

**MBX**  
PROFILE



The new generation of  
profiles from Menden.



## MBX. RELIEF LETTERS – A NEW CONCEPT.

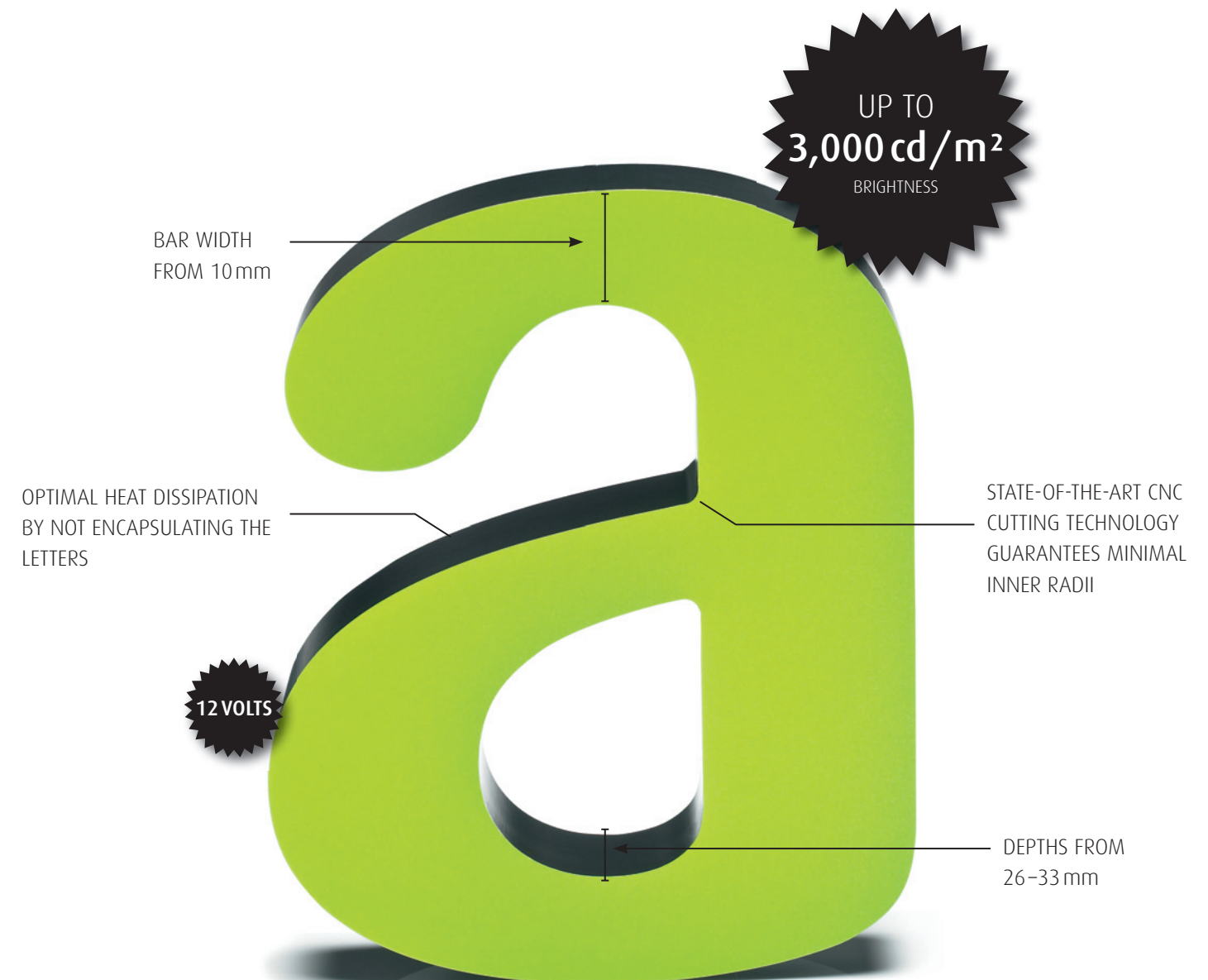
### MBX DOESN'T DO EVERYTHING DIFFERENTLY. BUT LOTS OF THINGS BETTER.

Walking through the pedestrian zone you see them right away: illuminated relief letters have long since become standard advertising elements in the communication repertoire of today's companies and we can hardly imagine life without them. But here in particular, not all profiles are the same. This brochure presents a new generation of profiles that is going to set new standards in the sustainable use of high-quality relief letters: the new MBX profile, which doesn't do everything differently, but greatly improves essential criteria. Till now, optimal light distribution was achieved for extremely flat relief letters by encapsulating the carefully placed LED modules in a clear compound. The disadvantage was poor heat dissipation and, even worse, a lack of access. It is simply not possible to maintain and replace LED modules solidly fixed in a compound. New solutions had to be found: it is neither economically nor ecologically acceptable to treat these high-quality products as disposable items to be thrown out after only a few years' use. Together with customers and partners, the engineers at Menden developed a profile system that

made it possible to do without the compound. After a development phase of more than two years and numerous endurance tests, the system has now become mature right down to the last detail: the new Menden MBX profile.

MBX is available as an indoor, outdoor or IP65 version. The easily accessible placing of the 12-volt LED modules makes them easy to maintain and ensures excellent heat dissipation. Brightness can be varied according to requirements – in shopping centres for instance up to 3,000 cd/m<sup>2</sup>. Sensitive areas with mandatory low levels of brightness can also be catered for by combining warm white LED modules with exactly coordinated acrylic glass. New fastening techniques have also been specially developed for MBX. Not only that, MBX relief letters are 100% recyclable. Menden guarantees to take back the letters for recycling free of charge. Take a first-hand look at the new, trendsetting MBX profile for yourself: our MBX team is available at any time for product presentation or sampling.

## MBX. INNOVATION MADE TO MEASURE.

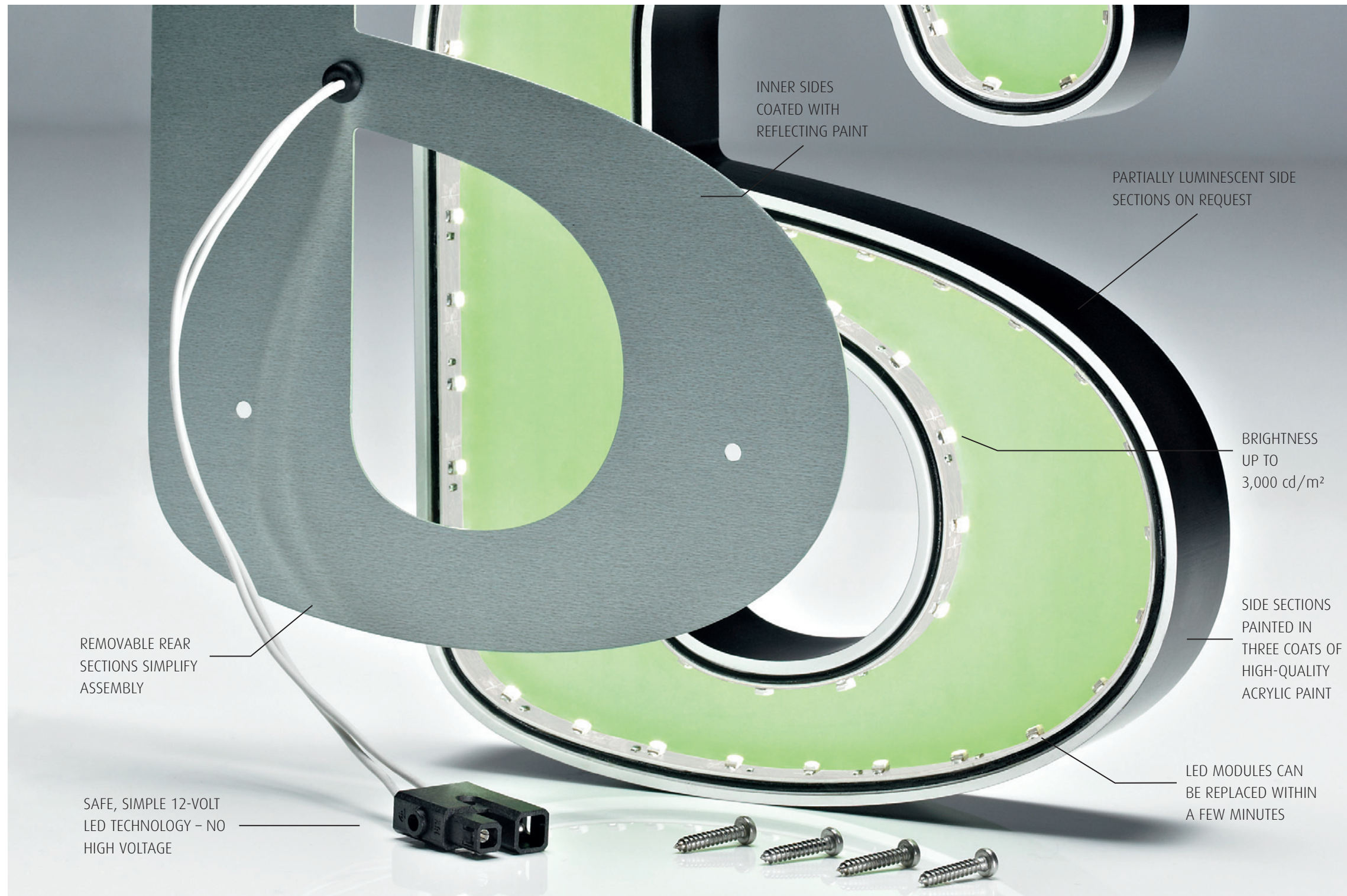


### YOU CAN RELY ON MBX.

- INDOOR, OUTDOOR AND IP65
- INDUSTRIAL PRODUCTION GUARANTEES HIGHEST PROCESSING QUALITY
- LED MODULES WITH HIGH-QUALITY CHIPLITE SMD TECHNOLOGY
- SHORT-TERM DELIVERY
- FIVE-YEAR GUARANTEE ON ALL MBX LETTERING
- TWO-YEAR GUARANTEE ON ALL MBX LED MODULES



MBX. LEADERS IN DETAIL.



The laser-cut MBX rear sections are a 100% match for the fastening bolts and cable outlets

PERFECTLY THOUGHT OUT FROM A-Z.

A brief look at the production process soon shows why MBX profiles are setting new standards: the basic structure consists of three layers of acrylic glass. The rear cover is made of either aluminium or translucent acrylic glass. Any one of a variety of widely used acrylic glass materials can be applied to the front. Satin-finished surfaces or multi-coloured designs can also be implemented without problems. These letters are manufactured using fully automatically controlled 3D cutting equipment. Painting is carried out with acrylic paints in a three-coat process in order to achieve a 100% covering of the side sections. The aluminium rear sections are cut using lasers, thus ensuring a 100% fit and guaranteed superb match for the fastening bolts and cable outlet holes. The inner sides of the aluminium surfaces are coated with white reflecting paint for optimal light distribution.

HOWEVER YOU LOOK AT IT:  
THE MBX PROFILE IS A WINNER.



# MBX IN ACTION: EXAMPLES OF USE.

## NO TWO ILLUMINATED ADS ARE THE SAME. THAT'S WHY MBX LOOKS DIFFERENT EVERY TIME.

Whether indoor, outdoor or IP65, direct light emission to the front or to the side, whether large or small – MBX leaves plenty of scope for creativity. Talk to us about the solution that suits you best. This page only shows you a small selection of possible configurations.



MBX 6



MBX 9



MBX 3



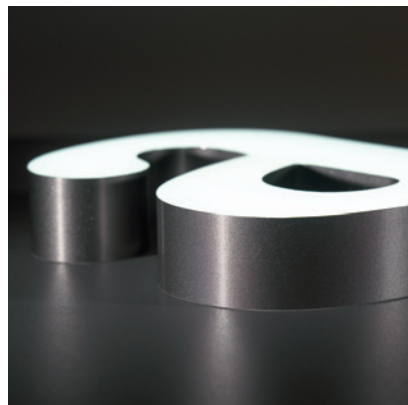
MBX 6.3



MBX 9.3



MBX 3.3



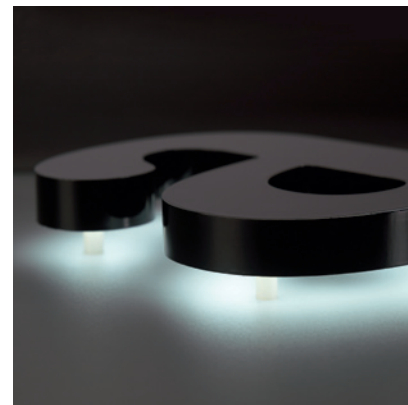
LIGHT EMISSION  
FRONT

REAR WALL  
SHEET ALUMINIUM



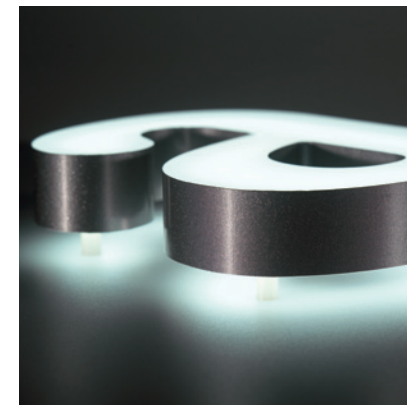
LIGHT EMISSION  
FRONT  
SIDE SECTION

REAR WALL  
SHEET ALUMINIUM



LIGHT EMISSION  
REAR SECTION

REAR WALL  
3 mm PLEXIGLAS GS



LIGHT EMISSION  
FRONT  
REAR SECTION

REAR WALL  
3 mm PLEXIGLAS GS



LIGHT EMISSION  
FRONT  
SIDE SECTION  
REAR SECTION

REAR WALL  
3 mm PLEXIGLAS GS



LIGHT EMISSION  
SIDE SECTION  
REAR SECTION

REAR WALL  
3 mm PLEXIGLAS GS

Please select between indoor, outdoor or IP65 specifications.

## MBX IN ACTION: FASTENING TECHNIQUES.

UP AND AWAY WITH MBX: IT DOESN'T YET HOVER  
ON ITS OWN. BUT WE'RE WORKING ON IT.



Particularly flat and filigree letters present new challenges for fastening techniques, as they are not compatible with conventional solid fastening solutions. The alternative is to use a 5-mm-thick aluminium base plate cut to the shape of the letters with a laser, creating filigree transitions from one letter to the next. The ceiling and wall fastenings are also cut out of the base plate. The wiring is done invisibly using ribbon cables.



## FASTENING TECHNIQUES.

WALLS, ROOFS AND FACADES:  
MBX ENSURES THE PERFECT LOOK.



### SCREW FASTENING

A direct fastening for walls or facings using special stainless steel bolts.



### PLUG-IN FASTENING

A current-carrying plug-in connection can be simply created using various types of Cinch plugs. Recommended for indoor use only.



### DUAL CHANNEL

The letters can be manufactured ex works ready to mount with stable cable channels and U-profiles in the dimensions 10/10, 15/15 or 20/20.



### SINGLE RAIL

We offer filigree fishbone designs in the dimensions 25/25 and 30/30 for MBX lettering to be fitted with a base rail.



### CURRENT-CARRYING

These aluminium profiles measuring 10x12 mm provide a low-cost, filigree and above all cable-free connection between the letters.



MBX IN ACTION:  
SHINING EXAMPLES FOR THE FUTURE OF  
ILLUMINATED ADVERTISING



MENDEN BUCHSTABEN.  
OVER 85 YEARS OF KNOW-HOW.



## MBX COMES FROM A RENOWNED COMPANY: FROM THE SPECIALISTS FOR ILLUMINATED COMMUNICATION.

Menden Buchstaben GmbH & Co. KG is an experienced partner to illuminated advertising companies and sign-makers throughout Europe. A staff of 260 employees makes trendsetting illuminated advertising products in Essen and Berlin using state-of-the-art production equipment and unique manufacturing technologies. Over 50% of all Menden products are exported. The continuous development of innovative product ideas is an inherent part of the Menden philosophy. In 1993, Menden was the first company to use its own automated machines to manufacture relief letters and already began working with LED technology in 1998. Menden Buchstaben GmbH & Co. KG makes conscious use of its innovative strength to ensure the competitiveness of its customers

because state-of-the-art corporate identity implementations require new production techniques, new materials, new technologies – and above all new product ideas of the highest possible quality. At Menden Buchstaben GmbH & Co. KG we consider it our duty to provide our customers with this quality – and have been doing so for more than 85 years.

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