



imm Cologne 2011: The Erpo Effect generates a long-lasting effect

A new trade show, a new shop concept: The upholstered furniture manufacturer Erpo re-invents its core values

Ertingen, 09 February 2011 - A change such as this has rarely been admired. A German furniture manufacturer of premium-quality upholstered furniture embarks on a new marketing path after years of apparent immobility. However, with its new brand launch, Erpo is proving exactly the reverse: An incredibly strong performance in facelifting its models, in sharpening its profile as a specialist in exquisite leather and in its sales direction.

At last, with its distinctive, high-quality standards in comfortable seating, the premium brand is showing everybody its true class - class which it never did lose. Now, however, this is perfectly visible, tangible and recognisable to one and all. The key element in this realignment of communication and marketing is the Erpo Effect. The stand at the trade fair itself also gave customers the shop experience felt when stepping into the Erpo area in a high-end specialist store. Erpo presented its new shop concept for the Classic and Collection series as an exhibition stand at the imm Cologne. An unusual, but extremely clever idea as witnessed by the keen interest shown by the specialist retailers. Erpo also surprised with a continuous "young" model range, none of which had been on the market longer than nine months. With the individual sofa programme KUBUS, Erpo presents an interesting version at an entry-level price. At the same time, KUBUS meets the most exacting demands in terms of individuality. KUBUS can be individually customised to suit own personal tastes by combining different widths with various feet shapes, armrest widths and seating qualities.

For the first time, Erpo Classics has two armchair models as free-standing pieces to complement its product range. Stefan Bornemann, Managing Director for Sales and Marketing, comments on the high dynamics in the model development of Erpo, "That we would close this gap at some point or other, was a logical consequence". The swivel armchairs CL 140 and CL 130 completely meet the demands for a contemporary contract design and comfortable seating, but what is more, they also surprise with technical sophistication. The swivel base is hidden inside the enclosed foot region and has a built-in spring which time and again returns the chair back into its starting position once more. The CL 140 model captures the strong cubic shape without appearing angular and the round shape of its counterpart, the CL 130, draws

on the success of earlier Erpo models and perpetuates these further in its own inimitable fashion.

Leather remains the definitive cover of choice for Erpo. Several fascinating, new qualities of leather were shown on the models, qualities which have a uniquely elegant and velvety appearance. At the imm Cologne, Erpo impressed many new customers as a strong and competent partner of high-end specialist furniture dealers. And many of the existing customers were so impressed by the model presentation of the shop concept that they recreated it in exactly the same way and are going to make even more space available to do this in.

About Erpo

Erpo Möbelwerk GmbH has been producing upholstered furniture for comfortable seating in Ertingen since 1952. A maximum in comfort, the numerous sitting adjustments possible, high practical value and an outstanding quality of workmanship set Erpo upholstered furniture apart from the rest. Cutting-edge production conditions enable manufacture to be of the highest level of quality. In 2010, the 170 Erpo employees were commended by the magazine "markt intern" for the third time in a row and the company was voted into first place in the customer satisfaction survey.

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These three have a lot to smile about. The Erpo Managing Directors (from left) Klaus Oevermann, Jürgen Sollner and Stefan Bornemann were delighted by the new shop concept's success at this year's immCologne.



ERPO NEW ADDITIONS CL130-CL140: ERPO's new additions at the trade fair: Swivel armchairs with Erpo Effect.