

**Stroboframe®**  
**POPS™**

## **STROBOFRAME POPS** **Portable Light Modifiers**



**The best value  
in reflectors  
today!**

Portable light modifiers—definitely one of the easier, more convenient ways to get dramatically better photographic results! If you're at all serious about photography, you should have a set of these with you whenever you're shooting. And now, with Stroboframe POPS, you can have this valuable tool at a savings of 10-30% over comparable light modifiers.

- **Cost 10-30% less than comparable reflectors**

- **Three color combinations: silver/white, gold/white, silver/gold**

- **Three sizes: 22", 32", 42"**

Compare POPS to the competition in terms of the durability and reflectivity of our fabrics, the strength of our foldable steel frames, and the color choices, and then compare prices—you'll see our value is unbeatable!

### **Get the lighting right, right away**

Stroboframe POPS are available in three two-sided combinations: silver/white, gold/white and silver/gold. Each is available in three diameters: 22", 32" and 42". With just a few combinations and sizes, you have a variety of creative lighting effects at your fingertips. Each comes in its own carrying case, and "pops" out flat when removed. So, you're ready to shoot immediately. There's no assembly (or disassembly) needed. There's no possibility of the "ghosting" effect caused by umbrella ribs. And, POPS can easily be used in hard-to-light situations where there's limited space.

## Create a variety of special lighting effects—easily, quickly

Stroboframe POPS are very lightweight. They can be handheld for an extended amount of time, or attached to lightstands by means of everyday studio clamps. The steel frame and durable fabric stand up to frequent use. The frame is joint-sealed to protect the fabric, and the fabric is ultra-strong poly tricot. For more wear-resistance, the silver and gold finishes are laminated.

- Available in silver/white, gold/white, silver/gold
- Three sizes of each combination: 22", 32", 42"
- Work with tungsten, flash and natural light
- Work in the studio and on location, indoors and out
- Fold/store to 1/3 size when not in use
- "Pop" out flat every time
- Carrying case included
- Five-Year Warranty!



### Use the reflector that gives you the effect you want

**White** provides a soft, natural light that fills shadows and boosts highlights. Makes the most of available light in outdoor portraits.

**Silver** is a very efficient reflective surface. Adds a snappier, high-contrast image that's best for video, B&W and product photography.

**Gold** warms up any scene, including the shadow areas. Can be used to add a sunset effect. Creates beautiful skintones in fashion shots and portraits.

Remember you can mix different reflectors in the same shot to get varied, interesting results.

### Open or close POPS in a sec

To set up: simply remove from case and let it "pop" out to full size. To store POPS: Grasp frame with both hands, give it a twist. It folds to 1/3 its full size. Store in carrying case.



Hold with one hand up, one hand down



Twist



Fold and store

### How to care for POPS

All POPS metallic finishes are laminated for optimal reflectivity and long wear. Protect the finish by avoiding contact with rough or sharp objects and surfaces. Clean with a damp cloth when necessary, and store reflectors in the open position whenever possible to keep the fabric taut.

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World's Greatest Images

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