



lama reference guide

The world's leading cardboard pop-up display

What's a lama?

If you're not familiar with lamas, be prepared to be amazed. To say that Lamas have taken the marketing world by storm is something of an understatement.

Just a few short years ago the word llama meant some hairy, mountain-dwelling animal from South America.

Now Lamas - our sort of Lamas - are popping up everywhere. From pharmaceutical companies to wineries, banks to car manufacturers, everyone has discovered the benefits Lamas have to offer.

Whether it's the low cost, the ease of erection or the high visibility, the world's biggest and most successful companies are putting Lamas to work across Australia.

If you haven't seen a Lama before and would like to see what all the fuss is about, call us today. We'll arrange to come and see you or, if that's not convenient, we'll send you out a sample Lama and further information.



It's as simple as 1, 2, 3

Lama automatic advertising displays are so easy to use, they erect themselves - literally. Simply take them out of their sleeve and hold the top of the Lama. It unrolls by itself! The whole process takes less than three seconds - you'll be amazed the first time you see it happen.



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

lama ready reckoner

page	lama type	height (mm)	width (mm)	depth (mm)	weight (g)	application
standard lamas						
1	kanga cd lama	300	140	-	50	table/counter top, direct marketing, CD mailer
2	mini lama	400	180	-	90	table/counter top, direct marketing, CD mailer
2	mini lama plus	460	180	-	90	table/counter top, direct marketing
3	small lama	760	280	-	250	table/counter top
4	lama vitrine	937	500	-	500	table/counter top, window display
5	medium lama	1370	420	-	750	window display, retail floor
6	big lama	1540	500	-	800	window display, retail floor
7	maxi lama	1900	600	-	1300	retail floor
8	mega lama	1900	890	-	1700	retail floor
alternate shape lamas						
9	square lama	1540	250	250	800	retail floor, heavy traffic areas
10	triangle lama	1540	500	500	800	retail floor, heavy traffic areas
11	tube lama	1540	318	318	800	retail floor, heavy traffic areas
lamas with more						
12	big lama tablet	1540	500	-	1000	retail floor, product display
13	lama shelf		-	-	-	product display
14	big lama cd holder	1540	500	-	1000	retail floor, product display
15	lama bin	1540	500	440	800	retail floor, product dispenser
16	tablama	1900	600	-	1500	retail floor, samplings
17	tyre lama	1900	600	-	1900	retail floor, product demo
3D lama displays						
18	lama table	980	600	-	1700	samplings, product demo/display
19	case stacker	1900	500	-	1350	retail floor, product dispenser
20	case wrapper	1540	500	-	1200	retail floor, product dispenser
21	panama lama	1900	1800	-	3900	retail floor, display background
22	maxi kiosk	2200	1900	600	3400	retail floor, product display
23	square kiosk	1900	2200	300	3400	retail floor, product display
24	maxi lama ring	2200	1900	1900	8500	retail floor, product display
25	promo kit	various sizes - see page 25				retail floor, product display, samplings
lama accessories/add-ons						
26	shiva extension		-	-	-	retail floor, product display
27	3D pieces		-	-	-	
digital lamas						
28	various	various sizes - see page 28				



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

kanga CD lama

The kanga lama combines an advertising display with a CD holder... it's an ideal format for a CD mailer with memorability.

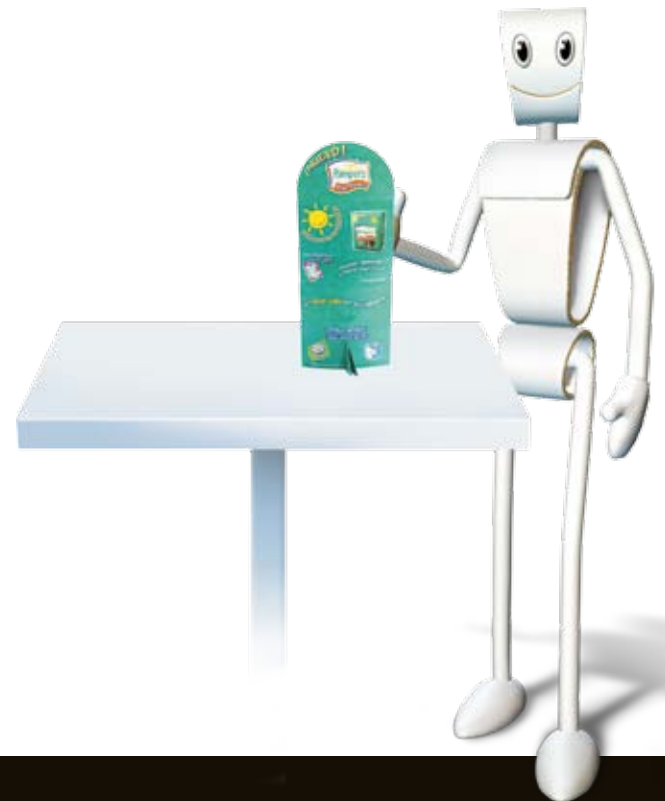
Like its namesake, the kanga lama has a pouch, ideal for inserting a CD, DVD, computer data disc or similarly-sized objects.

options

- top panel die cut
- lamination for vibrant colours
- inside printing
- coloured foot

kanga CD lama 2 panel	H x W
erected size	300 x 140mm
folded size	120 x 140mm
weight	50g

kanga CD lama 3 panel	H x W
erected size	460 x 140mm
folded size	120 x 140mm
weight	50g



kanga CD

1



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

mini lama

The ideal sized lama for counter-top display, the mini lama offers significant presence without being intrusive.

It is also an ideal size for mailing, making it a powerful direct marketing piece or memorable greeting card.

options

- lamination for vibrant colours
- inside printing
- top panel die cut
- brochure holder
- printed foot
- shiva extension

mini lama	H x W
erected size	400 x 180mm
folded size	140 x 180mm
weight	90g

mini lama plus	H x W
erected size	460 x 180mm
folded size	140 x 180mm
weight	90g



mini lama

2



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

small lama

Sized between the mini lama and the lama vitrine, the small lama is ideal for table and counter-top displays, window displays.

Offering more presence than a mini lama but more compact than a lama vitrine, the small lama is the ideal compromise.

And, if you have a relatively small, light product (like our tea bag below) we can even glue a product sample to the lama.

options

- lamination for vibrant colours
- inside printing
- top panel die cut
- printed foot
- shiva extension
- brochure holder
- light sample glued to one side

small lama	H x W
erected size	760 x 280mm
folded size	280 x 200mm
weight	250g



small lama

3



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

lama vitrine

A medium-sized lama ideal for shop window, tabletop displays or where space is limited.

options

- lamination for vibrant colours
- top panel die cut
- brochure holder
- shiva extension
- printed foot

lama vitrine	H x W
erected size	990 x 500mm
folded size	360 x 500mm
weight	500g



lama vitrine

4



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

medium lama

Big enough to command attention. Small enough to fit into a tight space.

The medium lama is the best of both worlds.

Suitable for use in window displays or on the display floor.

options

- lamination for vibrant colours
- top panel die cut
- printed foot
- shiva extension
- leaflet holder
- ballot box

medium lama	H x W
-------------	-------

erected size	1370 x 420mm
folded size	340 x 420mm
weight	750g



medium lama

5

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au



big lama

Probably the most popular lama, the big lama's size offers high visibility in minimal space, making it very popular with retailers.

It is equally at home in a display window or on the retail floor, and with the addition of the optional ballot box or leaflet holder, makes a very flexible and adaptable display piece.

options

- lamination for vibrant colours
- top panel die cut
- shiva extension
- leaflet holder
- ballot box

big lama	H x W
erected size	1540 x 500mm
folded size	400 x 500mm
weight	750g



big lama

6

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au



maxi lama

This large format lama increases and optimises the visibility of your promotional campaign. Place it as an advertising background on a tasting stand or, with some options, use it as a ballot box or tasting stand.

options

- lamination for vibrant colours
- top panel die cut
- shiva extension
- leaflet holder
- ballot box
- led light display
- printed foot

maxi lama	H x W
erected size	1900 x 600mm
folded size	390 x 600mm
	1300g



maxi lama



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au



mega lama

For an advertising display with lots of impact, it doesn't come any bigger than the mega lama. Place it anywhere... even the most cluttered retail display space... and see how much it stands out.

options

- lamination for vibrant colours
- top panel die cut
- LED lights
- shiva extension
- leaflet holder
- printed foot

mega lama	H x W
erected size	1900 x 890mm
folded size	430 x 890mm
weight	1700g



mega lama



psm

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

square lama

When are four faces better than two?

Anytime it gives you more presence in the retail environment. And that's just what the square lama does... gives you more presence and more space for your selling message.

And on top of that, because of the square shape, it's one of the most stable lamas available and ideal as a leaflet holder.

options

- top panel die cut
- shiva extension
- leaflet holder

big square lama

H x W x D

erected size	1540 x 250 x 250mm
folded size	400 x 500mm
weight	800g



square lama



ps|m

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

triangle lama

The triangle lama is very stable, making it particularly suitable for high traffic areas.

Also, because of the three faces, your message is visible from virtually any angle, improving visibility considerably.

options

- lamination for vibrant colours
- leaflet holder

triangle lama	H x W
erected size	1540 x 500mm
folded size	400 x 500mm
weight	1350g



triangle lama 10



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

tube lama

The tube lama offers extra stability, along with increased visibility, thanks to its unique tubular shape.

It also has all the usual lama advantages of easy portability and erection.

options

- top panel die cut
- shiva extension
- leaflet holder

big tube lama

H x W x H

erected size	1540 x 500mm
folded size	400 x 500mm
weight	800g

maxi tube lama

H x W x H

erected size	1900 x 382mm
folded size	600 x 382mm
weight	1300g



tube lama

11

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au



big lama tablet

Why show a photo of your product when you can show the product itself.
Ideal for cosmetics, small electrical or footwear, to name a few. You're only limited by your imagination.

Shelves can go the entire way (front to back) through the lama or may just go half way through. Shelves are tailored to suit your product dimensions.

options

- use in conjunction with a leaflet holder for a complete display solution
- unique folding base
- shiva extension

big lama tablet	H x W
erected size	1540 x 500mm
folded size	400 x 500mm
weight	1000g



big lama tablet 12



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

lama shelf

Got a small, reasonably light product to display?

Add a lama shelf module to your big, maxi or mega lama and display your product to the world. Ideal for new product launches, you can add one, two, three or more shelves for a dynamic sales presentation.

options

- overall single colour
- lamination for vibrant colours
- use in conjunction with a leaflet holder for a complete display solution



lama shelf
13



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

big lama CD holder

Include a CD (or similarly-sized object) in your advertising display with a lama CD holder.

Ideal for music CDs, movie DVDs, picture discs, multimedia demonstrations or any other electronic content, either for sale or as giveaways, the CD holder attaches to most sizes of lama. The only restriction is that it needs to be centred within the panels of the lama.

options

- use in conjunction with a big or maxi lama for a complete display solution
- custom size holders on request
- shiva extension



lama CD holder 14



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

lama bin

The easy way to display small to medium sized products. Ideal for cosmetics and hair care, food (sauces and marinades, for example), small clothing items (socks and jocks) or small electronic products.

options

- top panel die cut
- leaflet holder

lama bin	H x W
erected size	1540 x 500mm
folded size	400 x 500mm



lama bin 15



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

tablama



tablama 16



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

tyre lama

Specifically designed to display car tyres, the tyre lama can also be adapted to suit similar tall, narrow width objects (e.g. computer towers).

Whatever you put in it, you can be assured it will stand out from the competition.

options

- top panel die cut
- leaflet holder

tyre lama	H x W
erected size	1900 x 600mm
folded size	650 x 600mm
weight	1900g



tyre lama 17



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

lama table

The lama table is ideal for samplings or product displays. It provides a strong, stable support for surprisingly heavy objects - up to 5kg.

Combine it with a lama kiosk or a standard lama and you have a complete promotional kit that you can carry under one arm.

options

- entry bin slot
- leaflet holder

lama table	H x W
erected size	980 x 600mm
table area	350 x 630mm
folded size	450 x 600mm
weight	1700g



lama table 18



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

case stacker

Turn a stack of cartons into an imposing and impressive display.

The lama case stacker comprises two vertical lama columns supporting a horizontal display banner, all offering highly visible message display space, and a horizontal floor runner.

The width of your case stacker can be tailored to suit your carton sizes.

options

- lamination for vibrant colours
- top panel die cut
- shiva extension
- brochure holders
- take away bag holders

lama case stacker	H x W
side column erected size	1900 x 500mm
header card size	350 x 1270mm
folded size	407 x 500mm
weight	1350g



case wrapper

The case wrapper turns an uninviting pile of cartons into an eye-catching display.

It is particularly suitable for confined spaces where the larger size of a case stacker makes it unsuitable.

options

- top panel die cut
- shiva extension

lama case wrapper	H x W
back column	1540 x 500mm
flaps	990 x 320mm
H x W x D	
erected size	1540 x 500 x 320mm
folded size	400 x 500mm (subject to variation)
weight	1200g



case wrapper 20



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

panama lama

Need a lama with presence? The panama comprises two standard lamas with an interconnecting centre panel. This presents a very imposing display, ideal for tasting booths, trade display stands or anywhere that an impactful background is required.

Panama lamas can be created from any sized standard lama - big, maxi or mega - giving you tremendous flexibility.

options

- lamination for vibrant colours
- top panel die cut
- shiva extension

big lama panama	H x W
erected size	1540 x 1500mm
folded size	407 x 500mm
weight	2400g

maxi lama panama	H x W
erected size	1900 x 1800mm
folded size	390 x 600mm
weight	3900g

mega lama panama	H x W
erected size	1900 x 2670mm
folded size	432 x 890mm
weight	5100g



panama lama 21

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au



maxi kiosk

Surround a pallet or a car... nothing makes it easier than the maxi kiosk. Comprising two double sided maxi lama columns and a double sided top lama, the maxi kiosk lama combination gives you a very large display module in a compact, easy to carry package.

options

- lamination for vibrant colours
- shiva extension
- leaflet holder
- choose alternative lamas for side columns (e.g. two big lamas)

lama maxi kiosk	qty	type	H x W
side lamas	2	maxi lama	1900 x 600mm
top lama	1	big lama	500 x 1540mm
H x W x D			
overall erected	2200 x 1900 x 600mm		
folded	70 x 600 x 400mm		
weight	3400g		



maxi kiosk 22

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au



square kiosk

Comprising three four-sided, square lamas, the square kiosk offers you one of the easiest ways to give your product the presence you're looking for.

Surround a car or a pallet... whatever it is, customers will notice it.

The square kiosk occupies minimal floor space. And, despite the enormous impact it offers, the square kiosk transports in an extremely compact package.

options

- lamination for vibrant colours
- shiva extension
- leaflet holder

square kiosk	qty	type	H x W
side & top lamas	3	maxi lama	1900 x 300mm
H x W x D			
overall erected	1900 x 2200 x 300mm		
folded	70 x 600 x 380mm		
weight	3400g		



square kiosk 23

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

maxi lama ring

Erect a highly imposing, captivating display to surround your product in under two minutes. Only lama could give you such dominance, ease of assembly and affordability in such an easily transportable package. The ring comprises four double-sided columns and four double-sided tops and is available in two standard sized lamas - maxi or maxi plus.

options

- lamination for vibrant colours
- plastic bases

maxi lama ring	qty	type	H x W
side lamas	4	maxi lama	1900 x 600mm
top lama	4	big lama	500 x 1540mm
H x W x D			
overall erected	2200 x 1900 x 1900mm		
folded	140 x 600 x 400mm		
weight	8500g		



maxi lama ring

24



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au



promo kit

Comprising a lama table, a lama maxi kiosk and a lama maxi module, we think the lama promo kit has everything you need for your next promotional campaign.

But if it doesn't meet your needs, don't panic... we can customise a kit to meet your needs exactly. Call us, tell us what you need (choose from any products in the lama range) and we'll show you how inexpensively you can have an impactful centrepiece for your campaign.

lama table	H x W x H
erected size	980 x 600mm
table area	350 x 630mm
folded size	450 x 600mm

maxi lama kiosk	qty	type	H x W
side lamas	2	maxi lama	1900 x 600mm
top lama	1	big lama	500 x 1540mm

H x W x D	
overall erected	2200 x 1900 x 550mm
folded	70 x 650 x 400mm

maxi lama module	H x W
erected size	1900 x 600mm
folded size	390 x 600mm



promo kit
25

psm

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

shiva extension

Who said lamas have to be rectangular?

With a shiva extension you can turn any standard size, two sided lama into a 3D display of virtually any shape... imagine how much standout that would have in a cluttered retail environment.

The best part is that, whatever shape lama you have, the folded size is almost the same as the standard, non-shiva version.

options

- inside printing

pricing

Because of the highly variable nature of shiva extensions it is impossible to give prices within the constraints of this flyer.

Please supply a rough outline (i.e. a rough cutter shape) to PSM to obtain pricing.



shiva extension 26



Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au

3D piece

Add a 3D piece to any size lama to create a spectacular display.

Call PSM for mechanical and price details.



3D piece
27

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au





mini lama

erected size 400 x 180mm
folded size 140 x 180mm



big lama - two sided

erected size 1540 x 500mm
folded size 407 x 500mm



maxi lama - two sided

erected size 1900 x 600mm
folded size 381 x 600mm



maxi table

erected size 980 x 600mm
folded size 381 x 600mm



big panama

erected size 1540 x 1500mm
folded size 407 x 500mm



maxi panama

erected size 1900 x 1800mm
folded size 381 x 600mm



ring kiosk

erected size 2200 x 1900 x 1900mm
folded size 380 x 600 x 140mm



maxi kiosk

erected size 2200 x 1000mm
folded size 380 x 600 x 70mm

Only need a small quantity?
Don't worry, we can digitally
print selected lamas at
economical prices.

options

- printed foot
- brochure holders
- printed proof prior to production

other stuff

PSM also produce a wide range of other POP and merchandising items.
Here are just a few... contact us for details of the full range.



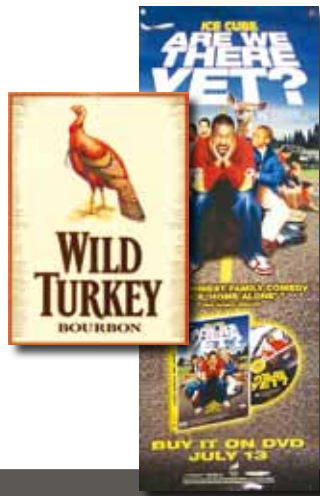
wobblers



clingz & electrostatics



oversize packs



posters



floor stickers



security covers

other stuff 29

psm

Need to know more? Call 02 9043 7100 now.

www.p-s-m.com.au