



ABEX.COM

## ► CAPABILITIES

TRADE SHOW TRAILBLAZERS.  
AWARD-WINNING DESIGNS  
TURN-KEY MODULAR EXHIBITS  
STATE-OF-THE-ART LARGE FORMAT GRAPHICS

# DON'T JUST SHOW UP. SHOW OFF.

*AMERICAN MADE!*  
SINCE 1981

From Portable Displays to Custom  
Exhibit Solutions, we are **#DesigningForward**







**BUY  
OR RENT  
A MODULAR  
EXHIBIT  
FROM ABEX**





# THE STORY OF **ABEX**

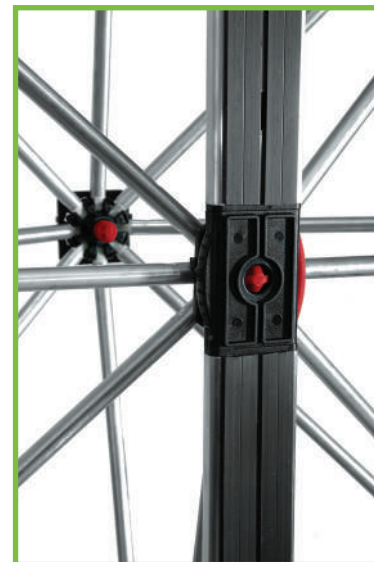
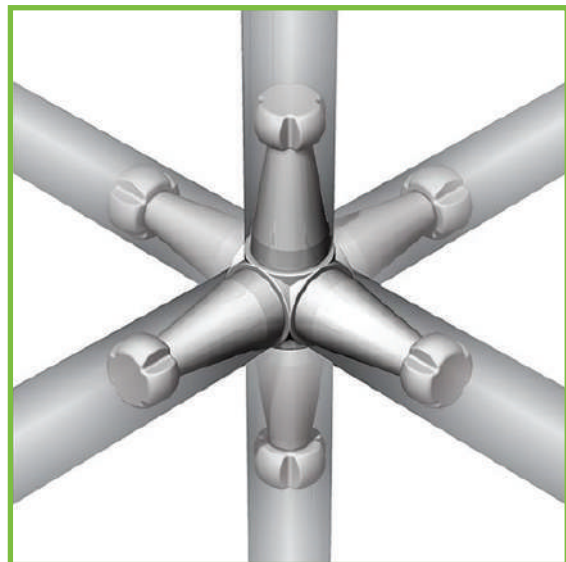
The story of Abex dates back to 1964 when Danish architect Poul Cadovius, designed and patented a breakthrough modular system for trade shows and retail environments. It was named Abstracta. From its factory in Tonder, Denmark, Abstracta quickly made inroads and gained acceptance worldwide. Between the years of 1964 and 1981, distribution of Abstracta products was expanded worldwide to include Australia, New Zealand, the United States and most European countries.

With the new wave of modular displays gaining acceptance in the market between 1984 and 1987, Abstracta Designs Incorporated, as a company with Danish roots, decided to begin importing a pop up, the fastest growing portable display product in the market from Denmark. Between 1987 and 1990, Abstracta established a subsidiary company to import and eventually manufacture the Exposure pop up product. It quickly developed a distribution channel in the USA of 100+ distributors who were now selling both the Abstracta and Exposure brands.

In 1990, while visiting Euroshop, Robbie Blumenfeld acquired the worldwide rights and manufacturing facilities of Abstracta in Denmark. Within one year, all of the production of Abstracta had been moved into a new facility in Los Angeles, California and the European headquarters of Abstracta in Denmark was relocated to Zurich, Switzerland.

During the years of 1993 through 1998, Abstracta and its Exposure subsidiary invested 1.5 million dollars in R and D and new product development that catapulted the company to its highest level of sales in its history. By 1998 the product line included three new panel systems – Abex 900 Custom Modular, the Abex 600 Multiconnect, and the Abex 500 Quickconnect panel systems.

## **ABSTRACTA** + **EXPOSURE** ROOTS







OUR BROAD RANGE OF CAPABILITIES INVOLVE DESIGN OPTIONS THAT GO **BEYOND A STANDARD EXHIBIT. FROM PORTABLE TO CUSTOM,** ABEX WILL TAILOR MAKE YOUR EXHIBIT TO YOUR SPECIFIC NEEDS WITH THE UTMOST ATTENTION AND DETAIL TO PACKING & PROTECTION OF YOUR EXHIBIT, LARGE OR SMALL.



# BACKLIT DISPLAYS



lumiwall

THE WIDEST RANGE OF LED-BACKLIT FRAMES WITH SEG GRAPHICS





WITH EXHIBITORS THAT HAVE WANT MORE **DESIGN FLEXIBILITY** FROM SHOW TO SHOW, WHETHER YOU HAVE A RIGOROUS TRADE SHOW SCHEDULE OR JUST DO A FEW SHOWS A YEAR, IT MAKES SENSE WHY EXHIBITORS THESE DAYS ARE MOVING TOWARDS **RENTAL SOLUTIONS**. ABEX OFFERS **FULL TURN-KEY RENTAL** EXHIBITS OF ALL SIZES WITH THE ABILITY TO INTEGRATE CUSTOM DESIGN ELEMENTS.





# [LARGE FORMAT GRAPHICS]

STATE-OF-THE-ART  
LARGE FORMAT PRINTING







3D RENDERING & CONCEPTUAL DESIGN  
FROM TOP **AWARD-WINNING** DESIGNERS  
IN THE INDUSTRY



# [ENGINEERING]



ABEX is committed to designing and manufacturing high quality trade show exhibits that are as dynamic as they are competitive. We are dedicated to providing an environment that encourages the success and growth of the Abex community.

Custom Modular Solutions – Design without compromise. More than a build. Total turnkey. Looks custom, works modular. From designing, exhibit manufacturing to trade show shipping cases, we take care of everything. Save time, save money.

ABEX can work with any design idea you have. With a 50,000 square foot facility that includes an in-house metal shop, wood shop, welding capabilities, milling/drilling departments, paint shop, CNC machines, a multitude of large format printers, case rotomolding, etc, we can make anything happen.

**CAD-BASED ENGINEERING | CUSTOM PACKING SOLUTIONS**





# EXHIBIT MANUFACTURING

*AMERICAN MADE!*  
SINCE 1981

TODAY, ABEX EXHIBITS CAN BE FOUND WHEREVER TRADE SHOWS AND EVENTS TAKE PLACE IN OVER 60 COUNTRIES ON EVERY CONTINENT. ABEX OFFERS ONE OF THE BROADEST LINES OF PORTABLE DISPLAYS AND COUNTERS FOR CONVENTIONS AND EXPOS IN JUST ABOUT ANY INDUSTRY. FROM PORTABLE POP-UP DISPLAYS AND EASILY INSTALLED TENSION FABRIC DISPLAYS TO CUSTOM HYBRID EXHIBIT SYSTEMS WITH LAMINATED WOOD PANELS JOINED WITH SEG GRAPHICS, STUDIO ABEX WILL DESIGN AND BUILD A BEAUTIFUL AND FUNCTIONAL CUSTOM SOLUTION FOR YOU OR YOUR CLIENT'S NEXT EVENT. WHICHEVER YOU CHOOSE, YOU'LL ENJOY THE BENEFITS OF PORTABLE MODULAR WHICH INCLUDE LOWER BUILD COST AND REDUCED STORAGE, TRANSPORTATION AND I&D EXPENSES. YOU'LL ALSO REST EASY KNOWING THAT YOUR STRUCTURE WILL BE MANUFACTURED BY A COMPANY WITH OVER THIRTY EIGHT YEARS OF **EXPERIENCE.**



# [CARPENTRY]



CUSTOM WOOD CONSTRUCTION, CABINETRY, LAMINATE FINISHING,  
PANELING AND CUSTOM CRATING SOLUTIONS,



# [ ROTOMOLDING ]



ABEX BEGAN ROTATIONALLY MOLDING THEIR OWN CASE DESIGNS IN 1998 TO  
REINFORCE THE COMPANY'S MODULAR POSITIONING





I&D + LOGISTICS + SHOW MANAGEMENT

WE'LL HANDLE IT ALL. FROM FREIGHT TO AND FROM YOUR SHOW TO **INSTALL / DISMANTLE**, LABOR SUPERVISION, OTHER SHOW SERVICES AND MORE. WE FOCUS ON THE BOOTH AND LOGISTICS, YOU FOCUS ON YOUR SHOW AND INTERACTING WITH ATTENDEES





## SOME OF OUR CLIENTS

THESE ARE SOME OF THE COMPANIES WE ARE PROUD TO WORK WITH AND HELP FURTHER THEIR BRAND'S IMAGE ON THE TRADE SHOW FLOOR.

American Airlines  P.F. CANDLE CO.  loungefly **selligent**

 **PADI** Shottys  vip.petcare  CANNDESCENT<sup>TM</sup> FLUXWERX<sup>TM</sup>  
CALIFORNIA

**HARIO**  NETSPEND **CONAIR**  TURVEDA **stem**

 The Cheesecake Factory BAKERY<sup>®</sup> casamba<sup>+</sup>  Finn AI  TePe<sup>®</sup> oats over night

 Apple Google  W HOTELS ORLY<sup>®</sup> MADE IN L.A. Honeywell  NASA

**FedEx** RE/MAX<sup>®</sup>  hp  TW  BOEING 

 AT&T  Expedia<sup>®</sup>  Budget<sup>®</sup>  Nestlé JO MALONE LONDON

 DISC MAKERS<sup>®</sup> cortex USA INC. ASHWORTH  swatch<sup>®</sup>  AKG

 MAXIMUM GAMES<sup>TM</sup> **Miele** *Oster*  WESTERN COMPUTER  tokidoki

 AMERICAN INTERNATIONAL INDUSTRIES Control4  MARINA VAPE  
ESTD 2015  
\* MANUFACTURING COMPANY \*  
LOS ANGELES CALIFORNIA **Numark** Revitalash<sup>®</sup> COSMETICS





# MAXIMUM GAMES™



ROAD RAGE



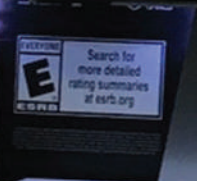
MARK McMORRIS  
INFINITE AIR

TROLL

LOADING HUMAN™  
CHAPTER 1



## MAXIMUM GAMES





HSI Immersive  
Design & Integration for Exhibits and Attractions

Haverford Systems  
AV Design & Integration for Exhibits and Attractions

lumiwall

ABEX WAY

LUMIWALL PL

lumiwall

AMERICAN MADE  
SINCE 1981





PUNKY<sup>®</sup>  
COLOUR

PUNKY<sup>®</sup>  
COLOUR

PUNKY<sup>®</sup>

PUNKY<sup>®</sup>  
COLOUR













**WE ARE PADI**

EDUCATION | EXPLORATION | COMMUNITY | CONSERVATION

VICENCIA  
& BUCKLEY

SportDiver





FLUXWERX.<sup>7</sup>

FLUXWERX.<sup>7</sup>







The image shows a trade show booth for SGS Dental. The main backdrop is white with large, 3D orange letters spelling 'SGS' and 'Dental' in grey. Below 'SGS' is the text 'Swiss Implant System'. The booth has a red and white striped awning. A vertical banner on the right features a red and orange geometric pattern. A sign on the right lists the company name, warranty, and success rate.

# SGS Dental

Swiss Implant System

 **SGS Dental**  
Swiss Implant System

**LIFETIME WARRANTY**

SGS Dental implant takes responsibility for all of its implants and gives  
its time warranty when used in accordance with the supplied  
instructions for use and the company protocols.

**98%**

100% SUCCESS RATE



Optimizing the economic  
returns of energy storage on  
both sides of the utility meter.

**DEMAND**  
energy  
An Enel Green Power Company

enel

World-class innovation  
to power our future.

**DEN.OS™**  
Distributed Energy Network  
Optimization System





JEWELX  
EXPERIENCE THE ERI

KALLATI

VIRTRUVE

ROYAL  
ASSCHER  
Since 1858





THE ORIGINAL  
BRAZILIAN  
BLOWOUT

O.P.I.

O.P.I.









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