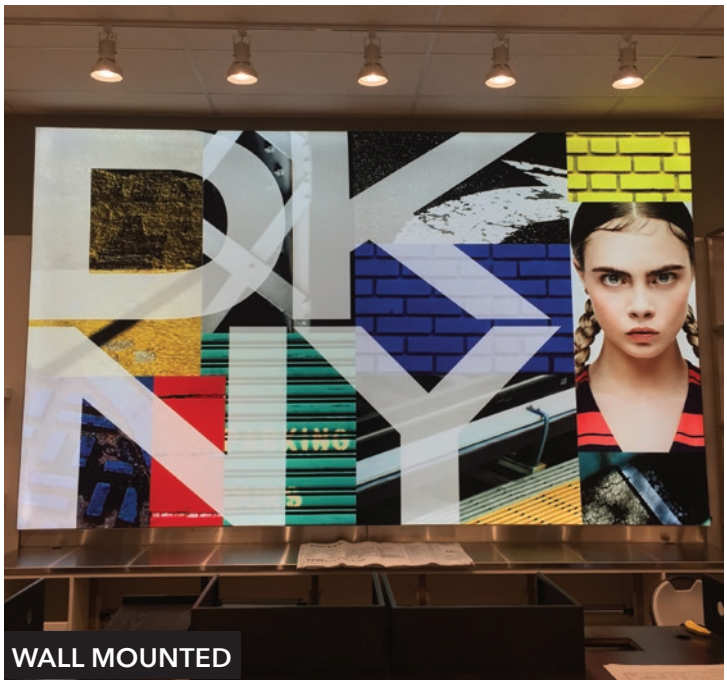
Weight:
0.32 LBS/FT

Our **WF- 40** is a non-lit wall mount frame with a flat back. Its slim profile offers a sleek appearance with a bit more rigidity than the WF-20. If a super slim lightbox is what you need, a custom die bond LED panel can be added. It also integrates easily with existing fixtures and has the capacity to be curved, giving you many options.

APPLICATION:

Wall Mounted

WALL MOUNTED



WALL MOUNTED

HD-50

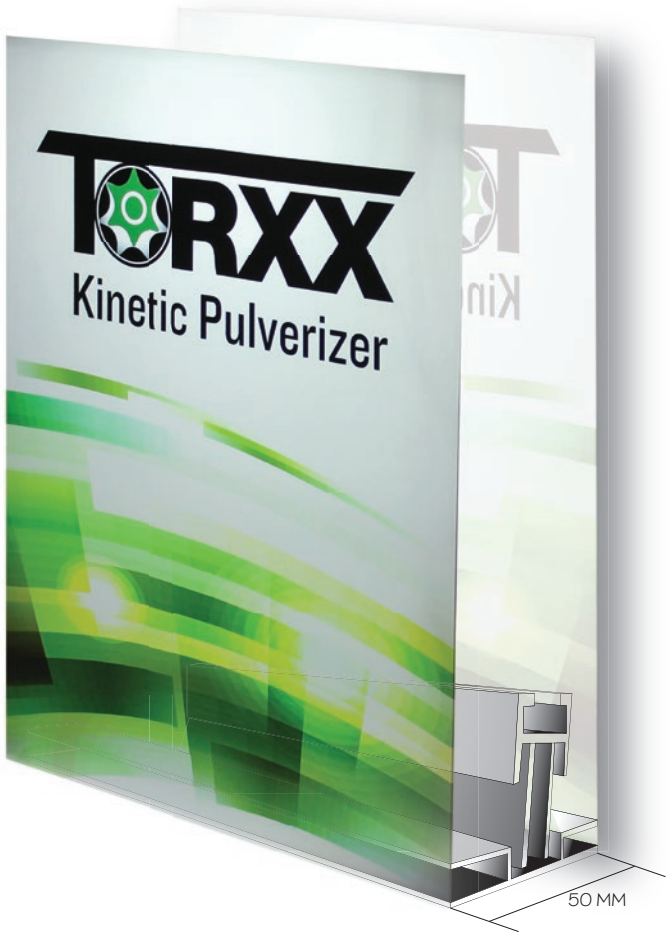
Profile:
HD-40

Depth:
2" [50 MM]

Graphics:
Double-Sided

LED Lighting:
N/A

Weight:
0.82 LBS/FT



Our HD- 50 extrusion is perfect for double-sided non-Lit hanging frame or used as a smaller floor-standing unit. This profile can also be tailored to be used as a custom element such as inserts or doors.

APPLICATION:

Floor Standing

Hanging

FLOOR STANDING

HANGING

CUBE-IT

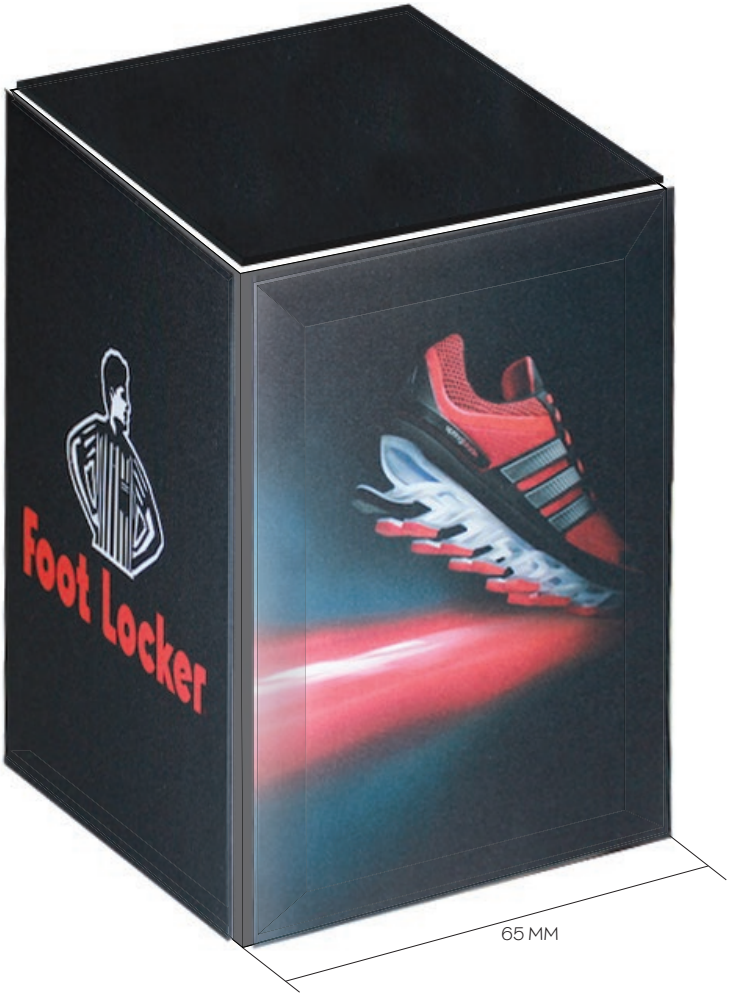
Profile:
CUBE-IT

Depth:
2.5 " [65 MM]

Graphics:
All 6 sides

LED Lighting:
Suspension Tube Lighting Available

Weight:
0.57 LBS/FT



Our CUBE-IT system is the slickest on the market. Most commonly used as a hanging display but begs to be used as a floor-standing décor accent or pedestal. Use it with graphics all four sides or opt to add graphics to the top and bottom as well.

APPLICATION:

Floor Standing

Hanging

FLOOR STANDING

FLOOR STANDING

HANGING

Y - CHANNEL

Profile:
Y-CHANNEL

LED Lighting:
N/A

Depth:
0.7" [17 MM]

Weight:
0.09 LBS/FT

Graphics:
Single-Sided

The Y-CHANNEL is great for retrofitting existing spaces and frames. Its flexibility is great for custom solutions as it can be applied to almost any surface. The perfect solution for those who prefer a discrete frame appearance.

APPLICATION:

Wall Mounted

WALL MOUNTED

WALL MOUNTED

WF-75

Profile:
WF-75

Depth:
3" [75 MM]

Graphics:
Single-Sided
Velcro Reflector Panel

LED Lighting:
Edge Lit

Weight:
0.89 LBS/FT

Our WF-75 is our most popular wall-mounted LED lightbox frame and a retail merchandiser's dream! It has the capacity for added custom internal sliding dividers that allow for easy transformation with multiple graphic panels lengths and no lighting shadows.

APPLICATION:

Wall Mounted

WALL MOUNTED

HANG FLAT

WALL MOUNTED

HLD-75

Profile:
HLD-75

Depth:
3 " [75 MM]

Graphics:
Double-Sided

LED Lighting:
Edge Lit

Weight:
0.89 LBS/FT

Our HLD-75, at only 3" deep, is the slimmest double-sided edge lit LED lightbox on the market. Ideal for hanging or floor-standing applications and perfect for those tight, narrow spaces.

APPLICATION:

Wall Mounted

Hanging

FLOOR STANDING

HANGING

WFD-90

Profile:
WFD-90

Depth:
3.5" [90 MM]

Graphics:
Double-Sided

Velcro Reflector Panel

LED Lighting:
Edge Lit

Weight:
0.98 LBS/FT

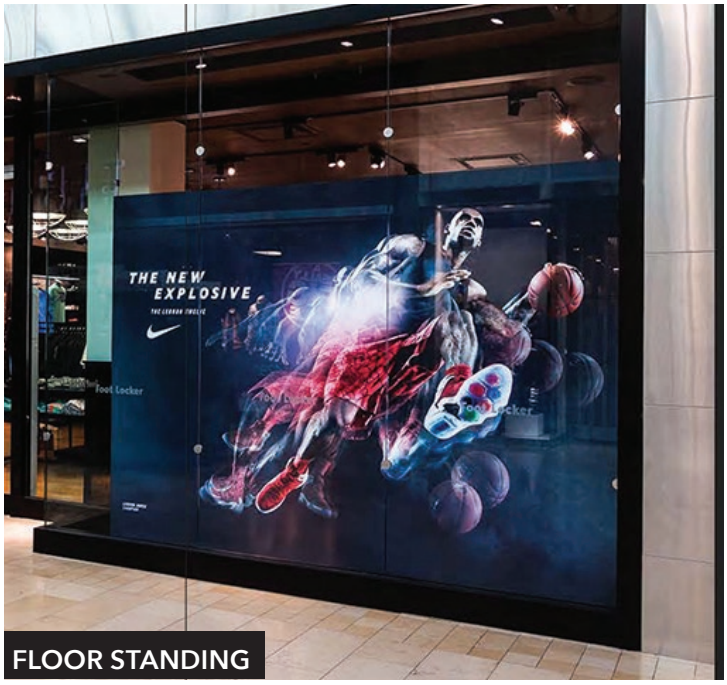
Our WFD-90 is a versatile crowd favorite. It is most commonly used in double-sided floor-standing application with one side backlit, the other non-lit, thanks to the internal light-blocking reflector panel.

APPLICATION:

Floor Standing

Ceiling

FLOOR STANDING



FLOOR STANDING

RM - 98

Profile:
RM-98

Depth:
4" [98 MM]

Graphics:
Double-Sided

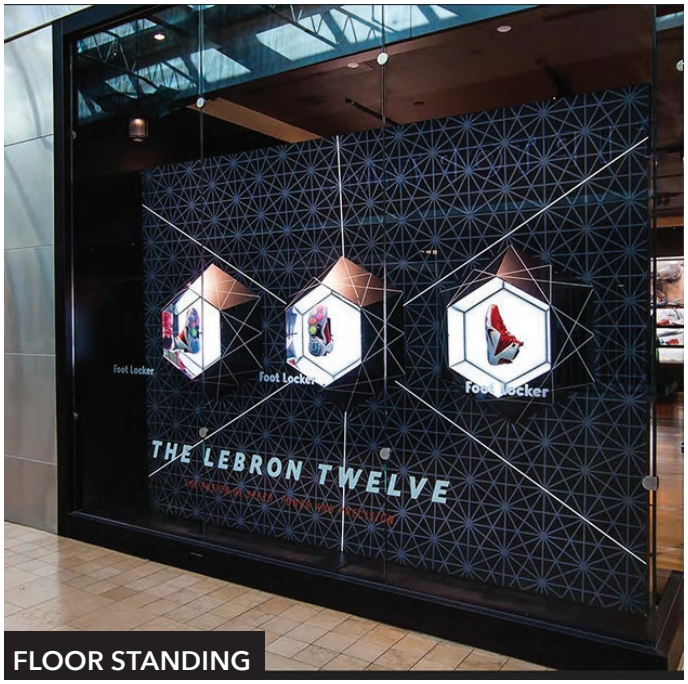
LED Lighting:
Edge Lit

Weight:
0.09 LBS/FT

Our **RM-98** is most commonly used as a floor standing double-sided LED Lightbox. The front is backlit, and the rear is non-lit. This profile is designed to load the front graphic from behind. Perfect for window displays and similar setups that are tricky to access.

APPLICATION:

Floor Standing



FLOOR STANDING

FLOOR STANDING

WRF - 100

Profile:
WRF-100

Depth:
3.9" [100 MM]

Graphics:
Single-Sided

SEG Backer/ Reflector Panel

LED Lighting:
Edge Lit

Weight:
1.43 LBS/FT

Our **WRF-100** is the favourite of wall mounted LED Lightboxes. This profile can also be used for double-sided non-lit or single-sided lightbox floor standing applications.

APPLICATION:

Floor Standing

Wall Mounted

Ceiling

FLOOR STANDING

WALL MOUNTED

BL - 115

Profile:
BL-115

Depth:
4.5" [115 MM]

Graphics:
Double-Sided

LED Lighting:
Edge Lit

Weight:
1.3 LBS/FT

Our **BL-115** is the ideal choice when you need a large and extra-stable frame. Typically used for double-sided floor-standing lightboxes but can also be a double-sided non-lit frame.

APPLICATION:

Floor Standing

FLOOR STANDING

FRONT

BACK

BL - 152

Profile:
BL-152

Depth:
6" [150 MM]

Graphics:
Double-Sided

LED Lighting:
Edge Lit

Weight:
1.58 LBS/FT

Our BL-152 is the choice for larger lightbox applications that require the utmost in stability, and a strong, robust look.

APPLICATION:

Floor Standing

FLOOR STANDING

FLOOR STANDING

NIKE FLYKNIT LUNAR2
IMPOSSIBLY LIGHT. INCREDIBLY STRONG.

DICKEY
43

BLUE
DRI-FIT

adidas

VICTORY IS A MINDSET
ROCKETS
adidas
adidas
TRAINING

Health & Fitness
fitbit
fitbit
Audio
SOLO³ WIRELESS

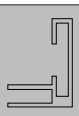
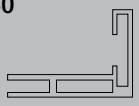
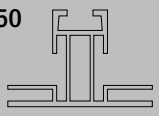
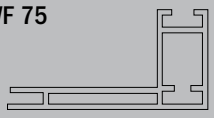
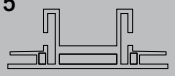
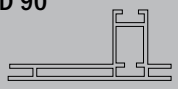
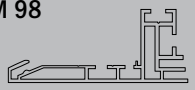
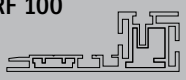
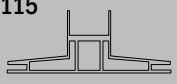
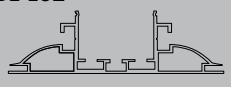
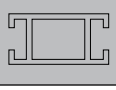
JAGUAR
LAND ROVER

Essentials
Lifestyle
Lifestyle

delicious hot foods
deli delights

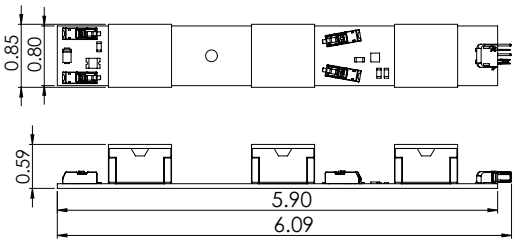
Skittles
Orbit
WRIGLEY'S
Juicy Fruit
Starburst

twitch
twitch
twitch
twitch

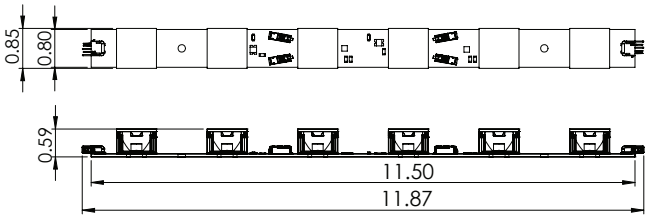
SEG Silicone Edge Graphic Frames	Depth (in/mm)	Weight (lbs/ft)	Lit	Non-Lit	Single Sided	Double Sided	Floor Standing	Wall Mounted	Hanging	Ceiling
WF 20 	0.75 in 20 mm	0.21		X				X		
WF 40 	1.5 in 40 mm	0.32			X			X		
HD 50 	2 in 50 mm	0.82		X		X	X		X	
Cube It	2.5 in 63.5 mm	0.57	X	X		All Sides	X		X	
Y Channel	1.7 in 17 mm	0.09		X	X			X		
WF 75 	3 in 75 mm	0.89	X	X	X			X		
HLD 75 	3 in 75 mm	0.89	X	X	X			X		
WFD 90 	3.5 in 90 mm	0.98	X	X			X			X
RM 98 	3.8 in 98 mm	0.09	X	X		X	X			
WRF 100 	3.9 in 100 mm	1.43	X	X	X		X	X		X
BL 115 	4.5 in 115 mm	1.3	X	X		X	X			
BL 152 	6 in 152 mm	1.58	X	X			X			
SUPPORT BAR 										

*See Application page for more details

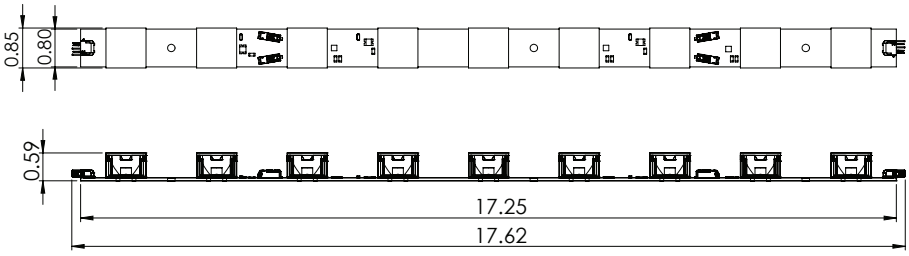
8L1



8L2



8L3



LED BOARD	Product Name	8L1S	8L1H	8L2S	8L2H	8L3S	8L3H
ELECTRICAL	Power Consumption	4.2 W	8.4 W	8.4 W	16.8 W	12.6 W	25.2 W
	Input voltage	12VDC					
	Constant Voltage/ Current	Constant Voltage					
	Power Supply	60W Max for class 2 wiring, 150W Max for non-class 2 wiring					
	Input Current	0.35 A	0.7 A	0.7 A	1.4 A	1.05 A	2.1 A
	Interconnection	End-to-end connector, push-in wire connector, wire soldering					
	Base Board	Aluminum					
OPTICAL *	Protection	Reverse-polarity, over-current, over-voltage, thermal					
	Lumen @ 25°C	473 lm	851 lm	946 lm	1702 lm	1419 lm	2553 lm
	Luminous Efficiency @25°C	112.6 lm/W	101.3 lm/W	112.6 lm/W	101.3 lm/W	112.6 lm/W	101.3 lm/W
	Lumen per foot	987 lm/ft	1776 lm/ft	987 lm/ft	1776 lm/ft	987 lm/ft	1776 lm/ft
	Minimum CRI**	70 (Standard), 75, 80, 90					
	Color or CCT	2700K, 3000K, 3500K, 4000K, 5000K, 5700K (Standard), 6500, Royal Blue, Blue, Green, PC Amber, Amber, Red-Orange, Red, HE Photo Red, Far Red					
PHYSICAL	Dimension	5.90"(L) x 0.8"(W) x 0.59"(H)		11.5"(L) x 0.8"(W) x 0.59"(H)		17.25"(L) x 0.8"(W) x 0.59"(H)	
	Weight	0.06 lb		0.1 lb		0.18 lb	
	Max Series Connection	80.5" for 8LxS OR 40.25" for 8LxH					
	Operating Temperature	-40°C - 85°C					
	Storage Temperature	-40°C - 85°C					
CERTIFICATES	Certificates	UL 879 (SAM), UL 8750, CE, and RoHS					
FRAME DEPTH	Minimum 2" for edge lighting						

* Optical data is based on using LEDs with standard CCT and CRI.

**90 CRI is not available on all CCT options.

FABRIC STYLES & WIDTHS

Fabric Name	Max Print Width	Applications
Poly Flex*	120”	Tension Fabric Displays, Fabric Mural
Poly Pro	106”	Banners, Custom Structures
Triple White	123”	Banners, Custom Structures
Vivid Backlit*	119”	Lightbox & Backlit Applications
Luxx Backlit	124”	Lightbox & Backlit Applications
Backlit Satin	122”	Backlit Structures & Displays
SPECIALTY		
Fence Mesh	121”	Indoor & Outdoor Applications
Premium Flag Mesh	121”	Indoor /Outdoor Flags, Banners
Table Cloth/PolySatin	74”	Table Cloth/ Throw & Drapes
Poly Lycra	60”	Stretch Applications
Poly Sheer	124”	Hanging Banners, Custom Applications
UNPRINTED		
Reflector	110”	Lightbox Reflective/ Blocker Applications
Poly Flex Black & White*	120”	Tension Fabric Displays, Fabric Mural
Poly Flex Stock Colours*	98”	Tension Fabric Displays, Fabric Mural

We also have access to a variety of additional specialty fabrics, including other sheer and mesh in a variety of weights. Whatever the project, we will find the right fabric for you!

***Proprietery McRae Fabric**

McRae knows retail.

McRae transforms environments with stunning brand imagery creating a customer experience that promotes sales growth.

We lead the way in fabric printing. LED lighting, fabric lightboxes, silicone-edged graphics and displays. This is where art and science come together to create show-stopping image perfection.

Our expertise ensures a frictionless path through every stage of production of even the most complex design. Rigorous quality control, fast turn-around times, seamless customer experience. It is the McRae way.

MCRAE

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