



**ERPO supplies furniture retailers with built-in, active sales support:**

**ERPO high-end retailers concept "selling without a salesman"**

With its new shop system, ERPO has managed to literally transform the sales area in a furniture retailer store into the Point of Sale. And even goes one step further with its sales literature. In the ERPO World, customers enter into the shop area and become acquainted with the ERPO seating culture and the resulting ERPO Effect via the generously-sized display boards and light columns. Then, the customers are able to experience this for themselves with the different models from the Classic or Collection series. In the ERPO area, the customer learns as though by chance that upholstered furniture by ERPO is genuine, high-class workmanship, of "Made in Germany" manufacture - and also learns the host of other features that makes ERPO seating culture so unique. Up to this point without any customer advisors at all. Easy-to-understand brochures provide the customer with a greater insight into the ERPO material and by now he will already be able to see the wide variety of new looks and options available. The brochures are constructed so that every customer can clearly see for himself how to create and plan his own individual piece of furniture. This way, the furniture manufacturer can effortlessly transmit the proverbial ERPO Effect from a seating experience without compare to a shopping experience equally without precedent. Since through the new, clearly defined shop system with its outstanding rates of turnover, ERPO not only presents itself as strategically, well-positioned but also as an extremely successful trade partner. A new marketing manual provides the retailer with clear instructions so that he is able to implement the ERPO shop concept for himself. From booth styling over harmonious colour schemes up to high-quality marketing materials, the guide also gives information on all solutions of visual merchandising. At the same time, there is still enough leeway for the retailer's own individual ideas. Therefore, as well as winning on points with the customer, ERPO also gives its retailers that famous extra portion of well-being. The premium manufacturer for upholstered furniture has given a lot of thought to the situation at the POS in the retail furniture market and developed a concept which results in a Win-Win situation for both parties. Depending upon the size of the area, the retailer is able to select between a variety of ceiling and booth modules from the ERPO shop system range together with the cushion and fabric displays as well as advertising material too. He will also be given support in both planning the area and also in designing its styling to its best advantage. And there you have it, the ERPO area which has a built-in magnetic effect on visitors. With this shop system, ERPO practically sells itself. Marketing brochures are extremely, well-structured and turn the art of customer care into child's play for the retailer. So now it is even easier to capture all the benefits of the ERPO World and to be able to recommend the perfect piece of



ERPO furniture to every customer. With the ERPO high-end retailers concept, manufacturer and the retail market play it safe: With or without a salesperson, the customer is provided with convincing arguments and from the outset feels completely at home with ERPO. Retailers additionally profit from the appealing overall impression of the ERPO shop system which visibly enhances every showroom and assists him in demonstrating his expertise in this high-end segment. The ERPO high-end retail store concept is the marketing solution to the current needs of the customer, the retailer and the market.

