

POP-OUT

be anything.

EN



Inspirations

Inspirations

- Retail
- Office interior
- Outdoor event
- Product presentation
- Festival

6
6
6
6
6

Structure

Structure

- Advantages
- Technical details

12
12
14

Parts

Parts

- Double pop-OUT, double impression

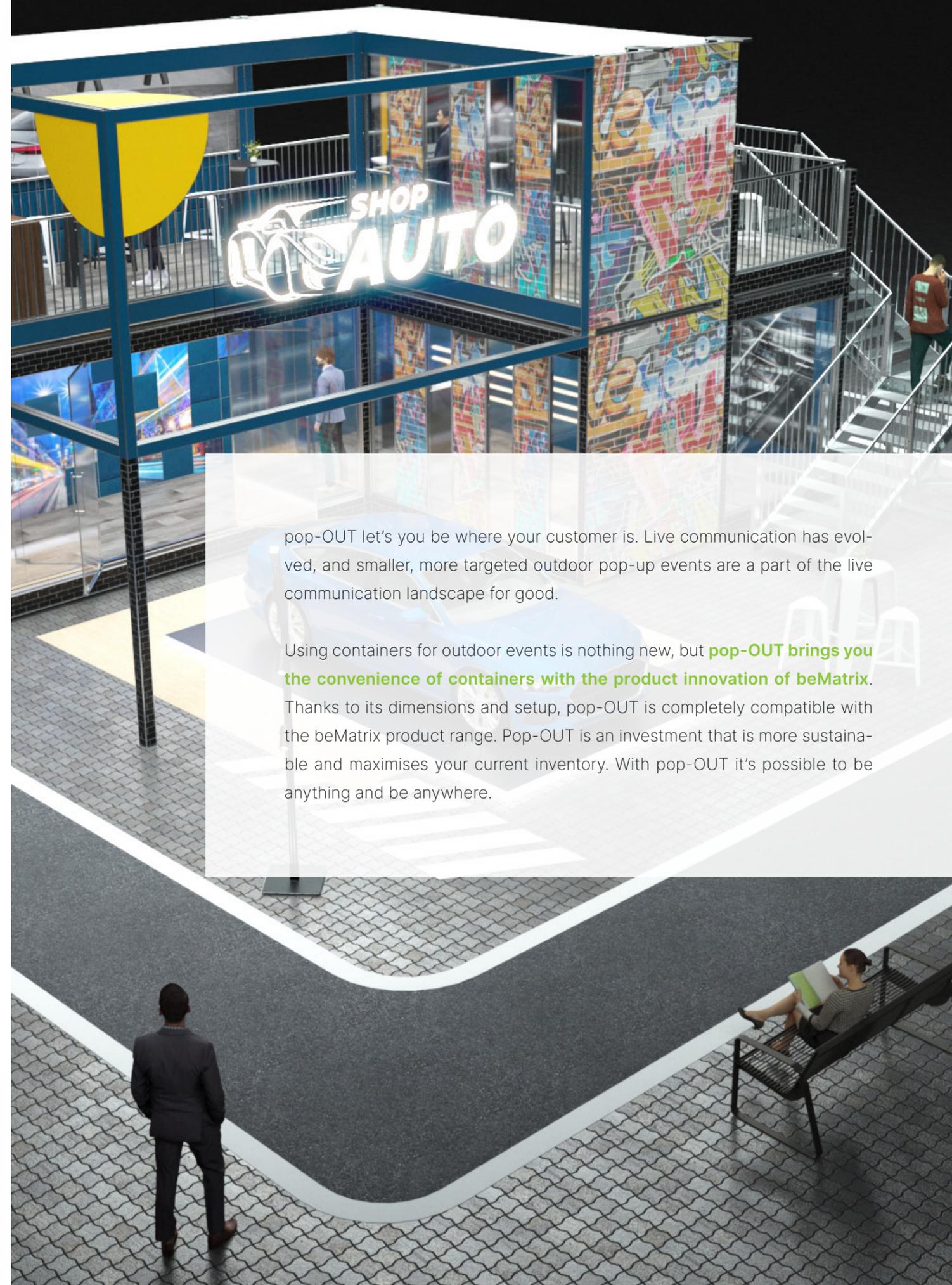
18
18

Modularity

Modularity

- Design freedom

22
22



pop-OUT let's you be where your customer is. Live communication has evolved, and smaller, more targeted outdoor pop-up events are a part of the live communication landscape for good.

Using containers for outdoor events is nothing new, but **pop-OUT brings you the convenience of containers with the product innovation of beMatrix.** Thanks to its dimensions and setup, pop-OUT is completely compatible with the beMatrix product range. Pop-OUT is an investment that is more sustainable and maximises your current inventory. With pop-OUT it's possible to be anything and be anywhere.



01

Inspirations

Inspirations

pop-OUT is a **flexible product for outdoor pop-up activities**. With the basic pop-OUT structure and our other beMatrix products, you open a new world of possibilities for your existing beMatrix inventory.

Retail

With pop-OUT you can create unique pop-up shops that entertain consumers with short-term 'wow' experiences.

Office interior

Create a meeting room or office space anywhere you need to, while maximising available brandable spaces and surfaces.

Outdoor event

pop-OUT can accommodate lounge areas through VIP areas and be customised to meet your needs and to your wildest imagination.

Product presentation

No need for a merchandising team 24/7, pop-OUT is also perfect as a product display.

Festival

Use the pop-OUT to stand out at a festival. Put a DJ on the second floor and overlook the festival grounds.





Learn more about the pop-OUT during our hands-on training.





CO₂ structure

Structure

Advantages

pop-OUT comes standard in one size and colour. The structure contains a **floor plate, a ceiling plate and four beams**. Once the structure is placed, you choose how you finish the structure and if you close it up with **walls of frames or glass**. For maximum fit with the beMatrix DNA, the pop-OUT elements can be linked or stacked depending on the need.

Flat packed or prebuilt

We transport your pop-OUT module flatpacked or assembled, depending on whether you want to save space during transport or want to be able to use the pop-OUT quickly. Overall, we strongly recommend assembling the pop-OUT using a crane.



Level it up

On each side of the pop-OUT, there is a hatch in the footplate. This allows you to adjust the adjustable feet to level the pop-OUT even on bumpy or uneven grounds.



Scan and get a step by step guide!



beMatrix dimensions

As with our other products you can finish your pop-OUT with b62 frames and 3mm panels or SEG textile that fit the standard b62 frames.

Double door

As an option, the pop-OUT can be delivered with a standard double door in glass and lock.



Track light

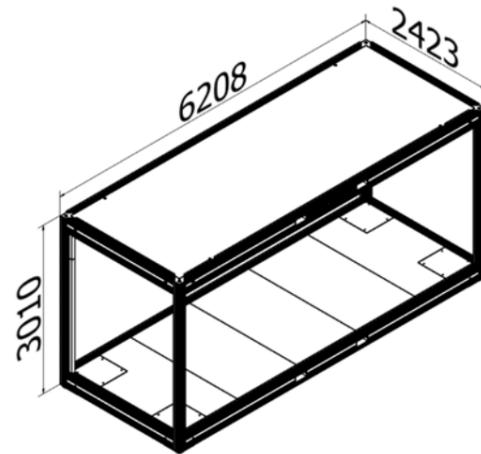
Lighting the interior is easy with the beMatrix Track Light System, a beMatrixed solution for fast integration of your lighting. You can nicely incorporate the square 62x62 profile in your pop-OUT ceiling.



Technical details



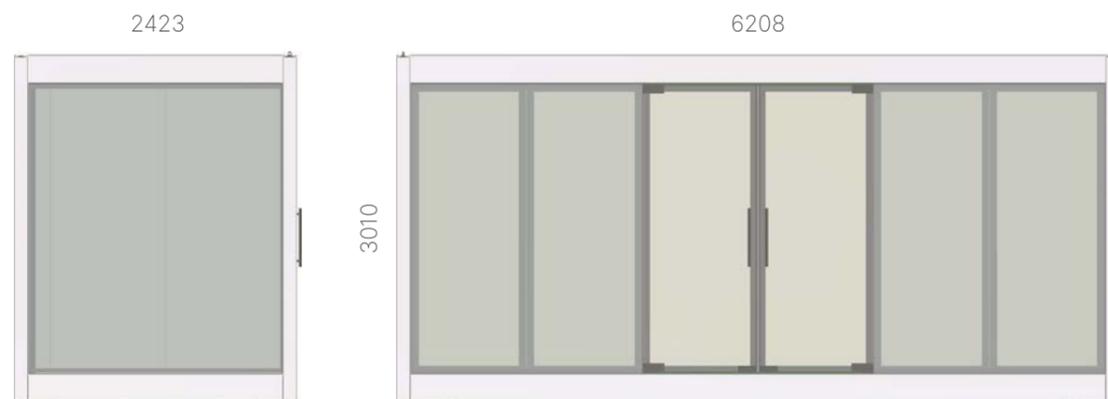
- ART. NR: 450 000 TG
 DIMENSIONS OUTSIDE:
 6208 × 2423 × 3010 mm
 DIMENSIONS INSIDE:
 5960 × 2170 × 2480 mm
 COLOUR: RAL 9006
 OPTIONAL:
- Glass sections
 - Double door
 - b62 frames



Good to know

- The pop-OUT is **delivered without electrical wiring**. The structure has the necessary holes and space to offer full flexibility in where you place wiring in the floorplate, beams and ceiling plate. Create a perfect finish with beMatrix frames or panels and textiles.
- Whether you order **glass sections**, the glass needs to be reinforced for outdoor use and have a thickness of 12 mm.
- The pop-OUT is delivered with a **double layer wooden floor** with a total thickness of 36 mm. This structure is strong enough to carry a car. You finish the floor with standard 6 mm flooring material.
- You can install an **air conditioning** using the beMatrix frame.
- Structural calculations have been performed according **EUROCODE**

Glass profile configurations



Double door configurations



1



2



3



CO2

Parts

Parts

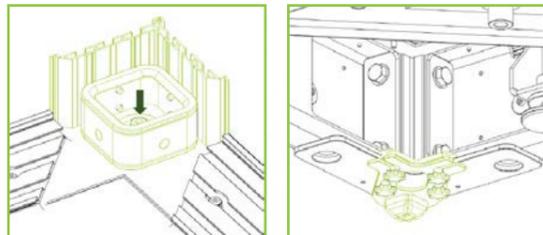
Double pop-OUT, double impression

Do you want to take your pop-OUT literally to the next level? Add an **additional floor on top of your existing pop-OUT**. To make it easy for you, we created the pop-OUT second floor with stairs package that includes everything you need to make a double impression. **Underneath an example with the needed parts.**

Stacking cornerblocks

450 03 00

Take your pop-OUT literally to the next level with an additional floor. This coupling piece allows you to **mount an additional platform** or pop-out to your existing pop-out. This set contains 4 pieces.



Joining set waterproof rubber

long side - 450 04 01

short side - 450 04 02

2 joining sets to connect 2 pop-outs together on their long and short sides. each set contains: 4 connectors, 1 magnetic foil to seal the top and rubbers with velcro to seal the sides.



Railing set + stairs

450 002

Finish the top pop-OUT with the railing elements and a modular stairs that can be connected to the platform in different directions. It provides both **safety and a beautiful finishing touch**.



Configurations



Glass frame + door

Short sides - 451 2170 2480 A

Double door - 452 5952 2480 A

Long side - 451 5952 2480 A

b62 frame

606 ++++ ++++ 30E

As every beMatrix product can be used as a building block, you choose how to finish your pop-OUT: with frames or glass. 19



03 Modularity

Modularity

Design freedom

Change the skin

We always say, **keep the body, change the skin**. This is true with pop-OUT as well. You can finish the outside of pop-OUT with 3 mm panels and a new profile for safety. The inside can be finished with panels, glass, LEDskin®, textile or lightboxes.



Xtreme solutions

Integrate pop-OUT with the beMatrix **beTruss** or **beConstruct** and create new and imaginative experiences. Thanks to the modular DNA, design possibilities are endless.

LEDskin®

The interior of pop-OUT perfectly integrates LEDskin®. Next to that, you are able to add LEDskin® behind the glass, pointing outwards. LEDskin® is available in 3 pixel pitches: 1.9, 1.5 and 2.5. This guarantees optimal resolution, brightness, and responsivity. Create an **experience** inside the pop-OUT or **draw attention** using LEDskin®. Everything is possible.



Lightbox

Light up your message with a lightbox. beMatrix lightboxes integrate easily with our pop-OUT system without using any tools. You can choose between single-sided and double-sided lightboxes. The result is a sleek and flawless look.

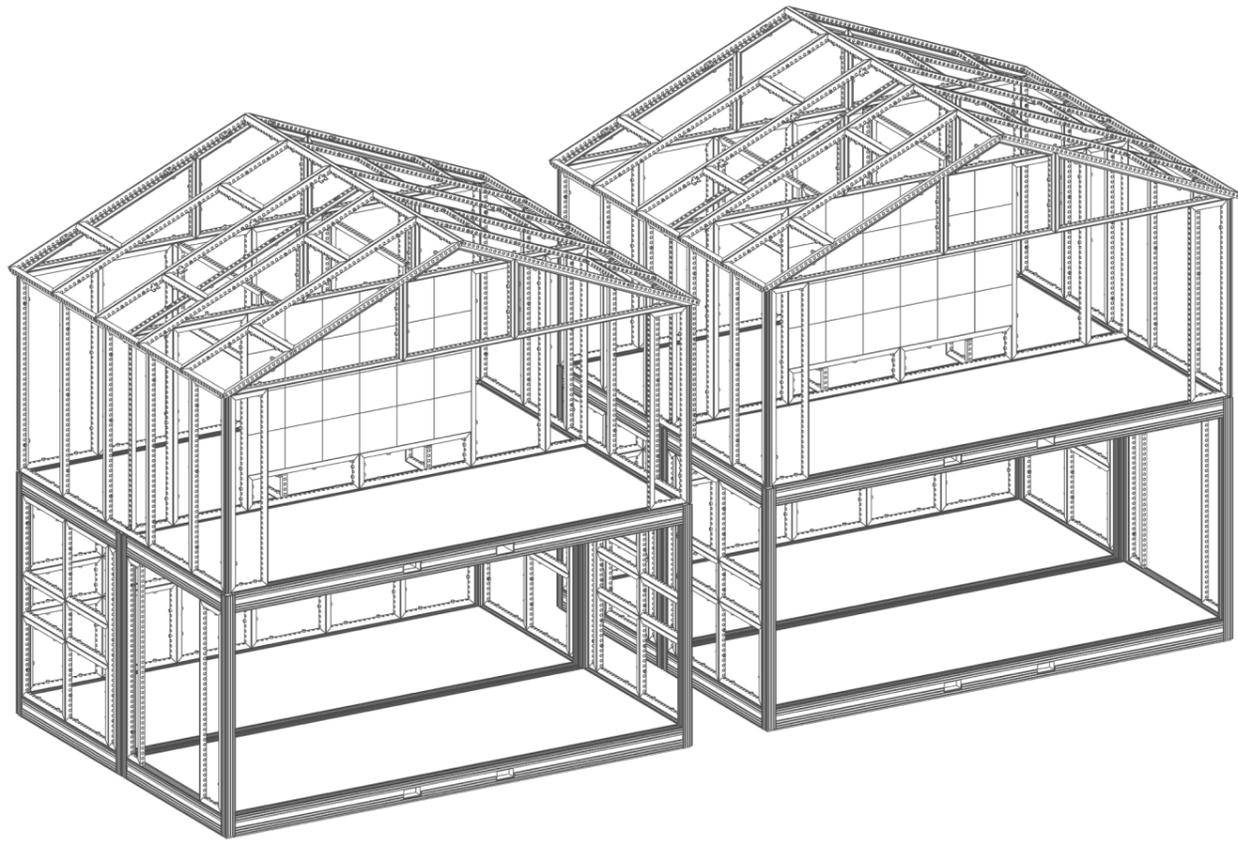




**Fully compatible with your
existing beMatrix range!**



You're not limited with pop-OUT. **Dare to dream big and connect multiple cubes** to create one large space.



© The 4 One Group & Willwork



© The 4 One Group & Willwork



© The 4 One Group & Willwork

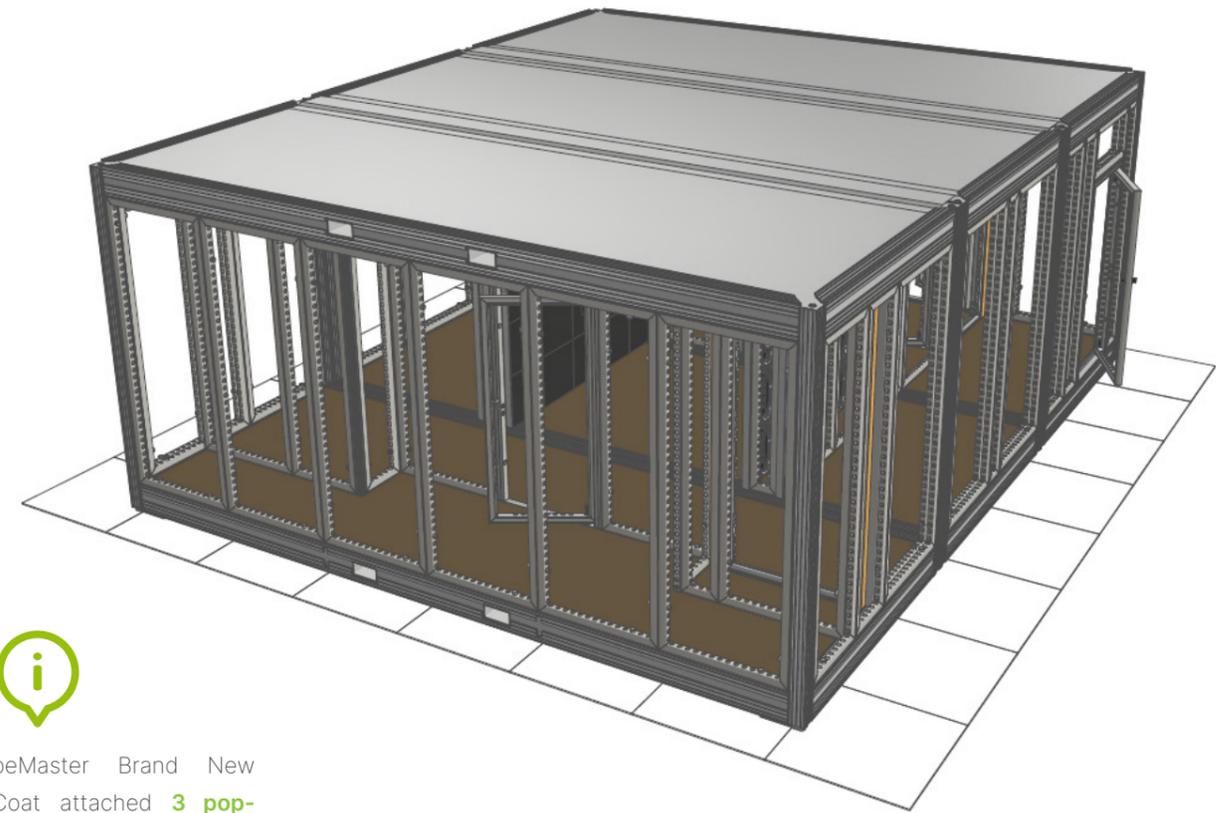


© The 4 One Group & Willwork





© BRANDNEWCOAT



beMaster Brand New Coat attached **3 pop-OUTs** in the city centre of Paris to promote the new Mugler perfume.





be strong  **be stylish**
be anything.

Come say hi

HQ Belgium
Wijnendalestraat 174
8800 Roeselare

get in touch

+32 (0)51 20 07 50
info@beMatrix.com

or boost your inspiration

www.beMatrix.com
socials @beMatrix
    