

**(EX
PRO)**
SYSTEM



AIRCLAD (X)

XTRL

Redefining the future of events

AirClad X is our brand of event, retail and leisure products with high performance design at its core.

Established in 2007, over the years AirClad X has worked extensively with premium brands and clients to produce one-off, custom designs. As a result of this experience, we have developed our own range of industry-leading products to suit a multitude of applications.

These structures are crafted to engage and inspire people, and to ultimately bring your space to life.

To assist in the installation and delivery of our structures globally, there is a developing network of partners managing deployments from location to location.



Structure: XTRL
Location: Goodwood FOS
Client: Arrival

Structure: XTREL in tow
Location: London
Client: Vype

Tow. Leave. Go.



Re-imagining mobile event & retail experiences

02

04

05

09

19

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WHY THE XTRL

What does it do for you?

As our most mobile, premium space, the XTRL makes event and retail management simple.

No need for costly installation teams or time spent on-site prior to your event, just decide your location, turn up and do what you do best.

XTRL is the ultimate in touring event retail where a pre-built solution is required. Complete with integrated lighting and uniquely designed features for wall-mounted accessories and graphics, the interior space is open-plan and ready for your branded interior fit out.

For that extra special interior detail, AirClad can offer integrated, modular retail and shop-fit options for merchandising your event - enhancing the space to maximise return on your investment.

Without doubt, XTRL is the fastest way to deliver your brand to new locations and customers. Are you up for the journey?



Structure: XTRL
Location: Belfast
Client: Lush

WHY?

Structure: XTRL
Location: London
Client: Vype



ABOUT THE XTRL

What is it?

Beyond its contemporaries.

The XTRL is AirClad's new mobile, trailer-mounted space that is not constrained to a specific location.

A new product for a new world, AirClad's fastest pre-built solution can still be totally customised to reflect your brand inside and out. The XTRL has been developed specifically to deliver hassle-free, ready-made event and retail spaces anywhere you can park a car.

More than just a trailer, the XTRL brings new energy, spirit and engagement to your activation. Ideally suited to a variety of events, from pop-ups in high volume locations to touring events and seasonal retail activations, we're pioneering a new product genre in mobile events where personal engagement is key.

Ideal for complete customisation and personalisation, all you have to do is park it.

WHAT?



SPEED

Bringing pre-built event spaces anywhere. The fastest AirClad to build your branded event.

ENGAGE

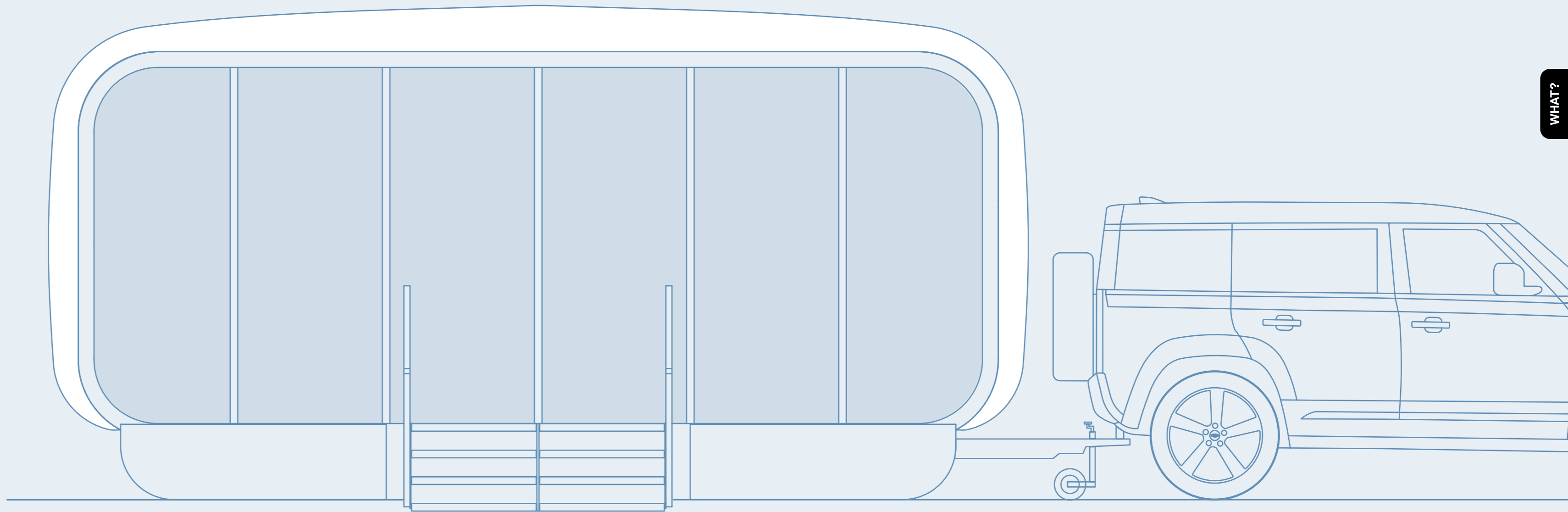
When you need to be at the heart of the action and your audience. Reach more customers in new locations, wherever they may be.



OPERATE

Fuss-free operations with minimal crew and opening hours as long as you need. Pull-up, park and activate.

X TR LL



WHAT?



BROADEN YOUR EVENT HORIZON

WHAT?



MAKING IT YOURS

Enhancements

The XTRL provides numerous opportunities to bring your brand to life. Whether it be through coloured frames, printed AirCells or branded overlays to the fascias, the XTRL helps you make it personal.

AIRCELLS

- Off the shelf colours
- Fully printed branding
- Vinyl branding for logos

FASCIA FRONT + REAR

- Tinted or frosted
- Opaque colours
- Single colour vinyl logos
- All-over printed vinyl wrap

TRAILER BASE SIDE SKIRTS

- Printed vinyl wrap

Aluminium frame and uprights can be made to custom colours at additional costs.

GRAPHIC ENHANCEMENTS

AirCells

The AirCell becomes the blank canvas for brands to express themselves and engage their audience in new locations.

Our AirCells can be fully branded at source with all-over print to deliver striking results. From fully printed to temporary applied branding, the AirCell on the XTRL allows you to bring your unique vision to life and let your customers know you are where they are. The only limit is your imagination.



Structure: XTRL
Location: Belfast
Client: Lush

Enhancements:
Fascia branding
AirCell branding



Structure: XTRL
Location: Belfast
Client: Lush

Enhancements:
Fascia branding
AirCell branding



GRAPHIC ENHANCEMENTS

Fascias

Changing your appearance.

Front and rear fascias provide additional space to effectively tell your story, using full colour printed graphics, adhesive vinyl or digital displays. This 6m x 3m commanding stretch of space allows brands to further intrigue and attract new visitors and communicate with their audience.

STRUCTURAL ENHANCEMENTS

XTDK

**Elevate your brand with rooftop retail.
Create a hybrid VIP space enjoyable within
hours not days.**

AirClad's newest concept for the world of mobile event retail is a combination of the XTRL, our road-going, trailer-mounted event space, and XDEK, our rooftop terrace system. The XTDK is designed to provide a pre-built solution for touring events that require a quick and easy setup.

It comes with integrated lighting, features for wall-mounted shelves & accessories and an open-plan interior that can be customized to suit your needs.

While certain elements need to be removed for transit, we have designed a solution that strikes the right balance between VIP pop-up terrace and operational constraint to meet commercial demands. For ease of handling these elements can be stored within the main XTRL during transit.





MAKING IT YOURS

INTERIOR ENHANCEMENTS

XPLAY

The future of event retail comes nicely packaged with the addition of XPLAY for XTRL.

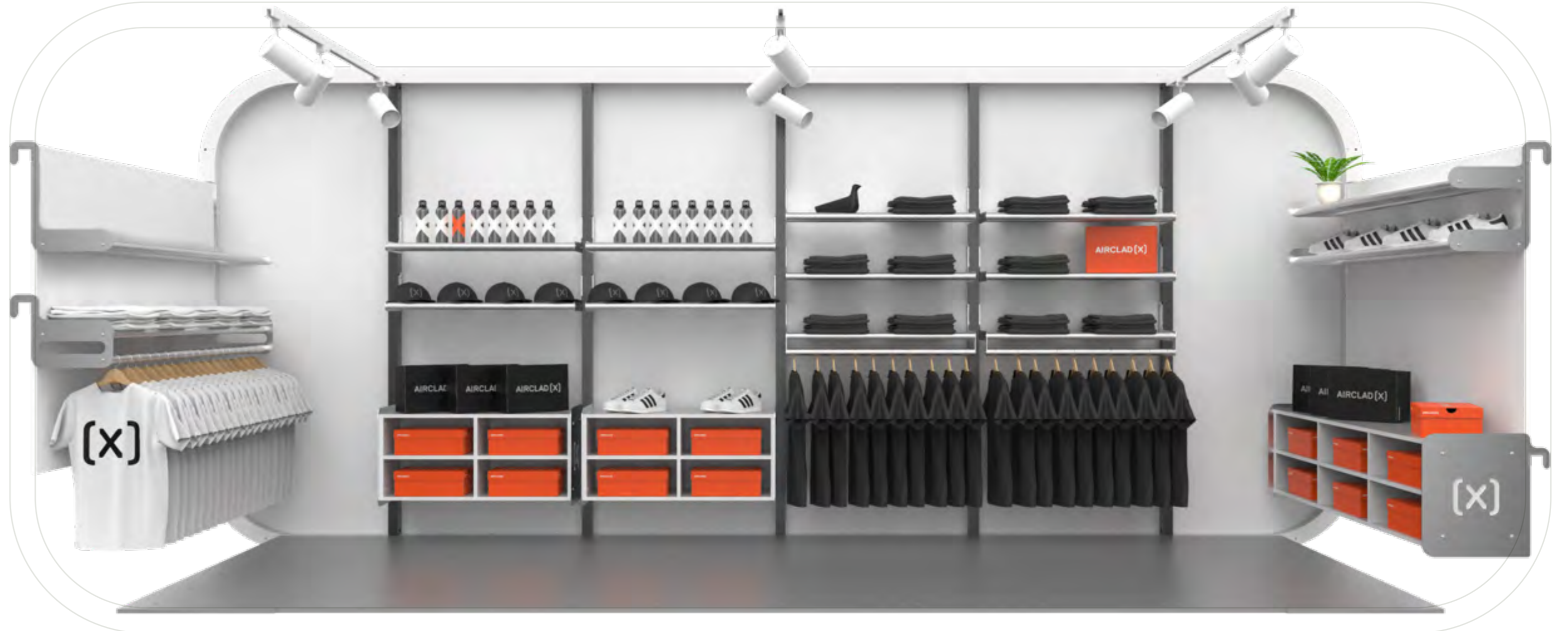
Our reusable, reconfigurable, plug & play system for interior shoplift enables you to effectively merchandise your brand.

Designed to efficiently use the compact space of XTRL for maximum return, XPLAY is specifically engineered to work seamlessly in our trailer-mounted systems.

AirClad believes the future of event experience will be geared towards retail. As such we've been developing innovative products and systems to enrich the customer journey with intuitive design for all types of merchandise.

XPLAY can be continually reconfigured to support a variety of products, to bring your products to the fore and bring your space to life.

(Please note this offer differs in size from the Main XPLAY range for the EXPRO range from AirClad X.)





Dressed up & ready to sell





INTERIOR





INTERIOR

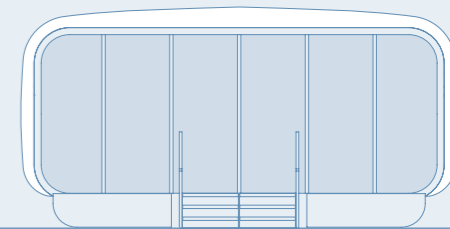
BUY

RENT

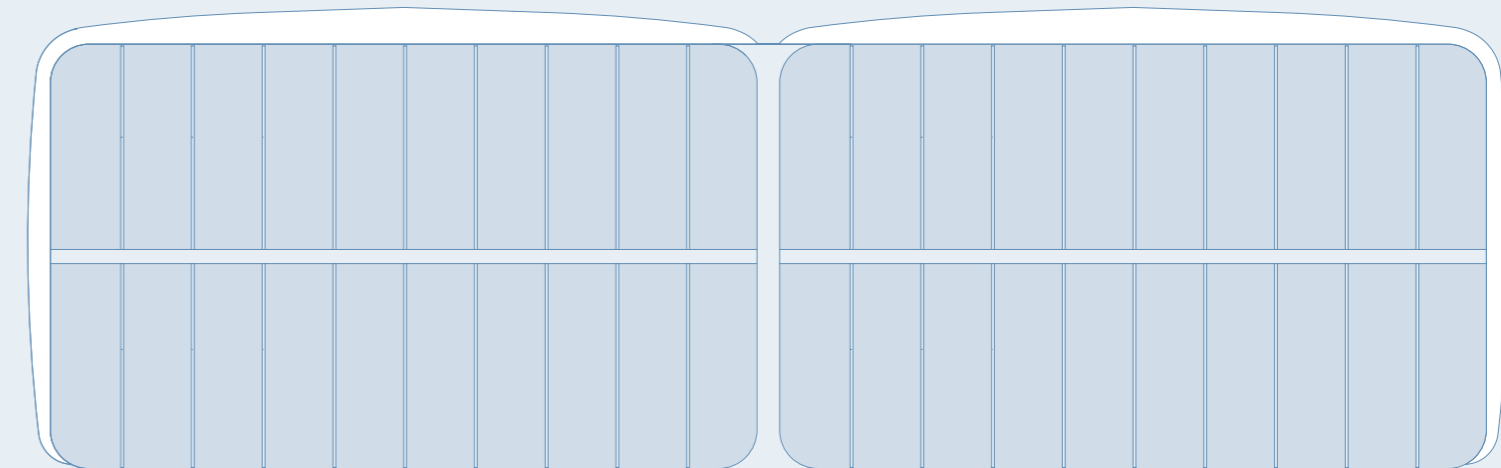
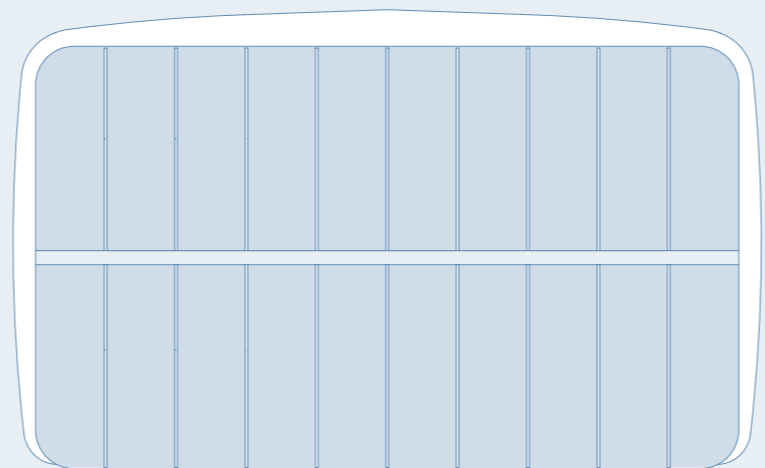
LEASE

MEET THE FAMILY

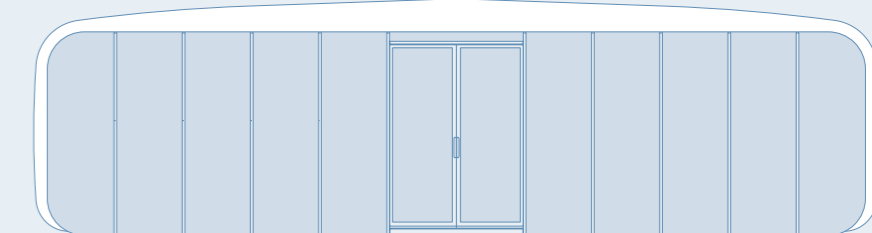
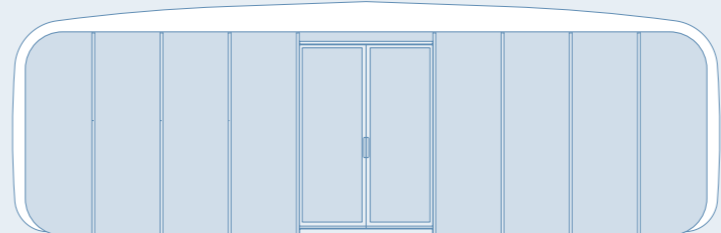
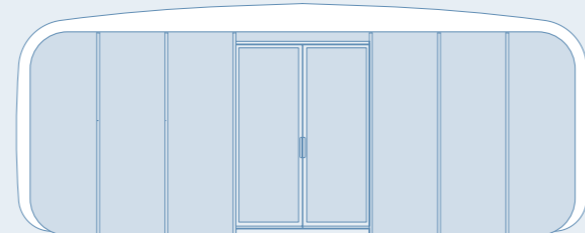
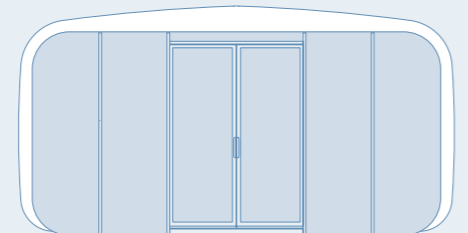
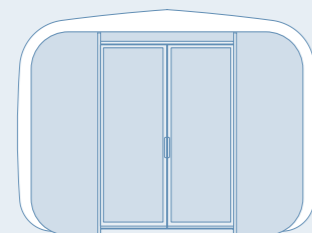
XTRL



XIP
10 / 20



XPO
4 / 6 / 8 / 10 / 12



OUR MISSION

Eco Statement

Our products and systems have been developed with an eco-conscious approach since we started back in 1995.

Sustainability has become an increasingly large part of daily life and as our clients and partners become more aware of the damage that industry is doing to the local and global environment, we are working hard to demonstrate our commitment to sustainable change and searching for solutions together. We believe our business practises reflect a more eco-minded, future-facing approach that is better for all.

AirClad Products are designed for reuse, time and time again. We're proud to say that some of our oldest structures, those that started us on this journey, are still in everyday use over ten years after leaving the factory, with expectations to last way into the future. The modular nature of AirClad enables us to easily replace and refurbish parts, to achieve new aesthetics and minimise breakages. Extending the life of our structures helps us reduce our environmental footprint, yet still we aim to do more.



AIRCLAD

ANYWHERE

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"As a designer, I strive to encourage opportunities of chance, where creativity moves beyond appearance. For me there is joy in developing unique products that challenge convention, inspire and engage."

A white, handwritten signature on a dark background. The signature is stylized and appears to read 'Nick Crosbie'.

Founder
Nick Crosbie

SPACE FOR LIFE

Design by Inflate
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