



## VISUAL COMMUNICATIONS

Natalie Whited  
Orbus Exhibit & Display Group  
630.755.7360  
natalie@orbus.com  
[www.orbus.com](http://www.orbus.com)

For Immediate Release

### ORBUS INTRODUCES TWO NEW RETAIL FOCUSED PRODUCT LINES: MODify™ RETAIL MERCHANDISING SYSTEM & BLAZE™ SEG LIGHT BOXES

**Woodridge, IL – July 17, 2023:** Orbus Visual Communications®, North America's largest producer and manufacturer of visual communications solutions for tradeshow and events, retail environments and workplace interiors, is excited to introduce two new product lines: MODify™ Retail Merchandising System and Blaze™ SEG Light Box.

#### MODify Retail Merchandising System



The MODify Retail Merchandising System is a collection of one-of-a-kind retail displays that incorporates SEG push-fit fabric graphics, enabling organizations to brand, promote, and merchandise with ease. This flexible display system allows for easy *modification* with graphics, accessories, and furniture. Kits include single-sided, double-sided, gondola, and four-sided options. A range of accessories such as shelves, hooks, hang bars, waterfalls, base decks, casters, and monitor mounts are available, providing versatile merchandising options. In addition, optional furniture pieces, including risers, nesting tables, display tables, counters, and pedestals, are part of the line and enhance the overall presentation.

Differentiating features of the MODify Retail System are:

- Silicone Edge Graphics – unlike any other Retail System in the marketplace, MODify incorporates SEG fabric graphics, adding value and longevity to the fixture investment.
- Quick Ship – 7 days for most fixtures.
- Easy to modify with graphics and accessories.
- Simple assembly – associate level install!



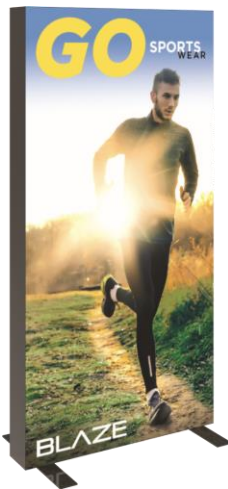
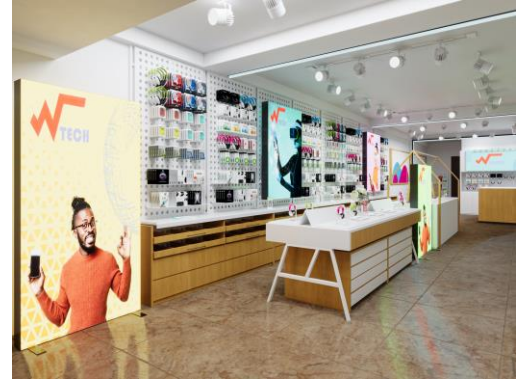


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## Blaze SEG Light Boxes

The Blaze SEG Light Box collection is a cutting-edge series of fabric light boxes available in wall-mounted, freestanding, and hanging variations. Setting itself apart with its sleek 6-inch depth frame (4-inch for wall-mounted), the Blaze SEG Light Box effectively eliminates unwanted shadowing while evenly dispersing light.

Featuring pre-attached, full perimeter LED light bars that are UL certified and equipped with an internal power supply, this advanced lighting solution eliminates the need for transformers within the frame, further reducing shadowing. The frame is available in silver, black, and white, and in 13 sizes for wall-mounted, 9 sizes for freestanding, and 13 sizes for hanging.



Two backlit graphic material options are available to choose from, Backlit Textile (dye-sublimation printed) and Intensity (UV/LED printed). Backlit Textile is an 8 oz. tightly woven fabric that is slightly stretchy, foldable, and washable; it is best for multiple uses. Intensity is a 6.5 oz. material that has a smooth, coated finish. The double-strike process creates vibrant backlit graphics.

**Learn more about these new product lines at:**

<https://www.orbus.com/products-by-category/retail-displays>

<https://www.orbus.com/products-by-category/portable-displays/blaze-seg-light-boxes>



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**About Orbus Group**

[Orbus Visual Communications](#) is a market-leading group of brands in the United States and Canada that specialize in the manufacture and production of portable, modular, and custom displays used in events, exhibits, retail, and workplace interiors. Brands within the group include The Exhibitors' Handbook®, Promo Handbook™, Nimlok®, Nimlok Canada, Fabric Images®, SEG Systems & Services®, Ultima® Displays Canada, and SignPro Systems®.

Orbus is a proud member of ISA, PRINTING United Alliance, EDPA, ASI, PPAI, UPIC, and SAGE; the company boasts G7 Master IDEAlliance certification and is registered to ISO 9001:2015 for the highest manufacturing quality standards and ISO 14001:2015 for its environmental management system and "green" efforts.

Orbus Group's supply and manufacturing operations reside in Chicago, Las Vegas, Charlotte, and Toronto. For more information, visit [www.orbus.com](http://www.orbus.com).

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