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**PosterGarden's Varia.Lux banner stand offers a full range of options in a single, versatile display**  
*Unique universal connector converts the display from a tabletop to full-length stand in seconds*

Portland, Ore. (March 23, 2011) — At first glance, PosterGarden's latest banner stand, the Varia.Lux, may look like a classic tradeshow retractable banner stand. It's got a sturdy base, lightweight pole, and full-color retractable graphics.

But beyond that, the Varia.Lux has little else in common with its archaic tradeshow cousins. It's actually a multiple configuration display that can be used not only as a full-length, 8-foot banner stand, but also as a stunning compact tabletop display.

"These days, a lot of people need a portable display that's more than just a one-trick pony," said Michael Rigby, PosterGarden's Director of Product Development. "The Varia.Lux easily converts from a full-length stand to a tabletop one – or anywhere in between – and gives exhibitors the flexibility they need for a range of different settings."

The Varia.Lux gets its versatility from an innovative universal connection joint that allows for the stand's simple configuration changes. An optional bracket also provides an easy way to connect two Varia.Lux stands together for a two-sided display.

In addition, the Varia.Lux employs new design features and accents that set it apart from standard banner stands. In place of aluminum endcaps, which often bend and bow, damaging the internal graphic mechanism, the Varia.Lux endcaps are made of sturdy chromoly steel. Unlike banner stands that have bases constructed of multiple pieces, the Varia.Lux base is a one-piece, lightweight aluminum extrusion that ensures stability. The entire base, along with magnetic endcap covers, can also be customized with printed, wraparound graphics.

"The Varia.Lux is the first of many new innovations from PosterGarden that are really going to give customers a lot more creativity and flexibility in their displays," Rigby said. "And the new design features and accents are adding a unique flare and an unmatched level of quality. People are really going to like these displays."

For more information about PosterGarden or the new Varia.Lux banner stand, please visit [www.PosterGarden.com](http://www.PosterGarden.com).

**About PosterGarden<sup>™</sup>**

Located in the Pearl District of Portland, Oregon, PosterGarden<sup>™</sup> is an innovative, customer-focused leader in the portable trade show and event display products industry. Offering uniquely simple experiences, PosterGarden carries a full line of display products, including retractable banner stands, popup booths, tabletop displays, event tents and flags, and accessories. To learn more about PosterGarden, call 1-800-707-0204, or visit [www.PosterGarden.com](http://www.PosterGarden.com).