

**the green alternative  
to the pop-up display**

**xpressions®**



- **recycled fabric graphics**
- **more sustainable**
- **display is completely recyclable**
- **lower carbon footprint**
- **far less total energy used**
- **no toxic waste**



Covered by U.S. Patent No. 7,191,555. Foreign and domestic patents pending.

[www.xpressions-snap.com](http://www.xpressions-snap.com)

recycled paper



## **Xpressions® is the greener alternative to the traditional pop-up.**

The biggest problem is that traditional pop-ups, graphics and magnets are destined for the landfill. Magnetic strips, encapsulated paper and plastic graphics along with tons and tons of hardware are simply thrown away never to be used again. Standard pop-ups are waging a full offensive against our planet. Landfill destiny is making it difficult for companies to meet their greenness goals. Xpressions combats these issues, on every front, helping you meet your corporate and personal green initiatives.

**Recycled fabric graphics** are the first and most obvious greener aspect of Xpressions. Produced from recycled discarded soda bottles the graphics are easily recycled when no longer needed. Traditional pop-up graphics are plastic encapsulated prints which cannot be recycled. Try separating the graphics from the plastic laminate, it can't be done, both go into the landfill. Beyond recycle-ability of Xpressions is the ability to change one or more graphics to create a new image or message. With traditional pop-ups the entire mural must be recreated and the old mural goes straight into the landfill.

**What about magnets?** Consider a second aspect. Those long traditional pop-up magnetic strips on the graphics and again on the channel bars. Recyclable? No way! off to the landfill again.

The third aspect is the **much lower carbon footprint** of Xpressions. Xpressions fits in one case and is very lightweight. Traditional pop-ups fit in two or more cases and are far heavier. This results in significantly greater fossil fuel consumption transporting the pop-up system and cases. The Xpressions transportation carbon footprint is 60% less than a traditional pop-up system (and this does not even consider the extra energy used in producing and shipping the second pop-up case). Taking this footprint a step further is the ease of set-up of the Xpressions display. It sets up extremely fast, requiring less than a minute. Traditional pop-ups require multiple trips to the exhibit hall and a much longer set-up time.

**Design and style** are not limited. Your Xpressions display proves a green display doesn't have to look like a grass hut or a bamboo nightmare. Creativity is limited by two dimensions on the standard pop up. With Xpressions frames your graphics can be all flat front designs one day and exciting front to back displays the next. Recycled fabric graphics thread and twist from the back to the front of the display. With one Xpressions frame you can use, use and use again many times over and for many applications.

### **Low Cost of Ownership** Compounded Benefit!

Meeting your green initiatives usually means higher costs. Xpressions is the ultimate low cost display option. Xpressions has the highest usability rating a display could have. Flexible, limitless design, portable and easy to use the Xpressions frame can be reused over and over, often changing only one or two time sensitive graphic skins. Xpressions graphics and displays are recyclable. Less fuel consumption is definitely a green benefit. The high cost of fuel means less expense! When you think about it, going green with xpressions just makes good sense!

### **Conclusion**

Xpressions. Greenness By Design.

Factor in Low cost of ownership and the benefits begin to grow incrementally.