

## The Erpo Effect: Puts a smile on your face

Erpo, the upholstered furniture manufacturer, re-positioned themselves at the imm Cologne 2011

Ertingen, 14th January 2011 - Erpo, German manufacturer of premium-quality upholstered furniture is realigning the sales and communication aspects of the company. The key element in this realignment is the Erpo Effect: A smile is something which instinctively appears when you sit on Erpo furniture. This effect has been felt for decades by buyers of Erpo upholstered furniture. The new high-end retail store concept highlights this effect as a unique feature of Erpo and communicates this message via an attention-grabbing imagery.

A new shop concept was developed to make both end-customers and high-end speciality stores directly aware of the new realignment. This concept had already been implemented with 20 commercial partners as well as in the company's own showroom in Donzdorf. The concept was presented to enthusiastic specialist retailers last October at the in-house exhibition. Erpo.Sitz.Kultur presented the new shop concept and the Erpo Effect at the imm Cologne 2011 in Hall 11.3 at their stand Q-051. In 2010, Erpo was voted into first place in the customer satisfaction survey conducted by the magazine "markt intern" for the third time in a row.

### 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.

