

# Formulate Essential 10' Straight



## FMLT-ESS-S10-01

Formulate™ Essential 10ft displays have customary frame features, are portable and come in Straight, Vertical Curved, Horizontal Curved and Serpentine Curved options. The economy aluminum tube frame features bungee cords, rounded corners and comes with a one year limited warranty. Simply pull the pillowcase fabric graphic over the frame and zip. All displays come with a canvas carry bag.



### features and benefits:

- Economy aluminum tube frame features bungee cords and rounded corners
- Easy to store and ship
- Quick to set up
- Kit includes: one frame, pillowcase zipper fabric graphic and canvas carry bag
- One year limited hardware warranty against manufacturer defects

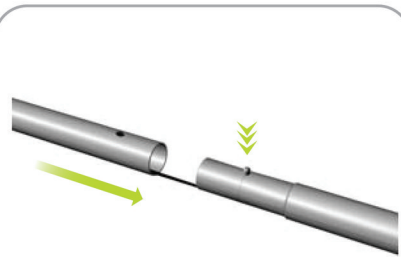
### dimensions:

Hardware	Graphic
Assembled unit: 123.625" w x 92.5" h x 13.75" d 3140mm(w) x 2349.5mm(h) x 349.25mm(d)	Total visual area: 121" w x 90.5" h 3073mm(w) x 2299mm(h)
Approximate weight (includes graphic): 22 lbs / 9.98 kgs	Please be sure to include a 2" bleed around the perimeter.  Refer to related graphic template for more information.
Shipping	
Shipping dimensions: 41.7" l x 11.8" w x 6.3" h 1060mm(l) x 300mm(w) x 160mm(h)	
Approximate shipping weight: 24 lbs / 10.8 kgs	

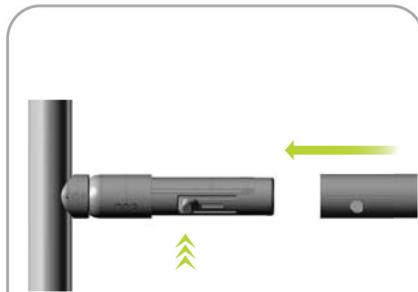
### additional information:

Graphic material:  
dye-sublimation zipper pillowcase fabric

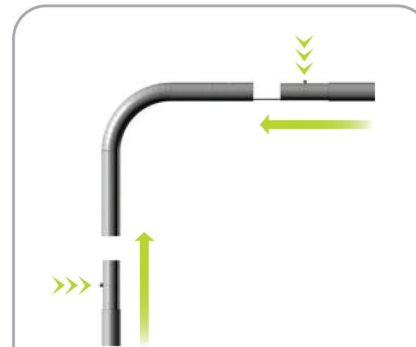
## STEP 1: ASSEMBLE FRAME



Connect bungee tubes by lining up holes with snap buttons



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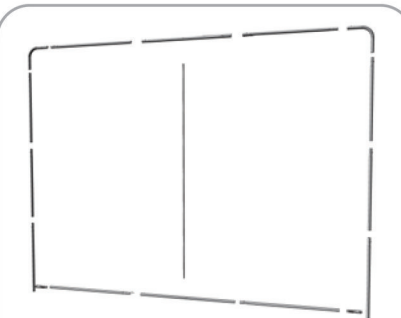


Connect corners of frame by lining up holes with snap buttons



Place the center stability pole in the holes at the top and bottom

## STEP 2: ATTACH FEET



Frame assembly is complete once all sides are connected

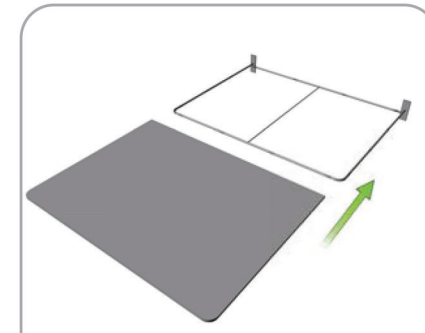


Connect frame to feet by lining up holes with snap button on feet

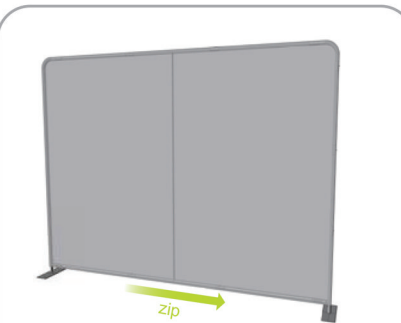


Complete the entire frame assembly

## STEP 3: ATTACH GRAPHIC



Slide graphic over top of frame

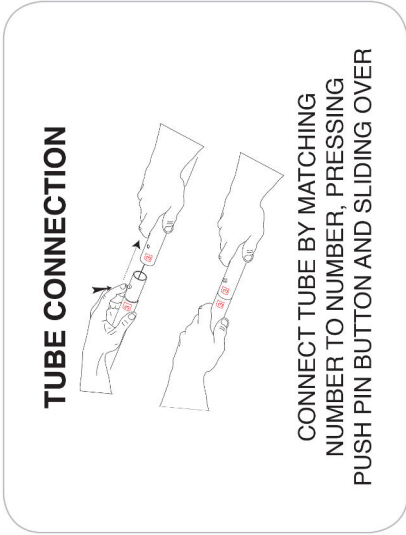


Zip graphic closed along bottom of frame

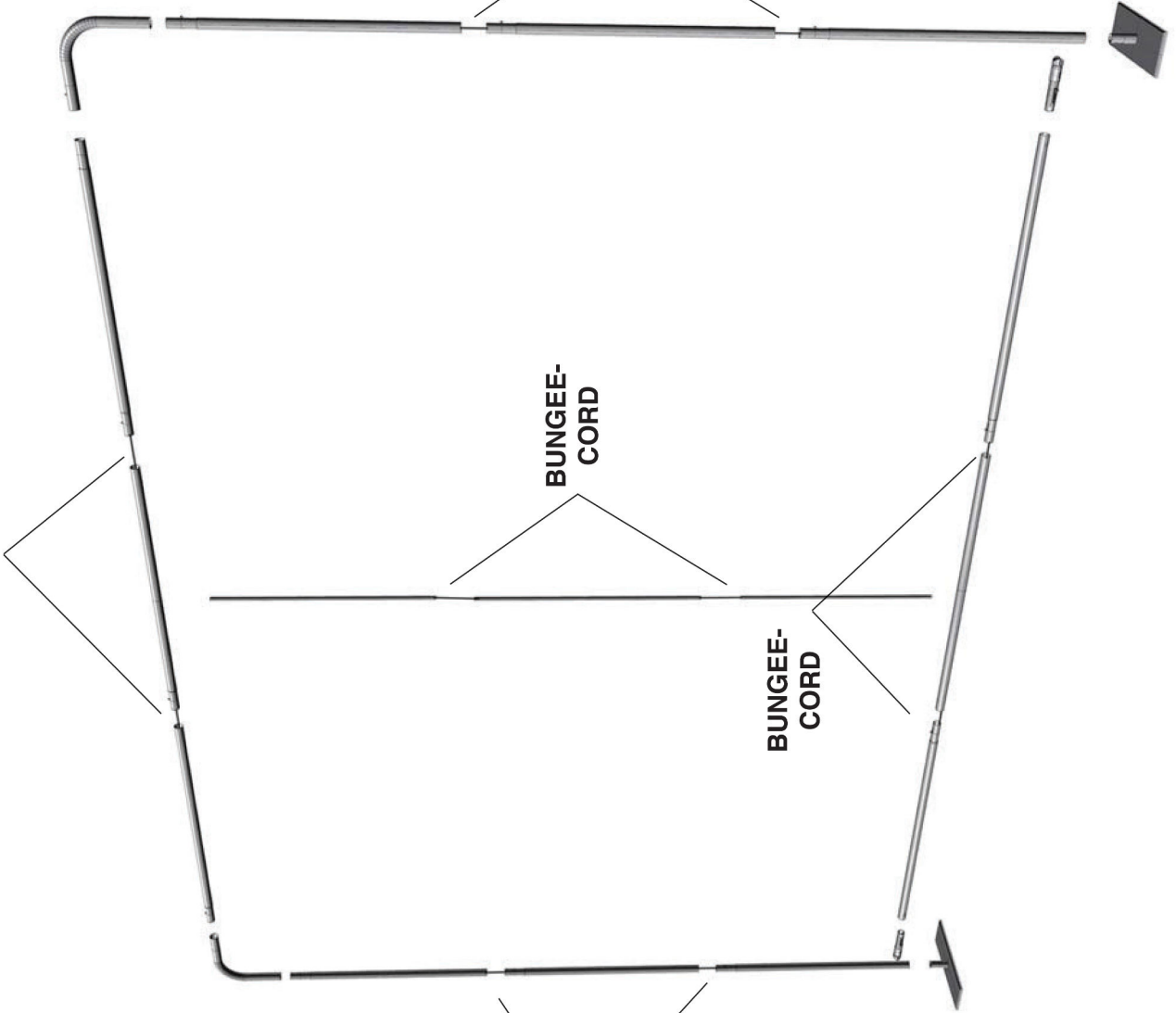
*Printer's Cove*  
MIAMI

**Assembly:**

Assemble unit by laying tubes flat on the floor. Connect the bungee tube rails by pressing the push snap buttons in and sliding over (see drawing below) following the number labels listed, T1 to T1, T2 to T2 and so on.



**BUNGEE-CORD**



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