

50^{years} | THE ART

of fine seating

CAVILA SALES PROMOTION



THE SALES PROMOTION

The Cavila leather action. Knowing that consumers today think twice before spending money on a big-ticket item, this sales promotion is a strong selling argument to present to your clients. Not only is Cavila leather priced 10% lower than the entry Celia leather, all JORI models can be upholstered with this Cavila black leather. This sales promotion cannot be combined with the Comfort Pack promotion.

THE SALES PROMOTION PERIOD

2013

YOUR SALES PITCH TO YOUR CLIENTS

JORI leather has a temporary sales promotion 'Cavila Black Limited Edition'.

Cavila leather is a Limited Edition bovine leather of non-European origin which makes it less compact and less sturdy, but offers excellent value for money. The leather is perhaps less of a handsome fit on the models and will also have an ageing process that differs from the Celia, especially as it is more designed and pigmented than Celia leather. As such, this makes for a faster-paced ageing process compared against the Celia, to the effect that you may be looking at a somewhat shorter service life. Available on all models, it's 10% cheaper than the entry-level Celia leather. However, this is a temporary offer - that's why it's so interesting.

YOUR PROMOTIONAL MATERIAL

1. Advertisement
2. Online banner
3. Client newspaper

CLASSICS SALES PROMOTION

THE SALES PROMOTION

You know your JORI classics by heart. Here too, you can take advantage of a 15% rebate on the Linea, Pacific, Yoga, and Vinci JR-3280 models.

THE SALES PROMOTION PERIOD

2013-2014

YOUR SALES PITCH TO YOUR CLIENTS

Some JORI classics have been featured in the collection for several years and are still very popular. This obviously has to do with their design and their unmatched comfort. Since the development costs of these models have already been covered, we can offer you these classics at an attractive price.

YOUR PROMOTIONAL MATERIAL

1. Advertisement
2. Online banner
3. Client newspaper



COMFORTPACK SALES PROMOTION

THE SALES PROMOTION

For a maximum of 10% of the purchase price, your clients can choose additional options. The advantage is that this makes additional comfort-generating items more accessible, which intensifies the luxurious experience. Note that this action cannot be combined with the Cavila promotion. A tip: when your client purchases a Shiva model for example, you can suggest side tables or...

THE SALES PROMOTION PERIOD

From October to December 2013

YOUR SALES PITCH TO YOUR CLIENTS

For 3 months, you can benefit from a special discount in the form of extra comfort options on your purchase. For 10% of your purchase price, you can choose between additional comfort-generating options. These options may include additional comfort features on the model you purchased, but you can also choose side tables, cushions, ...

YOUR PROMOTIONAL MATERIAL

1. Advertisement
2. Online banner
3. Poster
4. Client newspaper

YOUR CLIENT CAN CHOOSE BETWEEN:

COMFORT OPTIONS AVAILABLE ON ALL MODELS

- Separate cushions and head cushions
- Footstool
- Coffee table and side table

SPECIFIC COMFORT OPTIONS PER MODEL

Sofas

- High or mobile back instead of low back
- Mobile headrest instead of low back
- Adjustable armrests instead of fixed armrests
- Headrest with gas spring instead of manually-adjustable headrest

Recliners and TV-chairs

- Motor/battery instead of manual adjustment
- Integrated mobile headrest instead of fixed headrest

Armchairs

- High or mobile backrest instead of low backrest
- Adjustable headrest instead of low back
- Swivel base/wheels instead of fixed foot

Chairs

- High back instead of low back
- With armrests instead of without
- Comfort version instead of light version

Table

- with extension

